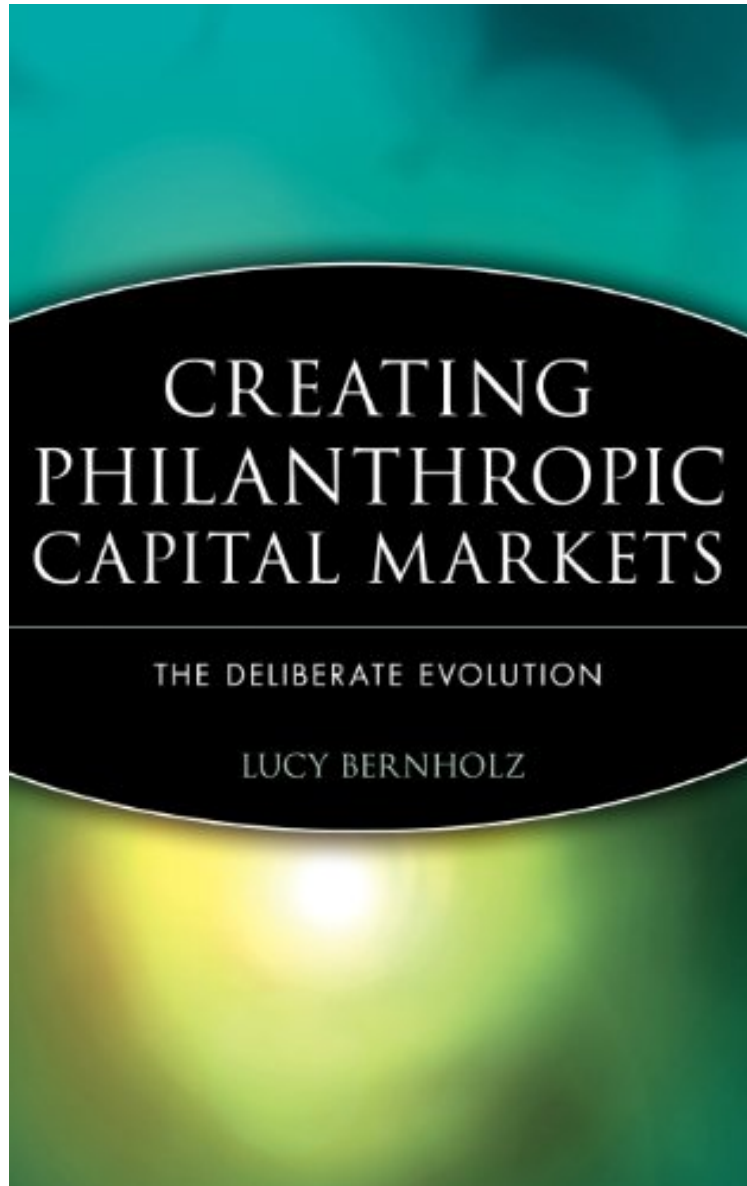


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Lucy Bernholz

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Lucy Bernholz is one of the leading thinkers on the present and future course of philanthropy. Her writings are always a step ahead of the rest and this book is no exception. Her thoughts and analysis on the philanthropic sector, where it is headed and what is required from leaders like us, are both timely and visionary. She urges us to reimagine ourselves as an industry and identifies the practical steps we can take as donors and foundations to build philanthropic capital markets that will help us achieve our social missions. Alexa Cortes Culwell, CEO Charles and Helen Schwab Foundation "Now that all the philanthropic hype of the late 90s has died down, what are the true, key trends for the future? What really matters? Bernholz articulately identifies the vital issues we all must focus on if we are going to capitalize on those trends and optimize philanthropys future." 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Marvin Shotland, President The Jewish Community Foundation of Los Angeles "Lucy Bernholz's newest book is a lively and engaging exploration of the dynamic new philanthropy industry in America. It functions as a kind of charitable GPS guiding the reader across the fascinating, varied, and shifting terrain of 21st Century charitable giving. But more importantly, it offers a well-conceived blueprint of new ways that private charitable resources can-and should-be better leveraged for greater effectiveness and impact in the public benefit sector." Peter Hero, President Community Foundation Silicon Valley "Business success relies on networks why would philanthropy be any different? Lucy Bernholz has charted how families and individuals are building "giving portfolios" by using multiple products and services within the philanthropic sector. She also challenges the philanthropic service sector to evolve to best serve these donors and communities. For people just getting started in giving and for those already involved this analysis provides practical insights into how to get the greatest results from their philanthropy." Jeff Shields Vice President U.S. Trust Company From the Publisher Lucy Bernholz is one of the leading thinkers on the present and future course of philanthropy. Her writings are always a step ahead of the rest and this book is no exception. Her thoughts and analysis on the philanthropic sector, where it is headed and what is required from leaders like us, are both timely and visionary. She urges us to reimagine ourselves as an industry and identifies the practical steps we can take as donors and foundations to build philanthropic capital markets that will help us achieve our social missions. Alexa Cortes Culwell, CEO Charles and Helen Schwab Foundation "Now that all the philanthropic hype of the late 90s has died down, what are the true, key trends for the future? What really matters? Bernholz articulately identifies the vital issues we all must focus on if we are going to capitalize on those trends and optimize philanthropys future." Paul Shoemaker, Director Social Venture Partners Seattle Lucy Bernholz combines the rigor of a trained scholar with the street smarts of an experienced practitioner. This combination makes her an indispensable guide to the philanthropic marketplace. *Creating Philanthropic Capital Markets* provides her most provocative theories and visions, and therefore is a must read for anyone who wants to understand, influence or participate effectively in what she calls the new era of commercial charity. Katherine Fulton, Partner Global Business Network and the Monitor Group "Lucy Bernholz's critical analysis and clear language has captured the key issues in today's philanthropy and made it accessible to the non-technical reader. 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philanthropy is its diversity and personal nature. Its weakness is its dispersed size and diminishing value in the face of ever-widening gaps in wealth and public revenue shortfalls. *Creating Philanthropic Capital Markets* presents strategies for reimagining philanthropy. It suggests that the resources of individual philanthropic players—people and institutions—can have a far greater impact, provide far more satisfaction, and contribute to a far better world, if the system of philanthropy as a whole is redesigned. This volume's broad perspective draws from a variety of works on organizational change in philanthropy that pulls together ongoing but disconnected efforts within philanthropy to demonstrate a singular approach to enact change in the industry. Through a coherent framework for pursuing such far-ranging changes, this easy-to-understand book addresses new ways for individuals and organizations to invest grant funds, approach regulatory structures that guide giving, and define their goals, activities, outcomes, and achievements. Many of the ideas presented here are currently practiced in small or in limited ways. The author brings together more than a decade's worth of real-life insight as a program officer or consultant to many foundations, and applies basic principles of industrial theory and evolution to examine, with a trained scholar's eye, how individual organizations, associations, and the philanthropic infrastructure can work more effectively. Complete with many informative tables and graphs, *Creating Philanthropic Capital Markets* is an enlightening and inspiring volume for everyone working in philanthropy: professional advisors, tax attorneys, financial planners, financial service firms, and estate planners and accountants who serve high-net-worth individuals.