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Abstract

Where There's the Will, There's a Way:
A look into the motivations behind the United Way

In this essay, I ask the question: how does the United Way do it? In other words, how is it that in the past twenty five years, the United Way has raised over 23 million dollars for local non-profit organizations. In order to explore this question, I look at two important factors: strong leadership and social guilt or shame. I suggest that a strong leader is needed to inspire loyalty through kindness and generosity. Furthermore, I propose that our Judeo-Christian society has instilled within it's people a strong sense of guilt which inspires many to give their time and monetary donations to the United Way. As well, wealthy benefactors are urged by a sense of shame which drives them to make large contributions to the organization in order to avoid the social stigma of greed.