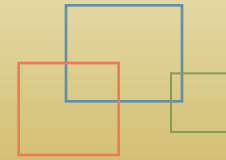


7 Faces of Philanthropy

Authors: Russ A. Prince and Karen M. File

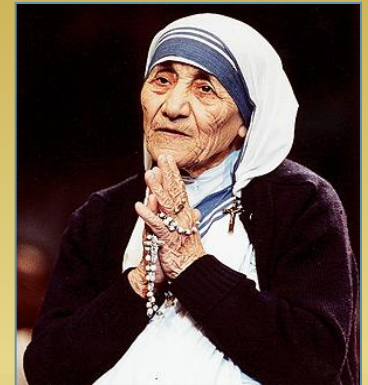


The Communitarian **Doing Good Makes Sense**

If I'm going to help someone, it's sure going to be my neighbors. We've got to stick together and make life for everyone here in the community just a little bit better.

The Devout **Doing Good is God's Will**

Thanks to the Almighty, I have the means to improve the lives of others. I believe God intends for me to help the deserving, those less fortunate than myself.



The Investor **Doing Good is Good Business**

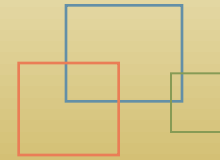
Giving only makes sense when everyone comes out winning. If I don't consider the financial repercussions of giving, my charitable relationships will not be very strong for very long.

The Socialite **Doing Good is Fun**

We all get together, my friends and I, to raise money for charity. When one of us decides to help a charity, that charity gets all of us. It's a group effort.



7 Faces of Philanthropy



The Repayer **Doing Good in Return**

I am very successful, but never into giving to charity before. After I found out someone in my family had received services from your organization, I began to make gifts to help other people like my family was helped.



The Altruist **Doing Good Feels Right**

For me to continue to grow as a compassionate person requires that I care. Philanthropy is a process of personal development and a way to move things forward.



The Dynast **Doing Good is a Family Tradition**

Charity was always what my family did. We just all grew up with discussions about it, with going to charity affairs, with people interested in community issues.

WHERE DO YOU SEE YOUR DONORS' FACES?