

"Pious example, moral leadership, voluntary effort, and private charity" were not only sound policy, they were "a mild but effective instrument of social control" (13).

The notion of doing good had no socioeconomic basis; it was and continues to be a broadly shared, genuinely popular avocation of Americans—its spirit protects the environment, prevents disease, improves education, enhances the

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arts, preserves historical landmarks, and sustains the needs of charity.

A review of literature on why people give provides a good picture of the motivations that support the spirit of philanthropy. The 1992 Independent Sector studies offer a concise view of the multiple reasons for people's charitable behavior, ranging from functional altruism to highly pragmatic benefits (Exhibit 1-1).

As a *spirit*—derived from beliefs, values, and desires—philanthropy is not mere money giving or money raising. It is our country's conscience and its catalyst. It is the initiative that occurs when people see need that exists and the response they give when a change is in order. It is our fundamental human impulse to say how life should be and could be.

Exhibit 1-1 Reasons for Giving and Volunteering

Reasons for Giving and Volunteering

- Those with more should help those with less.
- Gain a feeling of personal satisfaction.
- Religious beliefs or commitments.
- Giving back to society some benefits derived from it.
- Being asked to contribute or volunteer by a personal friend or business associate.
- Ensure the continuation of activities or institutions that they benefit from.
- Serve as an example to others.
- Fulfill a business or community obligation.
- Create a remembrance of oneself or one's family.
- Obtain tax considerations and deductions.
- Encouraged by an employer.

Source: Data from V.A. Hodgkinson et al., *Giving and Volunteering in the United States: Findings from a National Survey, 1992, Independent Sector.*