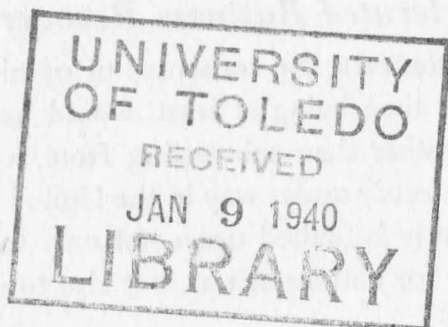


World war, 1939-

PAMPHLET OFFICE

*Where does  
Philanthropy  
stand in the face of  
War in Europe?*



**S**INCE the outbreak of war in Europe I have spent many hours in conference with men and women who are contributors both of time and money to the maintenance of American philanthropies. Most of them are members of committees organized for the purpose of obtaining much-needed additions to the capital resources of our American universities and philanthropies. We have discussed the question of the probable effect of the war on securing adequate financial support. I am presenting the reactions of these men and women in the hope that they will be of some value to you in making your plans. There has been substantial agreement on three points

**1. *Efforts to Finance Worthy Institutions Should be Vigorously Carried On.***

The needs of our American churches, universities, colleges, schools, hospitals, welfare and cultural agencies, are such that they must be presented to prospective givers with vigor and confidence under any and all conditions which offer reasonable prospect of a satisfactory response. No one who participated in the discussions expressed the opinion that present conditions justify abandonment or postponement of necessary and reasonable appeals.

**2. *Accelerated Business Recovery.***

On the contrary, the consensus of opinion was that the war, for the time being at least, would have the effect of adding to, rather than subtracting from, a broad recovery which was already under way in the United States. America will apparently be called upon not only to provide necessities of life for nations at war, but also to expand its trade

with many neutral countries, whose customary source of supply for certain commodities has been cut off by the war.

But even more important, perhaps, is the growing public realization that sound business recovery has now become necessary for national safety; that more intensive efforts should be made by all concerned to restore to full working order the economic machine which has been giving so much trouble in recent years. Thus present signs point clearly in the direction of better business.

**3. *A New Challenge to Generous Giving.***

The fact was frequently emphasized that with practically every great European and Asiatic power engaged in war, the United States remains the only great world power whose people are in a position to make adequate financial provision to maintain in fullest efficiency those "institutions of public service in the field of liberty" — our churches, universities, colleges, schools, hospitals, welfare agencies, museums, and other cultural institutions — which are the center and source of progress in civilization.

It was generally felt that thoughtful Americans will regard this situation as a challenge to generous giving. I know of many institutions in the United States and Canada which have determined to continue with active, organized efforts to seek capital gifts this fall. I know of only one or two which have decided to suspend operations because of the advent of war. The present mood of those who are responsible for financing American philanthropy is definitely "go ahead"

JOHN CROSBY BROWN, *President*

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