



The Rockefeller Legacy: Philanthropy and Conservation



John D. Rockefeller, Sr. &
John D. Rockefeller, Jr., 1915



John D. Rockefeller, Jr., 1920



Laurance S. and Mary Rockefeller, 1965

Three Generations

John Davison Rockefeller, Sr. was one of the wealthiest people in American history. Even as his wealth grew, he gave a portion of his earnings to various charities. His son, John D. Rockefeller, Jr. continued to pursue philanthropic and civic activities including the expansion of Grand Teton National Park. A third Rockefeller generation, known as “the Brothers,” visited the Yellowstone and Jackson Hole area as children. Laurance S. Rockefeller donated the family retreat to Grand Teton National Park in 2007 fulfilling his father’s vision for this land.

John Davison Rockefeller, Sr.

John Davison Rockefeller, Sr. (1839-1937) was once one of the most powerful men in America. He started Standard Oil Company in 1870 and ran it until 1896. Even as a young man, Rockefeller gave part of his earnings to his church and charities. After retirement, he focused on philanthropy with the same intensity he brought to his business.

His funding advanced public health and medical research, and promoted education “without the distinction of race, sex, or creed” including establishing the University of Chicago. In 1913, he established the Rockefeller Foundation “to promote the well-being of mankind around the world.”

John D. Rockefeller, Jr.

John D. Rockefeller, Jr. (1874-1960) graduated from Brown University in 1897 and went to work for his father. Rather than focus on business, Rockefeller, Jr. believed in stewardship and put his energy into the family’s civic and philanthropic efforts.

John D. Rockefeller, Jr. first visited Yellowstone in 1886 as a 12 year-old. In 1924, he toured Yellowstone and Jackson Hole with his three oldest sons, and returned two years later with his wife and three youngest sons. Horace Albright, Superintendent of Yellowstone National Park, accompanied the family on both trips. In 1926, Albright discussed the Jackson Hole Plan with

Rockefeller including the desire to preserve the valley as a “museum on the hoof.” Dismayed by the haphazard development marring the Teton landscape, Rockefeller began to purchase land in 1928 through the Snake River Land Company with the vision of protecting not only the views of the Teton Range but also public access to the area.

In 1950 after a long bitter struggle, Congress combined Jackson Hole National Monument (1943), the original Grand Teton National Park (1929) with the 32,000 acres that Rockefeller donated to forever preserve and protect this magnificent landscape.

Laurance S. Rockefeller

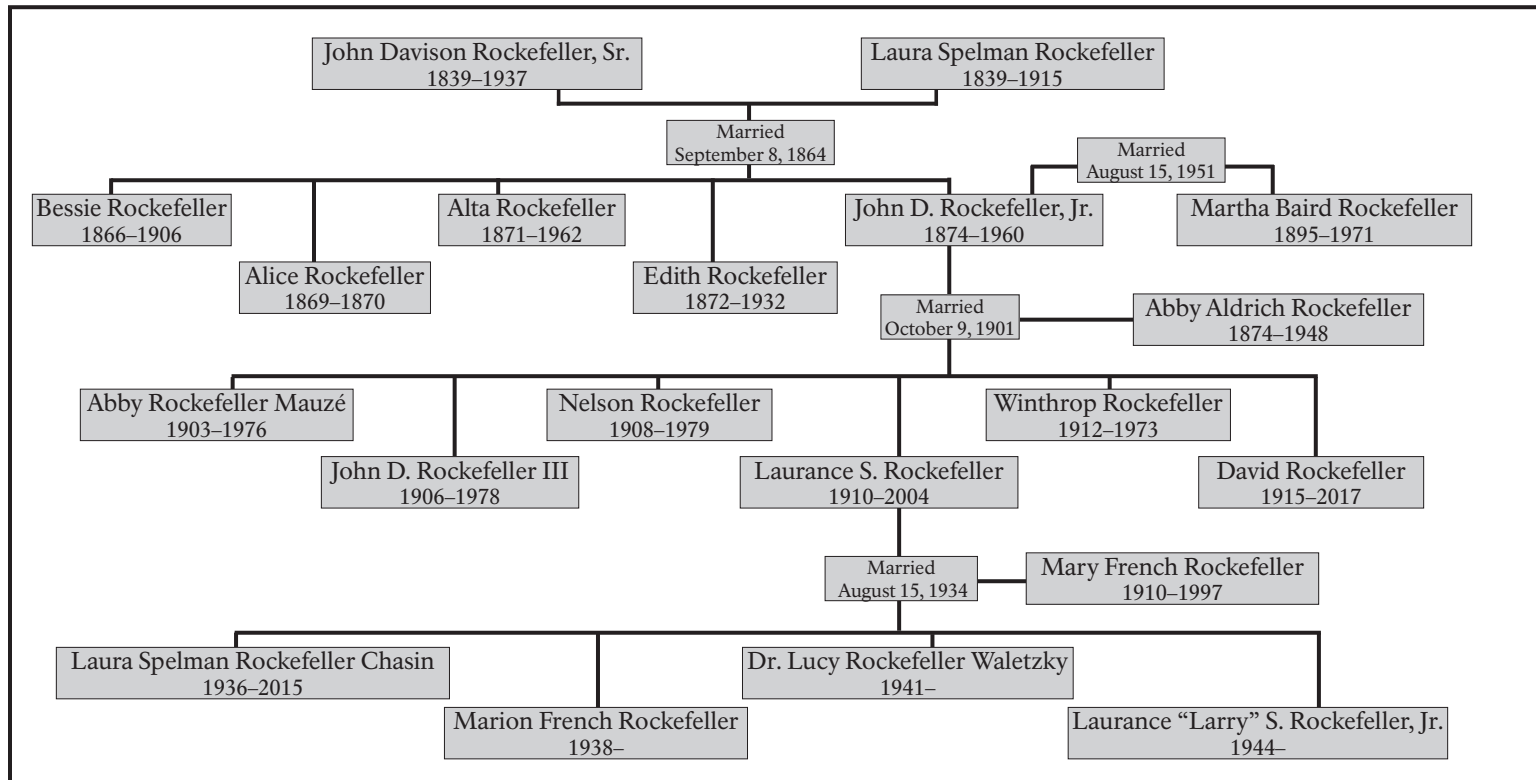
Laurance S. Rockefeller (1910 – 2004) was profoundly influenced by his boyhood trips to Yellowstone National Park and Jackson Hole. These experiences led to his becoming a leader in conservation of natural areas. His company, Rockresorts, developed the visitor facilities at Jackson Lake Lodge and Colter Bay in Grand Teton National Park. A family foundation donated the Vernon Collection of Indian Arts.

Laurance’s philanthropy to Grand Teton National Park culminated in 2007 with the transfer of the family retreat at the old JY Ranch to the park to establish the Laurance S. Rockefeller Preserve complete with visitor center and trail system. This donation embodied his belief that managing natural areas requires a careful balance between preservation and access providing for the power of nature to restore the human spirit.

National Park Units that benefitted from the Rockefeller family’s philanthropy

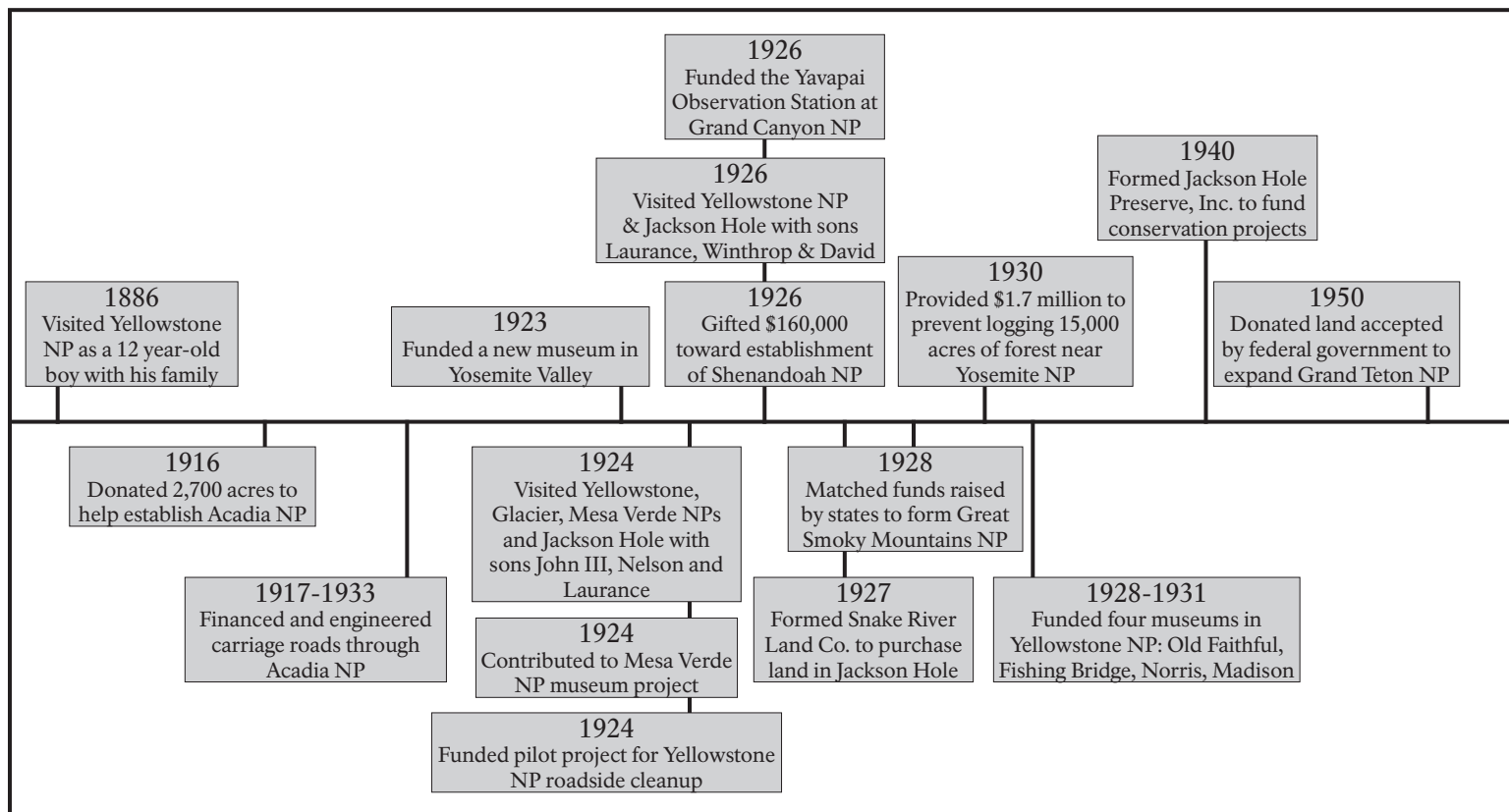
- Acadia National Park
- Blue Ridge Parkway
- Crater Lake National Park
- George Washington Birthplace National Monument
- Grand Canyon National Park
- Grand Teton National Park
- Great Smoky Mountains National Park
- Haleakala National Park
- Laurance S. Rockefeller Preserve
- Lyndon B. Johnson National Historical Park
- Marsh-Billings-Rockefeller National Historical Park
- Mesa Verde National Park
- National Capital Parks
- Pu’ukoholā Heiau National Historic Site
- Redwood National and State Parks
- Shenandoah National Park
- Virgin Islands National Park
- Yellowstone National Park
- Yosemite National Park

The Rockefeller Family Tree



John Davison Rockefeller, Jr. (1874-1960)

“The Teton Mountains are, to my way of thinking, quite the grandest and most spectacular mountains I have ever seen. When viewed over the vast expanse of sagebrush which covers the valley or with Jackson Lake and the marshes in the foreground, they present a picture of ever-changing beauty which is to me beyond compare.”



Laurance Spelman Rockefeller (1910-2004)

“How we treat our land, how we build upon it, how we act toward our air and water will in the long run tell what kind of people we really are.”

