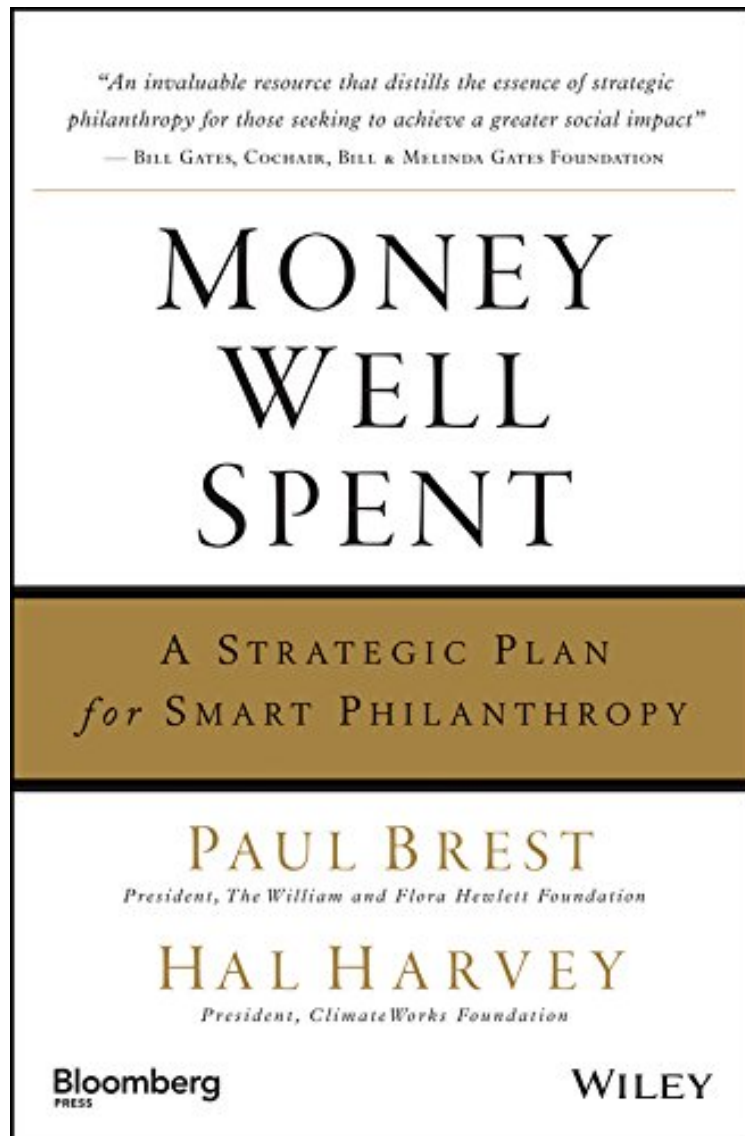


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Money Well Spent

Paul Brest, Hal Harvey

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Paul Brest, Hal Harvey : Money Well Spent before purchasing it in order to gage whether or not it would be worth my time, and all praised Money Well Spent:

All outstanding philanthropic successes 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 ones 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, and 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, and when to be patient and stick with a winning strategy and when to abandon a strategy that isnt working. This is a book for everyone who wants to get the most from a philanthropic dollar: donors, foundations, and non-profits.