



The Art of Doing Good: Where Passion Meets Action

Charles Bronfman, Jeffrey Solomon

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How to turn personal passion into an organization with impact

For anyone setting out to change the world, launching a nonprofit venture can be a powerful way to enact change. Whether bringing donated eyeglasses to children who have never seen clearly, revamping inner city schools, or bringing solar cookers to refugee camps, the act of doing good can be life-changing. Yet starting a nonprofit?and running it well?can also pose challenges. *The Art of Doing Good* is an essential companion for anyone looking to start an organization that makes a real difference.

Drawing from their own leadership roles in the nonprofit world, as well as interviews with 18 celebrated social innovators, the authors prepare would-be social entrepreneurs with guidance and real-world advice for sustaining the spirit, ambition, and ingenuity to keep their vision alive and thriving.

- Features real-life stories of 18 notable social entrepreneurs and the organizations they run, including Geoffrey Canada (Harlem Children's Zone), Darell Hammond (KaBOOM!), and Michael Brown (City Year)
- Reveals what particular issues nonprofit leaders can expect to face throughout the lifespan of their organization and shares strategies for meeting challenges
- Written by world-renowned philanthropists Bronfman and Solomon, respectively cofounder and CEO of the Andrea and Charles Bronfman Philanthropies and coauthors of *The Art of Giving*

With thoughtful and comprehensive insight on how the most effective social ventures do good well, *The Art of Doing Good* is essential reading for both new and experienced nonprofit leaders.

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