



The problem isn't how little we care. The problem is how little we do about it.

We think of ourselves as a nation of caring people. And, in principle, it's absolutely true.

Most of us contribute money to at least one cause. Nearly half of us contribute time. Confronted with a direct appeal, we respond instinctively with help.

The trouble is that, too often, it's not much more than token help. A dollar here, an hour there, and then it's back to the concerns of our own lives.

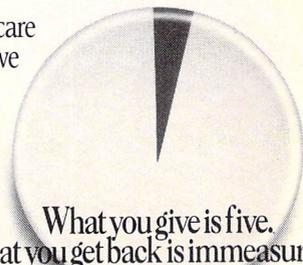
But think about it, for a minute. If we all gave just five hours a week to the causes we care about, it would be like mobilizing a force of more than 20 million full-time volunteers. If we all gave just 5% of what we earn, it would come to \$175 billion a year.

It has to start with somebody, though. And not somebody else. Us.

So take a look around your own community and find something that needs doing. Or make that next donation a little bigger than usual. But, whatever you do, do something.

After all, one person may not be able to make that much difference.

But 200 million people can make all the difference in the world.



What you give is five.
What you get back is immeasurable.