



## Seven Philanthropic Truths

1. Of all the animal species on earth, we humans are the most social. We exist and thrive in large part because of our personal and societal relationships.
2. The need in human beings to meaningfully connect with others is as primary to us as our needs for warmth, food, water and safety.
3. People relate to each other in three ways – intellectual, emotional and spiritual. These three relational dimensions are present in all healthy and happy people – and our behaviour reflects these dimensions each and every day.
4. Philanthropy is a natural extension of our healthy desire for others to survive and thrive.
5. People connect to each other philanthropically in their intellectual, emotional and spiritual dimensions.
6. Charities who connect fully (in all three dimensions) with their constituents have the highest probability of earning their loyalty and trust.
7. Loyal donors are the economic engine of philanthropy. They contribute the greatest proportion of net revenue to their chosen charities.