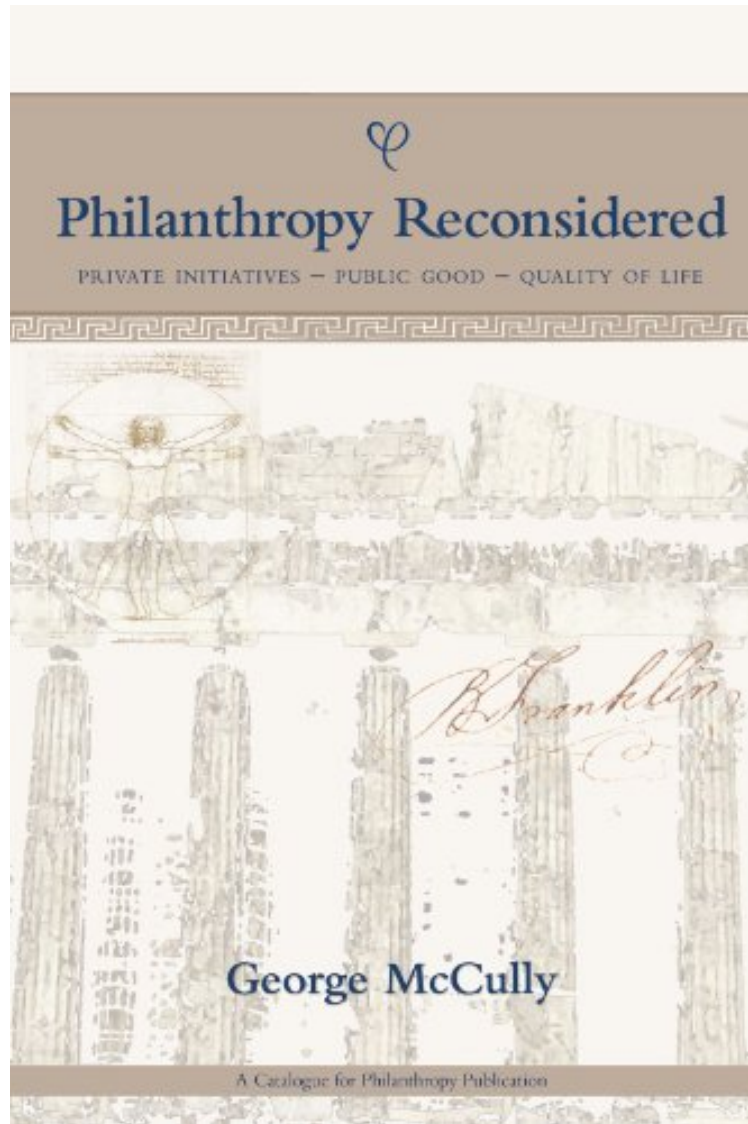


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# Philanthropy Reconsidered: Private Initiatives - Public Good - Quality Of Life

*George McCully*

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**George McCully : Philanthropy Reconsidered: Private Initiatives - Public Good - Quality Of Life** before purchasing it in order to gage whether or not it would be worth my time, and all praised Philanthropy Reconsidered: Private Initiatives - Public Good - Quality Of Life:

3 of 4 people found the following review helpful. Americanism ReconsideredBy CinemakinoeyeFor a long time I've been struck by the profound qualitative difference between the founders of the United States of America and our

contemporary politicians, but I've had a hard time putting my finger on exactly what the difference is. I don't idealize our founders, but there's still something different in terms of motivation, ideals, guiding principles between them and our contemporary politicians in Washington. On a recent pilgrimage to a favorite bookstore, I serendipitously came across George McCully's book, *Philanthropy Reconsidered*. In a short but intellectually rich and engaging one hundred and forty or so pages, McCully illuminates the classical origins of philanthropy in Greek mythology, demonstrates how the founders of our country were driven by "philanthropic and democratic" ideas, surveys the history of philanthropy in the United States, and describes his observations of a new emerging paradigm for philanthropy. McCully's favorite among the founders is Benjamin Franklin. While most historians don't dwell on Franklin as a man driven by classical philanthropic ideas, McCully points out that Franklin certainly was, as his actions demonstrate: he formed his famous "Junto" as a voluntary association of men dedicated to "the love of mankind in general"; he created the first volunteer fire department; he created a fire insurance fund; he was instrumental in organizing the Pennsylvania militia; he founded the American Philosophical Society (which later became the University of Pennsylvania), the list goes on and on. How can we generalize what Franklin was up to? Private initiatives for the public good, focused on the quality of life. And that's the classical definition of philanthropy! And this is the ideal that is missing in too many of our leaders today. *Philanthropy Reconsidered* helped me understand what we have strayed from, and the ideals we must return to if we are going to re-earn our place as a great nation, a philanthropic nation, focused on the benefit of all mankind, rather than serving narrow special interests that produce short term wealth for a limited few, without concern for the public good, and destroying our overall quality of life. The book has relevance far beyond the field of philanthropy, and deserves wide readership, one might call it, *Americanism Reconsidered*. 0 of 0 people found the following review helpful. With this book, George McCully give an overview of ...By Deborah909With this book, George McCully give an overview of the past, present, and future of philanthropy that demonstrates why he is a national treasure. 3 of 4 people found the following review helpful. A great book for any philanthropistBy Heather JackAn extremely thought provoking book for any current or aspiring philanthropist. Whether you are a scholar, a student, a donor, a board member, a politician, or an employee of a nonprofit, you will certainly come away with a much better understanding of the philanthropic sector. The history of philanthropy is extremely interesting, as are the sections where he explains how we got stuck in the "Old Paradigm" way of thinking. There are also practical implications for the future of philanthropy, for the philanthropic sector, and for our nation. This is a must read for anyone interested in this subject.

A re-interpretation and strategic overview of philanthropy-its meaning and values, greatest accomplishments, current transformations, and future directions-based on close analysis of historical sources, and 25 years' practical experience in all aspects of philanthropy. Chapter I: "Promethean Fire: the Archetype" - from its first coinage in ancient Greece, in Prometheus Bound, philanthropia meant "the love of humanity", or of what it is to be human, an educational and cultural ideal; Chapter II: "Philanthropy's Finest Hour: the American Revolution" - the Revolution as philanthropy in action-how Classical philanthropy through voluntary associations produced a "purportedly philanthropic nation", created by and for philanthropy; Chapter III: "Philanthropy Yesterday and Today" - how 20th-century growth and professionalization made philanthropy paradigmatic, but neglected Classical values, and how we are now in a paradigm-shift, in which philanthropy is being thoroughly transformed; Chapter IV: "The Future of Philanthropy" - how the paradigm-shift analysis illuminates issues facing Old Paradigm institutions, and current trends suggesting a probable future; Chapter V: "Philanthropy Reborn"- how a possible New Paradigm, uniting Classical ideals with Internet-based operations, might benefit donors, grantmakers, philanthropic advisors, trustees, executive directors, scholars, media journalists, teachers and students, as well as civic, religious and political leaders. Appendix I: "Case Study: the Catalogue for Philanthropy in Massachusetts." Exemplifies the current paradigm-shift. Appendix II: "A Taxonomic Tree of Philanthropy" A donor-friendly presentation of how the fields of philanthropy constitute a coherent whole. Appendix III: "Bibliographical Notes" Suggested further readings.

About the AuthorGeorge McCully brings to this book knowledge, experience and skills gained from two careers-first for 20 years as professor of European intellectual and cultural history, from the Renaissance to the Enlightenment; then for 25 years as professional philanthropist-fundraiser, strategic planner, executive director, trustee, and advisor to charities, foundations, families and individual donors. In 1997 he created the highly respected and influential Massachusetts Catalogue for Philanthropy, to promote charitable giving and strengthen the culture of philanthropy through donor-education. Mailed annually to 120,000 affluent households statewide, with articles about philanthropy supported by descriptions of (in twelve years) over 900 charities, the cumulative Catalogues are today the most thorough, empirical, and detailed description, defense, and advocacy of philanthropy ever published (cf. [www.cfp-ma.org](http://www.cfp-ma.org))