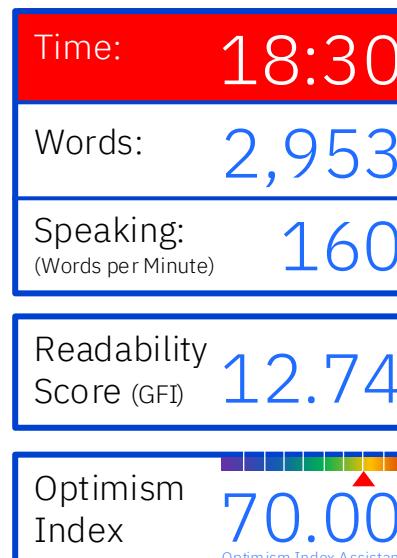
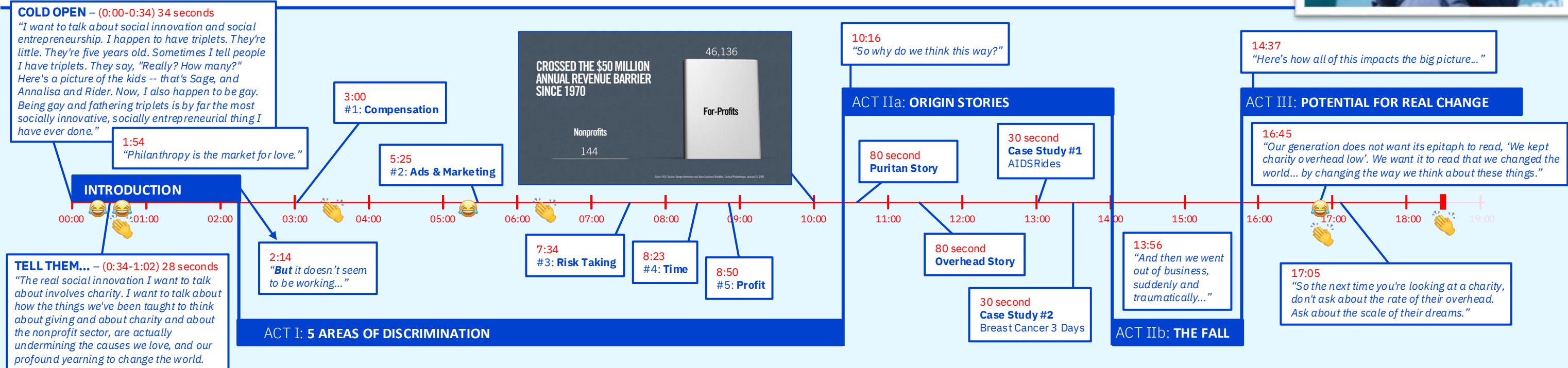


# Dan Pallotta

The Way We Think About Charity Is Dead Wrong: TED2013, California (March 1<sup>st</sup>, 2013)

[https://www.ted.com/talks/dan\\_pallotta\\_the\\_way\\_we\\_think\\_about\\_charity\\_is\\_dead\\_wrong](https://www.ted.com/talks/dan_pallotta_the_way_we_think_about_charity_is_dead_wrong)



	<b>Problem</b>	Society's mindset about charity is broken. He argues that we penalise nonprofits for spending on growth, talent, and marketing - things we celebrate in business - and that this double standard keeps charities small and prevents real social change. "We say we want to change the world – but our beliefs about charity make it impossible."
	<b>UVP</b>	Pallotta turns a moral belief upside down. He challenges the sacred idea that "charity should be frugal." Instead, he argues that nonprofits should be allowed to think big, spend boldly, and even take risks - just like businesses do. Reframes "overhead," "profit," and "marketing" (words usually seen as bad in charity) as essential tools for solving big problems.
	<b>Surprise</b>	"You can make \$50 million selling violent video games to kids and be celebrated - but if you make \$500,000 trying to cure kids of malaria, you're seen as a parasite" and "From 1970 to 2009, only 144 nonprofits grew past \$50 million in revenue – compared with 46,136 for-profits." It is our beliefs - not our lack of generosity – which is holding change back.
	<b>Urgency</b>	Our current mindset is actively preventing progress on poverty, cancer, and homelessness. He creates urgency by showing the scale mismatch: "These social problems are massive in scale and our organizations are tiny up against them." It's not fear-driven urgency – it's moral urgency with hope: change your thinking now so real change can finally happen.
	<b>"But"</b>	B 25X (:44 secs) "But it doesn't seem to be working. Why have our breast cancer charities not come close to finding a cure for breast cancer, or our homeless charities not come close to ending homelessness in any major city?"
	<b>Credibility</b>	He speaks from firsthand experience – as the creator of the AIDS Rides and Breast Cancer 3-Day walks, which raised over \$50 million for charity. Then he lost everything when sponsors pulled out because of public outrage over "high overhead." That personal rise-and-fall gives him moral authority – he's lived the very hypocrisy he's exposing.

