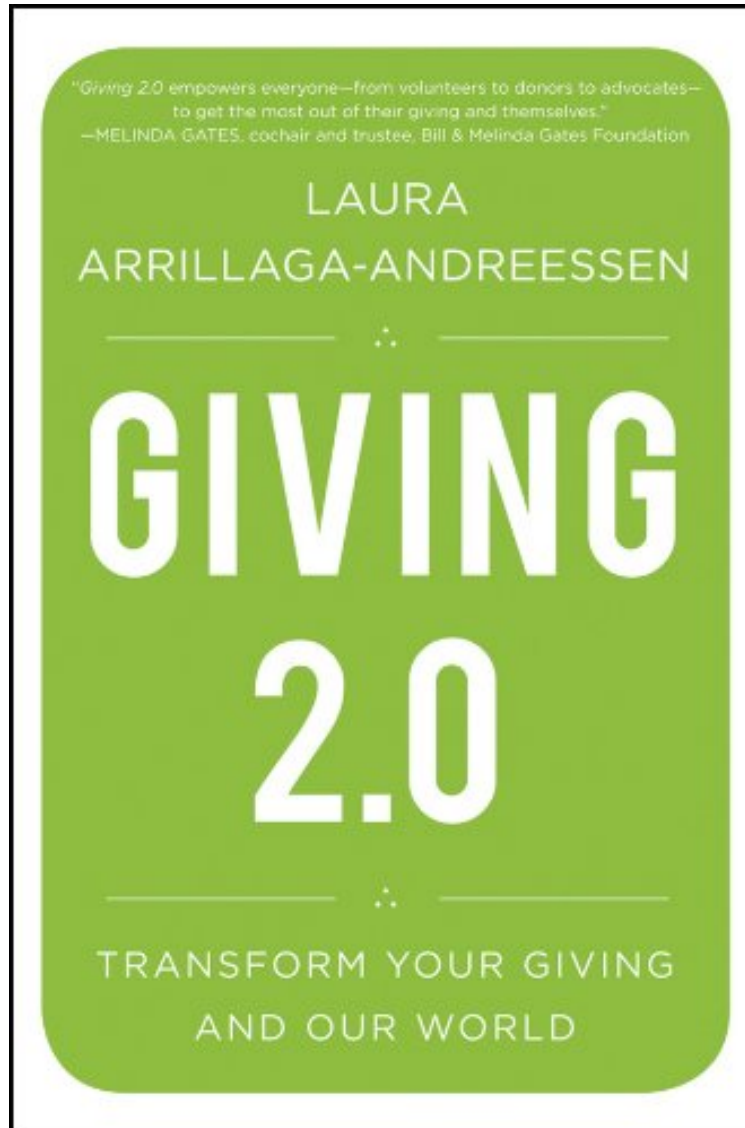



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Giving 2.0: Transform Your Giving and Our World

Laura Arrillaga-Andreessen

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Laura Arrillaga-Andreessen : Giving 2.0: Transform Your Giving and Our World before purchasing it in order to gage whether or not it would be worth my time, and all praised Giving 2.0: Transform Your Giving and Our World:

0 of 0 people found the following review helpful. Consciousness enhancing insightsBy Nicholas WatsonWhat Laura has written is a kind of test of sincerity. Coming from parents who lived generous lives and bequeathed the spirit of giving to their children, Laura could not have been better suited to create this work. Besides the breadth of considerations she introduces to the reader who's thinking of giving in some way, the true authority of her voice comes from its authenticity. Had she not mentioned any relationship in her life, Laura's message would still be compelling. Her reasoning is demonstrative of a mind deeply committed to giving. It's clear, no inconvenience could deter the heart

of the woman who wrote these pages. And through her example the reader realizes the test their own conviction must meet, if like Laura, they want to give in a way that has a better chance of making a difference for their chosen cause. 1 of 1 people found the following review helpful. A Resource for Today's Engaged Donors By Eileen Ellsworth Drawing on lessons from her own extensive experience and from the inspiration of her parents' lives, Laura Arrillaga-Andreessen, the author of "Giving 2.0: Transform Your Giving and Our World", has written a very personal manual on how to give well. After fifteen years of hands on philanthropy, Arrillaga-Andreessen has discovered one clear, consistent truth: Passion isn't enough. Feeling good in the moment isn't enough. Personal philanthropy will evolve from reactive to proactive only when knowledge, research, goals and sound strategy form the backbone of your giving. The book is rich with information, ideas and resources. It is an excellent reference for today's donors. Giving 2.0 inspires us all to engage in innovative thinking, continuous learning, collective giving, outcome measuring, and cross sector advocating, because that's what it takes to make a difference. 0 of 0 people found the following review helpful. A book you can skip By J. W. You can find more help information about charitable giving from other books. This is quite a disappointing publication in this field. Given the fact that the author is the expert in the field where she educates and advises entrepreneurs on charity, she did not take one step further in her writing to provide constructive insights on how to utilize the social media and start-up ventures to further philanthropic works in society and the world at large.

Gold Medal Winner; Philanthropy, Charities, and Nonprofits; 2012 Axiom Business Book Awards Giving 2.0 is the ultimate resource for anyone navigating the seemingly infinite ways one can give. The future of philanthropy is far more than just writing a check, and Giving 2.0 shows how individuals of every age and income level can harness the power of technology, collaboration, innovation, advocacy, and social entrepreneurship to take their giving to the next level and beyond. Major gifts may dominate headlines, but the majority of giving still comes from individual households—ordinary people with extraordinary generosity. Even in 2009, at a time of deep recession, individual giving averaged almost \$2,000 per household and drove 82% of the \$300 billion donated that same year. Based on her vast experience as a philanthropist, academic, volunteer, and social innovator, Arrillaga-Andreessen shares the most effective techniques she herself pilots and studies and a vast portfolio of lessons learned during her lifetime of giving. Featuring dozens of stories on innovative and powerful methods of how individuals give time, money, and expertise—whether volunteering and fundraising, leveraging technology and social media, starting a giving circle, fund, foundation, or advocacy group, or aspiring to create greater social impact—Giving 2.0 shows readers how they can renew, improve, and expand their giving and reach their fullest potential. A practical, entertaining, and inspiring call to action, Giving 2.0 is an indispensable tool for anyone passionate about creating change in our world.

.com .com Exclusive: QA with Author Laura Arrillaga-Andreessen Author Laura Arrillaga-Andreessen How do you define "giving"? Philanthropy means giving anything—time, money, experience, skills, or networks—in any amount to create a better world. The word comes from the Greek philanthropus—"love of humankind"—which actually makes no mention of money. Anyone with generosity of mind and spirit can take action and be a philanthropist. What is Giving 2.0? Giving 2.0 introduces everyone to new ways of thinking about giving. Rather than passively reacting and writing checks, it means embracing a state of constant learning, improvement, and innovation. Too often, we fail to support our giving with planning or research into the issues, organizations, or strategies that have the greatest impact. This means we unintentionally waste resources and miss learning opportunities, ultimately at the expense of those we're trying to help. With today's problems that demand increasingly complex solutions and philanthropic resources that are tightly stretched, we need to do more with less. We need to harness our minds as well as our hearts to innovate, learn, pool resources, collaborate, and rigorously measure our philanthropic actions. Only then will we bring about significant change in our world. Who is this book for? Giving 2.0 is for everyone—regardless of age, income, profession, religion, or background—who wants to help transform our world. As a resource, it will educate and inspire those who want to start giving. And for those already giving—whether they are donating a few hundred dollars a year or a few hundred thousand, or volunteering time or expertise—this book will help anyone take his or her giving from reactive to proactive and momentarily gratifying to consistently meaningful. How did you start your own giving journey? My giving journey has been guided by the actions, service, and values of my parents. My late mother, Frances Arrillaga, and my father, John Arrillaga Sr., are my philanthropic heroes—they inspired me to devote my life to philanthropy. After losing my mother to cancer, I looked for an organization that would educate and empower me to be an effective philanthropist. I longed for a community of givers with whom to share ideas and compare stories. When I could not find one, I created SV2 (Silicon Valley Social Venture Fund), a giving circle that brings together philanthropists to learn how to give more effectively. It pools funds while helping members develop knowledge about issues, collaborate on grantmaking, and use their expertise and networks to help innovative early-stage nonprofits to expand. I have also taught "Strategic Philanthropy" at Stanford Graduate School of Business since 2000 and founded Stanford PACS (Center on Philanthropy and Civil Society). I've worked to help philanthropists navigate the complexities of

giving by designing organizations, networks, and resources to educate and inspire anyone who wants to give more effectively. Giving 2.0 is an important part of those efforts, all of which stem from the same powerful message: you don't need to donate huge dollars to make a huge impact. Giving 2.0 empowers everyone; from volunteers to donors to advocates; to get the most out of their giving and themselves. —Melinda Gates, cochair and trustee, Bill Melinda Gates Foundation

Giving 2.0 is a real gift to anybody committed to using his or her life, resources, and energies to make the world a better place. I've been involved in philanthropy, nonprofit organizations, and fundraising for over 20 years, and this is without a doubt the most comprehensive and accessible guide to smart philanthropy that I have ever encountered. It's both an inspiring call for a culture of giving and an excellent, indeed essential manual of practical steps people can take to maximize their positive impact on the world. —Edward Norton, actor and cofounder, Crowdrise

Laura Arrillaga-Andreessen is a brilliant storyteller who has the rare gift of animating both the heart and mind of philanthropy. A compelling read, Giving 2.0 draws richly on the credibility of her personal journey as well as her broad academic expertise. It is brimming with persuasive evidence and practical resources for all types of philanthropists, from those just beginning to those with significant experience looking to more effectively evaluate their progress and enhance their efforts. Giving 2.0 is a must-read for anyone eager to change the world. —Judith Rodin, president, Rockefeller Foundation

Laura Arrillaga-Andreessen shows us the power of new thinking around philanthropy and inspires readers to make a difference. Giving 2.0 is an important book; one that will empower a new generation of philanthropists and make the world a better place. —Marc Benioff, chairman and CEO, salesforce.com, and author, Behind the Cloud

Giving 2.0 redefines philanthropy, revealing through compelling stories that charity is not just about donating money. This powerful book will inspire you to use your time, expertise and voice to have an enduring impact. Laura Arrillaga-Andreessen shows us that everybody can help to change the world. —Sheryl Sandberg, COO, Facebook

A highly engaging book, written by a national leader in philanthropy, Giving 2.0 is a must-have resource for present and future donors at any level. Laura Arrillaga-Andreessen beautifully captures the most important principles for giving with your hands, your heart, and your head. Her compelling personal stories, as well as inspiring examples of effective donors of all ages and incomes, provide practical and inspirational insights, ideas, and innovations that underlie the art of giving well. —John Hennessy, president, Stanford University

At last! This terrific book cuts through the jargon to demystify philanthropy, proving what's possible when givers put their hearts and minds to issues that really matter. Laura Arrillaga-Andreessen's profiles in great giving are beautifully rendered, her insights fresh and compelling, and her practical how-tos pitch perfect. Giving 2.0 should become the indispensable guide for everyone who's ready to make the most of what they have to give! —Sally Osberg, president and CEO, Skoll Foundation

Through vignettes of individual and family philanthropists, Laura Arrillaga-Andreessen, a great philanthropist and leader in her own right, captures both the passion and the tough analysis and decision-making necessary to turn that passion into results. In a highly engaging style, she covers the value of having clear goals for one's own philanthropy; the importance of supporting an organization's real needs, even for quotidian back office functions; and how to undertake appropriate due diligence and evaluation. Giving 2.0 offers a bounty of valuable information for donors of all levels. —Paul Brest, president, William and Flora Hewlett Foundation, and coauthor, Money Well Spent

Laura Arrillaga-Andreessen has made a great contribution to the philanthropy of this country, combining personal experience and passion with professional insight to create a deeply valuable resource that will help families throughout their philanthropic journeys. Giving 2.0 is a book that provides rich stories, inspiration, and information relevant to all as they continue to give generously of both time and money. —Carol Larson, president and CEO, Packard Foundation

Giving 2.0 opens the door to a new era of philanthropy in which everyone, at every giving level, can combine new and innovative approaches with the power of the Internet to achieve positive social impact and personal joy, whether by helping their neighbors next door or across the world. It offers a rare perspective from one of philanthropy's most thoughtful leaders that makes it essential reading for anyone who wants to make giving a meaningful part of his or her life. —Leslie Crutchfield and Mark Kramer, coauthors, Do More Than Give

Research shows that happiness comes from spending time connecting with others, not just having or spending money. Giving 2.0 shows how connected the world is, and how to determine the role you'd like to play in changing the world. Whether donating time, money, skill, or voice, Giving 2.0 can show you how to gain greater happiness and fulfillment from your efforts. —Jennifer Aaker, coauthor, The Dragonfly Effect, and professor, Stanford Graduate School of Business

From the Inside Flap: A philanthropist is anyone who gives anything; time, money, experience, skills, and networks; in any amount to create a better world. Every day millions of ordinary people exhibit extraordinary generosity. Regardless of age, income, religion, and beliefs, we want to touch the lives of others. Yet philanthropy is often reactive; we write checks when natural disasters strike, we give to our schools and places of worship, or we support friends running a marathon for a cure. How can we transform these occasional acts of giving into consistent generosity that creates enduring impact? Moreover, how can we harness the most exciting opportunities that the 21st century offers with the power of technology, collaboration, and entrepreneurship? With so many new ways to give,

selecting the strategy and organizations that best match your own philanthropic goals can be a daunting task. Giving 2.0 shows how to navigate these oceans of possibilities, empowering you to move from reactive to proactive. No matter what, when, and why you give, Giving 2.0 is the ultimate resource to guide your giving journey. Based on her wide-ranging experience as a philanthropist, educator, and social innovator, Laura Arrillaga-Andreessen shares the most effective strategies she herself pilots. Through dozens of real-world stories, Giving 2.0 shows how everyone can find innovative and powerful methods to give their time, money, and expertise—whether volunteering and fundraising, leveraging technology and social media, creating social innovation, or starting a giving circle, fund, foundation, nonprofit, or advocacy group. Accessible, practical, and deeply personal, Giving 2.0 shows how individual contributions—of every size—go further when we bring both our hearts and our minds to philanthropy to reach our fullest potential. Ultimately, Giving 2.0 is an indispensable tool for everyone aspiring to create social impact, transmit giving values to their children, and find long-lasting meaning from generosity.