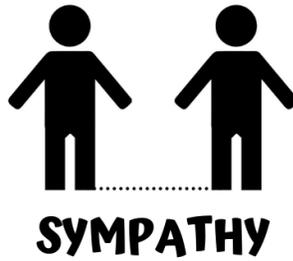


EXPLOITATION - EMPATHY CONTINUUM

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Treating one group *better* than another

Treating others the way *we* want to be treated*

Treating others the way *they* want to be treated*

Story centers the reader
"You're the hero!"

Story centers the nonprofit:
"We're the hero!"

Story centers the community
"They are the heroes!"

"I never considered whether this language or image might offend someone..."

"I wouldn't be offended by this language or image..."

"How do you feel about this language or image? Please help me understand your view."

Focus on the "victim"
(How bad the situation is)

Focus on the helper
(How great the nonprofit is)

Focus on the community
(How resilient the group is)

Story blames the group or culture for their challenges

Story erases or minimizes the culture:
"They're just like us"

Story includes values beliefs, and motivations of the culture

Observation is judgmental:
"They're doing it all wrong"

Observation is projective:
"That's not how I would do things"

Observation suspends judgement:
"There must be a good reason why they do things the way they do"

Organization has all the solutions and knows best

Organization focuses on intent over impact

Organization shares vulnerability and humility and admits its mistakes and failures

Story is overly negative and focuses on extreme suffering

Story is overly positive and minimizes the hardship and pain of the community

Story attempts to convey the truth, balancing the hardships with resilience

Organization doesn't have anything to learn

Organization is open to learning but not changing

Organization is willing to be changed by what it learns

Feedback is not collected

Feedback is collected but not used

Feedback is incorporated into all communications

*The above definitions of sympathy and empathy were coined by sociologist Milton Bennett in 1979. All other definitions and examples are copyright Philanthropy without Borders, 2019. Reproduction of any content including illustrations and text is prohibited without prior written consent.

