



# Global Fundraising: How the World is Changing the Rules of Philanthropy

*Penelope Cagney, Bernard Ross*

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A practical guide to the challenges and successes of global fundraising, written by an international team of highly respected philanthropy professionals and edited by two of the leading nonprofit thinkers, *Global Fundraising* is the first book to genuinely offer a global overview of philanthropy with an internationalist perspective.

As the world becomes more interdependent, and economies struggle, global philanthropy continues to increase. More than that, nonprofits are taking up roles that have traditionally been filled by the government—including social welfare, healthcare, and human rights. *Global Fundraising* provides complete coverage of the implications of this growth for nonprofit culture and how it drives changes in fundraising practices.

- Organized into thematic chapters—a mixture of geographic and topical issues—it places North American philanthropy in a wider context
- It features a companion website with a variety of online tools and materials
- The book includes contributions by international leading experts Matt Ide, Mair Bosworth, Usha Menon, Anup Tiwari, Paula Guillet de Monthoux, Angela Cluff, Norma Galafassi, Mike Muchilwa, Tariq Cheema, Lu Bo and Nan Fang, Masataka Uo, Chris Carnie, Sean Triner, Andrea McManus, Marcelo Inniarra, Ashley Baldwin, Rebecca Mauger, YoungWoo Choi, R.F. Shangraw, Jr., Sudeshna Mukherjee, and Anca Zaharia.

The book skillfully tracks how the world of fundraising is changing rapidly due to a number of factors including: continuing growth of great wealth; non-profit innovation emerging everywhere; growth of indigenous NGOs; increased professionalism in fundraising; and the value and role of new and social technologies. Written by a team of philanthropy leaders, *Global Fundraising* offers timely coverage of fundraising around the world. A must-have for INGO leaders and anyone, anywhere, interested in the future of philanthropy and effective fundraising practices.

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