**Marketing 3.0**

**FROM CHARITY TO CHANGE**

Many companies solve problems though charity. Companies donate part of their earnings to non- profit organizations for specific social reasons. You should know that education is the favorite field of charity, that supports 75% of companies. Apart from donations to help, many companies use charity to improve their reputation or have reduced taxes.

Charity is not limited to developed markets of West. It’s much more usual to developing markets. Merryl Lynch Capgemini says that millionaires of Asia give 12% of their income to social institutions, while American ones can give up to 8%, and Europeans up to 5% of their income for donations.

Apart from the fact that donations help companies, we can over-esteem its social and cultural income. The recent grow of charity is due to social changes. People are more concerned of those who are similar to them, and willing to contribute to well being of society. Even during period of financial crisis, 75% of Americans continued making donations for social reasons, according to a research of Gallup.