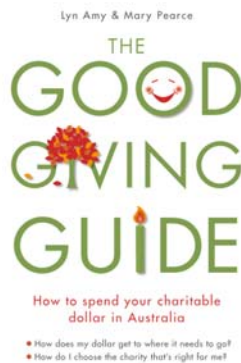




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# THE GOOD GIVING GUIDE



Lyn Amy & Mary Pearce

*With fundraising and financial information supplied by Givewell*

Penguin... rrp \$26.95

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## LYN AMY & MARY PEARCE ARE AVAILABLE FOR INTERVIEW

Australians are a generous bunch – in the twelve months to January 2005, 87 per cent of us gave to a not-for-profit (\$5.7 billion in cash donations) – but most of us had to be asked first. The premise of this in-depth guide is that more people would give if they had more information about the charities and how best to support them.

**The Good Giving Guide** explains:

- why we need to keep on giving (the rich–poor gap is ever widening)
- why giving is actually good for us (the research on the health benefits of giving is amazing)
- how to decide what to give (should we give time? money? goods?)
- how to choose a not-for-profit that fits your personal goals

The Guide is the first book of its kind, with all royalties going to The Australian Charities Fund. It includes practical tips on individual giving, setting up trusts, business giving and corporate volunteering, along with in-depth analysis of one hundred Australian charities. It also announces the winner of the 2008 *Givewell Good Giving Guide Charity Awards*.

**Lyn Amy** worked in the publishing industry for twenty-three years in a range of senior management positions, including sales, marketing and business development. She now runs her own literary agency and business-development consultancy, working with both business and not-for-profit groups.

**Mary Pearce** has worked in the not-for-profit sector for more than thirty years in the areas of health, welfare and international development. Using her formal training in community development and business management, she consults for both profit agencies and grant makers.

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