

Motivations for Giving

Being part of a community – the sense of belonging to a social community is important. Often based on a history in, and ties to, their local community. The ability to see needs in the community and respond to those needs is present.

Religion - doing good because it is God's will. The belief that giving is a moral obligation.

Good Business - motivated by the personal tax and estate benefits philanthropy represents, and the public relations advantage.

Social Function - doing good works or giving money is part of socially acceptable behavior. Philanthropic acts include some form of socializing, entertainment and /or fun.

Giving Back - doing good as an act of gratitude in return for what they have received in life.

Family Tradition - giving results from childhood socialization by parents or other relatives about the importance of philanthropy. Philanthropy supports family values.

Selflessness Concern for the Welfare of Others - giving and social action because it is the right thing to do. Giving is spiritual (in this case, not religious-based), an expression of generosity and empathy. Giving is a moral imperative and everyone's responsibility even if it means self-sacrifice.

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

