

Why Giving Matters

Arthur C. Brooks

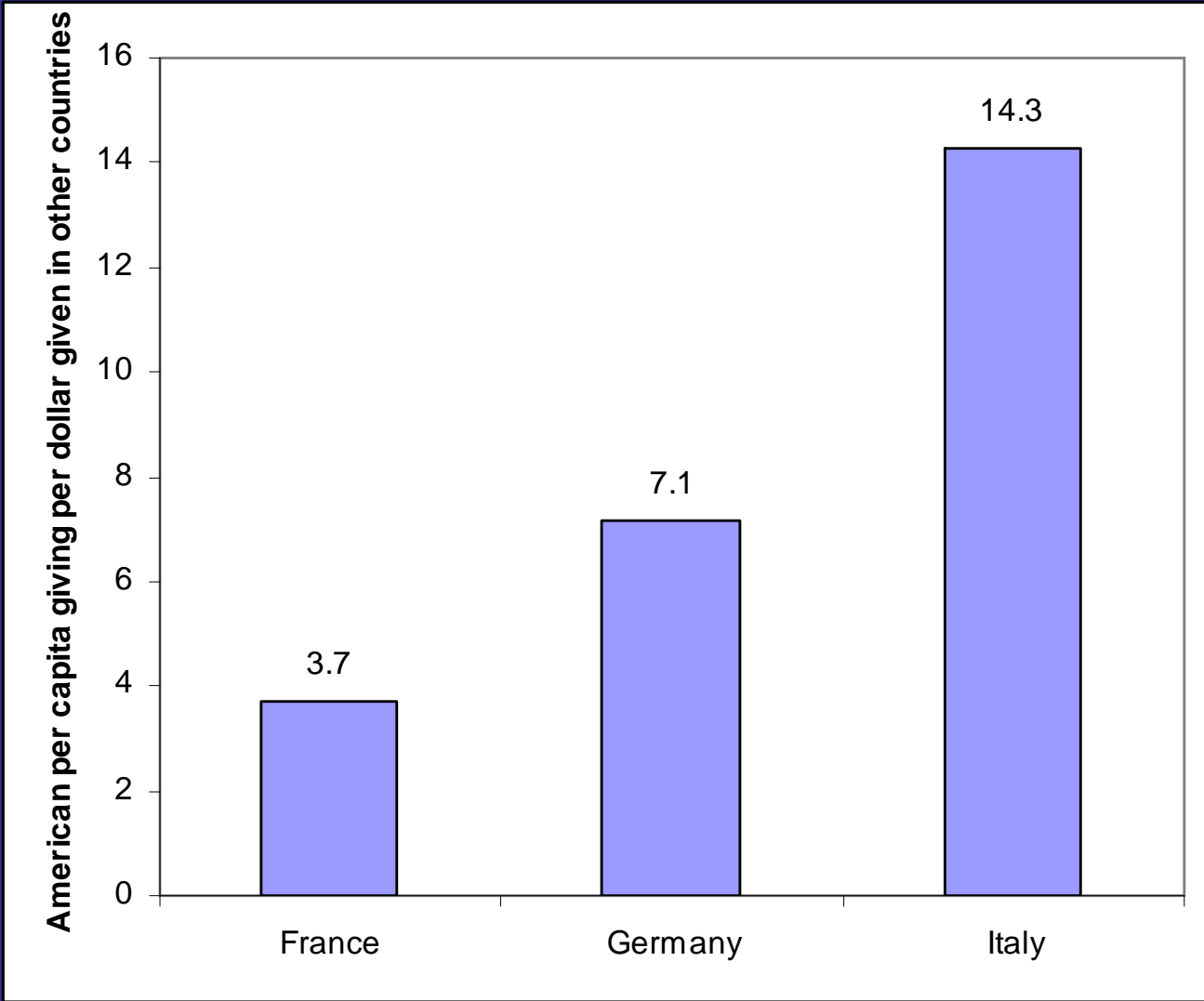
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Americans give

2006: \$295b (75% from private individuals)

75% of families give each year

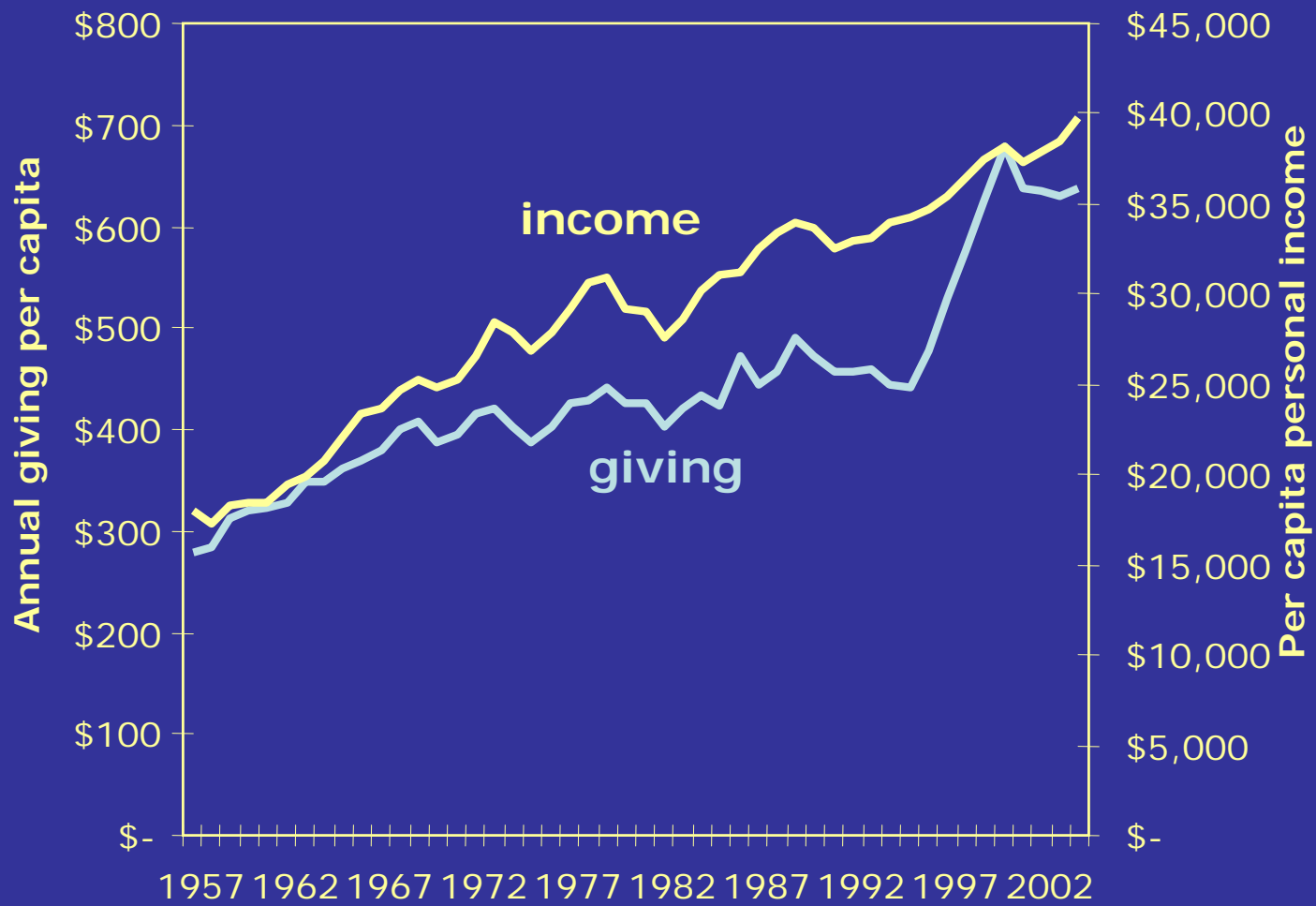
50% volunteer



Do we give because we're rich?

Or are we rich because we give?

Personal ROI on giving: 3.75 to 1



Givers are much happier than
nongivers

Why?

Our brains are wired to serve

Approval of our peers

Giving brings control

Giving and health

Giving and citizenship

The bottom line

Healthier, happier, and richer individuals

Stronger communities

More prosperous nation

Myth #1: Giving makes us poorer

Myth #2: People are naturally selfish

Myth #3: Giving is a luxury

Myth #4: An entrepreneurial nation
can afford to forgo service

Myth #5: Fundraising is a necessary evil

Connecting communities of need should be part of the mission of every nonprofit

Fundraising is a mission-filled activity

How can we get more giving?

Teach

Ask

Public giving

Policies and attitudes about government