

Motivations for Charitable Giving

- Some people give because of their **sense of belonging to a community**. They give because they consider nonprofit organizations more effective at delivering services and more attuned with community needs.
- Some people give because they feel it is a **moral obligation**. They believe everyone needs to take responsibility for creating a better world and should not expect personal recognition for volunteering time, talent or treasure.
- Some people see philanthropy as “**good business**”. They are motivated by the personal tax and other financial benefits philanthropy gives.
- Some people enjoy the **socializing and entertainment** that are a part of contributing to a good cause.
- Some people “**pay back**” in return for what they received in life.
- Some people see philanthropy as a **family tradition**. They were raised in a family that stressed the importance of giving.
- Some people feel a sense of **purpose and personal fulfillment** when they contribute. They see themselves as the true philanthropists who are not concerned with business or personal gain.

From *The Seven Faces of Philanthropy* by Russ A. Prince and Karen M. File

