



Money Well Spent: A Strategic Plan for Smart Philanthropy (Bloomberg)

Paul Brest, Hal Harvey

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Winner of the 2009 Skystone Ryan Prize for Research, Association of Fundraising Professionals Research Council

“All outstanding philanthropic successes have one thing in common: They started with a smart strategic plan,” say authors Paul Brest, president of the William and Flora Hewlett Foundation, and Hal Harvey, president of ClimateWorks.

Money Well Spent explains how to create and implement a strategy that ensures meaningful results. Components of a smart strategy include:

- Achieving great clarity about one’s philanthropic goals
- Specifying indicators of success before beginning a project
- Designing and implementing a plan commensurate with available resources
- Evidence-based understanding of the world in which the plan will operate
- Paying careful attention to milestones to determine if you are on the path to success or if midcourse corrections are necessary

Drawing on examples from over 100 foundations and non-profits, *Money Well Spent* gives readers the framework they need to design a smart strategy, addressing such key issues as:

- Effective use of tools—education, science, direct services, advocacy—that can achieve your objectives.
- How to choose the forms of funding to achieve stated goals
- How to measure the impact of grants or programs
- When to be patient and stick with a winning strategy and when to abandon a strategy that isn’t working

This is a book for everyone who wants to get the most from a philanthropic dollar: donors, foundations, and non-profits.

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