

Why Do People Give to Charities?

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

- ✓ Donor believes the work of the charity is essential for society.
- ✓ Charity helps families.
- ✓ Personal involvement or association with the charity.
- ✓ Strong belief in the mission of the organization.
- ✓ Charity helped the donor or someone he/she knows.
- ✓ Makes the donor feel good...that he/she helped someone in need.
- ✓ Charity supports children and youth.
- ✓ Charity is a reputable, trusted organization.
- ✓ Charity supports disease research.
- ✓ Tax benefits.
- ✓ Donor gives in memory of a loved one.
- ✓ Donor feels it's his or her duty to help those less fortunate.
- ✓ Spiritual reasons.
- ✓ Incentives and prizes.



So Why Do People Give to United Way Over Other Charities?

