Doing Good Great: An Insider's Guide to Getting the Most out of Your Philanthropic Journey

Doug Balfour

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You Can Make More of a Difference

You've been moved by the need in our world. Disease, exploitation, hunger, poverty—millions of people in desperate situations. You are eager to help, and have the means to do so. But before you contribute to a cause, consider the opportunity to do something much more—to do good great.

Really making a difference in the world demands more than simply giving. It means giving well. It requires matching concern with strategic thinking, bringing head and heart together. That is "performance philanthropy," a transformative approach to international development pioneered by Geneva Global and its CEO, Doug Balfour.

Drawing on more than twenty-five years of firsthand experience working with those in need and his professional business background, Doug has helped shape how philanthropy can be more impactful. With an insider's knowledge of the complexity of international development, and a proven understanding of successful business, he has been uniquely positioned to help bring the two worlds together to achieve more.

In *Doing Good Great*, Doug shares some of his and Geneva Global's remarkable story, and the principles of "performance philanthropy" that will help you make a lasting, significant difference in the lives of people in need.



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Dwight Richardson:

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