



Smart Generosity: Everything You Need to Know about Charity, Philanthropy and Giving Wisely

Renata J. Rafferty

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SMART GENEROSITY is the essential and indispensable resource for donors of all ages, interests, and capacities to give that will benefit any individual, family, foundation, or corporation engaged in philanthropy. Written by Renata Rafferty -- one of the nation's most engaging experts on charity -- SMART GENEROSITY is the only book that leapfrogs the technical and philosophical focus of current books on charitable giving to offer practical advice, real-life stories, and extensive resource recommendations guaranteed to uncomplicate even the largest philanthropic gift. SMART GENEROSITY is also an excellent resource for financial and wealth advisors, and belongs on the required reading list of every certified financial planner, estate and tax planning attorney, family office executive, foundation trustee, charity leader, giving officer, and any professional who advises clients with a philanthropic interest. Its premise is simple: we should approach our philanthropic giving as thoughtfully and insightfully - and personally - as we do our financial investing. Charity guru Renata Rafferty offers guidelines, tips and information you won't find anywhere else, including: five steps to defining your philanthropic focus; four ways to assess a charity; the one question to ask before making a gift; and the ten warning signs a donor should never ignore. SMART GENEROSITY also reveals how a donor advised fund works, simplifies socially responsible investing, and offers the secret to raising a charitable child, as well as answering donors' most frequently asked questions (FAQs). Here's what others have said ... "There is no better expert on this subject than Renata Rafferty. This book is a must." -- Bill O'Reilly "This is a great little book!" - Paul Newman "All donors should follow the advice in this book." - Charity Navigator Using Renata Rafferty's book - and it is a book to be used - guarantees two results ... your charitable giving will be more effective and the organizations you support will be better served!

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