**MARKETING 3.0**

**FROM CHARITY TO TRANSFORMATION**

Many companies try to solve problems through charity. Companies give part of their revenues to non-profit organizations and institutions of charity or a special agency. It’s known that education can favor charity, receiving support of up to 75% from companies. Apart from donations they help companies and non- profit organizations through charity mainly to improve their reputation or get tax reduction.

Charity is not limited to grown markets of West. In developing markets it’s much more popular. Merril Lynch Capgemini confirms that Asian millionaires give 12% of their income to public agencies, while Americans give up to 8% as contribution, and Europeans up to 5% of their income to charity.

Apart from help to companies through charity, we cannot over-esteem its socio-cultural impact. The recent grow of charity is achieved by social changes. People are more concerned of those who are similar to them, and more eager to contribute to the social well being. Even during recession of financial crisis, 75% of Americans continued to make donations for social reasons, according to a survey of Gallup. Charity though, does not lead to social change. Social change encourages charity. For this reason treat social problems through charity would almost have a direct impact.