

## Module 10 Text

### **Giving Matters** – Successful people give back. (Philanthropy and helping others)

- You may be thinking, why do I need to talk about giving away money, when I want to make money. There are a lot of reasons, let's start with a selfish reason, as a business if you help others, people notice your business. You have probably seen sponsors of events and sometimes they donate whole hospital wings in someone's name. Helping others gets your name out there. I hope this is not the only reason you help others, but it is a good start. When people see that you care about something they care about, it connects you to them in a deeper way. If you help at a pink ribbon event, they feel like they can trust you because you understand what they are going through. I guess you could say that this 'humanizes' your business.
- Reason number two is less selfish. You give back because you are a human on this big planet with other people. If you become successful, it is your moral obligation to give some of that back to help others. Many business people have created foundations so that they can give back to a cause that is specifically geared to where their heart is. You give back because you actually care. You remember where you came from and you want to help others overcome and have a better life.
- Third reason is for spiritual reasons. Many people support missionaries and churches. If you believe in something and have faith, you want others to know about that faith. Some churches even have what they call a tithe, which means give 10% of your income back to the church, in essence back to God since he gave you those abilities. One wise man said, To him who much is given, much is expected.
- Every successful person I know, gives back. Find a charity, church or organization. Start with your passions, desires and what you feel is an injustice in the world. This will be your social issue, this will be your cause. One teen raised money for bullet proof vests for police dogs...one teen raised money to help release modern day slaves...one businessman was able to write blank checks to his church and he never got ripped off. It is amazing the synergy that comes back when you begin to give to the world around you.
- I suggest using your money like this. Take 10% off the top for your cause. Take 10% for savings. Take 10% for your personal expenses or fun money. Then, reinvest the other

70% into your business. This is a great beginning strategy and you can adjust those numbers as your business grows. Always pay your cause first and yourself

- **ACTIONS TO TAKE**

- Set up a personal and business budget that includes giving.
- Research organizations, charities and causes that you may want to support and get involved helping the ONE or TWO that you feel strongest about.