



# Give and Take: A Candid Account of Corporate Philanthropy

*Reynold Levy*

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## **Give and Take: A Candid Account of Corporate Philanthropy** Reynold Levy

"Give And Take" -- the first insider's guide to corporate philanthropy -- will help all foundation staffs in their efforts to give wisely and well. A candid look at the factors that make for a successful giving program, "Give And Take" also offers invaluable advice to fund-raisers, who will welcome a frank account of the perspectives of institutional donors. Reynold Levy, formerly an executive director of New York's renowned 92nd Street Y and president of the AT&T Foundation, draws on his own experience in this engaging handbook of the benefits, responsibilities, and challenges facing today's philanthropists.

Levy establishes the guidelines and benchmark principles for building world-class foundations, citing such companies as AT&T, Levi Strauss, and Dayton-Hudson for their innovative philanthropic programs. He then views corporate giving from the beneficiary's perspective, divulging insider strategies for soliciting funds from today's corporate foundations.

"Give And Take" is a handbook for everyone who cares about philanthropy, from managers in company foundations to nonprofit employees, development directors, trustees, and volunteers.

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