

Philanthropy appears to be the elite's way of substantiating their ability to make money by any means. By providing a small percentage of their overall earnings to assist the impoverished, their slate is cleansed, and they are rewarded with accolades by their peers. It is worth mentioning here that the elites are more than happy to provide funds to alleviate poverty, but are not inclined to address the issue of inequality.

In a previous article I discussed the need for a new social contract, which would allow for some redistribution of monies. I have also argued for more government involvement, as they are the only entity that can actually effect such radical change. These topics are what the small few, the elites do not want to hear, as addressing these issues means less profitability for themselves. It means change, and it means giving up some of what they have now in regards to power, money, and control.

So let's look into the issue from the perspective of those trying to make the world a better place.

What we have today is the concentration of money and power among a small few, who benefit immensely from this concentration. In such a position of power they control how change occurs, which means they reap the benefits of that change. Additionally they control the corporations providing the products and services we use, which are now fewer in number than 30 years ago. Providing these small few with what amounts to a near monopoly in the market sector in which they operate. Look no further than the media giants such as Google and Facebook. Corporations have seen their productivity soar up to 72%, from 1973 to 2014, while workers pay has only increased by 9% during this same period. This move to more productivity has resulted in the workers being reduced to nothing more than a commodity. What we have is increasing inequality, in a world where workers are paid less than at any time in modern history, plus there is less competition, and less government involvement in these issues. All of which means there is less opportunity for workers and society as a whole.

With corporations making more money than ever before, with CEO's and upper management salaries going through the roof, the elites are becoming more powerful. They can effectively dictate what happens in their market place, and can influence decision makers and politicians to ensure that they achieve whatever outcome they desire on any given issue. They can manipulate the media to portray their narrative as the only course of action. They have vast amounts of money that they can use in any many different ways to ensure favourable outcomes to issues. The rules and regulations that corporations had to live by have been reduced over the years, by governments around the world. Look no further than the banking industry in this regard. It seems as if the new ideology that governments are investors in capitalism has taken root. Governments today tend to work on behalf of capitalism rather than as a check on capitalism. Today it seems as if decisions in the private and government sectors, address the needs of the market, before the needs of citizens. All of this has given rise to anger and mistrust

of the global elites, who are seen to be profiting immensely while ignoring the citizens they claimed to be supporting and helping.

There are many wealthy elites who are looking for ways to help society. Private and corporate philanthropy provides resources for many worthwhile causes that help the needy locally and globally. These philanthropists also provide endowments for universities, museums, the arts, and research. This support for the poor and the disadvantaged is sorely needed in the world today, and the philanthropists who are providing resources for this work are greatly appreciated. However, those that are fighting to change the world are doing so in ways that keep things the same, and are giving back in ways that sustain their control on influence, resources, and tools. This theory of change prevalent today, leaves the underlying issues untouched, thereby ensuring that philanthropy will always be required.

Finding solutions to the underlying issues that create the inequality is where we should be spending out time and resources. This however requires actual change to the way we do business with our partners, employees, suppliers, and how we work within society as a whole. How do we find the balance between morality and ambition and having to compete? To reduce inequality, we need to be talking about redistribution, about fair and honest competition, and ensuring that everyone involved can have a living wage, which will provide a better quality of life for everyone.

When solving problems within society, all stakeholders should be involved in the process. Invariably what happens is that the needy, the recipients of the eventual solution are not involved. The elites view is that they alone can find solutions and implement them without the involvement of the eventual recipients as well as government entities. The elites will solve a problem as they see it, and in the process they overlook the roots of the problem and their involvement in it. To make the changes necessary to address inequality, social change will be required. What must not be allowed to happen is to have those with the most to lose with social change, to be in charge of the change itself. This will be difficult without government involvement to provide the checks and balances which will be required to arrive at an equitable solution for all.

The advances we have made in the last 100 years across all market segments, tends to create inequality. When our pursuit of power and money overlooks the requirements of the citizens of our society, inequality will occur. How we address this issue will have an enormous impact all citizens, and on our society as a whole. Who can be entrusted with driving this change? Today intellectual thought is less valued due to the loss of trust in authority, in our institutions, our governments, and in our journalism. The elite should not be allowed to address such change, as they will ensure that they benefit from any and all changes. The only answer would appear to be that as a society we address this issue together, and that requires that our elites are prepared to accept some change, and that we have renewed faith in our governments.

The time to begin a renewed attack on the underlying issues creating inequality is right now, today.

Generosity is not a substitute for justice.

For further reading in this area, I would suggest, in order listed below, "The Gospel of Wealth" written by Andrew Carnegie in 1889, and "The New Gospel of Wealth", written by Darren Walker in 2015. What was written in 1889, is applicable today. If we were able to find a middle path, then we might be on the road to addressing inequality in the 21st century.

Gospel of Wealth by Andrew Carnegie

<https://www.entrepreneur.com/article/316782>

Toward a New Gospel of Wealth by Darren Walker

<https://www.fordfoundation.org/just-matters/equals-change-blog/posts/toward-a-new-gospel-of-wealth/>