

**International Committee
On Fundraising Organizations**
Annual General Meeting 2008

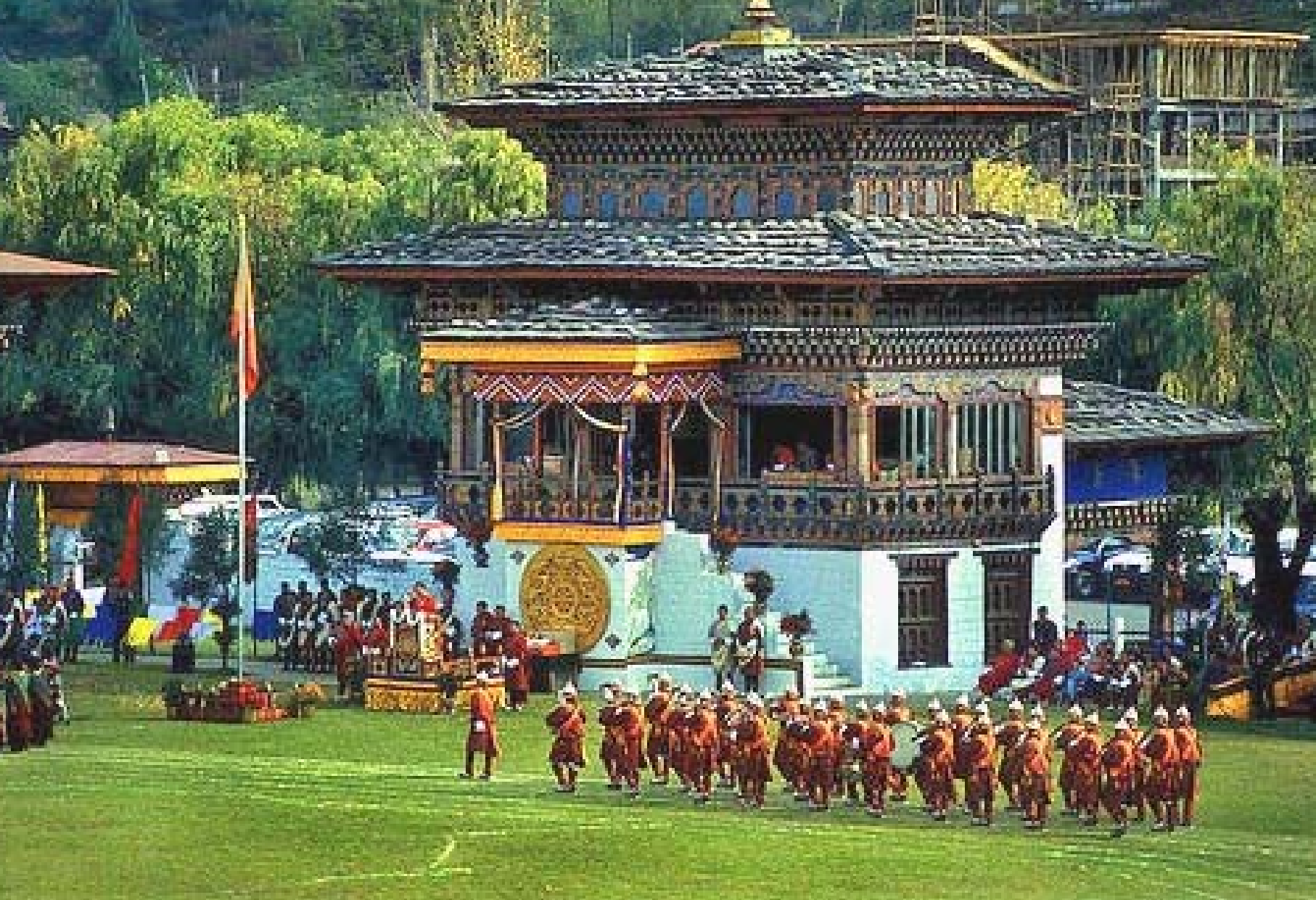
ENGAGING DONORS' TRUST

Berlin, Germany – Friday, May 16, 2008

Charities, social cohesion and public opinion

Valerio Melandri

*Director of the Master in Fundraising
University of Bologna, Italy*



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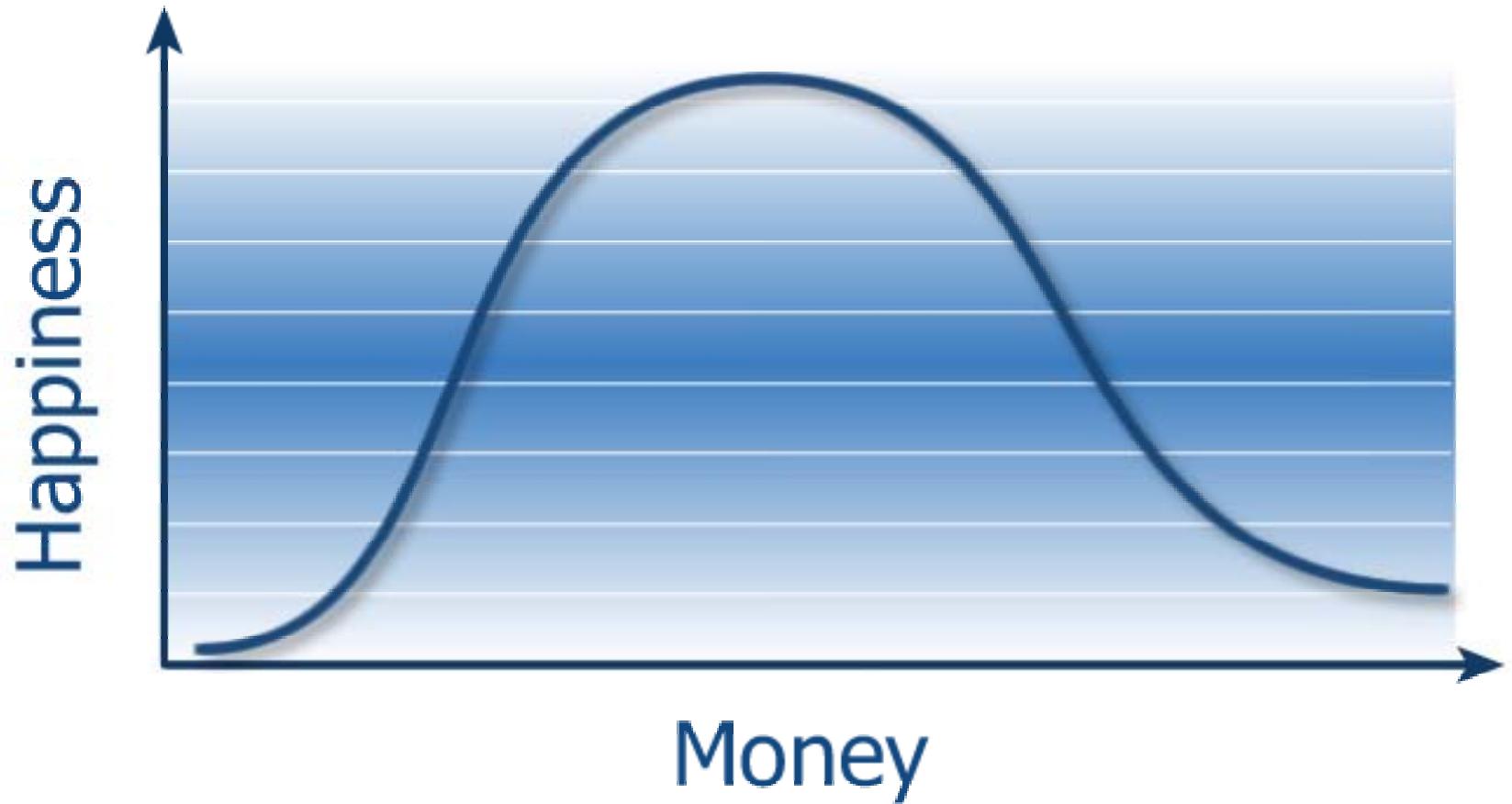
Valerio Melandri, Director of the Master in Fundraising, University of Bologna, Italy



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Easterlin paradox



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Progress has removed the reciprocity principle from our culture, which is the equivalent of the fraternity principle in economics. Reciprocity includes relationships between people, which generate the relational assets that gives us “joie de vivre”.

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1. what is guaranteed by the state, **in terms of part-time work or early retirement, is reciprocated by society, which transforms free time and retirement into intense forms of civil engagement.** State generosity is therefore reciprocated by civil society.
2. life is more than simply the cold calculation of hours, coefficients and parameters: generosity and passion, responsibility and humanity are part of the equation.

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The society would still need to valorise the non-profit world and voluntary work in general. This is because these bodies are a strong reference point for the spreading, within our societies, of the concepts of “for free” and of common asset.

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UNICO

FAC-SIM

Sostegno delle organizzazioni non lucrative di utilità sociale,
delle associazioni di promozione sociale e delle associazioni riconosciute
che operano nei settori di cui all'art. 10, c. 1, lett a), del D.Lgs. n. 460 del 1997

Finanziamento
della ricerca scientifica e

Sostegno delle organizzazioni non lucrative di utilità sociale,
delle associazioni di promozione sociale e delle associazioni riconosciute
che operano nei settori di cui all'art. 10, c. 1, lett a), del D.Lgs. n. 460 del

FIRMA

Luca Bianchi

Codice fiscale del
beneficiario (eventuale)

0 | 4 | 5 | 0 | 4 | 5 | 5 | 0 | 9 | 6

In aggiunta a quanto spiegato nell'informativa sul trattamento dei dati, si precisa che i dati personali del contribuente verranno utilizzati solo dall'A

RA EB EC Familiari a carico EP EN EV CR RE RH EL EM ER ET EE EF EG ED

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A photograph of a vehicle's interior dashboard. A white rectangular sign with a black border is mounted on the dashboard. The sign contains the text "DON'T TALK TO THE DRIVER" in bold, black, uppercase letters. Above the sign, a small, partially visible paper tag is attached to the dashboard. The background shows the blurred view through the windshield and the interior of the car, including the steering wheel and dashboard components.

DON'T TALK TO THE DRIVER

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