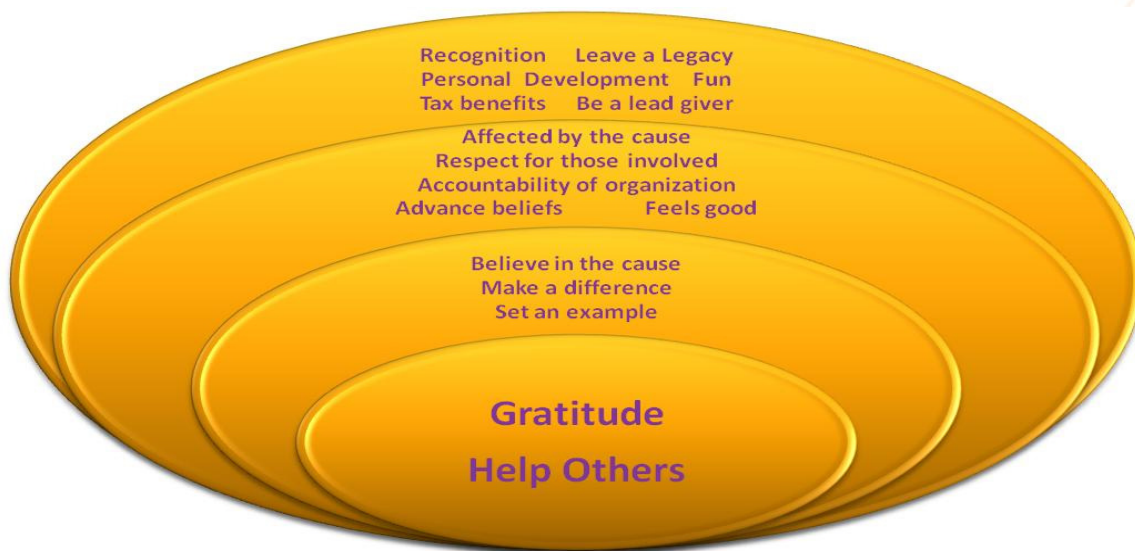




The motivations for charitable giving can be thought of like an onion, with an outer layer that, as it gets peeled away, reveals other layers and ultimately a core. The model below illustrates a hierarchy for the motivations for charitable giving with “gratitude” and the need to “help others” at the core. This model was developed as the centerpiece of peer-reviewed research and has been since published by the Administrative Sciences Association of Canada.



*Driscoll, C., Foran, S.; *Rethinking Motivations for Charitable Giving*, ASAC 2008.

Additional information or a full copy of the paper is available from the author upon request.

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