

The way we think about charity is dead wrong

[Sociology](#)



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The Way We Think about Charity is Dead Wrong Dan's five points about non-profit world are Using money to lower talents away 2) Failure to advertise

3) Taking risks to increase profits

4) Time

5) Profit to attract risk capital

The non-profit sector is at an extreme disadvantage due to the large number of limitations that are in place on it functioning. It appears that the liberty that for-profit organizations enjoy is not being offered to the non-profit organizations. For this reason, it is quite rare that new talent enters this sector. Consequently, new innovative approaches to enhance the non-profit sector fail to develop. An additional aspect is the time factor; people expect the non-profit organizations to demonstrate positive results within shorter periods of time, which in reality is not a possibility.

Non-profits are neither rewarded for getting things done, nor for what they save. Instead they are expected to serve without limits, despite the fact that very less people are willing to contribute to their working.

Keeping in view Dan's points, I am of the idea that non-profit organizations should be given a free hand to conduct their businesses, instead of imposing limitations on their functioning. Students should be taught about the way business organizations are expected to function; this is essential to change the attitude of people towards non-profit organizations. Masses should realize that every business requires advertising, time and an innovative approach to succeed. The factors allow the business an opportunity to explore new ways to gather funding that is essential for any organization. This also allows an enhanced opportunity to interact with public, which is main source of funding for any charitable cause.

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