



## Investing in efforts to invent for the next 50 years

We believe in the inherent value of science and the sense of awe discovery inspires. And we know that scientific advancement and societal benefits will occur if we find ways to unleash the potential of inquiry and exploration.

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As we reflect upon the significance of the prediction made by Dr. Gordon Moore 50 years ago, we also consider the future of Moore's Law and its relationship to unbridled scientific research. What will be required to maintain the pace of technological and scientific advancements for the next 50 years? The answer: investment.

A future in which science can thrive requires investment now, in discovery-driven research and in cultivating an environment that ensures our best scientific minds can be calculating, observing and inventing in a way that stretches toward the next innovation. Basic research is unpredictable and frequently results in unexpected and often accidental discoveries that propel society forward, resulting in unimagined breakthroughs that transform entire fields of study and the way we live our lives.

You can help cultivate an environment in which the thinkers, learners and innovators of the next 50 years can continue to thrive.

Key places to start in science philanthropy include:

- **Your favorite university** – learn what they are good at and find out how you can support researchers and science programs. [The Association of American Universities \(www.aau.edu\)](http://www.aau.edu) is a useful resource for identifying and learning about [research universities](#).
- **Local science museums** – help inspire a sense of awe in the next generation through classes, exhibits and more. Go to the [Association of Science Technology Centers \(www.astc.org\)](http://www.astc.org) to identify and learn about locations near you.
- **Community foundations** – pool your funds with other philanthropists to maximize impact in your shared areas of science. Check out the [community foundation locator](http://www.cof.org) from [Council on Foundations \(www.cof.org\)](http://www.cof.org).

To learn more about science philanthropy and understand how to get started, the [Science Philanthropy Alliance \(www.sciencephilanthropyalliance.org\)](http://www.sciencephilanthropyalliance.org) can help. They know where funds are most needed, they can address your questions and help navigate through opportunities and also broker introductions.

The unexplored frontiers and potential inventions before us are vast, and investment in science and invention will help catalyze discovery. Join us in finding ways to unleash the potential of inquiry and exploration and assume a greater role in investing in the next 50 years of discovery-driven research.

#scienceinvestment #sciencephilanthropy #science