

The FORD FOUNDATION At WORK

Philanthropic Choices,
Methods, and Styles

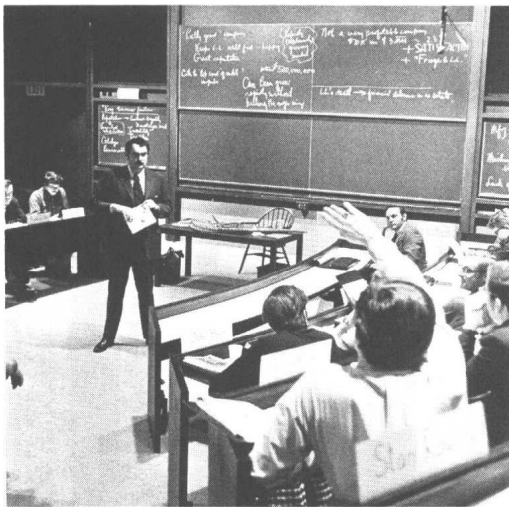
RICHARD MAGAT



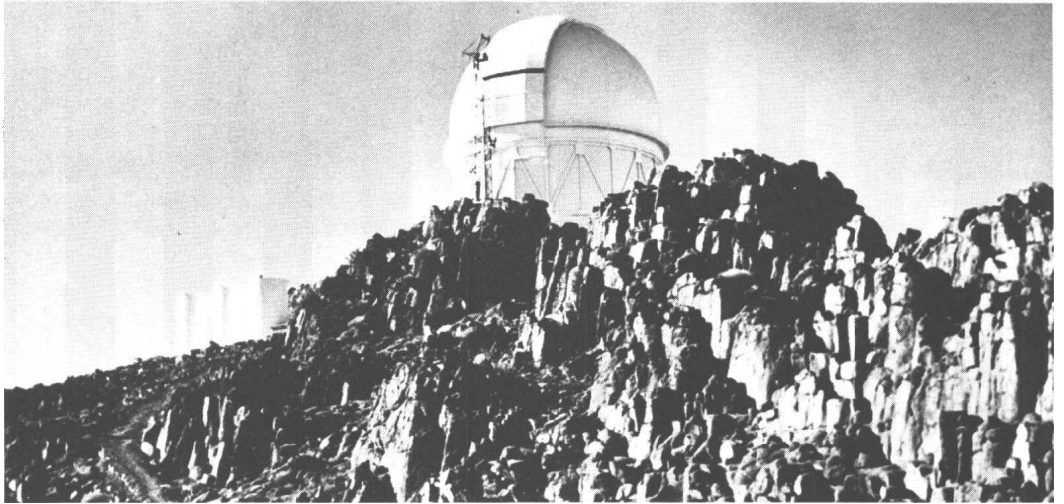
Top management of the Foundation in 1952. Left to right, Henry Ford II, chairman of the Board of Trustees; Paul G. Hoffman, president and director; and associate directors Chester C. Davis, Robert M. Hutchins, and H. Rowan Gaither, Jr. (Fourth associate director, Milton Katz, not shown).



Twenty years later. McGeorge Bundy (left), president of the Foundation, and Alexander Heard, chairman of the Board of Trustees.



From the 1950s: Left, Harvard's was one of several graduate schools of business aided in efforts to modernize management education. Center, the Foundation joined the National Science Foundation in financing a 158-inch optical telescope in Chile. Below, mental health research program included grants for Bruno Bettelheim's work at the Sonia Shankman Orthogenic School in Chicago.





High school students in Illinois in 1958 take examination for National Merit Scholarships. Another Foundation-supported educational effort . . .



. . . sought to improve methods of teaching disadvantaged children, such as those shown here in Pittsburgh's Miller School.



Improved opportunities for minorities in higher education was a major objective in the 1970s. Half of a six-year, \$100 million program assisted a selected group of private black colleges. Recipients included the Atlanta University Center (library shown here), which consists of six institutions.



Team teaching was stimulated by the Foundation offshoot, the Fund for the Advancement of Education. In this Pittsburgh school a team of thirteen teachers, including subject specialists, served the classes shown in the background.



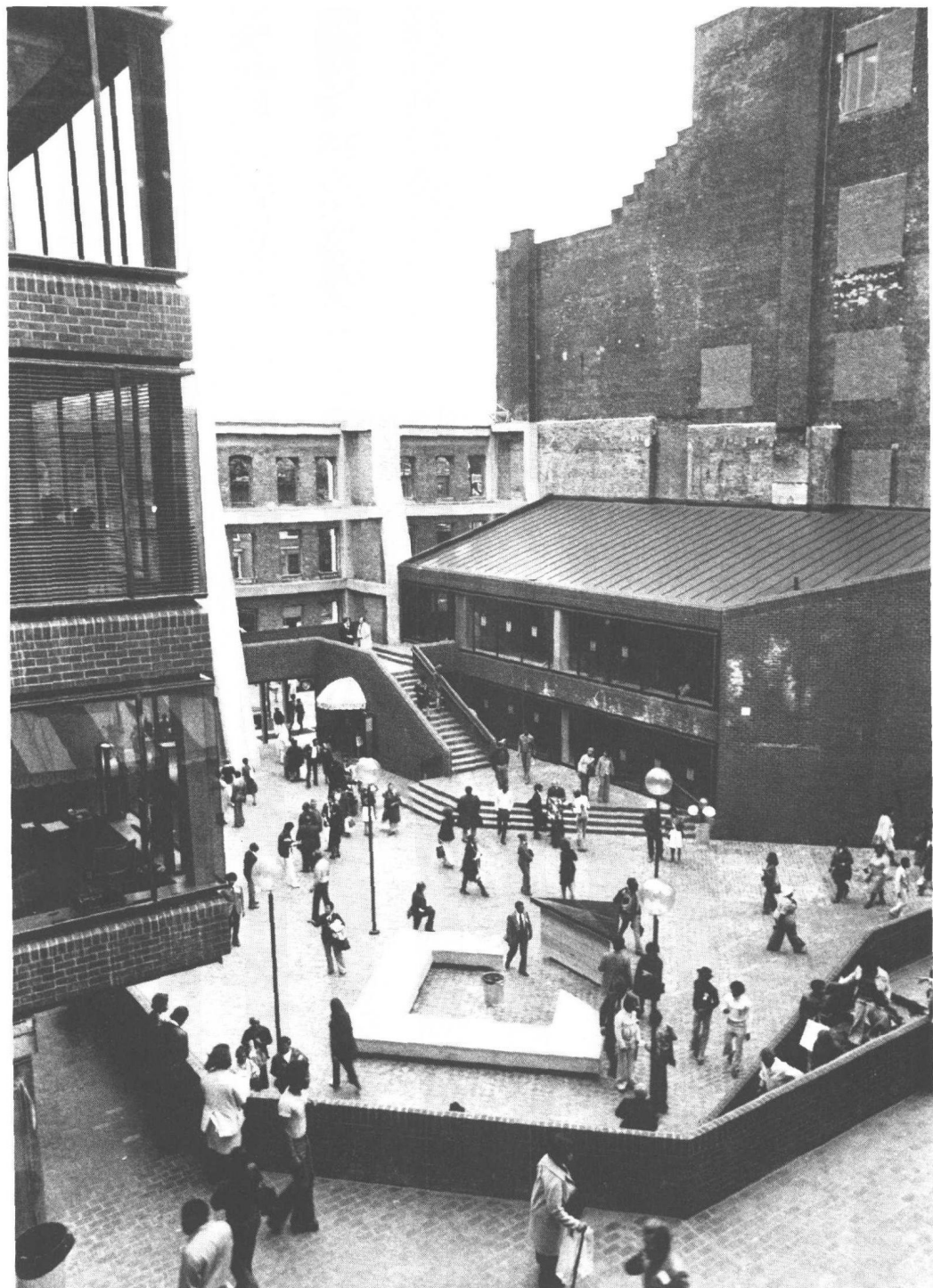
Fellowships and internships afforded graduate students and other young people practical experience in government. Here college graduates discuss careers in public affairs with a San Francisco labor official.



Assistance to minority self-help organizations has been a major Foundation activity. This meeting was associated with the North Carolina Fund, an early anti-poverty program. Another recipient was the Bedford-Stuyvesant Restoration Corporation, Brooklyn, New York (opposite).



Chicano family seeks help from Denver fair-housing organization (left). Women's Law Fund lawyer counsels client (right). The fund is one of many activities assisted to advance the status of women.





The adaptation of television to educational and cultural uses has been a major focus for Foundation support. In the 1950s the noted series *Omnibus* (above, featuring Alistair Cooke) . . . and later the Children's Television Workshop's popular "Sesame Street," starring Big Bird.



The development of strong ballet companies in the United States was supported heavily in the 1950s and 1960s. Here George Balanchine, celebrated choreographer, and Jacques d'Amboise, dancer and choreographer, rehearse dancers from the New York City Ballet.



In one of its largest actions, the Foundation committed \$80.2 million for sixty-one symphony orchestras, including the Los Angeles Philharmonic, conducted by Zubin Mehta.



The Alley Theater, Houston, one of several resident, professional, noncommercial theaters whose development was assisted for some twenty years.

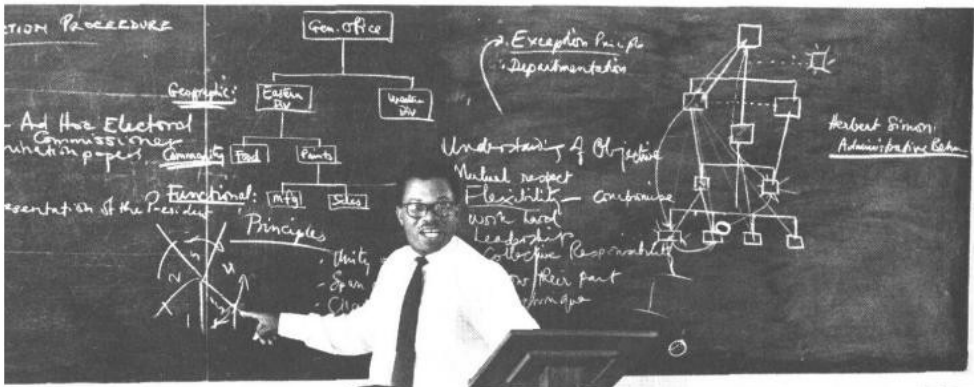
Suwannee River in Florida, one of many natural areas protected by the Nature Conservancy, which was supported in the 1960s. Below, participants in the National Coal Policy Project view reclamation site in a strip-mined area. The Foundation has sought to improve communication among parties in energy issues and disputes.



International activities have included support of human rights (such as funds for refugees from East Germany, top, in the early 1950s) and assistance to educational institutions in the less developed countries, such as the American University of Beirut, middle.



Advanced students at Cornell University receive Chinese-language instruction. Through the 1950s and 1960s, the Foundation granted some \$250 million to advance American knowledge of non-Western societies and international affairs.



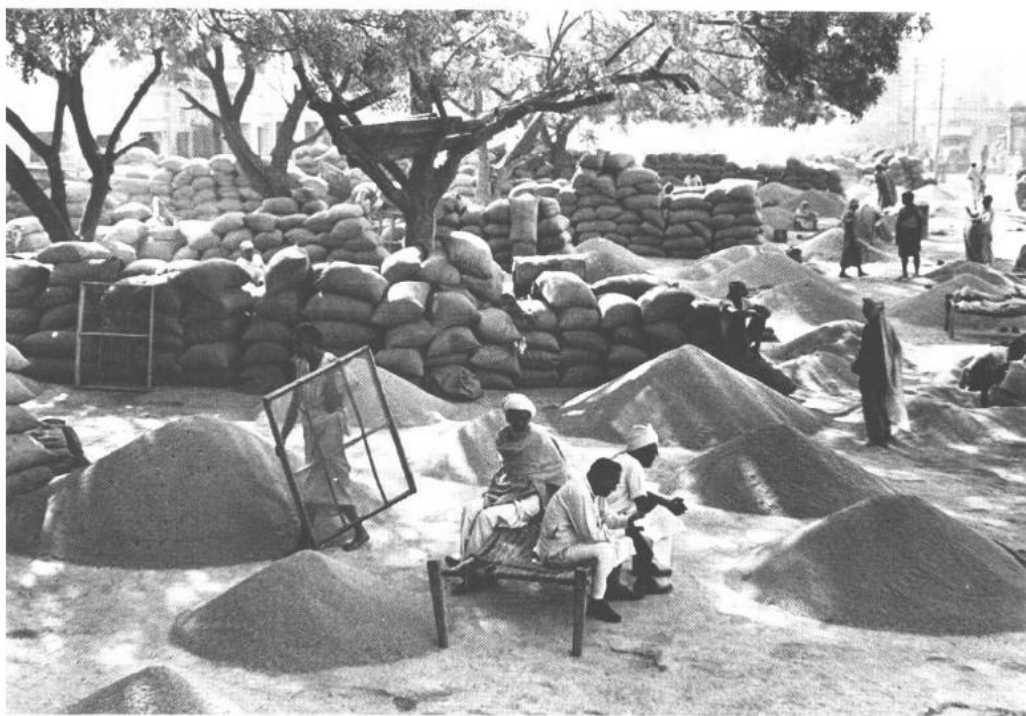
University of Ghana instructor teaching administrative principles. The Foundation helped newly independent African countries upgrade their civil service personnel.



A wide variety of research was supported to improve agricultural productivity and rural life and thereby stem migration to urban areas, such as this shantytown outside Rio de Janeiro.



The Foundation has assisted nine international agricultural research centers in an effort to apply science and technology to the challenge of increasing world food supplies. Among them are the International Center for Tropical Agriculture in Palmira, Colombia (left) and the International Institute of Tropical Agriculture in Ibadan, opposite. Below, wheat harvest in the Punjab, 1968. Wheat production in India rose dramatically in the late 1960s and early 1970s — from 11 million to 22.8 million metric tons annually — but Asian countries are hard pressed to increase food production to keep pace with burgeoning populations.





In the 1960s, the Foundation became the leading private source of support for biomedical research aimed at improved methods of birth control. Among the recipients was Dr. Egon Diczfalussy, a noted Swedish endocrinologist, shown here giving a seminar for scientists from several countries.

Colombian children are fed in an experimental program of nutritional, health and educational services. The Foundation has supported several programs aimed at determining how best to combat malnutrition and otherwise prevent physical deficiencies and permanent intellectual retardation.





"My project, boiled down to its essentials, is simply this, sir. I want to determine, once and for all, whether there is any truth in the common belief that money can't buy happiness."

Drawing by D. Fradon; © 1963, The New Yorker Magazine, Inc.



Drawing by Lorenz; © 1964, The New Yorker Magazine, Inc.