

PHILANTHROPY

*Using Philanthropy to Actually
Solve the World's Problems*



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Philanthropy:

The Art of Giving It Away

Using Philanthropy to Actually Solve the World's
Problems

James Skinner, Mark Victor Hansen, and Roice Krueger

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Philanthropy: The Art of Giving It Away

The Authors

JAMES SKINNER is the founder of two global financial groups that manage billions of dollars of assets. He is also recognized as one of the world's foremost business thinkers and appears regularly on Japanese television.

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ROICE KRUEGER co-founded Franklin Covey, the world's largest training company, and has supervised consulting projects for 80 percent of the Fortune 500.

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Philanthropy: The Art of Giving It Away

Open Your Wallet!

We are writing this book because we want you to open up your wallet and start giving. We want you to open up your heart and start living. We want you to put your wealth in flow, so your world can grow.

When you give it away, it multiplies. Every gift you give comes back to you manyfold. When you cast your bread upon the waters, it comes back in loaves!

The spirit of giving is the spirit of desiring to “bless rather than impress.”

Money can be a powerful weapon in the arsenal of happiness if you use it to combat poverty, disease, ignorance, and apathy.

The gifts you have received are not gifts to you; they are gifts through you, to bless the whole world.

Everyone can be a philanthropist. You can start small, and grow big. You can start big, and grow bigger.

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The world needs you—it needs your gift now!

The Problem Can Be Solved!

The first key to effective philanthropy is to frame the problem. Defining a problem or issue in such a way that it can be organized, tackled, and solved is one of the most valuable things that you can do.

For example, my company in Tokyo takes several hundred orphans to Disneyland each December.

The first year we did this, we framed the problem this way: “We are going to take 100 children who live in orphanages and other institutions to Disneyland this December.”

This is a problem that can be solved. And people will open up their wallets, their hearts, and their minds to make it happen!

We invited each donor to sponsor one child to play for one day. Who could possibly say no?

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The bigger you are, the bigger the frame. If you have millions of dollars, you can work on million-dollar problems. If you have a few dollars, you may work on something that has a sense of reality and possibility to you.

But always remember, you don't need more money—you need more faith!

Helping People is the Key!

Philanthropy is about people. Make sure that you have defined the specific people to be helped by your project.

People want to help other people. It is as simple as that. Nobody wants to contribute to a poorly framed project that says “Let's save the world's poor.” What does it mean? Who are they? The problem seems overwhelming and unsolvable.

But if I come to you and say we have a village in Africa that needs mosquito netting to reduce the risk of malaria, now we have real people, with a real problem.

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It can be solved, and we know who will be helped if we do it!

Give Lots of People an Opportunity to Help

One of the most powerful things we can do in our philanthropy is to give others a chance to participate. Help other people to help other people!

The change that will come into their hearts as they contribute in meaningful ways is one of the most important things you can do to save the planet!

The key here is to make their opportunity to help as direct and personal as possible.

When we organized our event to take the children to Disneyland, we invited each donor to come to Disneyland with us and to spend the day with the child they sponsored.

Every year, we now have 350 adults who come to help 350 children.

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Some of these adults have started similar programs in different regions.

Our philanthropy is multiplying because we make sure that many people get a chance to participate in the gift of giving.

All We Need Is Someone to Say “Go!”

One of the most powerful things we can do as philanthropists—and if you have read this far, I know you are one—is to give the go sign to important and urgent projects.

When the 2004 tsunami hit Indonesia, Thailand, India, and several island nations in the Indian Ocean, we immediately dispatched an emergency paramedic team to India.

We told them, “Get on the plane; we are sending you the money right now!”

Then we went out to ask for donations.

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We keep an emergency fund set aside for just such occasions.

We then take targeted donations to replenish the fund so we can help out the next time around.

We raised so much money for the medical team that we ended up buying two fishing boats to help restore the local economy as well.

People will absolutely open their pocketbooks if you have a well-framed project that helps real people and if you have already given the go sign!

Do Not Burden Your Children with Unearned Wealth

While you want to give your money away, you want to give it to people and causes that will truly benefit from it.

Unearned wealth can be a tremendous burden and stunt the growth and spiritual development of those who receive it.

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Wealth is earned by creating and giving value. Make sure your children learn this lesson.

Have Fun!

Be sure to have as much fun giving your money away as you did earning it!

Helping other people can be hard work, but hard work can be some of the most fun you have.

Enjoy the process.

Find projects and opportunities that jazz you and wow your soul.

The Law of Tithing

Tithing is the common denominator of the truly wealthy!

The law of tithing is simple. It will change your life. It is one of the most important principles you will ever learn.

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Give away 10 percent of all your increase!

It is as simple as that.

If you make \$100, give away \$10.

Now if you really want to shine, to be a star in the firmament of humanity, extend your tithing and your philanthropy beyond the money.

Give away 10 percent of your treasure.

Give away 10 percent of your leisure.

Give away 10 percent of your talent.

Give away 10 percent of your ideas.

Don't just give money; give time too! Spend a few days a month helping others. Volunteer. Help a friend or neighbor. Share your talents. And give of your knowledge, wisdom, and ideas.

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I love giving speeches to children's groups. I never charge for these; it is part of my tithing.

Dee Hock, founder of the Visa credit card, literally the largest commercial venture in human history, teaches that community consists in the interactions we have to which we do not affix a monetary value.

The more things you give instead of selling, the richer your life will become.

Have a Large Personal Goal for Charity

Decide right now that you will help in a big and meaningful way!

Resources, money, talents, time, and ideas will flow to you magically from the universe if you are committed to giving them away to others.

You will become as big as you want to give.

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We look forward to your giving, and thank you for receiving our gift!

With best wishes,

James Skinner, Mark Victor Hansen, Roice Krueger

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