



Kindness Over Muscular Dystrophy (#KOMD)

Why Do Companies Donate To Charities?

1. It Feels Good - Research has revealed that spending money on others actually makes us happier than spending it on ourselves..but we have to address the obvious here: Companies don't actually feel good or think or make decisions..but the people in companies do. That's why "feeling good" is such an important driver. We all want to help others when we can. Generosity and compassion are powerful human feelings.

Not only that, there was a study done by a researcher at UC Berkeley, that concluded, "people who give to others can actually become healthier and live longer". So, like coffee and red wine, not only does it feel good..it's also good for you.

2. Connection with Community - Humans thrive on social connections but corporations want to be connected too. Just look at how many companies now have a presence in social media. After all, corporations sell products and services to their community. That community might be local or it might be a global...but connecting to their community strengthens their ties and promotes a sense of trust.

3. Shows Leadership - Corporations like to show leadership, particularly to their employees. In fact, today's employees respect their company more if they show care for their community..and that can lead to a boost in employee morale. Giving allows corporations to demonstrate that they care for things other than the bottom line.

4. Return on Investment - We're not Tax Advisors so we can't give you such advice but in many cases charitable contributions are tax deductible and can contribute to increased marketing exposure. When a corporation gives to KOMD:

- a. they not only get to "feel good and live longer"
- b. they not only get to "connect with their community" and build trust
- c. they not only get to demonstrate their "leadership" and improve employee morale
- d. but they also get a "return on their investment" through tax deductions and marketing exposure.

So, if you plan to invite a corporation to join our cause, be sure to let them know that you have an opportunity for them..actually 4 opportunities.

Thanks for your support!