Why People Give

Caring people make donations to worthy non-profit organizations for many reasons, and Burke Ambassadors should know the primary motivations to help generate giving. They are:

- **Give where we live** – Our local Westchester community will prosper when we support local charities like Burke.
- **Doing God’s will** – Giving is a religious act, a moral obligation.
- **Doing good is good for business** – Philanthropy is a business relationship with tax advantages.
- **Doing good is fun** – Make the world a better place and enjoy the social network.
- **Giving is an act of gratitude** – A response to life-changing experiences, like when our past patients donate in thanks for the care they received.
- **Doing good feels right** – Giving is an act of generosity and empathy.
- **It’s a family tradition** – Giving is something the family stands for.

Source: “The Seven Faces of Philanthropy” by Prince and File.

A case in point: Michelle Goldman

Michelle has been making gifts to Burke for about five years, directed to various programs like Outpatient Services. Michelle was once a Burke patient who regained her ability to walk after her left leg was paralyzed. “I feel so fortunate to have recovered and want to show my appreciation by helping people who may not be as fortunate,” says Michelle. “I feel lucky to be able to give back.” She also credits her mother, who was a working widow, for instilling the value of generosity and telling her, “we should always remember the people who have less.”

Michelle notes that the doctors and therapists who worked with her at Burke were inspirational. “They were always upbeat, yet they understood the downhearted feelings of patients struggling to get better. I felt I could talk to them about anything, which really helped in my recovery. I had to do something to show my support for them.”

Growing Donations from Private Foundations

Burke is pleased to announce the recent gift of $6,000 from the Christopher and Dana Reeve Foundation, which will be used to create a new video for caregivers and patients. Conceived by Dr. Heidi Spitz, the head of Burke’s outpatient neuropsychology department, this video will be educational and inspirational, giving caregivers a sense of hope about the future and a pathway to balance the needs of the patient in their care and their own needs.

Since 2013, Burke Rehabilitation Hospital has raised more than $600,000 from private foundations. The key to expanding this source of giving is for our Board and leadership to identify people they may know at a particular target foundation. **If you know a foundation whose mission is consistent with Burke’s, and you can make an introduction to a contact there, please reach out to Colleen Borrelli at (914) 597-2849 or cborrelli@burke.org.**