





As a direct result of this heightened awareness, philanthropy today is no longer simply distributional. The benefits of philanthropy in today's society work to produce a new way of living, a new code of morals, and a new reality of world community never before seen in history. This represents a more fundamental, deeper vocation than simple charitable giving. We are finally in a position to help create a civilization that thrives and makes the most of living.

In order for ultra high net worth individuals and families to experience the deeper meaning of philanthropic giving, their charitable actions must have meaning. Paul shared that, for us to truly appreciate the greater meaning of giving, we must first understand our true motives for giving and how our moral biography influences that giving.

Our reasons for philanthropic giving are varied. Paul referred back to the Latin *movere* (to move) and said that motives are the mobilizing factors (desires, etc.) that incline people to act.

But what gives meaning to motives for philanthropic giving? Most of us want to "make a difference" or work toward resolving issues that have personally impacted us or affected us in some way. Paul linked this motivation to the Aristotelian dictum, "avoid evil and do good." But Paul pointed out that we are still trying to figure out what this actually means in terms of living wisely, agreeably, and

well. Paul asked the blunt question: What is the spirituality of mass affluence and mass wealth?

To help us begin to answer this question, Paul related the importance of understanding the true meaning of financial security. He defined financial security as having enough wealth to provide the desired standard of living for yourselves and your heirs indefinitely, despite any major downturns in the economy that may occur.

Once we have solved the economic question for ourselves and our heirs, something changes. We have the fullest freedom possible to do what we want in terms of our giving. Our motives can be pure, as we are no longer motivated by tax deductions or external perceptions. We can now examine how we will use wealth as a tool to find a deeper purpose rather than acquiring more wealth or living a more luxurious lifestyle. Paul asserted that we cannot go unencumbered through this explorative process to uncover our true motives for charitable giving.

Paul shared that motives are closely aligned to an individual's moral biography. But what is a moral biography? Simply put, it is a combination of capacity, moral compass (see figure 1), and moral purpose. Our capacities are the areas where we exhibit great talent and aptitude. For example, your capacity could be in managing wealth, intellectual capacity, personality, or individual talent. Your daughter's capacity, by comparison, could be her

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