Ethics

If it is within our power to prevent
something very bad from happening,
without thereby sacrificing
anything morally significant,
we ought, morally, to do it.
An application of this principle
would be as follows:
if I am walking past a shallow pond
and see a child drowning in it,
I ought to wade in and
pull the child out.

Peter Singer,
"Famine, Affluence and Morality"