

BENE GRAPHICS

A RESOURCE FOR THE
COMMON GOOD



60 YEARS OF **GIVING**



1956

Giving USA is published for the first time by the American Association of Fundraising Counsel

G

Giving
USA™
Shared intelligence.
For the greater good.

60th
ANNIVERSARY

Highlights from 60 years of Giving USA



1959

Sputnik increases importance of philanthropic support for research



1960

First of several years where giving to religion "did not increase in greater proportion than population"

1960

Increasing support for cultural projects



1965

President Johnson announces the National Endowment for the Arts



1965

Ford Foundation provides \$85 million for American symphony orchestras



1956

New Jersey court clarifies the right of corporations to give



1957

Increasing use of foundations in corporate philanthropy



1957

First usage of "venture philanthropy"



1956

Giving to religion captures nearly 50% of all donations



1956-60

Rising interest in the role of corporate donations



1964

First reported mega-gift: \$10 million bequest to University of Illinois



1965

Corporate philanthropy now seen as a business strategy

1962-64

Rise of foundation giving with focus on education

Philanthropy begins to focus on environmental issues

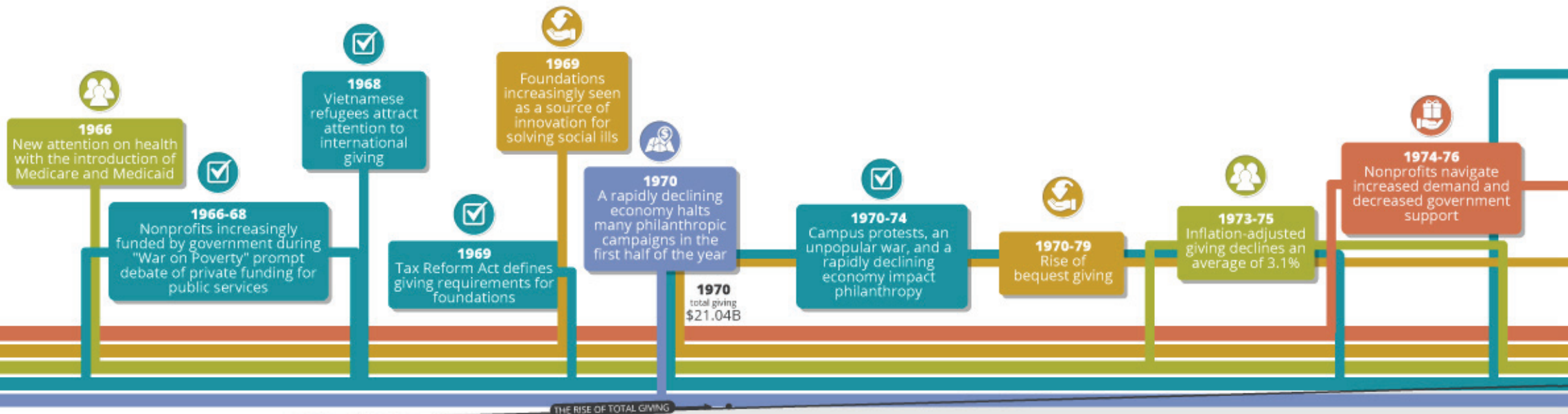
GIVING MILESTONES

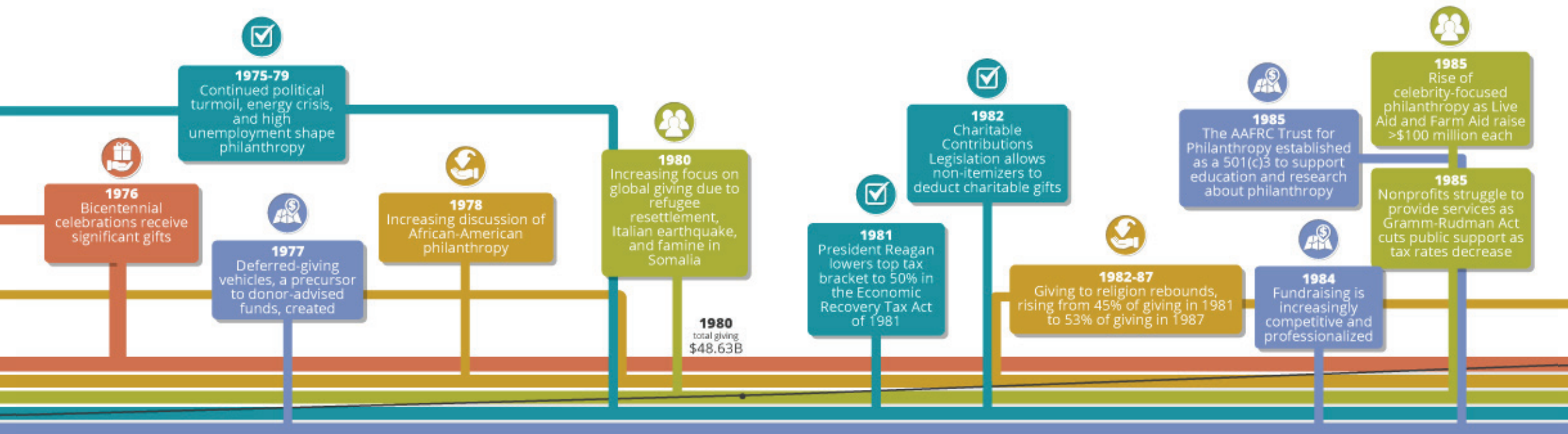
RECEIVING MILESTONES

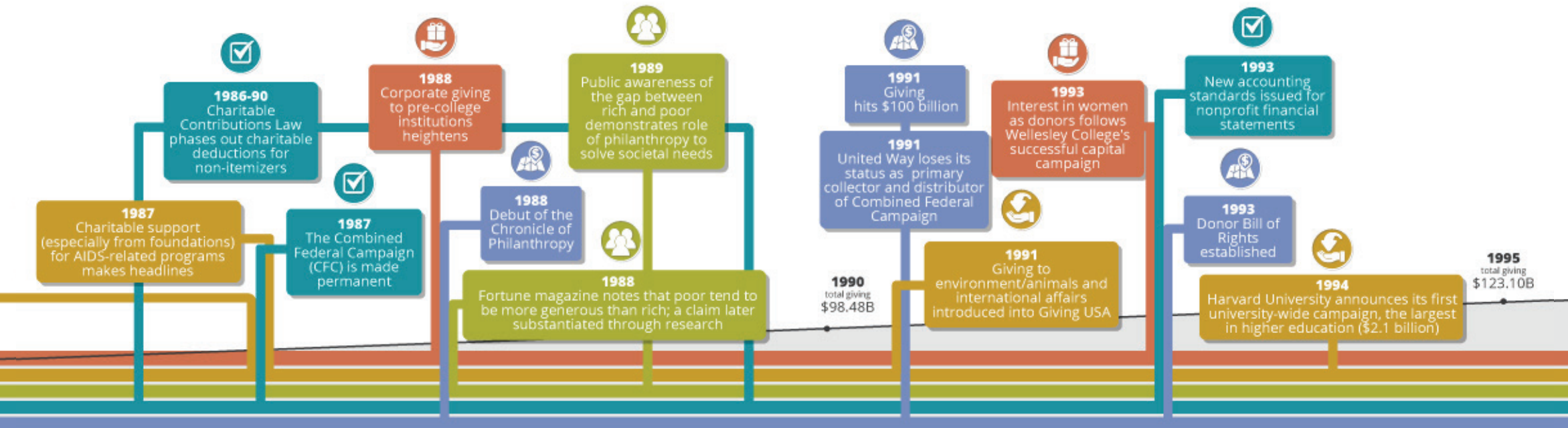
SOCIAL INFLUENCES

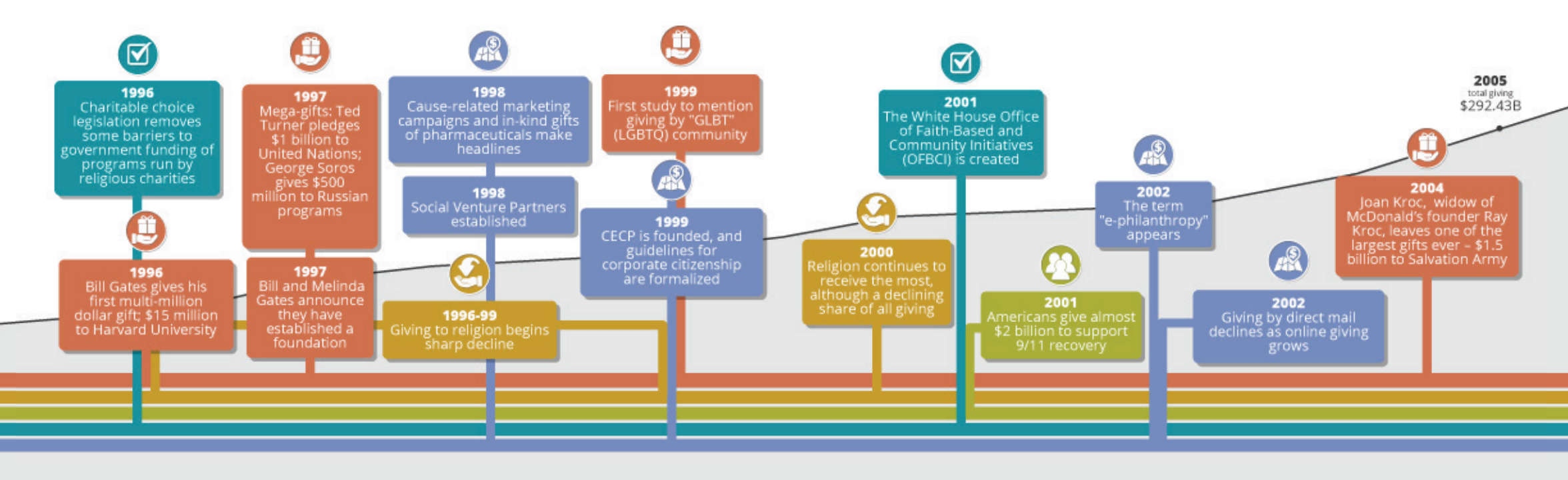
POLITICAL INFLUENCES

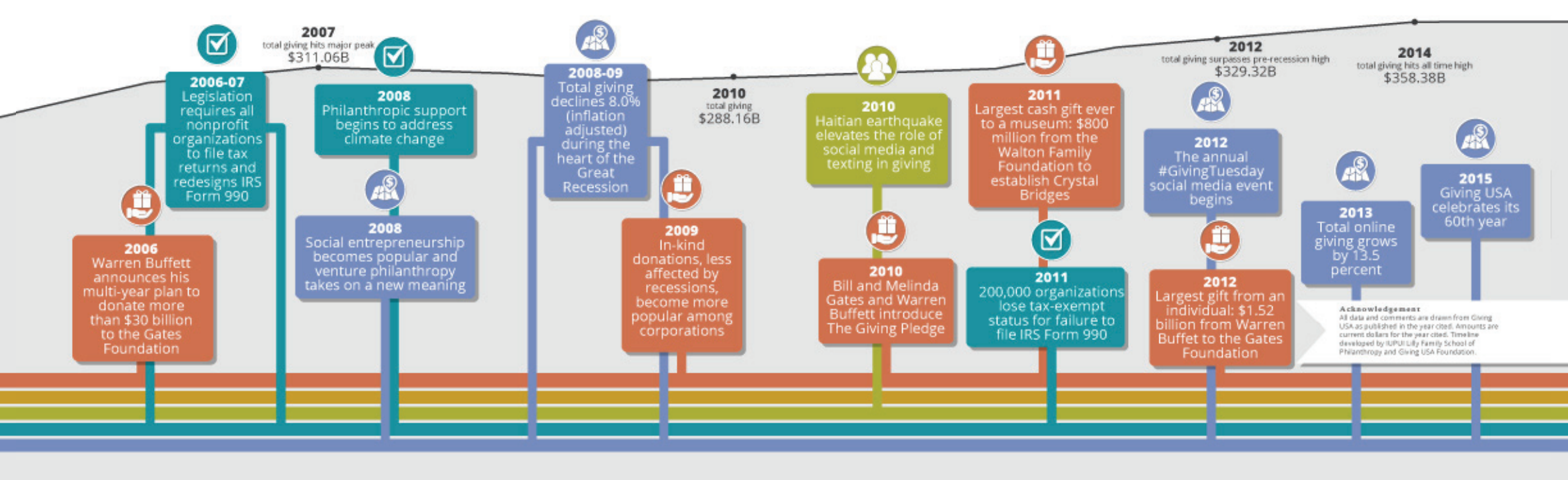
GIVING INDUSTRY













Giving USA: The Annual Report on Philanthropy is published by Giving USA Foundation and is a public service initiative of the Giving Institute. *Giving USA* is the longest running, most comprehensive report on philanthropy in America. Advancing the research, education, and public understanding of philanthropy is the mission of Giving USA Foundation, founded in 1985 by the Giving Institute.

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