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CORPORATION
CONTRIBUTIONS TO
ORGANIZED COMMUNITY
WELFARE SERVICES

By
PIERCE WILLIAMS
AND
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MEMBERS OF THE STAFF OF THE
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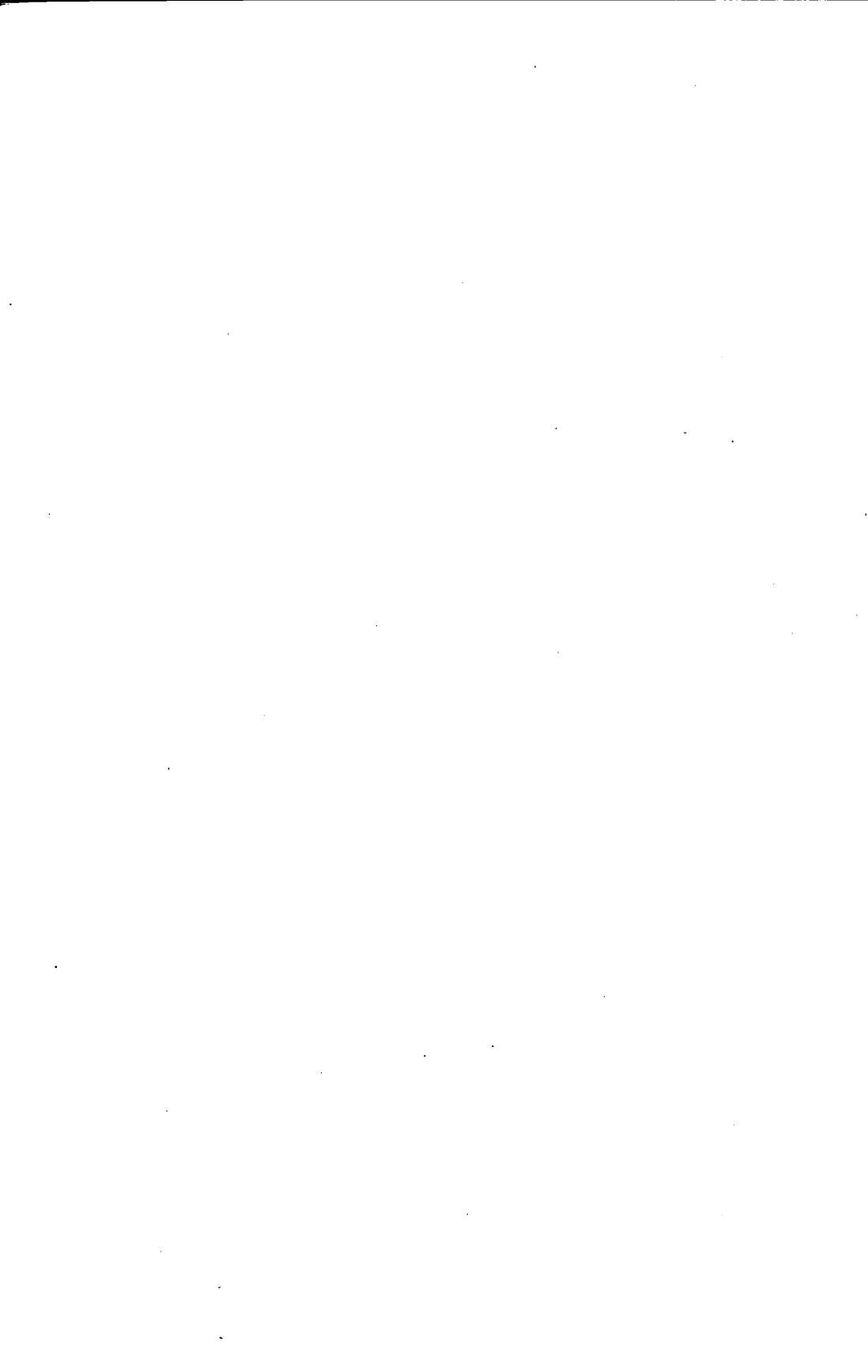
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No. 16

**CORPORATION CONTRIBUTIONS TO ORGANIZED
COMMUNITY WELFARE SERVICES**

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Adopted Oct. 25, 1926.



PREFACE

This study was undertaken by the National Bureau of Economic Research, Inc. at the request of the Association of Community Chests and Councils, the national organization representing nearly 350 community chests and councils in the United States and Canada. The cost of the study was met out of a special fund underwritten by the Association of Community Chests and Councils and made up of contributions from community chests in several of the larger cities, from individuals, and from a number of interested corporations of national importance.

It should be clearly understood that the National Bureau of Economic Research, Inc. has no official opinion or policy on the subject of the community chest and no official opinion regarding the obligation of corporations to contribute to organized welfare services. Its task is strictly limited to ascertaining prevailing practices.

This study is sponsored by a committee of leading industrialists, financiers, and lawyers, active in corporation management as directors and executives and in the direction of community welfare work as volunteer officers and directors of community chests. That board has prepared a statement which immediately follows this preface.

The authors of this study wish to acknowledge the whole-hearted cooperation received from the Association of Community Chests and Councils, from the many community chests, and from the various individual local and national welfare organizations which supplied data used in this study. We wish to express our appreciation, too, of the willingness with which information as to policies and practices in respect to charitable giving was freely supplied by a number of corporation executives. To the members of the Board of Sponsors and to its Secretary, Mr. Allen T. Burns, sincere thanks are extended for counsel in the planning of the study and for review of the report in manuscript form. Our sincere appreciation is also extended to the following persons who participated in the research and clerical work incidental to this report: As Field Agents, Mrs. Isabel C. Chamberlain, Miss Mildred John, Miss Elizabeth Hughes, Mrs. Linda Ellis, Mrs. Marian K. Harris, Mrs. Adelma H. Burd, Miss Julia Waddell, Miss Lulie Westfeldt, Miss Alma Schuppert, Miss Julia B. Collins, Mr. Fred M. Evans, Mr. William P. Harms, Mr. George G. Witham; as Research Aides, Miss Hannah J. Smith, Mr. J. D. Paris, Mrs. Vera Freeman; as Clerical and Research Assistants, Miss Inez Williams, Mrs. Mercedes Cowden, Miss Mary Rocchio, Miss Daisy Cloux, Miss Mildred Sherwood, Miss Alice Xylander, Miss Eloise Gooch, Miss Nan Mace, Miss Edith Cutillo, Miss Margaret Maddox, Miss Lillian D'Amicis.

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New York City
May 16, 1930

STATEMENT BY BOARD OF SPONSORS

We, the Board of Sponsors for the Study of Corporation Contributions to Community Welfare Services, having reviewed the Report made by the National Bureau of Economic Research, commend it heartily to both corporation and community welfare officials for careful study.

The report establishes a basis for a sounder understanding between these two major parties at interest in this problem, and lays the groundwork for developing much needed fundamental principles to govern both contributions and solicitation.

We congratulate and thank the National Bureau of Economic Research for the capable workmanship contained in this report, and acknowledge the valuable contributions of money, time and effort of those welfare organizations, corporations and individuals who have made this report possible.

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SUMMARY OF REPORT

Of the \$58,801,872 raised for 1929 by 129 community chests included in this study, \$12,954,769, or 22.0 per cent, was contributed by corporations. The total number of corporation contributions was 33,977. These 129 community chests represent approximately 40 per cent of the total number of community chests in operation in 1929. The total amount raised for 1929 by these 129 chests is nearly 84 per cent of the amount raised by 322 community chests the country over.

Of the nearly 13 million dollars contributed by corporations for 1929, 47.2 per cent came from corporations engaged in manufacturing. Retail and wholesale trade, including chain stores, contributed 22.4 per cent. In the trade group, chain store corporations accounted for 2.9 per cent. Other industries contributed as follows for 1929: banks and trust companies, 10.7 per cent; insurance companies, 1.5 per cent; finance corporations other than insurance and banking, 5.0 per cent; steam railroads, three-tenths of 1 per cent; water and other transportation, 1.4 per cent; public utilities other than transportation corporations (electric light, power and traction, gas and water, telephone and telegraph companies), 6.1 per cent; service corporations, 2.6 per cent; construction corporations, 1.9 per cent; mining and quarrying corporations, 1.0 per cent.

Between 1920 and 1929 the total amount contributed by corporations to community chests covered by this study increased from \$2,535,819 to \$12,954,769. This growth reflects chiefly the steady spread of the community chest movement throughout the United States. Of the 129 community chests submitting data for 1929, only 14 were in operation in 1920, and 13 of these furnished data for that year. In order to get a continuous picture for the years 1920 to 1929, inclusive, attention is directed to these 13 community chests. In 1929 they raised a little more than one-fifth of all the money raised by the 129 chests in that year. In 1920 corporation contributions amounted to \$2,535,819. They declined in 1921 and 1922, climbed continuously, however, in each year thereafter, reaching a total of \$2,799,192 in 1929. This represents an increase of 10.4 per cent for the ten years covered by this study. On the other hand, the number of corporation contributions to these 13 community chests almost doubled between 1920 and 1929. The proportion of all contributions received from corporations by these 13 chests showed a slight downward tendency over the ten year period. In 1920 the proportion from corporations was 23.8 per cent. In 1929 it was 22.9 per cent. It was highest in 1921, when it was 24.4 per cent, and lowest in 1926 when it was 22.2 per cent.

Amounts varying from less than \$1,000 to more than a million dollars were received from corporations by the various community chests studied for 1929. There was likewise a marked divergence in the per cent of total contributions received from corporations by different community chests. Those in Pontiac, Mich., Rochester, N. H., and Rome, N. Y. received

more than 50 per cent of their total funds from corporations. Eight other community chests received 40 per cent or more from corporations. Seventeen community chests, however, received less than 10 per cent of their total funds from corporations.

The extent to which the bulk of corporation support is concentrated in a few contributions is strikingly shown. In 29 community chests in 1929, 50 per cent of the total amount of corporation contributions was represented by 4 per cent or less of the number of corporation contributions. There were 20 community chests in 1929 in which fewer than five corporation contributions made up 50 per cent of the total amount received from corporations.

Corporations which are national in scope evidently have a different problem to meet in respect to community chest contributions than corporations whose interests are centered in one community. Study of contributions made to community chests by a selected group of 164 nationally known manufacturing corporations shows that together they accounted for 2,255 of the nearly 34,000 contributions made to 129 community chests in 1929 by corporations. One corporation in this selected group contributed to 99 different community chests in 1929; 5 nationally known manufacturing corporations contributed to 50 or more each; 19 contributed to 20 or more each.

The contributions made by these 164 nationally known manufacturing corporations represented 15.2 per cent of the total number of contributions made by all manufacturing corporations in 1929. The amount contributed by them represented 26.4 per cent of the total amount contributed by all manufacturing corporations.

An analysis of the contributions made by a number of these nationally known manufacturing corporations indicates that they made their largest contributions to community chests in cities in which they carry on important manufacturing, and that they made contributions of relatively small amounts to community chests in cities where they were represented only by sales offices. The evidence is that such corporations base their scale of contributions to community chests on their estimate of the benefit to stockholders represented by potential service to employees on the part of the welfare agencies participating in community chests.

Taking the chain store industry separately, it was found that 64.1 per cent of the total number of contributions received by community chests from chain stores in 1929 and 73.7 per cent of the total amount came from 34 national chain store concerns. Chain stores appear to base their contribution policy on a desire to cultivate local good will.

Banks and trust companies have played an increasingly important part in the financial support of community chests, judging by the experience of the 13 community chests that submitted data for the ten years 1920-1929, inclusive. The total amount contributed to these 13 chests by banks and trust companies has grown from \$153,804 to \$243,737. The number of contributions from banks and trust companies has increased from 79 to 142. In 22 cities banks joined together in one contribution to the community chest through the local clearing house.

Of 33,977 contributions from corporations in 1929, 259 were from insurance companies. Sixty-four community chests reported contributions from insurance companies in 1929 and 65 reported none.

Twenty-six community chests reported contributions from steam railroads, or from subsidiaries affiliated with railroads, in 1929, and 13 main line railroads are shown as contributing to any of the 129 community chests studied.

The contributions from public utility corporations other than transportation to the 13 community chests that submitted data for the ten years 1920-1929, inclusive, increased from \$56,503 in 1920 to \$138,783 in 1929. In 1920 this group of corporations accounted for 2.2 per cent of all the corporation contributions to the 13 community chests; in 1929 this group accounted for 5.0 per cent.

The community chest is the outgrowth of (a) the Federation of Charity and Philanthropy and (b) the War Chest. The first institution is a pre-war development; the second came into existence as a result of war time charitable appeals. The local Federations did not succeed in building up any considerable measure of corporation support. Prior to 1917 the Y. M. C. A. seems to have been the only welfare organization which received any considerable proportion of its budget from corporation contributions. It is believed that this success was largely due to the intensive community-wide method of money-raising perfected by the Y. M. C. A. between 1905 and 1916. This technique was utilized by the various war service appeals, including the War Chest, during 1917 and 1918. In the case of the first Red Cross war drive of June, 1917, there appears to have been some reluctance on the part of corporations to make outright contributions. Successive national war service appeals between that time and the termination of hostilities received a large proportion of their total contributions from corporations.

The inclusion in the War Chest drives of 1918 of the Federations of Charity and Philanthropy enabled the first peace time community chests, launched in 1919 and 1920, to retain the relatively high per cent of corporation contributions which had been accorded their predecessors, the War Chests.

In cities where community chests do not exist (judging by data studied for New York, Chicago, and Boston) charitable organizations received on the whole a smaller proportion of corporation support than did community chests. This applies also to charitable organizations in community chest cities which are not members of the community chest. This is true both for current expenses and for special funds raised for buildings. The one striking exception is the Y. M. C. A., which has consistently received a considerable proportion of its funds from corporations. National organizations received an insignificant fraction of their total funds in the form of corporation contributions. While the disaster relief appeals of the American Red Cross received considerable corporation support in many cities, it appears that, in general, corporations contributed a larger proportion of the funds raised by community chests than of the funds raised by disaster appeals in the same cities.



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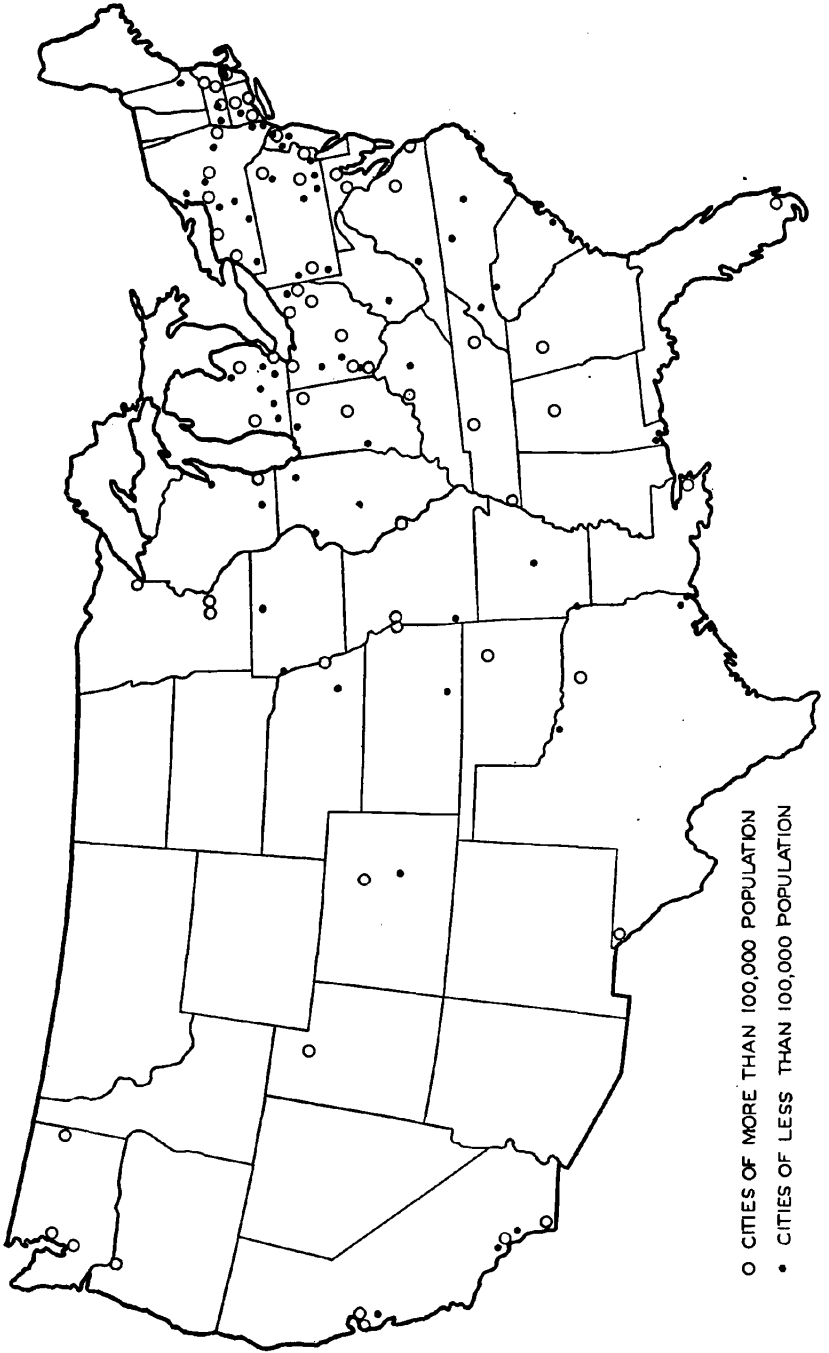
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CORPORATION CONTRIBUTIONS
TO ORGANIZED COMMUNITY
WELFARE SERVICES

CHART 1

Community Chests Included in This Study



**Cities in which Local Welfare Organizations are Financed by
Means of a Community Chest, Included in Study of
Corporation Contributions**

CITY	POPULATION ¹	CITY	POPULATION ¹
Albany, N.Y.	120,400	Little Rock, Ark.	79,200
Ann Arbor, Mich.	19,516*	Long Beach, Calif.	55,593*
Asheville, N.C.	28,504*	Los Angeles, Calif.	576,673*
Atlanta, Ga.	255,100	Louisville, Ky. ³	329,400
Attleboro, Mass.	19,731*	Lowell, Mass.	112,759*
Auburn, N.Y.	36,192*	Madison, Wis.	50,500
Aurora, Ill.	47,100	Mason City, Iowa	20,065*
Baltimore, Md.	830,400	Memphis, Tenn. ³	190,200
Battle Creek, Mich.	47,200	Miami, Fla. ³	156,700
Beaumont, Tex.	56,300	Milwaukee, Wis.	544,200
Bridgeport, Conn.,	143,555*	Minneapolis, Minn.	455,900
Birmingham, Ala.	222,400	Mobile, Ala.	69,600
Bristol, Conn. ³	20,620*	Moline, Ill.	35,600
Brockton, Mass.	66,254*	Morristown, N.J.	12,548*
Buffalo, N.Y. ³	555,800	Mt. Vernon, N.Y.	54,700
Canton, O. ³	116,800	Nashville, Tenn.	139,600
Cincinnati, O. ³	413,700	Newark, N.J.	473,600
Cleveland, O.	1,010,300	New Brighton, Pa.	9,361*
Columbus, O.	299,000	New Haven, Conn.	187,900
Charleston, S.C.	75,900	New Orleans, La.	429,400
Charleston, W.Va. ³	55,200	Norfolk, Va.	184,200
Colorado Springs, Colo.	30,105*	Oakland, Calif.	274,100
Corning, N.Y.	15,820*	Omaha, Neb.	222,800
Dallas, Tex.	217,800	Oranges, N.J. ²	99,551*
Dayton, O.	184,500	Pawtucket, R.I.	73,100
Denver, Colo.	294,200	Philadelphia, Pa.	2,064,200
Detroit, Mich.	1,378,900	Pittsburgh, Pa.	673,800
Duluth, Minn.	116,800	Pittsfield, Mass.	50,000
El Paso, Tex.	117,800	Plainfield, N.J.	27,700*
Flint, Mich.	148,800	Pontiac, Mich.	61,500
Fort Wayne, Ind.	105,300	Port Arthur, Tex.	22,251*
Galveston, Tex.	50,600	Portland, Ore.	258,288*
Goldsboro, N.C.	11,296*	Providence, R.I.	286,300
Grand Rapids, Mich.	164,200	Reading, Pa. ³	115,400
Green Bay, Wis.	36,100	Richmond, Va.	194,400
Greensboro, N.C.	51,900	Roanoke, Va.	64,600
Hamilton, O. ³	44,200	Rochester, N.H.	9,673*
Harrisburg, Pa. ³	86,900	Rochester, N.Y. ³	328,200
Hartford, Conn.	172,300	Rome, N.Y.	26,341*
Holyoke, Mass.	60,400	Saginaw, Mich.	75,600
Indianapolis, Ind.	382,100	St. Louis, Mo.	848,100
Ithaca, N.Y.	17,004*	St. Paul, Minn.	234,698*
Jamestown, N.Y.	46,000	Salt Lake City, Utah ³	138,000
Joplin, Mo.	29,902*	San Diego, Calif.	119,700
Kansas City, Kan.	118,300	San Jose, Calif.	45,500
Kansas City, Mo.	391,000	San Francisco, Calif. ³	585,300
Kalamazoo, Mich.	56,400	Santa Barbara, Calif.	19,441*
Knoxville, Tenn.	105,400	Schenectady, N.Y. ³	93,300
Lancaster, Pa.	58,300	Scranton, Pa.	144,700
Lansing, Mich.	79,600	Seattle, Wash.	383,200
Lexington, Ky. ³	48,700	Sioux City, Iowa	80,000
Lima, O.	49,700	Spartanburg, S.C.	22,638*
Lincoln, Neb.	71,100	Spokane, Wash.	109,100

CORPORATION CONTRIBUTIONS

CITY	POPULATION ¹	CITY	POPULATION ¹
Springfield, Ill.	67,200	Washington, D.C.	552,000
Springfield, Mass.	149,800	Washington, Pa.	21,480*
Springfield, O.	73,000	Watertown, N.Y.	33,700
South Bend, Ind.	86,100	West Chester, Pa.	11,717*
Syracuse, N.Y. ³	199,300	White Plains, N.Y.	21,031*
Tacoma, Wash.	110,500	Wichita, Kan.	99,300
Terre Haute, Ind.	73,500	Wichita Falls, Tex.	40,079*
Texarkana, Tex.-Ark.	19,737*	Wilkes Barre, Pa.	91,900
Toledo, O. ³	313,200	Worcester, Mass.	197,600
Tulsa, Okla.	170,500	York, Pa.	49,900
Utica, N.Y. ³	104,200	Youngstown, O. ³	174,200
Warren, O.	27,050*		

¹Estimates for July 1, 1928 except where marked * which are 1920 census figures.

²Includes Maplewood, for which no satisfactory population data are available.

³Community Chests in these cities hold their annual campaign between January 1 and May 31; chests in all other cities listed above between September 15 and December 31.