

This PDF is a selection from an out-of-print volume from the National Bureau of Economic Research

Volume Title: Corporation Contributions to Organized Community Welfare Services

Volume Author/Editor: Pierce Williams and Frederick E. Croxton

Volume Publisher: NBER

Volume ISBN: 0-87014-015-9

Volume URL: <http://www.nber.org/books/will30-1>

Publication Date: 1930

Chapter Title: Part IV: Corporation Contributions to Charitable Organization Raising Funds Independently of Community Chests

Chapter Author: Pierce Williams, Frederick E. Croxton

Chapter URL: <http://www.nber.org/chapters/c4844>

Chapter pages in book: (p. 209 - 229)

PART IV

CORPORATION CONTRIBUTIONS TO CHARITABLE ORGANIZATIONS RAISING FUNDS INDEPENDENTLY OF COMMUNITY CHESTS.

The large amount of money raised for charitable purposes by other forms of appeal than the community chest makes it important to submit data covering these non-chest charitable appeals. While community chests exist in nearly 325 cities and towns in the United States, in twenty-three cities of over 75,000 population, including New York, Chicago and Boston¹, the bulk of the charitable funds are raised by independent appeals. The importance of reliable data as to corporation contributions in these cities is apparent.

Furthermore, as pointed out in the introduction, community chests do not include all of the local welfare organizations which are dependent upon voluntary contributions and donations. It is important, then, to know how corporation contributions to these non-chest agencies compare with corporation contributions to the local community chest. In the hope of shedding additional light on the response which corporations make to community appeals and on the response they make to individual agency appeals, some data will be submitted in this section of the report showing corporation contributions to individual charitable institutions prior to their affiliation in a community chest.

Moreover, even those charitable organizations that participate in a community chest do not ordinarily rely upon it to raise funds for new buildings, or for extensions and improvements to plant, properly considered as "capital." Only a small fraction of the money raised for buildings is raised by community chests. As the number of such building fund appeals and the amounts subscribed to them during the last ten years are large, it seems advisable to include in this study such data as are available.

Finally, there are the current money raising efforts of the considerable group of national welfare organizations. In many of the fields of welfare work represented in community chests, national agencies exist whose primary concern is to maintain high standards

¹ For list of non-community chest cities as of January 1, 1930, see foot note, page 37.

of service on the part of local organizations, to promote inter-city co-operation and generally to strengthen their respective local movements. Most of these national organizations partake of the nature of loosely organized federations of local agencies, membership being on a voluntary basis. Some of these latter, however, have special powers and authority entitling them to exercise supervision over branch organizations in local communities. These national organizations draw their financial support partly from contributions and partly from membership fees paid by the affiliated local agencies.

Under the head of national organization appeals, special mention should be made of those of the American National Red Cross for the relief of disaster sufferers. Recent disaster funds for which data have been obtained are the Japanese earthquake, September, 1923, the Mississippi River flood, May, 1927, and the West Indies and Florida Hurricane, 1928. While the money to take care of disaster relief work is raised by the local Red Cross chapters, in the case of major disasters it is transmitted to the National Red Cross in Washington, which is responsible for the administration of the fund. Data as to corporation contributions to these disaster relief appeals will, therefore, be discussed in connection with national welfare organizations.

Non-Community Chest Cities

For reasons touched upon in the introduction, it has not been feasible for the National Bureau to do more than sample the experience of selected charitable organizations in the three largest non-community chest cities, New York, Chicago and Boston². In order to make a thorough-going study of corporation contributions to charitable organizations in these three cities, it would be necessary to canvass upwards of 2,000 separate institutions. In view of the impracticability of this, the National Bureau is obliged to content itself with submitting a small amount of data showing how much of total contributions to selected welfare organizations in those three cities in some one recent year came from incorporated business concerns.

New York—The best estimate of the total amount contributed to charitable work in New York City is that of the Bureau of Advice and Information of the New York Charity Organization Society.

² The so-called "Manufacturers' Chest" in operation in Cambridge, Mass., since 1917, will be discussed, as a unique method by which corporations have centralized contributions in a non-chest city.

According to a study published by that body approximately \$11,805,000 was raised in donations and contributions in 1923 by 353 charitable and welfare organizations carrying on work in Greater New York³. These 353 organizations together account for nearly 90 per cent of the money expended by 474 New York charitable and welfare agencies.

In order to get as representative a picture as possible of the experience of New York charitable and welfare organizations in respect to corporation contributions, annual reports and contribution lists of 32 organizations for the latest year available⁴ were analyzed. Names of contributors were carefully checked, in order to make sure that only incorporated businesses were included. The total amount shown by these 32 institutions (Table 60) as coming from cash donations and contributions was \$3,698,950. The total amount shown as contributed by corporations was \$185,320, or 5.0 per cent. The total number of corporation contributions was 3,090. However, one organization, the United Hospital Fund, accounted for \$96,187 or slightly more than half of the amount of the total corporation contributions, and for 1,249, or 40.4 per cent of the total number of corporation contributions. The purpose of the United Hospital Fund is to raise money to supplement the donations received directly by 56 New York hospitals. The campaign is an annual one, held in November, and a general canvass by means of volunteer "teams" is made of the business houses in various industries. The amount raised is later apportioned among the member hospitals giving free hospital service in Greater New York. The total amount raised by the 1927 campaign was \$714,751, of which corporations contributed 13.5 per cent.

It is significant that 15 New York hospitals received from corporations a much lower proportion of the contributions raised by their independent efforts, than the United Hospital Fund received in its joint appeal. These 15 institutions reported total cash donations and contributions in 1927 or 1928, of \$505,827. Of this amount, only \$14,941 or 3.0 per cent, is shown as contributed by incorporated business concerns. The total number of corporation contributions to these 15 hospitals was 522.

Two other welfare organizations (the New York Y.M.C.A. and the Brooklyn and Queens Y.M.C.A.) account for \$50,365 of the total

³ "The Finances of New York's Social Work." New York Charity Organization Society, 1925.

⁴ In some instances 1928, in others 1927.

TABLE 60

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO CURRENT EXPENSE BUDGETS OF 32 SELECTED CHARITABLE AND WELFARE ORGANIZATIONS, NEW YORK, 1927 OR 1928.

Organization	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporations contributions
United Hospital Fund Campaign..	\$714,751	\$96,187	13.5	1,249
French Hospital.....	\$29,902	\$1,325	4.4	47
The Jewish Hospital—Brooklyn...	64,918	3,350	5.2	6
Knickerbocker Hospital.....	12,218	295	2.4	13
The Babies' Hospital.....	17,861	100	.6	8
Manhattan Maternity Dispensary.	8,545	35	.4	5
St. John's Guild.....	103,675	1,752	1.7	52
New York Eye and Ear Infirmary..	29,174	480	1.6	42
New York Ophthalmic Hospital...	8,936	390	4.4	26
Home for Incurables.....	13,294	175	1.3	7
Wyckoff Heights Hospital.....	32,090	2,357	7.3	80
Woman's Hospital.....	22,725	275	1.2	17
Lenox Hill Hospital.....	41,561	2,195	5.3	62
Manhattan, Eye, Ear and Throat Hospital.....	41,515	135	.3	11
New York Post Graduate and Medical School.....	31,702	1,445	4.6	102
Orthopaedic Dispensary and Hospital.....	47,711	632	1.3	44
Total 15 Hospitals.....	\$505,827	\$14,941	3.0	522
Y.M.C.A.—New York City.....	\$398,022	\$35,817	9.0	355
Y.M.C.A.—Brooklyn and Queens.	225,546	14,548	6.5	218
Y.W.C.A.—Brooklyn.....	99,233	4,880	4.9	85
Association for Improving the Condition of the Poor, New York City.....	813,120	12,513	1.5	222
Association for Improving the Condition of the Poor, Brooklyn...	42,081	60	.1	3
Institute for Crippled and Disabled	96,506	629	.7	63
Big Sisters, Inc.....	26,738	22	.1	4
Big Brothers, Inc.....	29,747	186	.6	15
Maternity Center.....	71,138	70	.1	9
Children's Aid Society—Brooklyn.	20,363	130	.6	11
Federation of Agencies caring for Protestants.....	17,434	455	2.6	21
Children's Aid—New York.....	243,902	1,598	.7	141
Henry Street Settlement				
Visiting Nurse Service.....	155,830	2,120	1.4	55
General Activities.....	65,965	454	.7	49
Hudson Guild.....	84,350	362	.4	33
Inwood House.....	18,606	187	1.0	23
Greenwich House.....	69,791	161	.2	12
Total 32 Organizations.....	\$3,698,950	\$185,320	5.0	3,090

corporation contributions shown by 32 New York organizations. The New York Y.M.C.A. reports donations and contributions for 1926 of \$398,022, of which \$35,817 or 9.0 per cent, was contributed by 355 corporations. The Brooklyn and Queens Y.M.C.A. reports total donations and contributions for 1928, amounting to \$225,546, of which \$14,548, or 6.5 per cent was contributed by 218 corporations. The two Y.M.C.A.'s account for 27.2 per cent of all of the corporation contributions shown by 32 institutions.

The other 14 charitable and welfare institutions show donations and contributions for 1927 or 1928, amounting to \$1,854,804. The amount shown as coming to them from corporations was \$23,827 or slightly less than one per cent. The total number of corporation contributions reported by these 14 organizations was 746.

Besides the 32 charitable and welfare organizations whose contributions were analyzed for some one year, there were 14 other organizations whose printed lists of contributors either showed no corporation contributions, or which stated specifically, when inquiry was made, that they received no contribution from incorporated business concerns. The total amount raised in contributions by these fourteen organizations (in some cases 1927, in others 1928) was \$1,365,000. Eight hospitals are among them. In addition to the foregoing organizations, there are two which make combined appeals for their affiliated organizations. One of these, the Catholic Charities of the Archdiocese of New York, makes a combined special appeal once a year for donations for the support of 209 Catholic institutions. For the year 1927, the amount raised was approximately \$1,055,000. The National Bureau has been informed that no organized effort is made by the Catholic Charities to obtain donations from corporations, the appeal being addressed to individual communicants of the Roman Catholic Church throughout the Archdiocese of New York. Those in charge of the Catholic Charities of the Archdiocese of New York state that its activities are directed more toward the coordination of the work of the Catholic social welfare organizations than toward central financing. The other is the Federation for the Support of Jewish Philanthropic Societies in New York City, which distributed in 1929 to its 91 affiliated societies \$5,006,892. This Federation makes no appeal to corporations, although it is possible that in the list of donations some contributions made in the name of Jewish corporations would appear.

Chicago—According to a study made by the Chicago Council of Social Agencies, the amount raised in donations and voluntary

TABLE 61

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO CURRENT EXPENSE BUDGETS OF EIGHT SELECTED CHARITABLE AND WELFARE ORGANIZATIONS, CHICAGO, 1928.

Organization	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions
United Charities.....	\$489,264	\$116,179.	23.7	925
Travelers Aid Society.....	58,184	10,535	18.2	121
Committee of Fifteen.....	23,469	3,035	12.9	25
Infant Welfare Society.....	170,177	12,651	7.4	176
Boy Scouts.....	172,449	43,147	25.0	461
Central Howard Association.....	15,773	2,728	17.3	185
Juvenile Protective Association....	33,268	1,600	4.8	31
Immigrants Protective League....	13,928	1,870	13.4	26
Total.....	\$976,512	\$191,795	19.6

contributions, for the year 1922, including membership dues considered as contributions, by 232 charitable and welfare organizations was \$6,015,000. These organizations carry on the same type of work as those participating in the 129 community chests for which data are presented in Parts II and III.

Unfortunately it has been possible for the National Bureau to obtain data as to corporation contributions from only eight Chicago charitable organizations. Together, they account for \$976,512, or 16.2 per cent of the estimated total for 232 organizations. The amount raised by each organization in donations and contributions for 1928 and the amount and number of corporation contributions are shown in Table 61.

The proportions from corporations reported by the United Charities, the Travelers' Aid Society and the Boy Scouts compare favorably with the percentages received from corporation contributions shown by community chests. It is significant to compare the relatively high per cent of corporation support shown by the United Charities of Chicago with the information given by the Charity Organization Society of New York to the National Bureau's investigators, that no contributions are received from corporations in Greater New York, and none are sought. The Association for Improving the Condition of the Poor in New York, as shown by Table 60, received approximately 1.5 per cent of its total donations

TABLE 62

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO CURRENT EXPENSE BUDGETS OF 14 SELECTED CHARITABLE AND WELFARE ORGANIZATIONS, BOSTON, 1928.

Organization	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions
Boy Scouts.....	\$ 33,230	\$ 2,040	6.1	46
Y. M. C. A.....	126,165	15,745	12.5	247
Children's Aid.....	52,004	504	1.0	38
Massachusetts Society for the Prevention of Cruelty to Children, Boston District ^a	53,723	910	1.7	25
Community Health Association.....	116,444	8,850	7.6	84
Y. W. C. A.....	126,544	16,092	12.7	148
American Red Cross, Boston Chapter.....	124,068	4,265	3.4	114
Family Welfare Society.....	117,361	2,511	2.1	52
Legal Aid Society.....	25,846	1,290	5.0	22
Boston Provident Association....	42,374	35	.1	2
Boston Dispensary.....	76,381	7,568	9.9	102
Children's Hospital ^b	115,856	5,310	4.6	71
Massachusetts General Hospital ^c	118,873	4,970	4.2	46
Boys' Club.....	16,018	950	5.9	16
Total.....	\$1,144,887	\$71,040	6.2	1,013

^aData for 1927, because of inclusion of "anniversary gifts" in 1928.

^bData for 1925, most recent available.

^cData for 1927, most recent available.

in 1927 from corporations and the Association for Improving the Condition of the Poor of Brooklyn, one-tenth of one per cent. All four organizations give service in the same field of social work, viz., family welfare and relief.

Boston—According to a study made by the Boston Chamber of Commerce, the amount raised in donations and contributions by 255 Boston charitable and welfare organizations for the year 1922 was approximately \$4,000,000.

The National Bureau has been able to obtain data as to corporation contributions for at least one year, to fourteen organizations whose total contributions for one year amount to \$1,144,887. This is approximately 28.6 per cent of the total mentioned above. The amount received from corporations by these 14 organizations for the year indicated was \$71,040, or 6.2 per cent of their total contributions. Table 62 summarizes corporation contributions to these 14 organizations for 1928.

The organizations showing the highest proportions of total contributions received from corporations are the Y.W.C.A. with 12.7 per cent and the Y.M.C.A. with 12.5 per cent. The percentages for the other Boston organizations studied, arranged in order, are as follows:—

ORGANIZATION	PER CENT
Boston Dispensary (current expenses).....	9.9
Community Health Association.....	7.6
Boy Scouts.....	6.1
Boys Club.....	5.9
Legal Aid Society.....	5.0
Children's Hospital.....	4.6
Massachusetts General Hospital.....	4.2
American Red Cross (Boston Chapter).....	3.4
Family Welfare Society.....	2.1
Society for the Prevention of Cruelty to Children.....	1.7
Children's Aid.....	1.0
Boston Provident Association.....	.1

Cambridge, Mass.—So far as the National Bureau knows, Cambridge is unique in the method used for centralizing contributions from Cambridge industrial and financial concerns to local charitable and welfare organizations. Cambridge has what is known as the Manufacturers' Chest. It is described as "a fund contributed annually by the industries of Cambridge for distribution to the welfare organizations of the city." Thirty-four corporations are represented in the general committee. The Manufacturers' Chest was started in 1917. Figures are not made public of the amounts distributed by it to each Cambridge charitable organization. Each charitable agency is requested to submit a budget of its past and prospective income and expenditures to a committee of the Chest. Appropriations are based on the committee's best judgment of the organization's relative need and importance to the community. Organizations which will not submit a financial report do not receive aid from the Manufacturers' Chest. The total amounts distributed by the Chest in each of the years 1917-1928, are shown in Table 63.

From data gathered by a field agent of the National Bureau, it appears that 14 charitable and welfare organizations were granted funds from the Manufacturers' Chest in 1928. The total amount of

TABLE 63

AMOUNTS DISBURSED BY CAMBRIDGE MANUFACTURERS' CHEST TO CAMBRIDGE CHARITABLE ORGANIZATIONS, 1917-1928, INCLUSIVE.

Year	Amount	Year	Amount
1917	\$ 8,855	1923	\$ 13,125
1918	10,460	1924	17,785
1919	11,395	1925	24,950
1920	12,255	1926	28,190
1921	10,500	1927	31,500
1922	12,492	1928	31,195

all donations and contributions raised by these 14 Cambridge organizations for 1928, was \$140,834. The \$31,195 disbursed by the Manufacturers' Chest to Cambridge charitable organizations in 1928, represents approximately 22.3 per cent of the total contributions reported by all Cambridge charities. No figures are published of the amounts contributed to the Manufacturers' Chest by individual Cambridge corporations.

Welfare Organizations in Community Chest Cities But Not Participating in Community Chest

Table 64 summarizes data as to corporation contributions to non-community chest charitable appeals in selected community chest cities since 1919. In some instances the data refer to money raised by individual organizations prior to the organization of the local community chest. In other instances the data relate to charitable agencies that remained outside the local community chest after its organization.

Attention is especially directed to the data relating to Y.M.C.A. appeals made independently of community chests. These appeals were for current operating funds, not for building funds, corporation contributions to which will be discussed in the following section. The relatively high percentage of Y.M.C.A. current donations coming from incorporated business concerns as compared with those corporation contributions to other charitable and welfare agencies, is noteworthy and can largely be attributed to the early development and continued use by that organization of the technique of solicitation now generally used by community chests. In a majority of cases the per cent of corporation contributions shown by local Y.M.C.A.'s

TABLE 64

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO CURRENT EXPENSE BUDGETS OF SELECTED ORGANIZATIONS IN COMMUNITY CHEST CITIES, BUT NOT IN COMMUNITY CHESTS, 1921-1929.

City, organization, and year	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions	Per cent of total amount received by local community chest from corporations, same year
Columbus—Y.M.C.A., Y.W.C.A.					
1922	\$ 70,000	\$22,445	32.1	142	no chest
Flint—Y.M.C.A., Y.W.C.A.					
1921	54,380	26,145	48.1	14	no chest
Grand Rapids—Y.W.C.A.					
1922	43,702	8,567	19.6	104	27.0
1923	29,119	4,710	16.2	60	32.0
1924	29,386	8,465	28.8	108	33.4
1925	51,548	13,633	26.4	125	31.5
1926	47,446	12,604	26.6	144	33.2
1927	57,891	13,808	23.9	157	33.7
1928	55,302	12,790	23.1	155	32.4
1929	56,107	12,400	22.1	130	41.4
Grand Rapids—Y.M.C.A.					
1923	62,692	10,710	17.1	39	32.0
1924	53,357	10,195	19.1	41	33.4
1925	52,950	10,720	20.2	42	31.5
Milwaukee—Anti-Tuberculosis Association.					
1921	24,630	3,083	12.5	137	no chest
1922	29,855	3,485	11.7	149	28.6
1923	34,403	3,474	10.1	161	30.7
1924	37,659	3,437	9.1	159	31.5
1925	41,511	3,312	8.0	153	30.7
1926	41,498	3,790	9.1	175	30.4
1927	46,797	4,117	8.8	174	30.2
1928	46,050	3,925	8.5	169	30.5
Milwaukee—Y.M.C.A.					
1925	51,381	17,739	34.5	461	30.7
1926	48,595	18,986	39.1	450	30.4
1927	50,072	20,226	40.4	442	30.2
1928	53,142	19,965	37.6	420	30.5
1929	51,634	19,664	38.1	403	29.0
Minneapolis—Y.M.C.A.					
1924	128,273	40,107	31.3	162	30.9
1925	137,096	47,050	34.3	210	30.7
1926	142,103	49,540	34.9	243	30.8
1927	141,202	47,105	33.4	243	31.6
1928	145,300	45,845	31.6	255	31.9
1929	* 164,879	47,404	28.8	265	29.9

NON-COMMUNITY CHEST APPEALS

TABLE 64—Concluded

City, organization, and year	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions	Per cent of total amount received by local community chest from corporations, same year
Minneapolis—Women's Co-operative Alliance					
1925.....	\$ 43,029	\$ 1,995	4.6	18	30.7
1926.....	45,213	2,442	5.4	22	30.8
1927.....	46,258	2,315	5.0	23	31.6
1928.....	42,103	2,165	5.1	22	31.9
New Orleans—Child Welfare Association					
1919.....	24,603	2,530	1.0	45	no chest
New Orleans—Charity Org'n.Soc.					
1921.....	59,235	3,640	6.1	63	no chest
1922.....	48,741	3,261	6.7	51	no chest
1923.....	45,941	4,227	9.2	62	no chest
1924.....	43,054	3,542	8.2	69	no chest
Richmond—Y.W.C.A.					
1923.....	27,605	650	2.4	10	no chest
Richmond—Associated Charities.					
1921.....	29,783	615	2.1	8	no chest
1922.....	38,010	2,625	6.9	42	no chest
1923.....	73,404	6,485	8.8	97	no chest
1924.....	40,058	4,740	11.8	69	no chest
Richmond—Children's Home Soc. of Va.					
1925.....	92,398	605	.7	14	11.3
1926.....	83,932	745	.9	18	15.8
1927.....	105,868	1,745	1.6	39	16.6
1928.....	110,197	1,315	1.2	25	17.8
St. Paul—United Charities					
1919.....	85,141	250	.3	?	no chest
St. Paul—Y.M.C.A.					
1919.....	20,984	7,910	37.7	?	no chest
1920.....	21,893	12,380	56.5	?	no chest
St. Paul—Y.W.C.A.					
1919.....	28,764	9,985	34.7	?	no chest
1920.....	45,236	14,745	32.6	?	no chest
New Haven—Y.M.C.A.					
1925.....	81,375	11,969	14.7	51	6.8
1926.....	90,482	12,515	13.8	59	6.5
1927.....	93,060	12,494	13.4	66	7.1
1929.....	90,000	12,289	13.7	69	7.4
Kalamazoo—Associated Charities					
1919.....	17,544	625	3.6	6	no chest
1920.....	17,817	50	.3	2	no chest
1921.....	18,301	500	2.7	1	no chest
1922.....	18,296	2,003	10.9	13	no chest
1923.....	31,500	1,608	5.1	16	no chest

*Includes state and national collections.

raising funds outside the chest exceed the per cent of corporation contributions shown by the local community chest. The relatively small per cent of corporation support obtained by other non-chest organizations is another outstanding fact shown by Table 64.

Jewish Welfare Federations

These organizations raise funds for the Jewish charitable and welfare work in approximately 39 cities with over 75,000 population. In several of these, however, the Jewish Welfare Federation is one of the constituent members of the community chest and therefore receives funds for the expense budgets of its own affiliated organizations from the community chest. In the other cities the appeal of the Jewish Federation for its member organizations is made by means of an annual, intensively organized appeal, similar in most respects to the community chest campaign.

At the request of the National Bureau, the Bureau of Jewish Social Research (New York) made an inquiry among a number of the larger Jewish Federations in order to find out the extent to which they have asked for or received corporation contributions. As mentioned earlier, the Federation for the Support of Jewish Philanthropies in New York states specifically that no organized appeal is made to corporations for contributions, the emphasis being put upon personal support. The Associated Jewish Charities of Baltimore reported a small amount of contributions from corporations but makes no active appeal for contributions to non-Jewish concerns. The Federations in the cities of Brooklyn, Boston, Milwaukee, Pittsburgh, Atlantic City, Los Angeles, Chicago, St. Louis, San Antonio, Indianapolis, Detroit and Seattle, reported no organized appeal to corporations.

Building Funds

Table 65 which follows shows the amount, per cent, and number of corporation contributions to funds for buildings, raised by individual organizations by special appeals. To facilitate comparison with corporation contributions to community chests the per cent of total contributions to the latter for the same year as the one in which the particular building fund was raised, is also shown in this table.

No general statement can be made concerning the proportion of support for building funds which came from corporations. In the case of the Y.M.C.A. building funds studied, the proportion of the total contributed by corporations ranges from 47.7 per cent in the

NON-COMMUNITY CHEST APPEALS

221

TABLE 65

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO BUILDING FUNDS IN SELECTED CITIES CLASSIFIED BY TYPES OF WELFARE ORGANIZATION, 1920-1929.

City	Year	Total amount of contributions	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions	Per cent of total amount received by local community chest from corporations same year
Young Men's Christian Ass'n.						
York.....	1923	\$ 650,000	\$ 78,750	12.1	38	no chest
St. Louis.....	1924	?	433,164	?	609	no chest
Lewiston-Auburn, Me.....	1924	40,000	12,000	30.0	10	no chest
Detroit.....	1925	5,800,000	664,665	11.5	717	22.3
Schenectady.....	1926	680,000	230,000	33.8	2	24.9
Canton.....	1926	296,788	141,423	47.7	135	36.7
Portland, Me.....	1925-7	?	25,620	?	148	no chest
Wilkes-Barre.....	1927	800,000	41,900	5.2	122	12.4
New York City.....	1927	4,221,047	119,245	2.8	572	no chest
Toledo.....	1928	1,512,000	271,930	18.0	294	29.6
Cincinnati.....	1928	204,000	3,845	1.9	45	28.7
Brooklyn.....	1929	2,412,000	33,719	1.4	228	no chest
New Orleans.....	1929	567,505	75,373	13.3	279	27.8
Young Women's Christian Ass'n.						
St. Louis.....	1920	250,051	93,548	37.4	275	no chest
Cleveland.....	1920	171,142	3,600	2.1	13	no data
Grand Rapids.....	1920	567,000	142,196	25.1	238	35.8
Reading.....	1920	500,000	22,200	4.4	24	no chest
St. Louis.....	1922	59,727	4,154	7.0	68	no chest
New Orleans.....	1922	42,737	15,938	37.3	130	no chest
Flint.....	1924	413,000	139,412	33.8	73	23.6
Scranton.....	1925	400,000	none	12.9
Cleveland.....	1925	649,232	17,954	2.8	88	24.0
Lansing.....	1925	428,000	78,388	18.3	83	32.3
Cincinnati.....	1926	720,000	40,700	5.7	37	23.4
Columbus.....	1927	90,000	2,500	2.8	1	32.5
Minneapolis.....	1927	1,038,000	332,420	32.0	201	31.6
Milwaukee.....	1928	475,000	64,310	13.5	119	30.5
Portland, Me.....	1928	131,702	2,600	2.0	22	no chest
Schenectady.....	1928	460,000	55,000	12.0	2	21.3
Cleveland.....	1928	150,000	6,125	4.1	22	22.6
Bangor.....	1929	89,710	6,445	7.2	26	no chest
Hospitals						
Reading.....	1920	750,000	178,400	23.8	74	no chest
Reading.....	1921	82,615	18,060	21.9	13	no chest
Franklin, Pa.....	1922	108,140	5,000	4.6	3	no chest
Bangor, Me.....	1922	121,000	11,750	9.7	22	no chest
Cleveland.....	1923	360,000	37,880	10.5	134	no data
St. Paul—Minneapolis.....	1923	178,000	95,436	53.6	231	...
Reading.....	1923	185,000	6,725	3.6	43	no chest
New Orleans.....	1923-4	150,000	16,570	11.0	62	no chest
Waterville, Me.....	1924	30,000	6,700	22.3	12	no chest
Wilkes-Barre.....	1924	400,000	22,390	5.6	77	14.5
Scranton.....	1924	75,000	none	13.2
Scranton.....	1924	75,000	none	13.2
Harrisburg.....	1924	410,000	43,042	10.5	107	9.3
Reading.....	1924	335,000	32,475	9.7	68	no chest
Cleveland.....	1924	270,000	11,485	4.3	7	24.5
Cleveland.....	1925	1,350,000	93,385	6.9	165	24.0
Winchester, Va.....	1925	63,304	1,920	3.0	10	no chest
Cincinnati.....	1925	504,890	10,400	2.1	22	28.0
Reading.....	1925	1,805,471	728,416	40.3	76	19.4
Boston.....	1925	1,829,889	89,457	4.9	366	no chest
Biddeford, Me.....	1926	65,000	3,775	5.8	17	no chest
Augusta, Me.....	1926	103,680	10,000	9.6	33	no chest
Harrisburg.....	1921-6	1,100,000	17,385	1.6	71	...
Cincinnati.....	1927	1,786,191	64,700	3.6	44	28.3
St. Paul.....	1927	65,000	21,035	32.4	113	37.4
Columbus.....	1927	380,000	66,000	17.4	186	32.5
Cleveland.....	1927	6,543,543	19,815	.3	81	28.7
Buffalo.....	1927	?	25,650	?	86	16.8

CORPORATION CONTRIBUTIONS

TABLE 65—Concluded

City	Year	Total amount of contributions	Amount of corporation contributions	Per cent of total amount from corporations	Number of corporation contributions	Per cent of total amount received by local community chest from corporations same year
Hospitals—continued						
Buffalo.....	1927	?	\$ 49,840	?	80	16.8
Dayton.....	1928	\$1,000,000	149,282	14.9	286	24.4
York.....	1928	987,000	103,300	10.5	54	37.2
Oil City, Pa.....	1928	658,779	10,660	1.6	17	no chest
Canton.....	1928	500,000	149,882	30.0	211	34.2
Auburn, N.Y.....	1929	354,000	10,490	3.0	31	6.5
Ft. Worth.....	1929	375,000	54,995	14.7	61	no chest
Miscellaneous Organizations						
St. Paul (a).....	1923	75,000	7,390	9.9	32	40.5
Minneapolis—St. Paul (b)....	1923-4	60,560	8,725	14.4	16
Columbus (c).....	1925	44,000	6,000	13.6	2	29.5
St. Paul (d).....	1925	7,279	5,175	71.1	39	36.8
Harrisburg (e).....	1925	185,000	12,673	6.9	88	10.7
St. Paul (f).....	1927	52,000	11,900	22.9	40	37.4
Waterville, Me. (g).....	1927	26,000	6,000	23.1	8	no chest
Columbus (h).....	1927	34,856	11,000	31.6	29	32.5
Detroit (i).....	1927	4,203,352	498,955	11.9	836	24.0
Scranton (j).....	1927	75,000	none	12.6
Scranton (k).....	1928	90,000	none	13.0
Cleveland (l).....	1928	351,319	45,561	13.0	313	22.6
New York (m).....	1928	233,297	15,227	6.5	758	no chest
Detroit (n).....	1929	3,215,831	430,651	13.4	732	22.6
Columbus (o).....	1929	109,377	26,074	23.8	168	36.6
Saginaw (p).....	1929	15,600	1,840	11.8	32	21.3
Portland, Me. (q).....	1929	159,170	17,275	10.9	86	no chest

(a) St. Paul Neighborhood House.

(c) Florence Crittenton Home.

(e) Children's Home.

(g) Boys' Club.

(i) Joint appeal of Y.W.C.A., Woman's Hospital, and Florence Crittenton Home.

(k) Y. M. H. A.

(m) Boy Scout Foundation.

(o) Salvation Army.

(q) Boys' Club.

(b) Jewish Home for the Aged.

(d) American Legion Endowment Fund.

(f) St. Paul Neighborhood House.

(h) Roger's Lake Camp.

(j) Boys' Club.

(l) Salvation Army.

(n) Joint appeal of Grace Hospital, Salvation Army, and Narcotic Education Association.

(p) Salvation Army.

case of Canton in 1926 to 1.4 per cent in the case of Brooklyn, in 1929. The community chest cities show a wide range in the percentages of total Y.M.C.A. building fund contributions received from corporations.

In the case of the Y.W.C.A. building funds the proportion of the total support received from corporations varies from 37.4 per cent in St. Louis to zero in Scranton. For hospitals the percentages range from 53.6 in the case of a campaign conducted in both St. Paul and Minneapolis to zero in Scranton.

There is no striking relationship present between the per cent of corporation contributions to building funds and the per cent of corporation contributions to the community chest in each city in the

same year. It may be noted, however, that the proportion of the total contributions received from corporations was greater in the case of the chests than in the case of the building funds with the exception of two Y.M.C.A. building fund appeals (Schenectady and Canton), two Y.W.C.A. appeals (Flint and Minneapolis), two hospital appeals (Harrisburg and Reading, 1925), and the American Legion Endowment Fund in St. Paul.

National Social Work Organizations, Current Expense Budgets

Thirty-one national social work organizations replied to an inquiry from the National Bureau as to whether they received any contributions from corporations. Their names are given below⁵. Only 3 reported any corporation contributions. In all these cases, corporation support was on a small scale. The peculiar position of the national social work organizations as to contributions explains perhaps why they receive very few contributions from corporations. While the great majority of these national social work organizations have their headquarters in New York City, they are no more closely related to New York as a community than to hundreds of other American cities in which welfare work is being carried on by their affiliated organizations. Few of the national social work organizations make what could be termed a community-wide appeal for funds. As already indicated, they depend for a considerable share of their budget on the membership contributions of local organizations operating in their field of work. The remainder of their contributions come from individuals and philanthropic foundations.

⁵American Association for Organizing Family Social Work
 American Civic Association, Inc.
 American Hospital Association
 American Public Health Association
 Boys' Club Federation
 Child Welfare League of America
 National Association for the Advancement of Colored People
 National Board of Y. W. C. A.'s
 National Committee for Mental Hygiene
 National Council of Y. M. C. A.
 National Municipal League
 National Probation Association
 National Society for Prevention of Blindness
 National Urban League
 Near East Relief
 Salvation Army

American Child Health Association
 American Country Life Association
 American Red Cross
 Big Brother and Big Sister Federation
 Camp Fire Girls
 Girl Scouts, Inc.
 National Association of Travelers Aid Societies
 National Child Labor Committee
 National Consumers League
 National Federation of Settlements
 National Organization for Public Health Nursing
 National Safety Council
 National Tuberculosis Association
 National Women's Trade Union League
 Playground and Recreation Association of America

National Social Work Organizations, American Red Cross Disaster Relief Appeals

When a disaster occurs one of the first measures after dispatching Red Cross relief units to the scene is to raise the fund out of which the expenses for disaster relief will be met. The current expense budget of the American National Red Cross in Washington is chiefly met by contributions from the local Red Cross chapters. Where these chapters participate in community chests it is customary to include in the budget of the local chapter a contribution for the support of the national headquarters expense. Where a local chapter does not participate in a community chest, a certain proportion of the annual "roll call" fund is transmitted by the local chapter to Red Cross headquarters in Washington as the local community's share of the national expense. Obviously the current operating budget of the American National Red Cross cannot take care of the heavy financial demands which disasters make on the organization.

The total amount of the national disaster relief fund is usually fixed by the Executive Committee of the National Red Cross, and "quotas" or local shares immediately assigned to Red Cross chapters.

With a view to learning the extent to which corporations respond to these disaster relief appeals, the Bureau has collected some data in a number of cities as to the three major disaster relief funds mentioned earlier.

Japanese Earthquake—The Japanese earthquake occurred on September 2, 1923. The American Red Cross immediately cabled offers of assistance, and President Coolidge issued an appeal to the American public for contributions. At once, according to news items published in the New York Times, many donations of merchandise and some of cash, began coming in from corporations. A large shoe manufacturing concern in New York state donated 16,000 pairs of shoes, and later made a cash contribution of \$10,000. A leading import and export company engaged in the Far Eastern trade contributed \$10,000. A company manufacturing food products promptly released to the Japanese government, without cost, \$5,000 worth of edible oils stored in Japan and China. A leading oil refining company, in addition to making a cash contribution of \$30,000 despatched two steamers from Shanghai, loaded with food, water, clothing, and medical supplies. Transcontinental railroads not only made cash contributions, but transported relief merchandise free of charge. Cash contributions from New York savings banks were

TABLE 66

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO RED CROSS DISASTER APPEAL, JAPANESE EARTHQUAKE, SEPTEMBER, 1923, 28 CITIES.

City	Total amount raised	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporations contributions	Per cent of total amount received by local community chests from corporations 1924
New York.....	\$2,501,732	\$1,036,360	41.4	648	No chest
Chicago.....	711,377	120,246	16.9	81	No chest
Boston.....	258,389	115,246	44.6	355	No chest
Detroit.....	156,285	72,379	46.3	160	22.5
St. Louis.....	127,119	10,602	8.3	385	No chest in 1924
Baltimore.....	121,120	29,585	24.4	166	No chest in 1924
Buffalo.....	85,658	12,620	14.7	74	*
Cincinnati.....	83,782	24,905	29.7	230	30.2
Providence.....	40,095	7,650	19.1	36	No chest in 1924
Lancaster.....	38,145	1,350	3.5	8	No chest in 1924
St. Paul.....	36,146	19,275	53.3	42	39.0
Milwaukee.....	33,967	20,485	60.3	141	31.5
Minneapolis.....	32,710	12,875	39.4	77	30.9
Albany.....	32,452	1,975	6.1	17	No chest in 1924
Reading.....	29,235	18,900	64.6	37	No chest in 1924
Louisville.....	28,987	5,903	20.4	82	13.1
New Orleans.....	23,162	11,425	49.3	76	No chest in 1924
Richmond.....	20,557	3,350	16.3	23	No chest in 1924
Harrisburg.....	20,102	1,575	7.8	25	9.3
Grand Rapids.....	19,789	2,275	11.5	22	33.4
Columbus.....	18,948	7,050	37.2	42	29.1
York.....	17,797	925	5.2	9	No chest in 1924
Wilkes Barre.....	15,749	375	2.4	6	14.5
Flint.....	8,802	550	6.2	10	23.6
Norfolk.....	7,963	800	10.0	13	10.3
Lansing.....	6,698	2,147	32.1	34	33.4
Saginaw.....	6,135	650	10.6	8	29.4
Jackson.....	2,727	75	2.8	2	No chest

*No data submitted by chest for 1924.

reported. On September 12, according to a news despatch published in the New York Times from Albany, such contributions were authorized in an opinion given by the Attorney General of the State, at the request of the State Superintendent of Banks. The Attorney General held that the scope of an amendment to the General Corporation Law, enacted by the 1922 session of the State Legislature, permitting certain corporations to make expenditures for "social and economic betterment" was sufficiently broad to justify contributions to the Red Cross fund by savings banks.

The total raised for Japanese relief was \$10,448,702. Table 66

CORPORATION CONTRIBUTIONS

TABLE 67

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO RED CROSS DISASTER APPEAL, MISSISSIPPI FLOOD, APRIL, 1927, 37 CITIES.

City	Total amount raised	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions	Per cent of total amount received by local community chests from corporations 1928
New York.....	\$1,749,600	\$343,305	19.6	419	No chest
Chicago.....	1,002,410	206,069	20.6	388	No chest
St. Louis.....	420,603	146,050	34.7	849	19.4
Boston.....	333,900	36,835	11.0	227	No chest
Detroit.....	277,372	32,070	11.6	207	22.4
New Orleans....	270,470	106,901	39.5	190	26.4
Cleveland.....	253,895	52,647	20.7	268	22.6
Cincinnati....	146,220	15,000	10.3	161	28.7
Milwaukee....	138,516	26,365	19.0	204	30.5
Minneapolis....	122,076	30,079	24.6	211	31.9
Louisville....	78,488	11,745	15.0	62	14.5
Worcester.....	70,419	6,280	8.9	92	14.4
St. Paul.....	66,228	11,238	17.0	94	37.9
Providence....	61,635	3,475	5.6	44	11.6
Lancaster.....	60,474	3,375	5.6	38	15.8
Columbus.....	58,468	5,226	8.9	63	34.0
Reading.....	58,205	2,525	4.3	34	19.5
Toledo.....	50,079	7,320	14.6	83	29.6
Grand Rapids..	39,634	2,275	5.7	25	32.4
Albany.....	36,266	1,730	4.8	15	3.6
Richmond.....	35,822	4,300	12.0	23	17.8
Norfolk.....	32,720	1,285	3.9	27	18.0
York.....	32,712	750	2.3	12	37.2
Pittsfield....	31,000	860	2.8	10	17.2
Flint.....	30,236	1,015	3.4	12	24.2
Wilkes Barre..	23,829	150	.6	2	13.5
Fort Wayne....	22,866	1,900	8.3	24	23.3
Brockton.....	21,000	2,047	9.7	28	13.1
New Bedford...	22,946	687	3.0	16	No data
Harrisburg....	19,487	375	1.9	9	13.3
Saginaw.....	16,850	4,020	23.9	76	28.4
Plainfield....	12,826	210	1.6	5	2.8
Canton.....	10,344	5,095	49.3	14	34.2
Lansing.....	6,801	1,055	15.5	14	37.4
Lewiston-Auburn	6,519	400	6.1	6	No chest
Jackson.....	6,124	590	9.6	10	No chest
Rochester, N.H.	2,167	800	36.9	4	53.5

summarizes such data as the National Bureau has been able to gather in a number of cities as to the number, per cent, and amount of corporation contributions. Where the city had a community chest at the time of the Japanese earthquake appeal, the per cent which the community chest received from corporations in response to

TABLE 68

SUMMARY OF ALL CONTRIBUTIONS AND OF CORPORATION CONTRIBUTIONS TO RED CROSS DISASTER APPEAL, WEST INDIES HURRICANE, SEPTEMBER, 1928, 33 CITIES.

City	Total amount raised	Amount of corporation contributions	Per cent of total amount of contributions from corporations	Number of corporation contributions	Per cent of total amount received by local community chests from corporations 1929
New York (Inc. Brklyn.)	\$690,688	\$94,150	13.6	224	No chest
Chicago	239,864	37,811	15.8	78	No chest
Boston	111,631	15,428	13.8	85	No chest
Detroit	119,908	77,970	65.0	123	22.6
Cleveland	85,168	17,815	20.9	114	22.6
St. Louis	81,712	28,705	35.1	252	19.8
Baltimore	69,093	13,950	20.2	118	15.0
Cincinnati	50,110	8,317	16.6	141	26.5
New Orleans	39,109	8,929	22.8	89	27.8
Minneapolis	34,983	4,425	12.6	40	29.9
Milwaukee	27,490	12,945	47.1	133	29.0
Louisville	24,294	5,275	21.7	78	12.9
Toledo	24,124	7,430	30.8	59	27.8
Columbus	24,116	3,886	16.1	47	36.6
Providence	22,478	1,875	8.3	21	13.0
Grand Rapids	21,791	300	1.4	4	41.4
St. Paul	16,459	7,500	45.6	43	38.0
Flint	15,375	175	1.1	4	26.3
Pittsfield	13,984	525	3.8	7	16.5
Lancaster	13,577	850	6.3	9	16.4
Richmond	12,549	550	4.4	7	17.6
Reading	12,443	500	4.0	11	19.5
York	11,150	675	6.1	9	38.1
Ft. Wayne	9,421	650	6.9	9	24.4
Canton	8,355	4,165	49.9	29	35.2
Norfolk	7,917	225	2.8	5	18.6
Wilkes Barre	7,738	25	.3	1	14.0
Jackson	5,407	25	.5	1	No chest
Saginaw	5,100	1,025	20.1	22	21.3
Harrisburg	4,541	150	3.3	3	12.8
Bangor	4,000	1,075	26.9	13	No chest
Lewiston-Auburn	3,549	150	4.2	3	No chest
Lansing	3,343	1,175	35.1	11	37.7

its next regular annual appeal is also shown. In six cities out of fourteen in which a comparison is possible, the proportion of contributions from corporations to the Japanese earthquake appeal was greater than to the community chest.

Mississippi River Flood—The full magnitude of this disaster was not at first appreciated. The first appeal of the American Red Cross on April 22, 1927 was for \$5,000,000. On May 2, this was

increased to \$10,000,000. The total finally raised was \$17,498,902. The great bulk of the fund consisted of contributions made through 3,420 chapters of the American Red Cross⁶. Figures as to corporation contributions have been gathered in a number of cities. In a few instances, the original contribution lists of the local Red Cross chapter have been the source of data; in most cases, however, it has been necessary to resort to the local newspapers. Needless to say, the lists published in newspapers are not complete, and usually include only the larger contributions. Table 67 summarizes data the National Bureau has gathered. Corporations contributed a larger proportion of the funds for the Mississippi River flood appeal than to the community chest in five cities out of thirty-one in which a comparison is possible.

West Indies Hurricane—The amount which the National Red Cross sought to raise for this disaster which occurred in September, 1928, was \$5,000,000. The amount actually obtained was \$5,933,725.

Table 68 summarizes data gathered in a number of cities as to corporation contributions. As in the case of the Japanese and Mississippi relief funds, the amounts set down opposite the names of the different cities are probably not the totals contributed by all corporations. Where the information was taken from newspapers, it is probable that only larger contributions were recorded. In eight cities out of twenty-seven in which a comparison is possible, the proportion of all contributions coming from corporations for the West Indies Hurricane appeal was greater than for the community chest.

SUMMARY.

The rather limited view of corporation support of charitable organizations not participating in community chests which has been presented in the foregoing pages reveals that in most instances a smaller proportion of the total contributions to non-community chest charitable agencies is contributed by corporations than is the case when similar organizations participate in community chests. This is true whether the appeal by the non-participating organizations be for current expenses or for capital funds.

Of all the welfare organizations raising funds independently of community chests, the Y. M. C. A. has been the most successful in

⁶"Mississippi Valley Flood Disaster of 1927." American National Red Cross, Washington, D. C., Oct. 1929.

getting corporation contributions. This is probably due to the nature of the program carried on by the Y. M. C. A., which in many cities includes classes and groups for workers in industrial establishments. It is perhaps also due to the participation on Y. M. C. A. boards of leading local industrialists, who are heads of corporations. Perhaps most of all, however, the success of the Y.M.C.A. as compared with other organizations is due to the fact that, as already indicated, it has had for years an especially well developed technique for raising funds. This technique brought the industrial corporation into a position where its relation to the work of the Y.M.C.A. was made more apparent.⁷

National organizations other than the American Red Cross are shown to have raised an insignificant fraction of their funds from corporations.

While the disaster appeals of the American Red Cross received generous 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.

⁷ See discussion as to Y.M.C.A., Part I, pp. 48-57.