



## **Milton Hershey**

Milton Hershey, founder of The Hershey Company, built a lasting legacy in the chocolate industry and as a philanthropist who believed in giving back. A loving husband and devoted businessman, Milton Hershey's values and beliefs became the foundations of his success as a chocolatier and as a role model for doing good.

Milton Hershey's path to success, however, was not without emotional pain and hardship. Early in his childhood, Milton Hershey was forced to carry the weight of his family's financial struggles and was soon forced to drop out of school to help support his mom and dad.

As he grew older and pursued his professional dream of starting a business, the harsh realities of his childhood were met by the penetrating sting of failure with several unsuccessful business ventures. It was only after years of setbacks that he started the successful Lancaster Caramel Company.

Believing that chocolate had a promising future in the U.S. as a delicious confectionery treat, Hershey sold his caramel company and embarked on a mission to mass produce the world's finest chocolate. He soon returned to his hometown, Derry Church, PA, and set his sights on building the world's greatest chocolate company and a town for his employees. Never separating business from philanthropy, he strongly believed wealth should be used for the benefit of others, and he practiced what he preached. He designed Hershey, PA, not as a model "factory town," but as a beloved community. The town provided his workers with comfortable homes, an inexpensive public transportation system, a quality public school system and extensive recreational and cultural opportunities. To further support the well-being of his employees and their families, he promoted Hershey as a tourist destination and created a theme park to attract travelers and to generate jobs and additional revenue for the town.

With his success, he carried a profound sense of responsibility to improve the quality of life for those in need. The Hershey Company and town quickly thrived, and Milton, together with his wife Catherine, turned their attention to what would become his most significant societal contribution.

With no children of their own, Milton and Catherine established The Hershey Industrial School (later renamed MILTON HERSHEY SCHOOL®) to help poor, orphan boys in their community. With the painful memories of his childhood fresh in his mind, he gave a stable upbringing and access to education to children in profound need. In doing so, Milton Hershey created an enduring legacy that has benefited future generations of children and countless communities.

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