

WHY GIVING IS GOOD FOR YOU

One of the best ways to improve your mental wellbeing is also one of the simplest. Research shows that giving — whether it's time, compassion or resources — benefits you as much as the person you're helping. It sparks joy, strengthens connection and builds a more caring world. Here are five ways generosity can fuel mental wellbeing.

1. Giving Makes You Feel Good

Acts of generosity light up your brain's reward system. According to the [Cleveland Clinic](#), helping others triggers the release of three “feel-good” chemicals that support mood, trust and overall wellbeing. Here's what happens in your brain when you give:

SEROTONIN
helps stabilize
your mood and
promotes calm.

DOPAMINE
boosts motivation
and creates a natural
sense of reward.

OXYTOCIN
builds trust,
connection and
emotional bonding.

2. Giving Strengthens Your Mind

“The more you give, the more you grow.
Generosity is a key to psychological success.”

— **Adam Grant, PhD, organizational psychologist and bestselling author**

The benefits of giving go far beyond a brief mood boost. Regular generosity can lower anxiety and depression while increasing life satisfaction. Studies show that [volunteers report greater emotional stability](#) and older adults who help others feel more purposeful. Giving is exercise for your mind: It builds strength, resilience and balance.

3. Giving Deepens Your Sense of Purpose

Generosity reminds you that you're part of something bigger. When you show up for others, you strengthen relationships and forge meaningful connections. Research shows that [giving also reinforces your sense of purpose](#), aligning your actions with your values — a key ingredient in personal growth. Over time, these small acts help shape communities rooted in care, compassion and shared belonging.

Did You Know? People who engage in regular helping behaviors report feeling less lonely and more connected — even after just one week.

4. Giving Is Good for Your Health

Helping others isn't just good for the world — it's good for your health. Acts of kindness can lower blood pressure, reduce stress hormones and improve life satisfaction. Giving also helps you manage stress and regulate your emotions. Other benefits include:

Reduces pain:

Giving is linked to lower levels of physical pain.

Boosts brain health:

Volunteering also supports cognitive function.

Supports longevity:

Volunteering is associated with a lower risk of mortality.

Protects the heart:

Helping others lowers your risk of cardiovascular disease.

5. Giving Creates a Chain Reaction

Fun Fact: Giving is contagious! Last year, 36.1 million people participated in Giving Tuesday, including 9.2 million volunteers, raising \$3.6 billion in donations.

Every generous act sets something bigger in motion. When you give, you inspire others to do the same, creating a chain reaction of charity. Research shows that [people who witness an act of kindness give about 25% more](#) when they have the chance to donate. That's the power of giving — one small act can lead to lasting impact.

Give the Gift of Mental Wellbeing

Giving doesn't just feel good — it sparks change. When you support the National Council for Mental Wellbeing, you bring that change to life, powering programs that connect more people to mental health and substance use care. Your generosity helps:

- Increase access to care in areas with limited services.
- Reduce stigma, so more people feel safe seeking help.
- Empower the next generation of mental health professionals.
- Bring vital support to schools, workplaces and neighborhoods.
- Strengthen the health and resilience of communities nationwide.



Every dollar you give builds stronger minds and healthier communities.

Donate today to help us make mental wellbeing a reality for everyone, everywhere.