



# Giving 2.0: Transform Your Giving and Our World

By Laura Arrillaga-Andreesen

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**Giving 2.0: Transform Your Giving and Our World** By Laura Arrillaga-Andreesen

**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-Andreesen 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.

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### Editorial Review

Amazon.com Review

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#### Amazon.com Exclusive: Q&A 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.

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#### Review

"*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 betterworld.**

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.

## **Users Review**

### **From reader reviews:**

#### **Kay Young:**

Why don't make it to become your habit? Right now, try to ready your time to do the important take action, like looking for your favorite reserve and reading a book. Beside you can solve your problem; you can add your knowledge by the book entitled *Giving 2.0: Transform Your Giving and Our World*. Try to face the book *Giving 2.0: Transform Your Giving and Our World* as your buddy. It means that it can being your friend when you truly feel alone and beside those of course make you smarter than ever before. Yeah, it is very fortunated for you. The book makes you far more confidence because you can know almost everything by the book. So , we need to make new experience along with knowledge with this book.

#### **Jeffrey Spencer:**

The book untitled *Giving 2.0: Transform Your Giving and Our World* is the e-book that recommended to you to learn. You can see the quality of the e-book content that will be shown to you actually. The language that writer use to explained their way of doing something is easily to understand. The article writer was did a lot of investigation when write the book, so the information that they share to you is absolutely accurate. You also could get the e-book of *Giving 2.0: Transform Your Giving and Our World* from the publisher to make you far more enjoy free time.

#### **Patricia Trevino:**

*Giving 2.0: Transform Your Giving and Our World* can be one of your basic books that are good idea. We recommend that straight away because this reserve has good vocabulary that will increase your knowledge in vocab, easy to understand, bit entertaining however delivering the information. The writer giving his/her effort that will put every word into pleasure arrangement in writing *Giving 2.0: Transform Your Giving and Our World* although doesn't forget the main place, giving the reader the hottest along with based confirm

resource information that maybe you can be among it. This great information could drawn you into fresh stage of crucial thinking.

**Joseph Carter:**

Is it an individual who having spare time then spend it whole day by simply watching television programs or just telling lies on the bed? Do you need something totally new? This Giving 2.0: Transform Your Giving and Our World can be the answer, oh how comes? The new book you know. You are thus out of date, spending your spare time by reading in this fresh era is common not a geek activity. So what these publications have than the others?

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