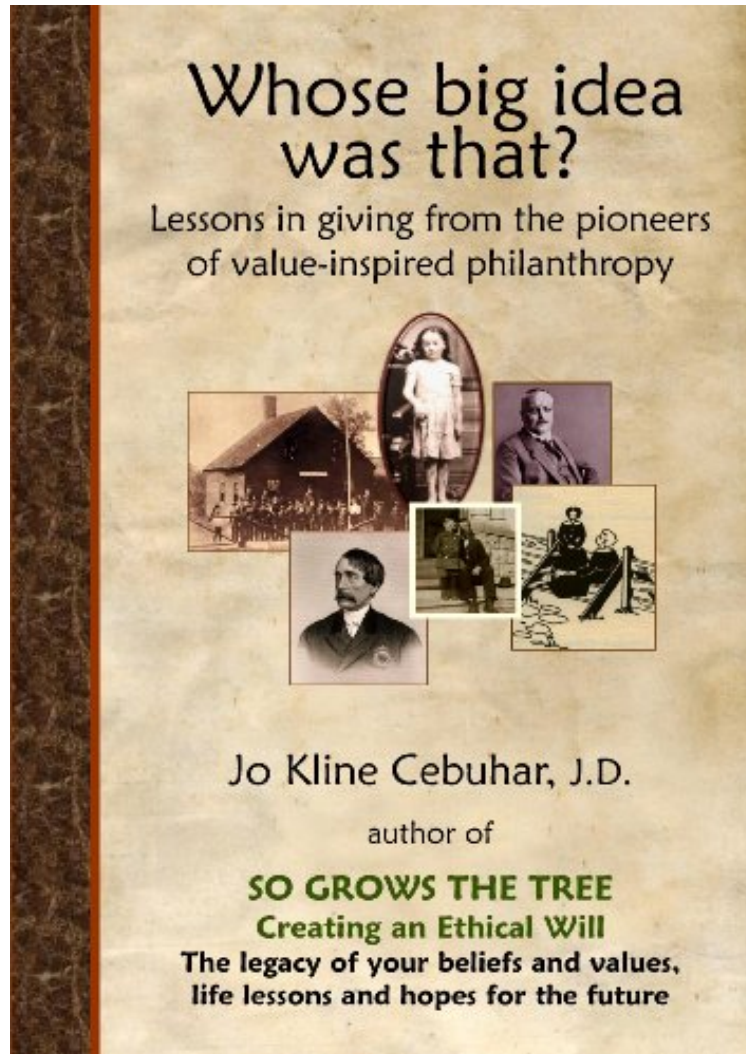


Whose big idea was that? Lessons in giving from the pioneers of value-inspired philanthropy

Jo Kline Cebuhar, J.D.

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Jo Kline Cebuhar, J.D. : Whose big idea was that? Lessons in giving from the pioneers of value-inspired philanthropy before purchasing it in order to gauge whether or not it would be worth my time, and all praised Whose big idea was that? Lessons in giving from the pioneers of value-inspired philanthropy:

0 of 0 people found the following review helpful. Valuable Nuggets and Lessons for Leaving a Legacy of Family Values By Richard R. Blake Jo Kline Cebuhar, J. D. packs profound quotes, valuable nuggets, stories, and lessons for leaving a legacy of family values to the next generation in her concise book "Whose big idea was that? Lessons in giving from the pioneers of value-inspired philanthropy." I read with interest the concept of "Footprint Philanthropy" and the mission statements of the founders of six charitable organizations. These organizations range from campus,

animal, and children's rights to medical research, and history preservation. Common themes of; achievement, community, compassion, diligence, self-respect, faith and family are found as the core values of these pioneer charities and are written as affirmations of the founder's intended purposes. Cebuhar provides practical guidelines for the donor and supporters of worthy causes as well as for the fundraisers and development officers of non-profit organizations. She challenges the donor to identify their personal core values and to incorporate and communicate them as a legacy in their plan for giving, "whether as a pioneer problem solver or a sustaining supporter of a cause." Cebuhar's writing reflects her personal dedication as a pioneering entrepreneur, volunteer, and innovative promoter of "value-inspired philanthropy." A complimentary copy of this book was provided for review purposes. The opinions expressed are my own. 0 of 0 people found the following review helpful. A MUST have book for all! By Amanda Fletcher This short, easy read offers great insight into six amazing organizations! As a fundraiser and non-profit manager, I enjoyed learning more about how one simple idea has made a world of difference in the lives of many. As a donor, this book inspires me to think about my personal values and what organizations fit most closely with what I believe in. I feel the idea of establishing an ethical will alongside with your estate plans ensures that your true legacy will be gifted to those you leave behind on this earth. For me, it is creating family scrapbooks to show my children what mattered most to me and my husband and our family during our lifetime. For someone else, it may be writing a letter or creating a video. I recommend this book to anyone that wants to leave the world a better place than they found it!

Who better than the pioneers of value-inspired philanthropy to teach us about giving? * In the coming years, \$41 trillion in wealth will be transferred from the Greatest Generation to the Baby Boomers and on to the Boomer Echo. * The generosity of these demographic groups will determine the fate of America's 1.5 million nonprofits. * Using personal values to guide charitable giving forges a legacy that is measured in more than just dollars and cents. * The founders of America's most remarkable charities teach us that value-inspired philanthropy is a reflection of donors' core principles, affirming what they stand for and how they want to be remembered. Whose big idea was that? shares the history of six iconic American charities and the stories behind each founder's fateful effort to solve a problem. These pioneers of Footprint Philanthropy™ built legacies that continue to nurture and thrive today. Their examples of courage demonstrate the enduring legacy of philanthropy inspired and guided by beliefs and values. With heartwarming stories and user-friendly guidance, award-winning author and attorney Jo Kline Cebuhar shows: * Donors and supporters how to maximize the impact of their time, talents and treasures by identifying core values, making a giving plan and choosing causes that affirm the ethical legacy of what they stand for. * Fundraisers and development officers how to tell the story of their nonprofit organization, focusing on why their founders did what they did and how to engage donors by matching their core values with a charity's mission and vision. Knowing what you stand for is good, sharing the message of what you stand for is better and making a giving plan that affirms what you stand for is best.

About the Author Jo Kline Cebuhar has been an attorney and pioneering entrepreneur for 27 years. After graduating from Iowa State University and having a successful real estate career, Jo attended Drake Law School. She became an attorney and opened Iowa's first escrow company and then Iowa's first real estate exchange agency. While volunteering at Iowa's largest hospice, she learned about the ancient tradition of Ethical Wills, and it has been her passion ever since. In giving presentations about the importance of creating and sharing one's ethical message, based on her 2010 book, SO GROWS THE TREE - Creating an Ethical Will, Jo always researched her host organization to learn more about its mission. A common theme began to appear in those historical perspectives: the greatest legacies were left by those who had followed the path of personal beliefs and values. Whose big idea was that? tells the inspiring stories of the pioneers of Footprint Philanthropy™ and guides the reader on how to create a legacy of value-inspired giving.