

# Opinion: A case for giving more and giving locally

By Scott Hanson

It's impossible to go through a single day in our community without experiencing the difference made by local nonprofits.

Shade trees planted by volunteers. The talented kid who can afford college only because a foundation recognized her potential with a scholarship.

The simple fact that anyone can express their hope for a better tomorrow by encouraging artistic expression, contributing to medical research or extending a helping hand to those in need.

Nearly everyone is capable of engaging in charitable giving. If more people did, the resulting impact on local nonprofits' ability to realize their full potential would make a stunning difference in the Sacramento region's quality of life. A recent study on behalf of the Greater Sacramento Generosity Project detailed exactly how, and how easily, that could be accomplished.

The research brought to light three key findings, with the first attracting the most attention. Currently, 62 percent of households in our region – Sacramento, Yolo, Placer and El Dorado counties – give to nonprofits. The national average is 66 percent.

Closing that 4 percent gap, and exceeding the average by a single extra percentage point to 67 percent, is an essential goal of the Generosity Project. And while the percentage points alone may seem negligible, they represent a challenge for all of us to achieve a historic transformation within our home region.

*Scott Hanson chairs the Greater Sacramento Generosity Project's steering committee.*

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