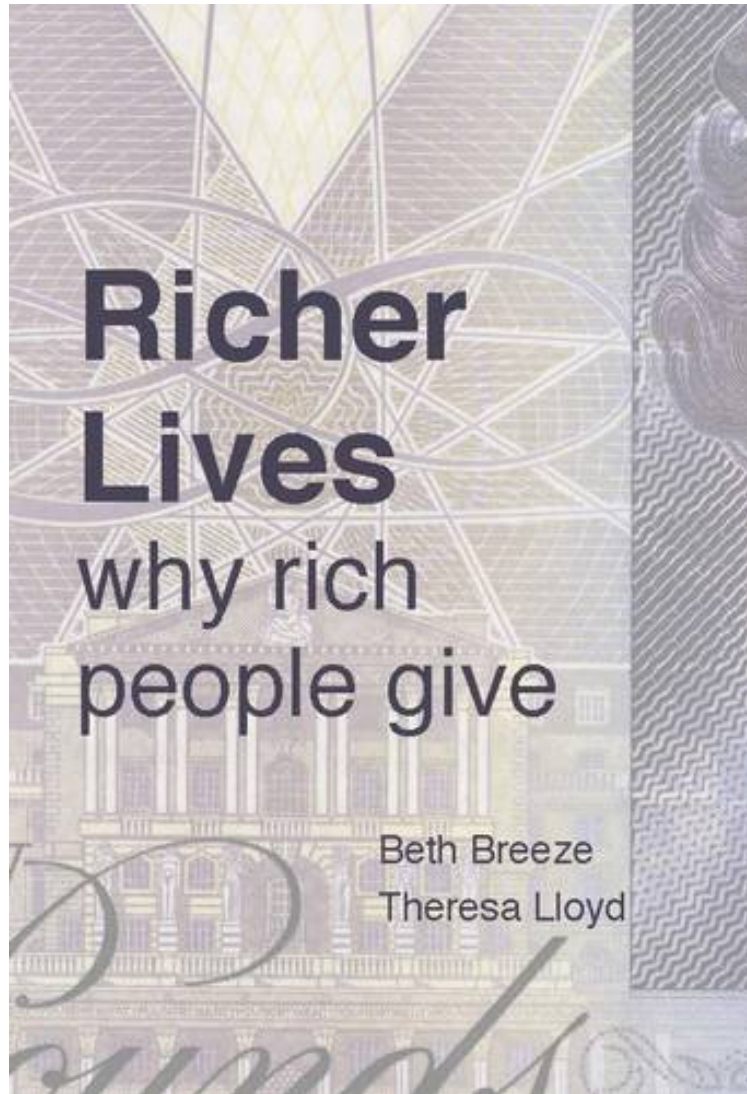


[Mobile book] Richer Lives: Why Rich People Give

Richer Lives: Why Rich People Give

Theresa Lloyd, Beth Breeze
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#5187294 in Books 2013-09-30 Original language: English PDF # 1 9.65 x .79 x 6.571, #File Name: 1906294798160 pages | File size: 44.Mb

Theresa Lloyd, Beth Breeze : Richer Lives: Why Rich People Give before purchasing it in order to gauge whether or not it would be worth my time, and all praised Richer Lives: Why Rich People Give:

Philanthropy is of increasing importance in modern society, yet the motivations and expectations of philanthropists appear little understood, either by those seeking funds or by those hoping that voluntary donations will help to bridge public sector funding gaps. Richer Lives: why rich people give is an in-depth study of why and how the richer

members of our society engage in philanthropy. It includes: - a review of the current philanthropy scene in the UK based on extensive research with over 80 rich donors, as well as a further 30 interviews with people working in the UK philanthropy sector. - how rich donors view approaches by fundraisers, their own experiences of asking for money, and their opinions on the growing philanthropy advice industry. - why some rich people do not give and recommendations for charities and policy makers as to what might be done about this - a summary of the key findings and recommendations from the original study *Why Rich People Give*, published in 2004. Written for: Fundraisers, especially but not only major donor fundraisers CEOs, senior managers, staff and volunteers in non-profit organisations as well as charity trustees Professional advisers (e.g. bankers lawyers, as well as philanthropy experts) working with donors and charities, and relevant umbrella bodies Academics including students on courses concerned with the voluntary sector, especially students of philanthropy, fundraising and the third sector as well as general social policy. University libraries and resource centres operated by voluntary organisations Politicians, policy makers, journalists and other commentators

'Richer Lives provides further evidence of what charities need to do to be much more effective at raising money from the rich.' Sir Thomas Hughes-Hallett, chair of The Philanthropy 'This book makes an important contribution to the enduring issue of philanthropy and its role in building a better society.' Sir Stuart Etherington, Chief Executive, National Council for Voluntary Organisations 'Theresa Lloyd and Beth Breeze bring their wealth of expertise to produce a work that is invaluable to those asking for money for good causes and to those trying to give it away effectively. It should also be of great interest to anyone seeking to encourage a stronger philanthropic culture in the UK.' Trevor Pears CMG, Pears Foundation 'I am confident that this book will inform, intrigue, infuriate and inspire in equal measure. Everyone who cares about strengthening social engagement by the wealthy should read *Richer Lives*.' Lord Joel Joffe, Chair, Giving Campaign (2001-04); Chair, The Joffe Charitable Trust 'Theresa Lloyd and Beth Breeze provide invaluable insights into UK philanthropy. Charity and university fundraisers could benefit enormously by absorbing its key messages.' Sir Peter Lampl, chairman, Sutton Trust About the Author The authors combine five decades of experience working in and around philanthropy and are widely published in this area. Theresa Lloyd researched and wrote the original study of *Why Rich People Give*, has extensive experience of advising donors and is one of the UK's leading experts on philanthropy. Dr Beth Breeze is director of the Centre for Philanthropy at the University of Kent, and writes the annual *Coutts Million Pound Donor Report* series.