



American Association of Fund-Raising Counsel, inc.
500 Fifth Avenue, New York, N.Y. 10036 □ 212/354-5799

John J. Schwartz President

May 23, 1980

Archbishop Torkom Manoogian
Primate
Diocese of the Armenian Church of America
630 Second Avenue
New York, New York 10016

Dear Archbishop Manoogian:

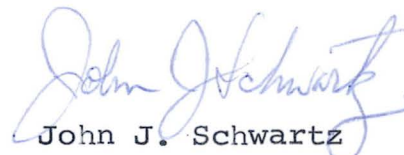
I am pleased to send you this complimentary copy of the 1980 edition of GIVING USA. Since it is our 25th anniversary issue, it documents a quarter century of giving as well as a detailed breakdown of philanthropy in 1979.

From 1955, when giving totalled \$6.66 billion to 1979 when it reached \$43.31 billion, philanthropy has grown more than six and one-half times. But the effect of a 9.3 percent increase in 1979 was seriously diminished by the 13.3 percent inflation.

In the 80's more effort, more professionalism, more public understanding and improved public policies all must be achieved, if philanthropy is to maintain even its present capacity to deliver human services.

With best wishes, I am

Sincerely yours,



John J. Schwartz

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enclosure