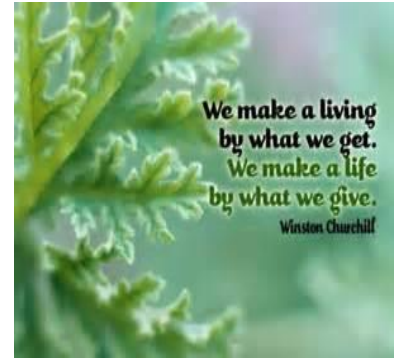


## Why Do People Give to Charities?

People give to charities for many reasons. Among the top reasons people support any charitable appeal are:

- 1) Donor believes the work of the charity is essential for society.
- 2) Charity helps families.
- 3) Personal involvement or association with the charity.
- 4) Strong belief in the mission of the organization.
- 5) Charity helped the donor or someone he/she knows.
- 6) Makes the donor feel good...helping someone in need.
- 7) Charity supports children and youth.
- 8) Charity is a reputable, trusted organization.
- 9) Charity supports disease research.
- 10) Tax benefits.
- 11) Donor gives in memory of a loved one.
- 12) Donor feels it's his or her duty to help those less fortunate.
- 13) Spiritual reasons.
- 14) Incentives and prizes.



### Top 5 Reasons Why People Give to United Way:

