

Why should big companies donate money to help the poor?

According to the World Bank Group, over 3 billion people currently suffer from poverty. Lack of water, electricity and other daily commodities lead to starvation and severe disparity. To solve the problem, many have suggested that big companies such as Microsoft, Apple or Google should donate a part of their vast wealth into helping the poor, but only few have done so. But why do only some decided to extend the olive branch, whereas others chose to isolate themselves and refuse to assist?

We do know for a fact that big companies have the money to donate to the poor. According to Apple's last financial report, they have ranked in USD\$52.6 billion of revenue in the last fiscal quarter, and Google reported a revenue of USD\$27 billion. Microsoft even has USD\$126 billion in cash and equivalents in it's assets!

Furthermore, we know that companies have helped out in times of need, giving silent support as responses during disasters. During the aftermath of Hurricane Maria, which laid waste to Puerto Rico, Google's parent company, Alphabet delivered Internet services to Puerto Ricans with Project Loon, which enabled refugees to have access to the web. Apple, A company known for it's philanthropy, from time to time, makes somewhat regular donations in products or encourages it's customers to donate through linking charity pages. Apple also offers (RED) products which lets part of the go to AIDs patients.

So why do big companies refuse to donate money to directly help the poor, and instead only offers help and support, and in most occasions, to different people instead of the poor? The first reason is that there is no place for big companies to donate. Even though there are many charity organizations globally, there is no place where companies could directly donate to assist the poor. The second reason is that even though the money can be donated to the governments that need the funds, there is no guarantee that the money will definitely reach the poor.

But why should big companies donate money? Companies are meant to make money and to create the best product to serve the needs of it's consumers, so naturally, they have the right to keep their money. However, they should donate money to the poor because they can. Big companies have the extra income and they always claim to "make the world a better place", and donating money to the poor can help speed things along. Before they can do that, however, safeguards and protocols needs to be out in place before big companies should donate money to help the poor.