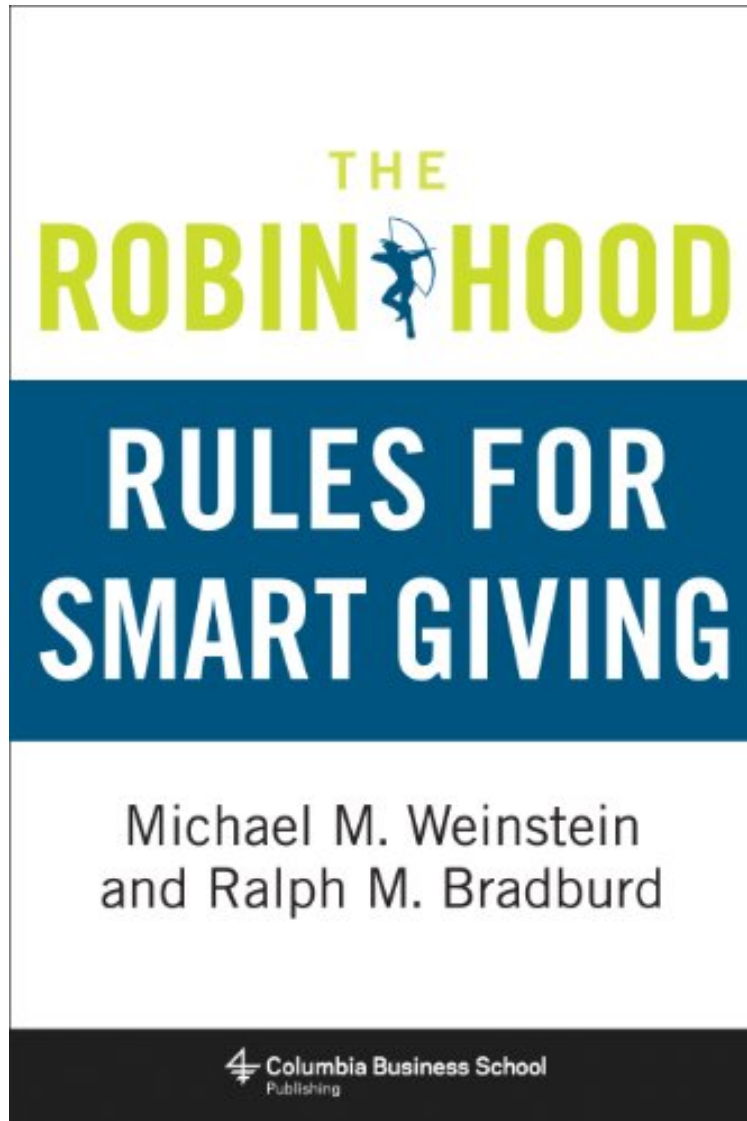


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## The Robin Hood Rules for Smart Giving (Columbia Business School Publishing)

*Michael M. Weinstein, Ralph M. Bradburd*  
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**Michael M. Weinstein, Ralph M. Bradburd : The Robin Hood Rules for Smart Giving (Columbia Business School Publishing)** before purchasing it in order to gage whether or not it would be worth my time, and all praised The Robin Hood Rules for Smart Giving (Columbia Business School Publishing):

0 of 0 people found the following review helpful. Great book with clear explanations!By CustomerThis book covers a seemingly complicated topic and breaks it into straightforward descriptions of the 'Relentless Monitization' approach used by the Robin Hood Foundation. A must read for nonprofit and foundation decision-makers that care about

making transparent and data-informed decisions in order to achieve their mission.1 of 1 people found the following review helpful. Great book about charities' efficiencyBy J dubyaThis is a very sensible approach to measuring the costs and benefits of charity and philanthropy. Widespread adoption of these principles would put lots of charities out of business, or at least redirect philanthropic \$\$ to more productive ends.2 of 3 people found the following review helpful. Robin Hood Walks The WalkBy Myles C. ThompsonIf you are interested in how an organization can maximize its social impact, ROBIN HOOD RULES FOR SMART GIVING is a great resource. Any non-profit, charity, foundation or philanthropy can benefit from examining the Robin Hood's process. The authors have opened the kimono to show how Robin Hood evaluates projects. Other organizations can adopt, adapt or improve upon their process.I was fortunate to attend their RH's Gala on May 13th. I saw them raise over \$80 million dollars. It is most heartening to know this funding will create the greatest impact on poverty by using a state-of-the-art process outlined in the book that provides the biggest bang for the buck.It has been an honor to work with Michael and Ralph to deliver a contribution that utilizes what RH has learned over the last 25 years for greater impact.

The Robin Hood Foundation is a charitable organization focused on alleviating problems caused by poverty in New York City. Michael M. Weinstein is the Foundation's senior vice president, and Ralph M. Bradburd was a long-time consultant. Together, they worked to develop a metric-based approach called relentless monetization, which made sure the money they took in and granted out was used effectively and resulted in long-term change. In this book, Weinstein and Bradburd describe their method, explaining how to measure, track, and present a project so as to realize its full potential. They share examples from the Foundation's own experience with relentless monetization, opening the books on the obscure dynamics of a large grant-giving organization. The authors also show other nonprofit organizations how to implement their approach within their own fundraising and grant-giving strategies, and they discuss the best way to guarantee success in a variety of philanthropic endeavors. Drawing on their vast knowledge, the authors devote specific chapters to the difference between beneficial and detrimental philanthropic practices and their outcomes and provide targeted advice for funding smart nonprofit programs.

The Robin Hood Rules for Smart Giving is a must read for all 'do-gooders,' including the donors who give money and the nonprofits that spend it. This book is a true gem. (Sheldon Danziger, University of Michigan)The Robin Hood Rules for Smart Giving takes relentless monetization to its limits in a relentlessly smart, subtle, and readable manner. Even philanthropists hesitant to go the whole way will find their judgment greatly improved by the book's rigorous analysis. (Paul Brest, former president, William and Flora Hewlett Foundation, and coauthor of Money Well Spent: A Strategic Plan for Smart Philanthropy)Michael M. Weinstein and Ralph M. Bradburd show how using the smart economics of cost-benefit analysis can allow social sector leaders to measure the effectiveness of their projects and make choices with their limited resources. This is a must read for those leaders and active board members and donors. (Glenn Hubbard, Columbia Business School)This book is a critical contribution to philanthropy. It provides a data-driven framework so we can ensure that our good intentions translate into great impact, and it raises the bar for how we make our giving decisions, encouraging us all to make the most of what we have to give! (Laura Arrillaga-Andreessen, founder and chairman of the Stanford Center on Philanthropy and Civil Society and author of Giving 2.0: Transform Your Giving and Our World)This is a great book for both nonprofit funders and nonprofit leaders. Its 'relentless monetization' concept if widely deployed would dramatically boost the impact of the independent sector. Now let's get to work and act on this great advice. (Mark Tercek, president and CEO of the Nature Conservancy and author of Nature's Fortune: How Business and Society Thrive by Investing in Nature)[Weinstein Bradburd] provide detailed guidance on how to make choices that have real, positive impact in the world. (Tim Sullivan Harvard Business )About the AuthorMichael M. Weinstein is the senior vice president of The Robin Hood Foundation and holds a Ph.D. in economics from the Massachusetts Institute of Technology. He served on the editorial board of The New York Times and as its economics columnist during the 1990s. He was the founding director of the Greenberg Center for Goeconomic Studies while holding the Paul A. Volcker Chair in International Economics at the Council on Foreign Relations. He is president and founder of W.A.D. Financial Counseling, Inc., a nonprofit foundation providing free financial counseling to poor families.Ralph M. Bradburd is professor of economics and the David A. Wells Professor of Political Economy at Williams College. He has served as a consultant for international organizations such as the World Bank and USAID, HHS, the Federal Trade Commission, other U.S. federal and state-level government agencies, and the nonprofit Robin Hood Foundation. He is the incoming chair of the Environmental Studies Program at Williams College.