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“From basic giving plans to transformative philanthropy, the new version of *Inspired Philanthropy* gives solid tools to donors and community leaders.”

— **Paul Shoemaker**, executive director
Social Venture Partners

“Inspired Philanthropy has all the fuel your engine of generosity will need to assure you more purposeful, satisfying and personal giving. Tracy Gary speaks to your soul, your accountant and your lawyer. She conducts self-discovery systematically but tenderly.”

— **Dr. Claire Gaudiani**, clinical
professor
The Heyman Center on Philanthropy and Fundraising,
New York University and author, *The Greater Good*

At a time when more people want to be effective with their giving, a luminary from the world of philanthropy is releasing a fully updated and expanded edition of her celebrated “how-to” guide for individuals, organizations, donor advisers, and the next generation of nonprofit leaders.

In the 3rd edition of [**INSPIRED PHILANTHROPY: Your Step-by-Step Guide to Creating a Giving Plan and Leaving a Legacy**](#) (November, 2007), [Tracy Gary](#), a prominent philanthropic and legacy advisor, nonprofit entrepreneur, and member of the Pillsbury family, teams with freelance editor and writer, [Nancy Adess](#), offering proven methods to help anyone be more effective in their giving.

Ten years after the book’s first release, the new edition has been fully updated to reflect the renaissance in global philanthropic activity, and the networks, technologies, and trends that are affecting it. The book includes [new legacy planning tools](#); expanded resources on youth, giving circles, corporate philanthropy, the Internet and technology, and communities of color; key questions for advisors and donors; and worksheets and resources available on a companion CD.

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“If you want to become a better giver, align your values with the practice of giving, or work with your advisors and family to shape your legacy, this book is for you.” Gary said.

In clear and compelling language, Gary explains how anyone can practice more effective philanthropy by shifting focus from obligatory giving (e.g., giving to friends’ causes) to transformative giving (e.g., funding societal change). Throughout the book she brings theory to life drawing upon her personal experiences, from growing up with wealth and privilege during the civil rights movement, to her thirty-plus years as a nonprofit entrepreneur and passionate advocate for donor education.

“Bill Clinton’s new book [Giving](#) is the WHAT, Gary’s [Inspired Philanthropy](#) is the HOW,” said [Ruth Ann Harnisch](#), founder of the Harnisch Family Foundation. “Tracy helps each of us make the most of our giving, no matter how much or how little we think we have to share.” In the spirit of transformative giving, and as a strong gesture of support for pre-launch sales, The Harnisch Family Foundation purchased 4,000 copies of the book, which will be distributed to nonprofits and donor educators across North America as matching gifts for National Philanthropy Day. Dubbed the “Donor Diva Challenge,” anyone who purchases one or more books before November 6 can then donate a free copy to their favorite nonprofit or library.

[Inspired Philanthropy](#) is much more than a “how-to” book. In every chapter, Gary shows how effective giving and legacy planning is essential to the long term viability of the nonprofit sector and the sustainability of global systems. She writes about the challenges that lie ahead as thousands of Baby Boomers retire from leadership positions in the nonprofit sector and how the “intergenerational transfer of leadership will create new forms of partnership as organizations bring on the next generation of leaders at the management level.”

The third edition of [Inspired Philanthropy](#) introduces a fictional persona known as the “Donor Diva,” who offers insightful tips throughout the book. The Donor Diva is an amalgam of the many influential and inspiring donors who have taken bold leadership roles in the philanthropic sector in recent decades. Other new features include updated and original appendixes providing a wealth of information for donors and advisors alike. The book also comes with a companion CD-Rom QuickStart Guide titled “Ten Steps to More Inspired Philanthropy.”

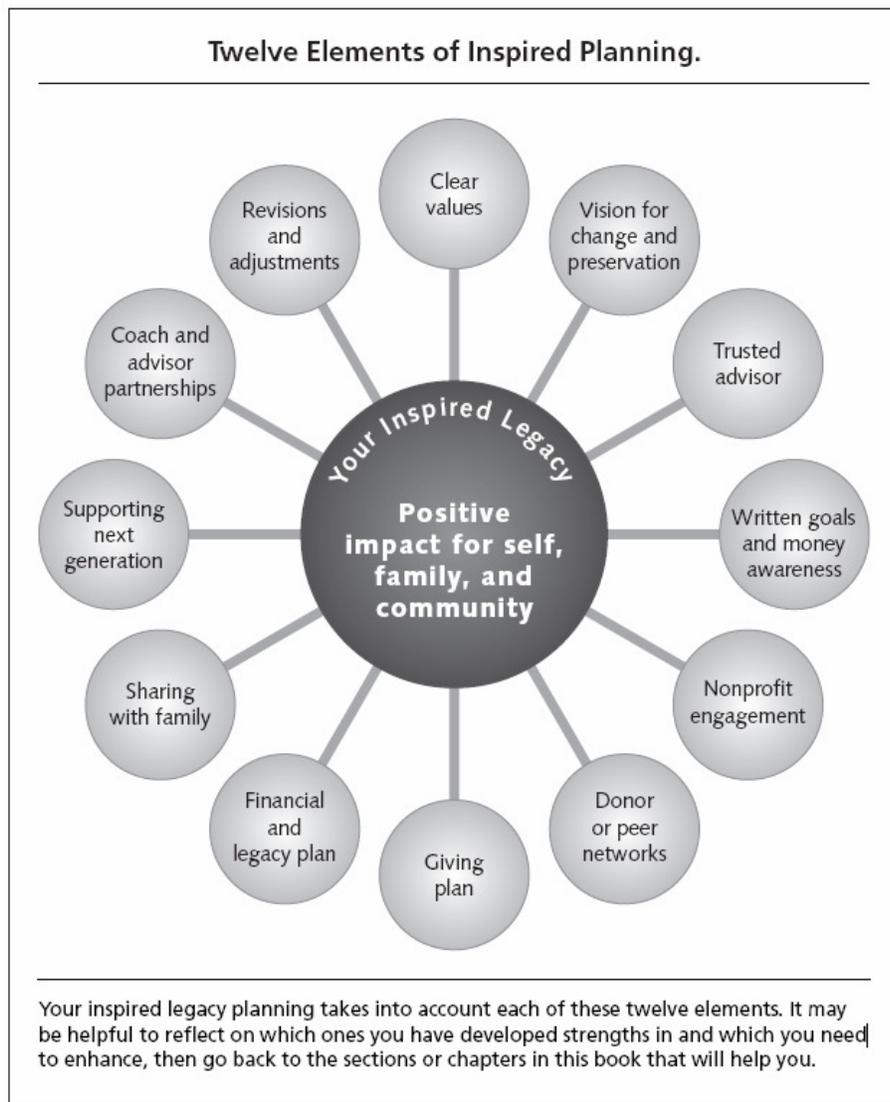
The [Inspired Philanthropy Website](#) (www.inspiredphilanthropy.org) has direct links to the handouts, worksheets and resources included in the book. Further information about these resources can be found through Inspired Legacies (www.inspiredlegacies.org), the nonprofit consultancy that Gary developed around the core ideas presented in the book.

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Tracy Gary Releases New Version of *Inspired Philanthropy* / Page 2

According to Dan Siegel and Jenny Yancey, Co-Presidents of YouthGive: “The previous edition of *Inspired Philanthropy* was considered to be among the most highly used resources among over 1800 providers of donor education. We are certain with this expanded version that Tracy will continue to propel generosity and valuable tools for our sector.”

Breakthrough and Practical Instruction: The third edition of *Inspired Philanthropy* is rich with breakthrough and practical instruction, such as tools for donors, advisors, and nonprofits to work through together (see the “Twelve Elements of Inspired Planning” below).



The **Twelve Elements of Inspired Planning** helps everyone to be on the same page with shared vocabulary about inspired giving and legacy planning.

“While philanthropic planning can be done on our own, legacy planning at its best involves our advisors – financial, philanthropic and nonprofit – to enable our families, heirs and beneficiaries to know the capacities and the intentions of our final generosity.”

— **Tracy Gary**

ABOUT THE AUTHORS

Tracy Gary is a philanthropist, nonprofit entrepreneur, and legacy mentor who works tirelessly to help others experience the joy of giving charitable dollars to causes they care about. Born into wealth, Tracy learned about giving back at a very young age and has since dedicated her life as a volunteer, board member, founder, and philanthropist. Through her eighteenth start-up, a nonprofit called [Inspired Legacies](#), she consults with a diverse range of individuals and organizations to improve and expand philanthropy, legacy planning, and volunteerism. Tracy has worked with inheritors, Social Venture Partner groups, and several new digital millionaires who are transforming the giving landscape. Her latest venture is the [Tipping Point Fund](#) for which she is raising \$20 million to shift poverty and the environment. She has appeared on The Today Show and Oprah Winfrey and been interviewed by The Washington Post, NPR, Time, The International Tribune, and others.

Nancy Adess is a freelance editor with specialties in social change, nonprofit functioning, and health care. In the field of philanthropy and fundraising, she has edited numerous books, among them the first two editions of *Inspired Philanthropy*. She is the long-time editor for Kim Klein, author of *Fundraising for Social Change*, *Fundraising for the Long Haul*, and *Fundraising in Times of Crisis*, and also edited *The Accidental Fundraiser*, by Stephanie Roth and Mimi Ho; *The Nonprofit Membership Toolkit*, by Ellis Robinson; *Grassroots Grants*, by Andy Robinson, and the last 25 years of the Grassroots Fundraising Journal. In the health care field, Nancy has edited chapters of *OurBodies OurSelves: A New Edition for a New Era* (2006), and written and edited dozens of reports and policy briefs.

ABOUT THE BOOK

INSPIRED PHILANTHROPY:

Your Step-by-Step Guide to Creating a Giving Plan and Leaving a Legacy

By Tracy Gary with Nancy Adess

3rd Edition

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Further Advance Praise for Inspired Philanthropy 3rd Edition

“Gary offers extensive strategies, tools, and wisdom in an easy-to-read format so that funders with all levels of experience will be prepared to take action.”

— **Alison Goldberg**, author, *Creating Change Through Family Philanthropy*

“I enthusiastically encourage all generations to read *Inspired Philanthropy* and discover ways to transform your giving and legacy planning.”

— **Taij Kumarie Moteelall**, executive director, Resource Generation

“This book helps donors realize they can give more than they ever thought possible, and that strategic planned giving is the best way to improve our world.”

— **Kim Klein**, author, *Fundraising for Social Change, Fifth Edition*

“There is no better guide for transforming one’s inner donor activist into an empowered donor leader than Tracy Gary.”

— **Jessica Chao**, Rockefeller Philanthropy Advisors & Cultures of Giving Fund

“*Inspired Philanthropy* is a comprehensive and valuable resource that helps individuals and families give away money in effective ways.”

— **Charles W. Collier**, senior philanthropic adviser, Harvard University, and author, *Wealth in Families*