University of Pennsylvania,
Wharton Sports Business Initiative and the
Center for High Impact Philanthropy:
Philanthropy Fundamentals
Smart Philanthropy – like other investing – involves five key steps:

1. Focusing your passion
2. Learning about issues
3. Choosing an organization
4. Creating Impact
5. Reassessing Your Gift
There are many reasons to give, and donors receive a range of benefits from giving

“If you’ve ever seen a child put on glasses for the first time and be able to see the definition of a leaf or words on the blackboard or read a label, you’d know how good it feels for me to give back in this way.”

~ Jermame Mayberry
Former Offensive Lineman, Philadelphia Eagles
Founding contributor to the Eagles Eye Mobile

“Celebrity philanthropy often can be a win-win for the celebrity and the cause. For celebrities, philanthropy can help to improve their public image through the association with a good cause... For the "cause," an association with a celebrity often can bring increased donations.”

~ Alan J. Abramson
Senior Fellow, Nonprofit Sector and Philanthropy Program
Aspen Institute

“As an athlete, you are most often measured by stats and what you do on the field, but...the work you do off the field, that is most meaningful because of the impact it has in raising awareness and inspiring others to give back in their own communities.”

~ Jamie Moyer
Pitcher, Philadelphia Phillies
Founder of Moyer Foundation

“[The NFL is] in a unique position as the number one sport in America and...we should be giving back to the communities that support us so strongly... To take the helmet off the players and humanize them, to show who they are off the field and how important it is to them that they give back to the communities where they play and where they live is a particularly strong statement.”

~ David Krichavsky
Director of Community Affairs, NFL Charities

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4 Aware; Football And Philanthropy: Turning rookie football players into veteran philanthropists; http://www.awaremagazine.net/0103/0103_Feature_nfl.html
Focusing your giving guides the impact you want to achieve

**People**
- Individuals
- Groups and populations, such as:
  - Children/Youth
  - Senior citizens
  - Women
  - Veterans

**Problems**
- Art & Music
- Animals
- Crime
- Disaster Relief
- Education
- Health
- Human Rights
- Poverty

**Places**
- Hometown
- Town/city of current residence
- Area affected by disaster
- Alma mater

“The important thing is you find something that means something to you, something that hits at home so you’re going to be committed to it. If it means something to you, you’re going to work harder at it. I’ve teamed up with a couple of things, whether it’s childhood obesity, or the Police Athletic League in New York, gone to different events, giving time or money. I’m trying to figure out what’s going to hit at home.”

~ Eli Manning
Quarterback, New York Giants