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Rockefeller Brothers Fund

1956

30 ROCKEFELLER PLAZA
NEW YORK 20, NEW YORK

Rockefeller Brothers Fund

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Rockefeller Brothers Fund

1956 Report

In fulfilling its basic purpose of giving expression to the mutual interest and responsibility of its trustees in the field of philanthropy, the Rockefeller Brothers Fund substantially increased its contributions during 1956.

As activities were expanded in many areas and new interests were explored, contributions rose to \$3,609,344 from \$1,762,820 in 1955. At the end of 1956, grants since the establishment of the Fund in 1940 totaled \$11,240,187.

There was a major grant to the Museum of Modern Art for support of an expanded exchange program of international art exhibitions, reflecting the Fund's belief that art represents a means of communicating ideas and aspirations across the barriers of language and customs. The Fund's continued concern with the problem of mental health led it to support the establishment of an institute to test a new approach to the treatment of schizophrenia.

Last year, the Fund organized as a major new undertaking an extensive study program designed to identify the problems and opportunities that will face the United States in the next 10 to 15 years and to develop concepts for dealing with them in the framework of our national purposes. Through research and discussion involving specialists and leaders from a broad spectrum of the nation's life, it is hoped that added insight will be gained into the possibilities for constructive action by the United States in an increasingly complex and interdependent world.

The year also saw contributions to programs aimed at increasing agricultural production in Asia and Latin America. A large grant was made toward the development of a new national park in the Virgin Islands, which was dedicated late in the year. The Fund also continued and broadened its activities in support of a number of agencies serving a variety of philanthropic needs.

Funds

The Rockefeller brothers and their sister, Abby Rockefeller Mauzé, contribute annually to the Fund. Mr. John D. Rockefeller, Jr., made a major gift in 1951.

Activities

The majority of the Fund's grants are for general operating needs of philanthropic organizations operating at local, national and international levels. The following are representative of contributions made for specific purposes in fields given emphasis in the Fund's program.

International

Rural Credit and Extension

Latin America long has been an area of particular interest to the Fund, and activities there during the year under review were extended through a grant totaling \$525,000 over a four-year period to aid in the expansion of supervised rural credit and agricultural extension in Brazil. The funds

will go to the American International Association for Economic and Social Development, a nonprofit agency organized in 1946 to promote self-development and better living standards abroad. The organization cooperated with various Brazilian states in setting up supervised rural credit, farm and home extension programs and farm youth clubs. In June, 1956, with the support of the Brazilian Government, it joined with other groups in forming a national organization, Associação Brasileira de Credito e Assistencia Rural, to coordinate the rapid development of state and regional rural rehabilitation programs.

*International
Exchange
of Art*

The Fund currently is concluding a five-year commitment involving grants totaling \$625,000 to the Museum of Modern Art's International Circulating Exhibits Program. During 1956, plans were completed for continuing and expanding this program through a newly organized International Council at the Museum of Modern Art, which will seek broad support for an exchange program in all the visual arts. The Council is assuming financial responsibility for United States participation in major international art exhibitions in Venice, Milan and São Paulo, a major exhibition of American paintings to travel in Europe, and the circulation of 13 existing exhibitions in more than 30 countries over the next two years. To assist the Council in these activities, the Fund has agreed to contribute on a tapering basis a total of \$460,000 to the Museum of Modern Art during the next five years.

*Agricultural
Economics
in Asia*

The Fund granted \$300,000 for 1956 and agreed to contribute similar amounts in 1957 and 1958 to the Council on Economic and Cultural Affairs, Inc. The Council is concerned primarily with training Asians in agricultural economics. Its pro-

gram consists of: 1) providing fellowships for qualified persons to study abroad, 2) making available visiting professors at key institutions in Asia, 3) cooperating in regional training courses, 4) providing books and equipment, and 5) making special grants for pilot research projects. The Council's specific goal is the integration of advanced training and research in agricultural economics into colleges of agriculture in Asia. It is expected that in the future increased attention will be given to such closely related subjects as rural sociology, agricultural extension and rural community development.

World Affairs Center

A grant of \$250,000 over a five-year period has been approved by the Fund as a contribution to the Foreign Policy Association toward a new World Affairs Center for the United States being established by the Association in cooperation with the Carnegie Endowment for International Peace. The Center will operate as a clearinghouse and facility for collecting, distributing and encouraging the production of materials related to public understanding of world affairs and making these materials available to interested organizations and individuals. In addition the Center will offer a briefing service, an audio-visual program and research and reference services.

Social Research

During 1956, the Institute for International Social Research issued several studies on socio-psychological factors which affect relations among nations and peoples. The studies concerned the Leftist movement in France, Italy's attitude on major international issues and French motivations in the Suez crisis. The Institute is operating under a \$1,000,000 grant appropriated by the Fund during 1955 for use over a period of years.

Refugee Students

In addition to a grant of \$50,000 to the American Red Cross for the relief of Hungarian refugees, the Fund, with other foundations, expressed a concern for the particular problem of orienting refugee Hungarian students to their new life on American campuses. To help in the immediate situation, a project planned for early 1957 on the campus of Bard College was given support by the Fund through the Institute of International Education.

Strengthened National Life

Special Studies

During the year, the Fund organized a Special Studies Project, to be completed in the fall of 1957, which will explore and attempt to define the problems and opportunities with which this country will be confronted during the next 10 to 15 years. Leaders from business, the professions, labor and science are participating in an over-all panel which is considering materials prepared by experts in various fields. The aim of the Project is to develop guiding principles and concepts which will be helpful in dealing with the challenge of these coming years. It is anticipated that reports, based on the deliberations of the panel, will be published on the completion of the Project.

Regional Development

Through grants totaling \$240,000 to the Regional Plan Association, the Fund is sharing in the support of a three-year study of the forces influencing the development of the New York-New Jersey-Connecticut metropolitan area. This study, which is being conducted for the Association by a special staff under the direction of the Graduate School of Public Administration of Harvard University, is designed to produce projections over the next 25 years of trends in economic activity for the region and its parts. These findings, together

with others relating to population trends and locational factors, will therefore be valuable tools for use by business, industry and government in looking ahead to the development of transportation, commercial, school, industrial and other facilities. An advisory group of leaders in the fields concerned has been formed to consult with the research staff as the study progresses.

Mental Health

As part of its program aimed at strengthening national life, the Fund devotes considerable attention to the field of mental health. In addition to the continuation of previous commitments, the Fund in 1956 granted \$150,000 to Temple University Medical Center for use over a three-year period in the establishment of an Institute of Direct Analysis. The purpose of the Institute is to test and evaluate a specialized approach to the treatment of schizophrenia developed by Dr. John N. Rosen, New York psychiatrist. The method involves sustained psychotherapy in a controlled environment where patients will be housed in individual treatment units served by staff furnishing round-the-clock care and companionship.

Nursing

A survey sponsored by the Fund in 1954 and 1955 showed that a substantial number of military personnel with nursing training and practice were interested in pursuing a career in nursing in civilian life. In view of the shortage of nurses, the Fund agreed in 1956 to make available up to \$136,000 over a five-year period for an experimental program to determine an effective way of preparing such personnel for civilian practice through special courses conducted by schools of nursing. The National League for Nursing, Inc., will carry out the program in cooperation with the Institute of Research and Service in Nursing Education, Teachers College, Columbia University.

Community Resources

The Fund is financing a study of present community resources in the Morningside-Manhattanville area of New York City with a view to determining what can be done to improve and coordinate health, welfare, recreational and cultural programs. A grant of \$61,000 has been made for the study, which is being conducted under the sponsorship of Morningside Heights, Inc., a planning group representing the leading institutions of the area. Ways in which public and private agencies may work together most effectively will be appraised and methods of encouraging resident participation and responsibility in bettering community conditions will be suggested.

Higher Education in Arkansas

The Fund agreed to contribute \$128,000 to the Arkansas Foundation of Associated Colleges to strengthen the organization's seven member colleges and to improve liberal arts education throughout the State of Arkansas. A faculty fellowship program is being set up, inter-collegiate faculty workshops are being established, libraries are being strengthened, and visits are being arranged by outside artists and specialists.

American Crafts

During 1956, the Fund agreed to make contributions totaling \$100,000 to the American Craftsmen's Council, Inc., which seeks to foster a revival of interest in the crafts in this country. A portion of the grant will be applied to the cost of the Council's Museum of Contemporary Crafts in New York City, with the remainder being applied to the Council's general budget over a three-year period.

Educational Television

The Fund joined other organizations in supporting the development by the Metropolitan Educational Television Association, Inc., of New York City's first educational television program center.

The Fund gave \$100,000 toward the center, which will produce programs for release to educational television stations throughout the country.

Conservation, Population and Resources

National Park

The Fund's principal contribution in the field of conservation in 1956 was a gift of \$1,000,000 to Jackson Hole Preserve, Inc., made toward its program of developing a large part of the Island of St. John in the Virgin Islands for national park purposes. This grant to Jackson Hole Preserve, a conservation foundation, followed one of \$250,000 made earlier for the same purpose. The Virgin Islands National Park was dedicated on December 1st as the twenty-ninth in the national park system.

Program Policies

General Program: The Rockefeller Brothers Fund makes grants under its General Program to local, national and international philanthropic organizations depending upon the general public for funds. In the Greater New York area, the Fund contributes to such community needs as civic improvement, cultural advancement, education, health, religion and welfare. As a general rule contributions are made to agencies whose activities are city-wide in scope since the Fund cannot, because of the number involved, contribute directly to individual hospitals, churches, community centers and schools. The same principle is followed in the State of New York where it contributes to agencies whose services are state-wide.

Outside of New York State, grants are directed to selected organizations with programs of general import. For the most part these organizations are national or international in scope, but occasionally an institution whose primary activity is local in character may be the center of a program which the Fund assists because it relates to a field of particular interest to the Fund.

In the case of grants to the budgetary or capital needs of established agencies, the Fund's contributions are purposely held to a relatively small proportion of the total need since the objective of the Fund in this area is to share with others in support of such institutions.

Special Program: Activities under the Fund's Special Program include support and in some instances direct operation of experimental or new undertakings. These lie in the fields of international relations and understanding, strengthened national life, and conservation, population and resources. In many cases, the trustees take an active part in the formation and operation of these programs as well as in their support. Many projects that the Fund supports fall into both General and Special Program categories.

*Agencies Receiving Contributions 1956**

American Association for the United Nations	\$ 7,500
American Association of Theological Schools Fund	<i>113,068</i>
American Council for Emigrés in the Professions	5,000
American Council on Education	<i>25,000</i>
American Council To Improve Our Neighborhoods	100,000
American Craftsmen's Council	<i>50,000</i>
American Diabetes Association	5,000
American Foundation for Allergic Diseases	7,500
American Friends Service Committee	<i>15,000</i>
	<i>5,000</i>
American International Association for Economic and Social Development	<i>75,000</i>
American Museum of Natural History	5,000
American Planning and Civic Association	500
American Public Welfare Association	8,000
American Red Cross	<i>7,500</i>
	<i>50,000</i>
American Social Hygiene Association	10,000
American University of Beirut	<i>99,340</i>
Arkansas Foundation of Associated Colleges	<i>46,700</i>
Asia Society	<i>25,000</i>
Association on American Indian Affairs	1,000
Austen Riggs Center	<i>50,000</i>
Barnard College	<i>5,000</i>
Big Brother Movement	4,000
Big Sisters	<i>7,500</i>
Boy Scouts of America, Greater New York Councils	5,000
Brooklyn Bureau of Social Service and Children's Aid Society	5,000
Brooklyn Institute of Arts and Sciences	<i>5,000</i>
Catholic Charities of the Archdiocese of New York	5,000
Children's Aid Society	<i>2,500</i>
Children's Village	<i>2,500</i>
City Center of Music and Drama	<i>2,500</i>
	<i>20,000</i>

*Figures in italics were contributions for special projects or activities; all others were for general operating purposes.

Community Council of Greater New York	\$ 7,500
Community Service Society of New York	25,000
	<i>105,000</i>
Conservation Foundation	25,000
Cornell University Medical College	12,500
Council on Economic and Cultural Affairs	300,000
Council on Social Work Education	17,000
Educational Testing Service	<i>11,500</i>
Family Service of Westchester	2,000
Federation of Jewish Philanthropies of New York	5,000
Federation of Protestant Welfare Agencies	5,000
Fondation des Etats-Unis	25,000
Foreign Policy Association	5,000
	<i>50,000</i>
Fund for Peaceful Atomic Development	25,000
Geschwister-Scholl-Stiftung (Ulm School of Design)	10,000
Girl Scout Council of Greater New York	10,000
Greer, A Children's Community	20,000
IBEC Research Institute	96,054
Institute for the Crippled and Disabled	10,000
Institute of International Education	10,000
	<i>11,500</i>
	<i>8,000</i>
International House (New York)	25,000
International Social Service, American Branch	3,000
Jackson Hole Preserve	<i>1,000,000</i>
Legal Aid Society	3,000
Lenox Hill Hospital	1,280
Manhattanville Community Centers	35,000
Menninger Foundation	35,000
Metropolitan Educational Television Association	100,000
Metropolitan Museum of Art	2,500

Figures in italics were contributions for special projects or activities; all others were for general operating purposes.

Agencies Receiving Contributions 1956 (Continued)

Metropolitan Opera Association	\$ 5,000
Modern Language Association of America	2,500
Morningside Heights	61,000
Mount Desert Larger Parish	750
Museum of Modern Art	125,000
	8,302
National Committee on Alcoholism	5,000
National Conference of Christians and Jews	2,500
National Council of the Churches of Christ in the United States of America	10,000
National Education Association of the United States	1,500
National Information Bureau	1,000
National League for Nursing	60,000
National Multiple Sclerosis Society	2,000
New York Academy of Medicine	12,250
New York Association for the Blind	20,000
New York Botanical Garden	5,000
New York City Cancer Committee of the American Cancer Society	5,000
New York Heart Association	2,000
New York Public Library	5,000
New York School of Social Work	15,000
	25,000
New York State Citizens Committee for the Public Schools	1,500
New York Zoological Society	5,000
Occupational Health Institute	7,500
Philharmonic-Symphony Society of New York	5,000
Planned Parenthood Federation of America	12,500
Population Council	120,000
Protestant Council of the City of New York	7,500
Public Education Association	1,000
Regional Plan Association	2,500
	75,000

Figures in italics were contributions for special projects or activities; all others were for general operating purposes.

Riverdale Children's Association	\$ 2,500
	<i>10,000</i>
Riverside Church	20,000
Riverside Fund to Help Build a Christian World	2,000
Stadium Concerts	1,000
State Charities Aid Association	5,000
	<i>2,500</i>
Temple University School of Medicine and Hospital	<i>60,000</i>
Travelers Aid Society of New York	2,500
Union Church of Pocantico Hills	2,600
United Hospital Fund of New York	25,000
United Negro College Fund	12,500
United Neighborhood Houses of New York	7,500
United States Committee for the United Nations	5,000
Urban League Fund	10,000
Urban League of Westchester County	2,000
USO Fund of New York	20,000
Visiting Nurse Service of New York	2,500
Westchester County Council of Social Agencies	1,000
Wiltwyck School for Boys	2,500
Young Men's Christian Association of the City of New York	5,000
Young Men's Christian Association, National Board	6,000
Young Women's Christian Association of the City of New York	5,000
Youth Consultation Service of the Diocese of New York	<i>10,000</i>

Figures in italics were contributions for special projects or activities; all others were for general operating purposes.

Contributions by Years

1941	\$ 54,770
1942	148,150
1943	148,200
1944	166,062
1945	236,950
1946	263,050
1947	220,550
1948	279,300
1949	257,050
1950	265,850
1951	315,350
1952	911,867
1953	1,177,430
1954	1,423,444
1955	1,762,820
1956	<u>3,609,344</u>
	<u><u>\$11,240,187</u></u>

Balance Sheet DECEMBER 31, 1956

ASSETS:

Unrestricted Principal Fund

Cash in bank and on hand	\$ 3,189,612.73	
Securities	53,715,572.82	
Accrued income receivable, etc.	<u>113,908.40</u>	\$57,019,093.95

Fund for the Advancement of Contemporary Social and Cultural Studies

Cash in bank		255,754.31
		<u>\$57,274,848.26</u>

FUNDS AND LIABILITIES:

Unrestricted Principal Fund

Accounts payable and accrued expenses	\$ 15,927.44	
Unpaid appropriations	4,610,065.84	
Fund balance	<u>52,393,100.67</u>	\$57,019,093.95

Fund for the Advancement of Contemporary Social and Cultural Studies

Unpaid appropriations	124,300.00	
Fund balance	<u>131,454.31</u>	255,754.31
		<u>\$57,274,848.26</u>

Statement of Changes
FOR THE YEAR ENDING

UNRESTRICTED PRINCIPAL FUND

BALANCE, January 1, 1956			\$55,885,798.64
ADDITIONS:			
Gifts received	\$ 284,711.26		
Dividends	\$ 878,918.73		
Interest	166,302.58		
	<u>\$1,045,221.31</u>		
Less: Net loss from sale of securities	<u>91,432.06</u>	<u>953,789.25</u>	<u>1,238,500.51</u>
			\$57,124,299.15
DEDUCTIONS:			
Total appropriations paid	\$3,527,644.38		
Less: Payments on appro- priations authorized in prior years	<u>1,043,764.22</u>	<u>\$2,483,880.16</u>	
Appropriations to be paid in subsequent years, net of cancellations in 1956		2,019,490.06	
Special Studies Project		98,559.73	
Administrative expenses		<u>129,268.53</u>	<u>4,731,198.48</u>
BALANCE, December 31, 1956			<u>\$52,393,100.67</u>

in Funds

DECEMBER 31, 1956

RESTRICTED FUND

Fund for the Advancement of Contemporary Social and Cultural Studies

BALANCE, January 1, 1956			\$ 60,275.03
ADDITION:			
Income from trust of which fund is beneficiary			<u>199,179.28</u>
			\$259,454.31
DEDUCTIONS:			
Total appropriations paid	\$81,700		
Less: Payments on appropriations authorized in prior years	<u>35,000</u>	\$46,700	
Appropriations to be paid in subsequent years		<u>81,300</u>	<u>128,000.00</u>
BALANCE, December 31, 1956			<u>\$131,454.31</u>