

The Greater Good:**How Philanthropy Drives the American Economy and Can Save Capitalism**

by Claire Gaudiani – 288 Pages - 2003

<http://www.clairegaudiani.com/Writings/pages/Preface.aspx>

For over a century, the United States has stood as a beacon of prosperity, innovation, generosity, and opportunity, proof that big business and big dreams can flourish side by side. But, at the turn of the twenty-first century, America faces stagnant growth, industry implosions, job displacement, an ever-widening income gap, oppressive debts, low civic involvement, and insular gated communities. What did we do right for so long, and what can we do to get back on course?

In *The Greater Good*, Claire Gaudiani, one of the nation's leading voices for community development, focuses our attention squarely on the money trail of the American dream. It's not that Americans have been generous because we're rich, she argues; we're rich because we have been generous. Philanthropists invest in people, property, and ideas long before businesses or the government come into the picture, and they play a crucial role in sustaining the fragile balance between capitalism and democracy.

In this provocative and engaging book, Gaudiani measures the visible and invisible impact of philanthropy in America, and shows how it has:

- fostered a highly educated workforce for the service and information sectors,
- created the bulk of opportunities for poor families to gain income and participate in the economy,
- built stable, clean housing and thriving business and employment districts,
- and launched major, risky research efforts that led to the birth of the aviation, pharmaceutical, and financial analysis industries—all fields where America leads the world.

The Greater Good is a passionate, pragmatic, and, finally, optimistic manifesto for revitalizing the promise of the American economy.

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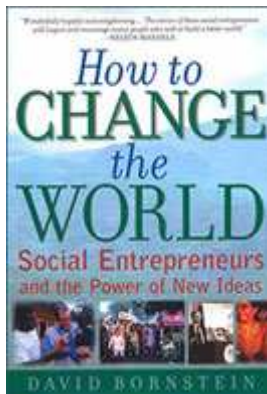
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review: <http://www.theclarusgroupllc.com/news2004OctA.html>

HOW TO CHANGE THE WORLD

Tells the stories of people around the globe who are solving many of the world's most intractable problems.

by David Bornstein – 319 pages - 2004 www.howtochangetheworld.org



What business entrepreneurs are to the economy, social entrepreneurs are to social change. They are, writes David Bornstein, the driven, creative individuals who question the status quo, exploit new opportunities, refuse to give up--and remake the world for the better.

How to Change the World tells the fascinating stories of these remarkable individuals--many in the United States, others in countries from Brazil to Hungary--providing an In Search of Excellence for the social sector. In America, one man, J.B. Schramm, has helped thousands of low-income high school students get into college. In South Africa, one woman, Veronica Khosa, developed a home-based care model for AIDS patients that changed government health policy. In Brazil, Fabio Rosa helped bring electricity to hundreds of thousands of remote rural residents. Another American, James Grant, is credited with saving 25 million lives by leading and "marketing" a global campaign for immunization. Yet another, Bill Drayton, created a pioneering foundation, Ashoka, that has funded and supported these social entrepreneurs and over a thousand like them, leveraging the power of their ideas across the globe.

These extraordinary stories highlight a massive transformation that is going largely unreported by the media: Around the world, the fastest-growing segment of society is the nonprofit sector, as millions of ordinary people--social entrepreneurs--are increasingly stepping in to solve the problems where governments and bureaucracies have failed. How to Change the World shows, as its title suggests, that with determination and innovation, even a single person can make a surprising difference. For anyone seeking to make a positive mark on the world, this will be both an inspiring read and an invaluable handbook. It will change the way you see the world.

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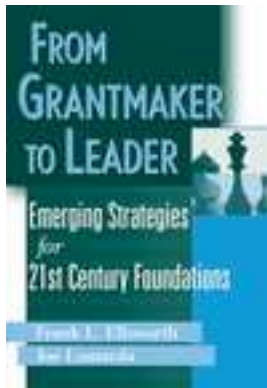
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Links : http://www.ashoka.org/fellows/social_entrepreneur.cfm

Review: <http://www.csrwire.com/article.cgi/2390.html>

From Grantmaker to Leader Emerging Strategies for 21st Century Foundations

by Frank L. Ellsworth & Joe Lumardo – 268 pages - September 2003



The past one hundred years has borne witness to an extraordinary revolution in the constitution and activities of philanthropic foundations. The evolution of the governance of foundations—from founder to family to professionals to institutions—has necessarily altered the role that foundations play within a society. As community foundations, for example, strengthen the essential communal fabric and help all organizations gain a financial foothold, they find themselves at times in conflict with commercial gift funds, whose transactional nature between the donor and the organization stimulates philanthropy in a wholly different fashion. From Grantmaker to Leader: Emerging Strategies for 21st Century

Foundations takes stock of this shifting landscape, presenting bold leadership strategies for directing philanthropic organizations into the uncharted waters of the future.

Seasoned foundation executives Frank Ellsworth and Joseph Lumarda assemble an all-star roster of insider contributors, dividing their trenchant study into three sections. "From Carnegie to Gates: The Changing Faces and Needs of Philanthropy" examines the history of family and community foundations and how the turmoil of the "New Economy" will affect these organizations in the future. Section Two, "The Foundation's New Reach: The Emerging Role of Leader, Communicator, and Facilitator of Change" addresses the critical responsibility of effectively articulating a foundation's message, showing how messages can successfully penetrate the media. Finally, the third section "Building the Foundation Board of the 21st Century: Diversity and Strategic Planning" analyzes all aspects of foundation boards of directors, including their makeup, responsibilities, backgrounds, necessary diversity, and the role of boards in foundation planning. Throughout all three sections, From Grantmaker to Leader tackles all the critical issues facing philanthropic foundations today, such as:

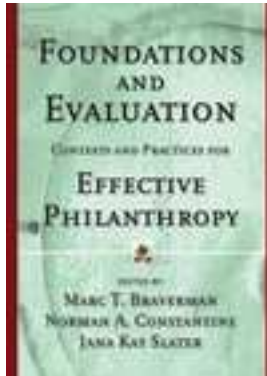
Transfer of wealth / Legislative concerns / IRS audits / The role of foundations in public policy issues, such as campaign spending / Accountability / Planned giving / Assessment of the effectiveness of giving / Socially responsible investment and social return on investment

Even as the very nature of foundations has changed, a fundamental question remains: will philanthropies play a more pervasive role in society's future or will their influence forever remain elitist and selective? Writing directly for trustees, practitioners, foundation CEOs and CFOs, and every philanthropic professional, Ellsworth and Lumarda make the convincing case that foundations matter more than ever, offering proven strategies for philanthropic success.

review: <http://www.charitychannel.com/publish/templates/?a=424&z=16>
<http://fdncenter.org/pnd/offtheshelf/ots.jhtml?id=44300031>

Foundations and Evaluation Contexts and Practices for Effective Philanthropy

by Marc T. Braverman (Editor), Norman A. Constantine (Editor), Jana Kay Slater (Editor) - 400 pages - August 2004



Gathered together in this unique book on evaluation and effective foundation practice are the experienced-based perspectives and measured insights of both seasoned practitioners and key philanthropic thought leaders. Foundations and Evaluation is a substantial think piece for grantmakers of any size;--Dorothy S. Ridings, president and CEO, Council on Foundations Foundations and Evaluation explores the intersection between organizational effectiveness and evaluation and demonstrates the need for commitment to evaluation throughout the foundation. . . . A good read for both newcomers to evaluation and those with more experience, written by some of the most highly respected

leaders in the field.;--Kathleen P. Enright, executive director, Grantmakers for Effective Organizations

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Links: <http://www.cof.org/Content/General/Display.cfm?contentID=873>

Review: <http://www.foundationnews.org/CME/articles.cfm?ID=31&IssueID=3333>

Good to Great and the Social Sectors (a monograph to Good to Great)

Why business thinking is not the answer

by Jim Collins, www.jimcollins.com – 37 pages - 2005

This book is a monograph to "Good to Great": Based on a five-year research project, Good to Great answers the question: "Can a good company become a great company, and, if so, how?" True to the rigorous research methodology and invigorating teaching style of Jim Collins, Good to Great teaches how even the dowdiest of companies can make the leap to outperform market leaders the likes of Coca-Cola, Intel, General Electric, and Merck.



"Good to Great and the Social Sectors": We must reject the idea—well-intentioned, but dead wrong—that the primary path to greatness in the social sectors is to become "more like a business." Most businesses—like most of anything else in life—fall somewhere between mediocre and good. Few are great. When you compare great companies with good ones, many widely practiced business norms turn out to correlate with mediocrity, not greatness. So, then, why would we want to import the practices of mediocrity into the social sectors?

The monograph details a framework of greatness in five areas:

AREA ONE: Defining "Great"- Calibrating Success Without Business Metrics

AREA TWO: Level 5 Leadership- Getting Things Done within a Diffuse Power Structure

AREA THREE: First Who- Getting the Right People on the Bus within Social Sector Constraints

AREA FOUR: The Hedgehog Concept- Rethinking the Economic Engine without a Profit Motive

AREA FIVE: Turning the Flywheel- Building Momentum by Building the Brand

Links: <http://www.dva.de/sixcms/detail.php?id=136638& VID=Xx8yFCP0u0EKVE21>
<http://www.independentsector.org/members/perspectives0306b.html>

Review: http://www.tld.org/pages/233_annie_s_assessment_good_to_great_and_the_social_sectors.cfm
http://bullardjournal.blogs.com/bullardjournal/2006/01/whats_so_wonder.html