



# Ecco Chamber

FORTNIGHTLY ITALIAN NEWS MADE IN  
SOUTH AFRICA

## Charity begins at home

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# Chamber's Note

## Charity Begins at Home

Covid-19 has inflicted two opposing forces on philanthropic and other forms of non-profit organizations. One has been the negative impact on the money made available by benefactors as well as the operational hurdle encountered by many other organizations, which has constrained the ability of charities to do the valuable work of actually helping people. In Britain for example, 53% of charities reported a decrease in donations, with only 18% reporting an increase.

In the opposing direction, many people have woken up to the needs of others during the last eight months. According to charity data organization Candid, over \$16.6-billion in Covid-related donations have been provided to more than 13-thousand organizations. Meanwhile, South Africa's solidarity fund received R3.12-billion alone.

According to a Brazilian study, people are motivated to give for varying reasons. Some people give out of self-interest – for some it elevates status or it makes the community that they live in a more stable place to live. Others have emotional investment in the well-being of the group that they are helping. However, all the motivating factors, whether it be hope for the betterment of others or the desire for personal admiration eventually point inward to the person donating.

This gives meaning to the idea that charity starts at home. Not only are we motivated to donate to those close to us – in our neighbourhoods, in our communities or in our country – but we need to first find our personal reasons for donating.

As always, the charity of choice for Italcham is Little Eden NPO. Founded by a great Italian philanthropist, Domitilla Hyams, Little Eden provides life-long support for severely disabled individuals. Over the last decade, Italcham has supported Little Eden by running a raffle at its annual Business Excellence Awards gala dinner. Despite the fact that this year the Chamber will not be hosting the awards, we have remained resolute on the need to raise money for Little Eden.

Instead of a raffle draw, this year's effort will simply be a fundraising drive. Any person or company wanting to donate to Little Eden can contact [accounts@italcham.co.za](mailto:accounts@italcham.co.za). Additionally, for those who donate over R10-thousand, there will be an event held with the Embassy and Italcham to hand over the cheque to Little Eden. Those donating in excess of the amount will be able to receive special mention, present their company banner and gain free access to the event. The only thing we ask you to do is find a reason to give.

*Italcham!*



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