

# *Voluntary Giving In A Free Land*

A History of  
Ward, Dreshman & Reinhardt  
And Its Influence On  
Fundraising In The  
United States

# WARD, DRESHMAN & REINHARDT

INCORPORATED

CHARLES SUMNER WARD 1858-1929  
CHRISTIAN H. DRESHMAN 1880-1955

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Dear Friend:

"Voluntary Giving In A Free Land" was first published in 1955 as a brief history of fund-raising in America and as a tribute to Mr. Charles Sumner Ward who, in 1905, originated the organized, intensive method of raising funds for religious, educational, health, youth and philanthropic causes. It was prepared by the present staff of the firm he founded with the hope that the public would find it interesting and inspiring.


The demand for this book exceeded all expectations. Scores of campaigns directed by this firm have raised many millions of dollars in the less than two years since this book was first distributed. They furnish eloquent evidence that the second fifty years of this firm's services will be even more productive, rewarding and satisfactory to the clients to be served than was true during the first fifty years. Our nation's steady and rapid increase in population and development creates correspondingly increasing urgent needs and development for churches, colleges, hospitals, youth agencies, homes for the aging, and many other significant causes vital to our country's good and welfare. We are confident that the American people will, as never before, adequately meet every reasonable need when they are properly informed, rightly organized and capably guided.

Directors of this firm report a constantly growing awareness by institutions, industry, and the American people in all walks of life of the undeniable opportunities of the present and future. People want to help people. With the certain gains in population and a steadily higher living standard, more funds must be provided to serve our God, educate the youth, care for the sick, aged and infirm, develop better citizens, and make America an ever better and healthier country.

In the same spirit which inspired Mr. Ward to establish an entirely new plan of adequately financing the great causes of the period from 1905 to 1955, we rededicate ourselves to the best of our abilities to help solve the pressing problems of this half-century through the undergirding of important movements and causes.

Please accept this with our compliments and best wishes,

Sincerely yours,



H. F. Reinhardt  
Chairman of the Board and President

*First* IN FUND RAISING

*Only a few men are privileged to develop pioneer paths which change the course of the history of a people.*

Such a man was Charles Sumner Ward, Christian gentleman and genius whose remarkable understanding of human relations and inspired leadership resulted in a plan which revolutionized voluntary giving in America. This is not only his story but also, in large measure, the story of the movement he founded — a typical American movement made possible only in a country of free men.







CHARLES SUMNER WARD

1858  1929



# Voluntary Giving In A Free Land

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THE modern, voluntary, organized plan of fund-raising for religious, educational and philanthropic institutions in our country is a typically American movement.

History records that in practically all civilizations prior to the founding of our Republic the leaders in both Government and Religion were closely associated. One or the other dominated in varying degrees at different times, with the people as a whole subject to both but with little freedom of self-expression or sense of personal responsibility.

Such educational, cultural and philanthropic activities as existed in earlier days centered largely in the Church. Since the Church received its support through compulsory taxation of all citizens, its leadership was too frequently influenced by or became subject to the will and domination of those in control of Government.

Fresh in the minds of the founding fathers of our nation were the many historic evils of this dual relationship.

They believed that only through "separation of Church and State" with religious, educational and philanthropic institutions completely divorced from political support and domination, could there develop a nation of free men.

They felt that with such institutions dependent on the free and voluntary support of the people and subject to their control, they would exert a far greater influence in molding independent public opinion which would become the basic factor in determining the policies of a free government.

The operation of this system in the new nation greatly strengthened rather than weakened the development of such thought-forming institutions. Their influence became felt in an ever-increasing measure in the advancement and preservation of those freedoms that we cherish today as the very foundation of "Our American Way of Life."

## Four Epochs In The History Of Fund-Raising For American Philanthropy

The history of fund-raising for Philanthropy falls naturally into four major epochs:—

1. 1775-1905—Fund-Raising In America During The First 130 Years
2. 1905-1914—The Origin And Development Of The First Organized Plan Of Fund-Raising
3. 1914-1919—Fund-Raising During The World War I Period
4. 1919-1955—The Beginning Of The Greatest Era In Peace Time Fund-Raising

## Fund-Raising In America During The First 130 Years

1775-1905



The remarkable growth of religious and philanthropic institutions constitutes a notable page in early American history.

Great missionary pioneers of all faiths inspired the people of the new country to build churches, academies, seminaries, colleges, hospitals, homes for the aged and other philanthropically supported institutions.

Most of the early colleges and hospitals were established either by gifts from individual Christian leaders, many of whose names are still identified with the institutions they founded, while others came into being by the more difficult process of personal solicitation of smaller sums from the membership identified with various denominational bodies.

Though the growth of philanthropy was great, the support still came from the comparatively few. The traditional process of securing this needed support was too slow and inadequate to meet the many and varying needs of religious philanthropy in a rapidly expanding nation.

Free enterprise in the new country of great natural resources provided the basis for the broadening of the possession of wealth. While many great fortunes were established, there also developed a great mass of strong and hardy citizens in the middle income bracket in marked contrast to the extremes of wealth and poverty existing in other parts of the world.

Thus the people of America were establishing their financial ability to enable them to respond to a broadened appeal for the support of our great religious, educational and philanthropic institutions, organizations and causes.

All that was needed was a great pioneer who would blaze a new path by marshalling voluntary leaders and contributors in an efficient, organized plan that was destined to involve, in many cases, the support of practically every citizen in the community.

This came in 1905!



# The Origin And Development Of The First Organized Intensive Plan Of Fund-Raising 1905 - 1914

*Charles Sumner Ward*



In 1883 a young man, recently graduated from Dartmouth, began his life's career as General Secretary of the Young Men's Christian Association at Lexington, Kentucky. He later served in the same capacity at New Britain, Connecticut, Grand Rapids, Michigan and Minneapolis, Minnesota. This was Charles Sumner Ward.

Raising funds for these institutions was an important phase of his work throughout the whole year. It required a great deal of his time, as well as that of his Boards of Directors, and diverted much attention from the important program of the institutions.

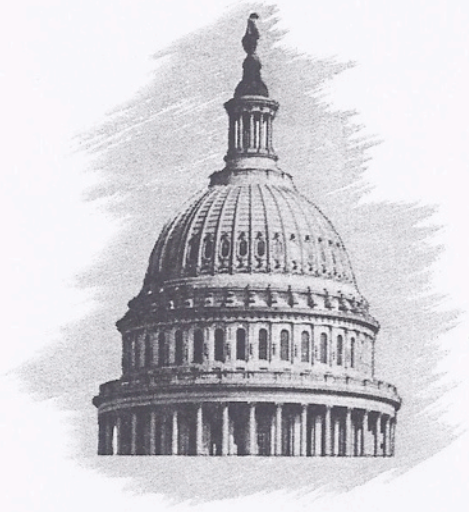
At Grand Rapids he asked his Directors and leaders to cooperate in a plan he evolved. He assured them that, if they would join and give wholehearted support in an *intensive, organized plan for a short period* at the beginning of the year, they would not be called upon for further money raising for the balance of the year. They agreed, with marvelous results.

Mr. Ward repeated the organized effort while General Secretary at Minneapolis and with such success that it attracted the attention of the International Committee of the Young Men's Christian Association with Regional Headquarters in Minneapolis.

In 1898 this Regional Committee called him as Field Secretary to assist Associations in cities and towns of that area in solving their problems *largely involving the raising of funds*.

In 1901 he was transferred to the Chicago Regional Headquarters where he served until 1910.

Out of his experimentation in this specialized field, the plans for the *short term, intensive, organized plan for fund-raising were born*.



## Plan First Applied In Washington Y.M.C.A. Campaign In 1905



In 1905 the principles and procedures of this new plan were first utilized in the Nation's Capital — Washington, D. C.

The Washington Young Men's Christian Association, celebrating the 50th Anniversary of its founding in 1855, announced plans for a new, modern structure estimated to cost approximately \$300,000.

They proceeded to raise this sum in the traditional manner of the times — a restricted, personal solicitation of the comparatively few people of means, extending their efforts over a two-year period.

With \$270,000 thus raised, they proceeded with the erection of the building but, in 1905, they found themselves with insufficient funds to complete and furnish it.

Acquainted with the reputation gained by Charles Sumner Ward, then Field Secretary of the International Committee, for initiating successful modern methods in directing fund-raising efforts, Mr. Lyman L. Pierce, General Secretary, sought Mr. Ward's assistance in raising the balance needed to complete the building.

The amount required was \$85,000. Plans were set up to raise this sum *within thirty days* using a large organization of 100 businessmen, 100 young men and a women's division for voluntary solicitation.

The campaign was intensive in that it was conducted in a short period of time with thorough mechanics, good publicity, broad-based giving and resulted in an established procedure that was to become the pattern for future efforts in fund-raising for philanthropically supported institutions.

The appeal concluded on schedule and was outstandingly successful.





*New York World 1913*

## Success Of Washington Campaign Arouses National Interest

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Nothing like the Washington Y.M.C.A. Campaign had ever been attempted. City after city throughout the country called on Mr. Ward to set up and direct similar appeals for local Young Men's Christian Association building projects. Five such efforts were directed by him within the next eight months, mostly for larger projects.

During the ten-year period from 1905 to 1915 the building assets of the Young Men's Christian Association were increased from \$35,000,000 to \$100,000,000 net.

## Other Institutions Call On Mr. Ward For Assistance

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It was quite natural that other institutions, hearing of the outstanding successes of the "Ward Plan," as it came to be known, called on him to direct similar efforts for their capital needs.

## The Young Women's Christian Association Of Pittsburgh Seeks His Services

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In 1907 Mr. Ward was loaned by the International Committee of the Young Men's Christian Association to organize and direct an appeal for funds for a new building for the Young Women's Christian Association of Pittsburgh, Pennsylvania.

The methods so successfully used in Mr. Ward's previous efforts proved again to be effective. The plan worked with startling results and many calls were made by the Y.W.C.A. in other cities for similar campaigns under the direction of Mr. Ward.

## Plan First Applied To Hospital Need In 1911



*First Building Salem City Hospital — 1911*

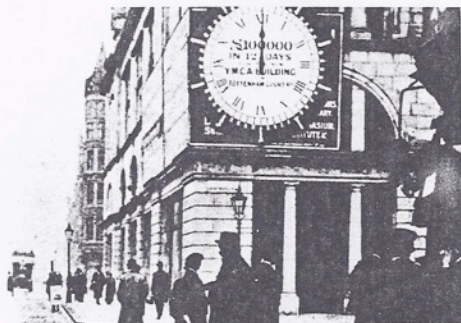
In 1911 Mr. Ward's reputation spread to the hospital field.

In that year, Salem, Ohio, called on him to counsel with them on plans for a new building.

This conference resulted in the first adaptation of the organized plan for the raising of a capital fund for a hospital.

Mr. Ward believed in publicity. In his campaigns he enlisted the help of newspaper men. These men received such training under Mr. Ward that he was soon able to recommend them to direct campaigns for hospitals requesting his services. Because of his obligations to the International Committee of the Y.M.C.A., Mr. Ward had to limit his efforts in that field.

Among those who acted as his associates in the publicity field and later qualified as directors of campaigns were — F. Herbert Wells, Frederick Courtney Barber, and others.



*Y.M.C.A. "Money Clock"  
Tottenham Court Road London*

## The Call To London

In 1912 the staid old Londoners called on "The Yankee Wizard" to direct an organized campaign to raise funds for the London Young Men's Christian Association.





It was in this city that the Association was first established by Sir George Williams.

This was an innovation for London. The "great" responded to his call for leadership and newspaper accounts indicate that he took the city by storm.

Following London, his fame spread to Edinburgh where he conducted similar efforts.

## The Founding Of A Fund-Raising Bureau For The International Committee Of The Y. M. C. A.

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By 1910 Mr. Ward's fame as a "Wizard" in fund-raising had been thoroughly established. His remarkable service as a Field Secretary, specializing in capital fund-raising, was so recognized that the International Committee called him to the New York Headquarters to establish a Finance Bureau and train an able staff for the direction of fund-raising appeals.

As head of that bureau he continued his great work for the Association.

However, his services were destined not to be limited to this field alone. He was frequently loaned by the International Committee to direct fund-raising efforts for many philanthropic institutions.

This was particularly true during World War I when leadership was so greatly needed in the appeals that were to be made for vast sums to finance the voluntary organizations' services to be rendered at home and abroad.

Until 1918, when Mr. Ward severed his relations with the International Committee and founded a firm, he served with no remuneration other than a modest salary.

Here, indeed, was a man of great Christian ideals — a genius — a statesman — wholly devoted to the interests of his country and the welfare of mankind.

## Plan First Adapted To Raising Capital Funds For Colleges And Universities In 1914

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Could the organized, intensive campaign plan be adapted to finance college needs? It could.

The first demonstration was made for the University of Pittsburgh in 1914 and the second for Stevens Institute of Technology in 1915.

In 1914 the University of Pittsburgh needed to raise a substantial fund for the further development of its new campus at Schenley Park. Mr. Ward was loaned by the International Committee to organize and direct this appeal to raise a large fund in what was then termed "The \$3,000,000 Cyclone Campaign."

The news items of that effort describe the versatility and thoroughness of Mr. Ward in adapting the organized fund-raising plans to the needs of a great University.

Being a strong believer in publicity, Mr. Ward had associated with him as Publicity Directors, Carlton G. Ketchum and Frederick Courtney Barber of Pittsburgh.

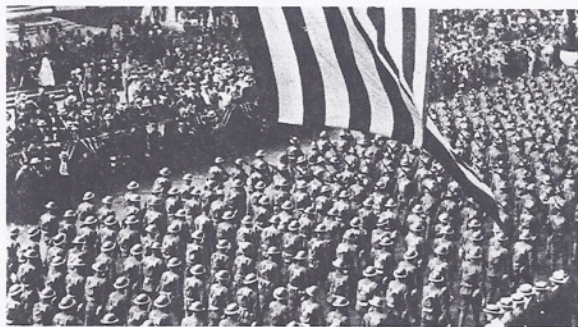
The successful effort for "Pitt" led the way for a greatly expanded utilization of the "Ward Plan" of fund-raising for colleges, universities, seminaries, and all types of educational institutions.

## Fund-Raising During World War I Period

1914 - 1919

### *Mr. Ward Aids Red Cross Expand Membership*

*From 22,500 to 31,000,000*



*Troops on Fifth Avenue, New York, First World War*

In 1916 the American Red Cross — whose membership then numbered only 22,500 — turned to Charles Ward for advice in launching its first nation-wide campaign. Mr. Ward, with Harvey J. Hill as associate, undertook to expand the membership of the organization as groundwork for a financial campaign the following year.

Red Cross Chapters were established in each of the 3,200 counties of the continental United States and the membership was increased in 1918 to 31,000,000. The success of this effort was to prove invaluable.

The next year the United States itself was in the war and an effective and adequately financed Red Cross was a matter of vital concern to every American home.



### *The First*

Red Cross Fund  
Raises \$123,000,000

### *The Second*

Red Cross Appeal  
Raises \$181,000,000



*Famous Harrison Fisher Red Cross Poster  
World War I*

To the Red Cross, America's entrance into the war brought a great responsibility and a challenge to serve in camps at home, overseas and on the battlefield.

How far it could extend its services depended on the amount of funds that could be made available. The first nation-wide campaign was undertaken in 1917.

Here, again, Mr. Ward was called to counsel.

The need was expressed in millions of dollars. Some members of the National Committee of the Red Cross felt that to raise from \$25,000,000 to \$50,000,000 would be a staggering undertaking.

Mr. Ward said that \$100,000,000 could be raised and carried the day with the Committee. To assist him in organizing on a nation-wide basis, Mr. Ward had associated with him Harvey J. Hill, Lyman L. Pierce and many others who were experienced in regional fund-raising.

This first Red Cross Drive, the greatest nation-wide campaign ever undertaken up to that time, was completed with over \$123,000,000 raised. In 1918 the second Red Cross Campaign for \$100,000,000 brought in \$181,000,000.

It should be noted that Mr. Ward's services constituted a loan to the Red Cross by the International Committee of the Young Men's Christian Association with which he was still identified.

## Millions For Serving "Our Boys" At Home And Abroad



4,000,000 men from hamlets, towns and cities were called to leave their home environment and enter the service of their country.

Not only to offset the moral dangers involved in such a dislocation, but also to provide our boys with wholesome facilities and services for their comfort and entertainment, many agencies sprang into action.

## Young Men's Christian Association First In The Field

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In 1916, because of the practical experience and trained leadership developed in its services with our troops at the Mexican border, the Young Men's Christian Association was the first to enter this field. A fund-raising campaign was set up under the direction of Mr. Ward to provide service at home and abroad, raising \$30,000,000.

## Other War Service Agencies Call On Mr. Ward

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In 1917-1918, other agencies, following the steps taken by the Young Men's Christian Association, called on Mr. Ward for leadership in raising funds for similar activities.

Among these agencies were —

National Catholic War Work Council.....	\$30,000,000
War Camp Community Service, 1918.....	15,000,000
Knights of Columbus (N. Y.) War Fund, 1918.....	4,800,000
Jewish Welfare Board, 1918.....	3,500,000
Salvation Army .....	3,500,000

## The United War Work Appeal Of 1918 - 1919

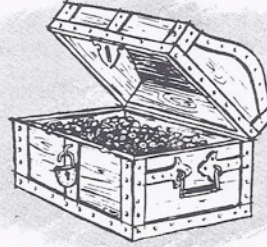
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In 1918, because of the many appeals being made by these agencies during the early war period, President Wilson called leaders of the various movements to a conference in Washington, and directed that all these appeals for our armed forces should be united in one effort. This resulted in the establishment of the United War Work Appeal with Dr. John R. Mott as Director and Charles Sumner Ward as Advisor. \$203,000,000 was raised on a goal of \$170,500,000.



## The War Chest - Forerunner Of The Community Chest

These separate appeals caused many cities to conduct one single, comprehensive fund-raising effort to provide what was termed a "War Chest." This War Chest, to which corporations and citizens in all walks of life contributed, not only provided the needed funds for national appeals but in some instances also cared for local welfare agencies.

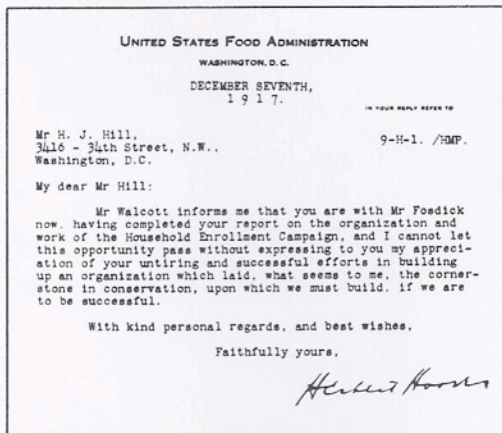


At the close of the war the experience in the War Chest led many cities to adopt the Community Chest plan of organization to care for the needs of local agencies.



*Herbert Hoover  
as Food Administrator*

### Herbert Hoover Calls On Mr. Ward To Direct Food Conservation Program



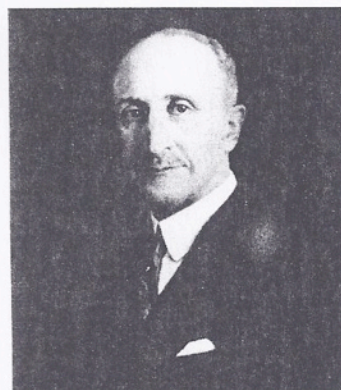
Food became an important factor in winning the war. Rationing was not contemplated.

Herbert Hoover was called to set up a program for the conservation of food. Mr. Ward was enlisted as counsel and again called on his friend and associate, Harvey J. Hill, to organize and direct, throughout the whole nation, a food conservation campaign on a voluntary basis.

A comprehensive organization was set up. This resulted in 13,000,000 families signing pledges to conserve food so greatly needed by our troops and our allies.

## Ward And The "League To Enforce Peace"

*(The forerunner of the "League of Nations"  
and the "United Nations")*



*Charles Sumner Ward*

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During the latter days of World War I there developed an almost universal revulsion against war with its terrible destructiveness as a means for the settlement of international disputes.

People had a strong feeling that World War I was truly to be a "War to end Wars."

Prominent leaders, such as William Howard Taft, former President of the United States; Senator William A. Borah; Edward A. Filene of Boston; and a host of others in 1915 organized a committee to propagate a plan for the organization of a "League (of Nations) to Enforce Peace."

Money was needed, and Mr. Ward, with his fine ideals and sense of Christian statesmanship was easily brought into the movement as a member of the Executive and Finance Committees and became one of its chief advocates.

He organized caravans of nationally prominent leaders to tour the principal cities of the nation, forming local committees with programs for action and the raising of necessary funds. \$375,000 was raised for this purpose.

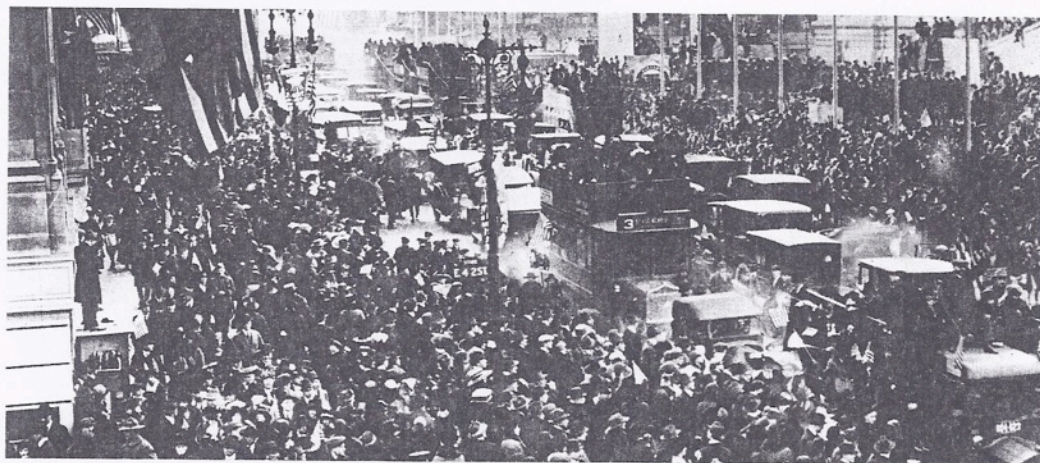
Had the dreams of Mr. Ward and those devoted to this ideal prevailed, the world would probably have been saved from the disastrous World War II with its subsequent embroilments and the shadowy threat overhanging the hopes for peace and good will among nations.

*Thus with the closing of the war—the plan was to further the agencies of peace . . .*



## The Beginning Of The Greatest Era In Peace Time Fund-Raising 1919 - 1955

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*Armistice Day Celebration, Fifth Avenue, N. Y. — 1918*

In 1918 the Armistice . . . then Peace . . . and with it a great avalanche of appeals for funds.

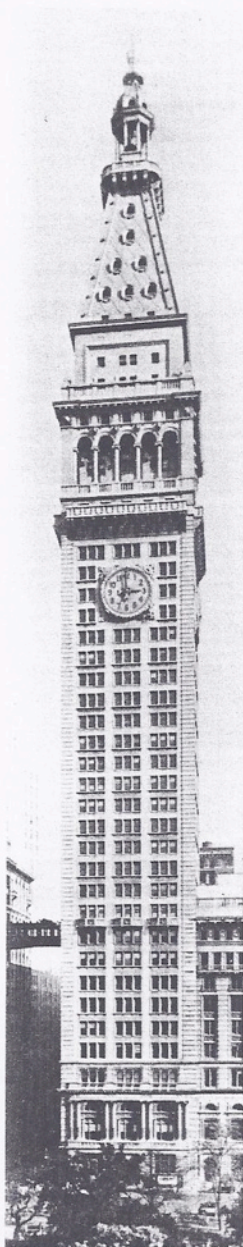
Capital appeals for all types of religious, educational and philanthropic agencies had been deferred during the war period.

Hospitals, Colleges and almost every type of cultural and educational institutions such as Libraries, Science Institutes, Art Centers and Character-building Agencies—all laid plans calling for the raising of many millions of dollars.

The great Church denominations of America undertook the raising of millions of dollars for rehabilitation in war-torn countries and to strengthen the Church and Her institutions at home.

Community Chests developed in city after city.

Fortunately, the American people in all walks of life, including leaders of corporations and business interests, had by this time been taught to give. Literally thousands of prominent men and women throughout the country had become accustomed to enlisting in voluntary service in one or more of the many war fund-raising efforts of the recent past.



*Metropolitan Life Tower,  
N. Y. — First Home of  
Ward, Dreshman and  
Reinhardt, Incorporated.*

## Mr. Ward Leaves The Young Men's Christian Association And Founds A Firm



The many demands by philanthropic agencies for Mr. Ward's services in the post-war period made it impossible for him to serve them and still retain his position with the International Committee.

Urged by Harvey J. Hill, his friend and associate of many years in local and national campaigns, Mr. Ward resigned his position and founded the firm that still carries his name.

As associates in this new venture, he gathered around him an outstanding group of men who had served with him in many efforts of the past.

Among these were — Lyman L. Pierce, F. Herbert Wells, C. H. Dreshman, Arnaud C. Marts, George Lundy and Bayard Hedrick.

Some of these men were later to form organizations of their own.

The parent organization — now Ward, Dreshman & Reinhardt, Incorporated, has often been called the "spawning ground" for the formation of many similar firms in the fund-raising profession.



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## Protestant Church Area Campaigns

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Early in the career of Mr. Ward he was called upon to counsel, advise, organize and direct fund-raising efforts for church causes, institutions and agencies through thoroughly organized area-wide appeals. Practically all great branches of the Protestant Church have availed themselves of the ability of this firm's representatives, trained and schooled in the methods and procedures originated and developed by this remarkable man.

Hundreds of millions of dollars have been raised by Protestant Church bodies and groups in area-wide campaigns to which this firm has been related, for colleges, hospitals, children's homes, homes for the aged, and area-wide church development and extension enterprises.

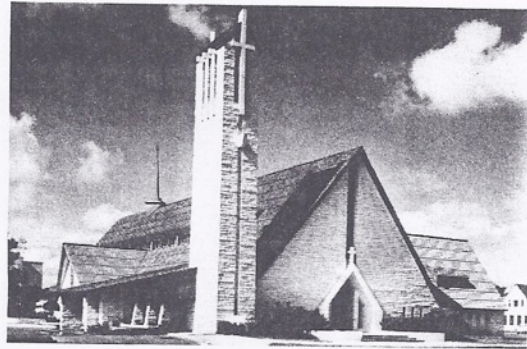
These have ranged in amounts from the nation-wide Methodist Centenary Campaign, raising \$113,000,000 to such projects as the Christian Higher Education Year Campaign of the United Lutheran Church in America which raised \$7,650,000; Tennessee Baptist Convention for educational institutions, raising \$1,843,000; Negro Work Campaign of the Presbyterian Church, U. S., raising \$2,226,000; Episcopal Dioceses of Los Angeles. (\$1,330,000 raised), Western New York (\$1,304,000 raised) and California ( \$663,000 raised); Synod of Texas, Presbyterian Church, U. S. (\$1,440,000 and \$850,000); Georgia Baptist Convention for hospital and college (\$2,875,000 and \$1,840,000); Synods of Alabama, Tennessee, Mississippi, Louisiana, Kentucky and Arkansas, Presbyterian Church, U. S., for colleges and seminaries (over \$5,000,000); Mid-south Baptist Hospital projects, \$3,950,000; Memphis, North Mississippi and North Arkansas Conferences, Methodist Church, hospital \$2,225,000; Memphis Methodist Conference, college, \$1,323,000; Mississippi Methodist Conferences, college, \$1,137,000; Synod of North Carolina, United Lutheran Church in America, college, \$1,503,000; and scores of others too numerous to list in the limits of this chapter.



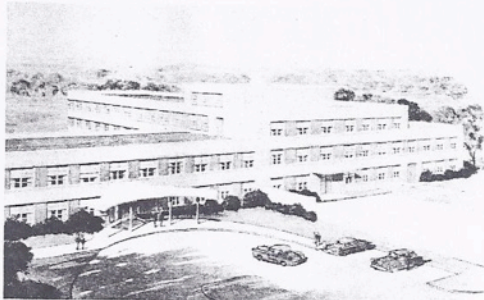
# A Few of the Many Projects



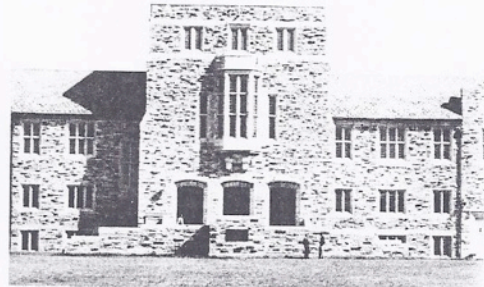
Cathedral of Saint Raymond  
*Diocese of Joliet in Illinois*



St. John The Divine Episcopal Church  
*Houston, Texas*



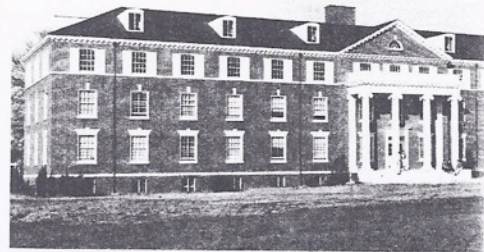
Aliquippa Hospital  
*Aliquippa, Pennsylvania*



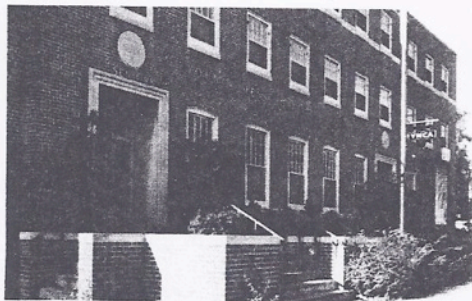
William Neely Mallory Memorial Gymnasium  
Southwestern College of the Mississippi Valley  
*Memphis, Tennessee*



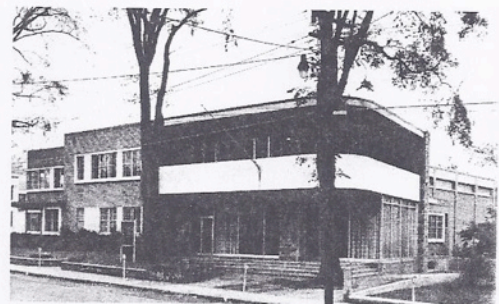
Millsaps-Wilson Library  
Millsaps College  
*Jackson, Mississippi*



Lambuth College  
*Jackson, Tennessee*



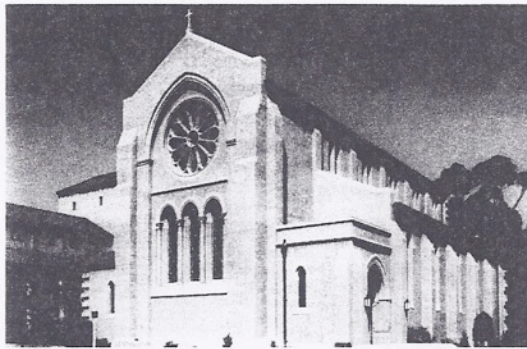
Y. M. C. A.  
*Bethlehem, Pennsylvania*



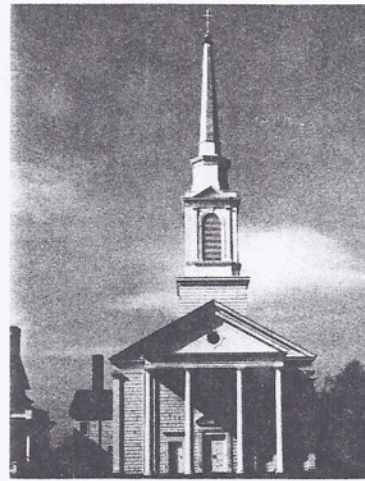
Y. M. C. A.  
*Westerly, Rhode Island*



# erved by This Firm.....



St. Paul's Church  
*San Diego, California*



First Presbyterian Church  
*Red Bank, New Jersey*



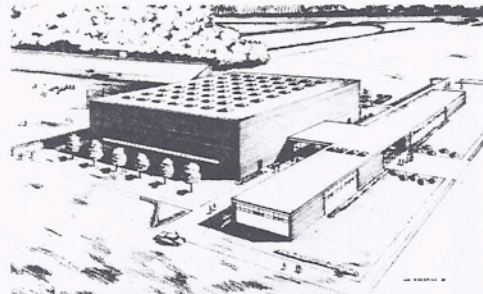
St. Joseph's Hospital  
*Phoenix, Arizona*



Baptist Memorial Hospital  
*Memphis, Tennessee*



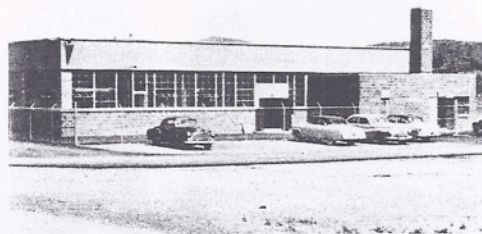
Le Bonheur Children's Hospital  
*Memphis, Tennessee*



Shuford Memorial Gymnasium  
Lenoir Rhyne College  
*Hickory, North Carolina*



Franklin Institute  
*Philadelphia, Pennsylvania*



Industrial plant made possible by success of  
Industrial Development Campaign  
*Pottsville, Pennsylvania*



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## Catholic Church Campaigns

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As early as 1918 Mr. Ward and his associates were called upon to apply the newly established organized plan of fund-raising to the causes of the Catholic Church and Her institutions.

In that year, Mr. Ward's associate, Harvey J. Hill, directed the great nation-wide campaign for the National Catholic War Work Council in which \$30,000,000 was raised and also the Knights of Columbus War Fund, New York, in which \$4,800,000 was subscribed.

Again in 1920 the firm directed the first Catholic Charities Campaign for the Archdiocese of New York under the auspices of His Eminence Patrick Cardinal Hayes (then Archbishop) and in which \$2,700,000 was raised.

Through the years this firm has had the privilege of organizing and directing many Catholic fund-raising programs which have raised millions of dollars in both Parish and Diocesan-wide projects.

A few of the many recently conducted campaigns for Catholic Church institutions and projects by representatives of this firm are: Cathedral of Saint Raymond, Diocese of Joliet in Illinois, \$2,567,000 raised; St. Joseph's Hospital, Phoenix, Arizona, \$2,000,000 raised; St. Clare's Hospital, Schenectady, New York, \$2,618,000 raised; Catholic High Schools, Diocese of Joliet in Illinois, \$1,455,000 raised; Regina Nursing Home and Home for the Aged, Evansville, Indiana, \$753,000 raised; Immaculate Conception Church, Malden, Massachusetts, \$229,000 raised; Church of Immaculate Conception, Atlanta, Georgia, \$117,000 raised.



# OVER \$1,600,000,000 RAISED...

Under The Direction Of Charles Sumner Ward And Those  
Associated With The Firm He Founded

## Local Churches

Educational buildings and Church edifices  
— Parish Houses.

## Church Nation-wide and Area Campaigns

Church-related Hospitals, Colleges, Homes  
for the Aged and Children, Pension Funds  
— Church Extension and Missionary causes.

## Community Hospitals and Nurses' Homes

Building projects where the support comes  
from the community in general and the  
surrounding area.

## Independent Colleges

Not related to any one Church denomina-  
tion, but Christian in ideology and where  
the support comes from the community, the  
trustees, families of students, alumni and  
friends of the institution.

## Character-building Agencies

Building funds for the Y.M.C.A. and  
Y.W.C.A., Boy and Girl Scouts, Boys and  
Girls Clubs — Summer Camps, etc.

## Community Chests

This firm pioneered in establishing many  
early Community Chests in various cities of  
the country. Several of these Chests which  
engaged the firm's services in their first year  
have been continuously served for the past  
25 years.

## World War I Services

The first and second Red Cross Funds, Na-  
tional Catholic War Work Council, Knights  
of Columbus War Fund, Jewish Welfare  
Board, Salvation Army, United War Work  
Appeals, etc.

## Other Special Projects

Benjamin Franklin Memorial and Science  
Institute in Philadelphia, including Plane-  
tarium, Science Library and Science Mu-  
seum, raising \$5,000,000.

Wilmington Art Center for the display of  
notable paintings for exhibits and a School  
of Art, raising \$300,000.

For Mosquito Control — raising a fund on  
Cape Cod to demonstrate effectiveness of a  
plan later taken over by the State.

Wilfred Grenfell Foundation — raising  
\$1,000,000 to perpetuate the work of this  
great medical missionary in Labrador.

Lithographic Foundation — raising  
\$1,000,000 to support a great educational  
movement to improve the lithographic arts.

Capital for banks during the "bank" holi-  
days — raising millions of dollars for new  
capital to make possible the opening of  
banks, releasing deposits, thus performing a  
social and economic service to communities.

Industrial development projects — raising  
revolving funds to bring new industries into  
communities beset by unemployment due to  
various local conditions.

*These are but a few of the many projects served by the firm established by  
Mr. Ward which contribute to the progress  
and well-being of the people of America.*

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## Charles Sumner Ward

*"Master Campaigner"*

1858 - 1929

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Charles Sumner Ward's amazing career in fund-raising came to a close with his decease in 1929.

In addition to his mastery of campaign techniques and the inauguration of new plans and procedures, Mr. Ward had a plus quality which assured his success in the fund-raising profession.

He had imagination. He could envision possibilities where the actuality looked drab and unpromising — and he could make others see them.

He had something more. He had faith in people. He knew there is a part of all of us, however, hidden it may be, which is willing to assume the responsibility of being our brother's keeper — and that to tap that humanitarian spirit in men is to increase their capacity for living.

The leadership of the firm he so soundly established then passed to his associates who, under the guidance of C. H. Dreshman, long time friend and partner of Mr. Ward, continued and expanded the scope, influence and service of this remarkable organization.

Mr. Dreshman's first association with Mr. Ward was in 1907, while Acting General Secretary of the Pittsburgh Y.M.C.A. where Mr. Ward was conducting a campaign.

Through his contact with Mr. Ward, Mr. Dreshman began his career in the fund-raising field. In 1918, he answered the call of Mr. Ward to leave the Young Men's Christian Association and became a member of this firm.

Mr. Dreshman initiated and was the founder of The American Association of Fund-Raising Counsel. Through the years he was elected to serve several terms as President. He was recognized by his colleagues throughout the nation as an outstanding pioneer in the fund-raising profession.

Mr. Dreshman continued actively as Senior Partner and later as Chairman of the Board of Ward, Dreshman & Reinhardt, Incorporated until his decease in April 1955. At that time Herman F. Reinhardt, a member of this firm's staff of directors for nearly thirty years and a partner for ten years, who had been President since the firm was incorporated in January 1955, became Chairman of the Board and President.



## The American Association Of Fund-Raising Counsel Formed To Develop Ideals And A Standard Of Ethics In The Fund-Raising Profession



While it was inevitable, in the years succeeding 1919, that there should spring up firms other than that organized by Mr. Ward, the practice of these firms in meeting the ideals and ethical standards of the profession provided leadership to meet ever-increasing demands in the fund-raising field.

Many of those who organized such firms received their inspiration, as well as training, in some previous connection with Mr. Ward's efforts.

In fact, most of the founders of the leading firms in the profession today were at one time associated with the parent firm of Ward, Dreshman & Reinhardt, Incorporated.

In Mr. Dreshman's personal relationship with previous associates, including Bayard M. Hedrick and Dr. Arnaud C. Marts, the matter of establishment, among the leading firms, of a standard of ethics in the profession was frequently discussed.

This led to the suggestion by Mr. Dreshman that the nine leading firms in the profession be invited to a dinner conference for the purpose of exploring the possibility of forming some type of organization to maintain standards of efficiency and ethical procedures.

Mr. Dreshman took the initiative, with the cooperation of Dr. Marts, Mr. Hedrick, Cornelius M. Smith and George O. Tamblyn, in calling such a conference.

This conference led to the formation of The American Association of Fund-Raising Counsel, now considerably expanded, with recently established headquarters at 500 Fifth Avenue, New York.

Fred S. Allen, then Junior Partner of the firm, who was associated with Mr. Ward from its very beginning, acted for many years as Secretary and Treasurer. Mr. Dreshman served as Chairman of the Policy Committee. The Presidency is rotated among the leadership of the various member firms and Mr. Dreshman was elected to this office several times.

## Looking Ahead...Toward The Second Fifty Years Of Service!

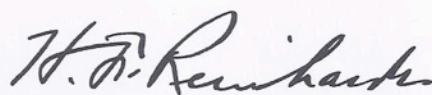
**T**HE year 1955 marks the Fiftieth Anniversary of organized fund-raising, inaugurated in 1905 by the late Charles Sumner Ward, founder of this firm.

During these 50 years, those associated with this firm have organized and directed campaigns which have raised more than \$1,600,000,000.

From the time Mr. Ward founded the firm it was his aim and purpose to develop leaders to continue this service to humanity. How well he succeeded is proven by the fact that today we have the largest and most experienced staff in our history with a total of 260 years of fund-raising experience.

We are grateful that our consistently successful record in the organization and direction of fund-raising appeals has resulted in a steadily increasing opportunity to be of service.

As we move forward into the second half-century of philanthropic fund-raising, we pledge ourselves to continue to build on the great heritage left by Mr. Ward, Mr. Dreshman and their associates . . . to seek to maintain the same high standard of service, ability and integrity which has always characterized this firm in every cause we have been called upon to serve.



CHAIRMAN OF THE BOARD AND PRESIDENT



*First* IN FUND RAISING

**WARD, DRESHMAN & REINHARDT**  
INCORPORATED

*Specialists in Fund-Raising for all Philanthropic Causes*

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*All officers and directors are campaign directors of many years' experience*

**30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.**

CHARTER AND FOUNDING MEMBER THE AMERICAN ASSOCIATION OF FUND-RAISING COUNSEL

