International Committee
On Fundraising Organizations
Annual General Meeting 2008

ENGAGING DONORS’ TRUST

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Charities, social cohesion
and public opinion

Valerio Melandri
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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.
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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