



Sobre la Navidad

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In just a few days, the frenzied professional activity in the end of the year line will arrive at an abrupt pause. This pause and peace is the cause and consequence of a time of reflection and celebration in equal parts; characterized by a greater closeness with family and friends, and a shared feeling of happiness and harmony. All this, in turn, finds its justification in a capital element although it is increasingly blurred in the collective imagination: that Christmas is the feast commemorating the birth of Jesus Christ.

The coming of the Son of God to earth is such an immense event that God wanted to prepare it for centuries, and we celebrate it forever. Although it seems that this is no longer so in the era of consumerism, the Christian inspiration of Christmas remains present in many areas of our personal and professional life.

Christianity has influenced people and societies by promoting values such as love for others, compassion, justice and equality. Christian churches and organizations have been at the forefront of the provision of social services, from medical care and education to support for the poor and marginalized.

Christmas and Fundraising

It is precisely this Christian vision and the feelings of generosity and charity that awaken in the hearts of people that is manifested in the founding activity of non-profit organizations.

In the US donors give 24% of their annual donations between Thanksgiving and New Year's Day. In the West, half of non-profit organizations receive more than 25% of their annual donations between October and December.

In short, Christmas is a time of fundraising. But, above all, it is a time of philanthropy. Fundraising is but a consequence of philanthropy understood in its genuine sense. In particular, Christian philanthropy.

Philanthropy as a Christian Value

The term "philanthropy" derives from two Greek roots, *philos* (love, affection) and *anthropos* (humanity). Therefore, the word reflects that disposition in which one is inclined to love one's neighbor, regardless of self-interest.

The definitive philanthropist is precisely Jesus Christ, whose birth we celebrate these days. The flame of philanthropy is innate to the human spirit, as a result of man's reflection of the image of God. A flame almost extinguished throughout the centuries by sin and to which only Jesus Christ restored its brightness and intensity.

Thus, these days it is worth remembering one perennial truth: that "we love because he first loved us" (1 Jn 4:19).

Merry Christmas!