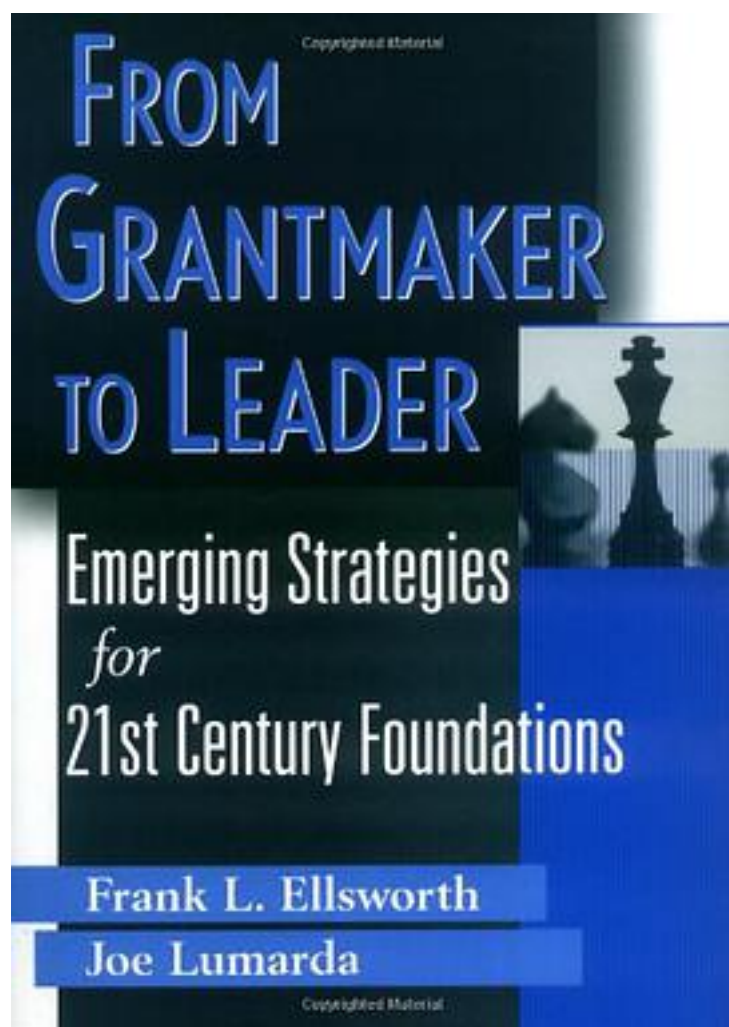


From Grantmaker to Leader



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FROM GRANTMAKER TO LEADER The past one hundred years has borne witness to an

extraordinary revolution in the constitution and activities of philanthropic foundations. The evolution of the governance of foundations-from founder to family to professionals to institutions-has necessarily altered the role that foundations play within a society. As community foundations, for example, strengthen the essential communal fabric and help all organizations gain a financial foothold, they find themselves at times in conflict with commercial gift funds, whose transactional nature between the donor and the organization stimulates philanthropy in a wholly different fashion. From Grantmaker to Leader: Emerging Strategies for 21st Century Foundations takes stock of this shifting landscape, presenting bold leadership strategies for directing philanthropic organizations into the uncharted waters of the future. Seasoned foundation executives Frank Ellsworth and Joseph Lumarda assemble an all-star roster of insider contributors, dividing their trenchant study into three sections. "From Carnegie to Gates: The Changing Faces and Needs of Philanthropy" examines the history of family and community foundations and how the turmoil of the "New Economy" will affect these organizations in the future. Section Two, "The Foundation's New Reach: The Emerging Role of Leader, Communicator, and Facilitator of Change" addresses the critical responsibility of effectively articulating a foundation's message, showing how messages can successfully penetrate the media. Finally, the third section "Building the Foundation Board of the 21st Century: Diversity and Strategic Planning" analyzes all aspects of foundation boards of directors, including their makeup, responsibilities, backgrounds, necessary diversity, and the role of boards in foundation planning. Throughout all three sections, From Grantmaker to Leader tackles all the critical issues facing philanthropic foundations today, such as: Transfer of wealth Legislative concerns IRS audits The role of foundations in public policy issues, such as campaign spending Accountability Planned giving Assessment of the effectiveness of giving Socially responsible investment and social return on investment Even as the very nature of foundations has changed, a fundamental question remains: will philanthropies play a more pervasive role in society's future or will their influence forever remain elitist and selective? Writing directly for trustees, practitioners, foundation CEOs and CFOs, and every philanthropic professional, Ellsworth and Lumarda make the convincing case that foundations matter more than ever, offering proven strategies for philanthropic success. FRANK L. ELLSWORTH is a vice president at Capital Research and Management Company, where he oversees and coordinates programs and services to endowments in Los Angeles. JOSEPH LUMARDA is the Executive Vice President of External Affairs for the California Community Foundation in Los Angeles.

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