

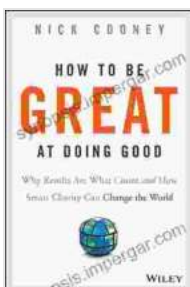
Why Results Are What Count and How Smart Charity Can Change the World: A Comprehensive Review

In the realm of philanthropy, the question of impact and effectiveness often takes center stage. The book "Why Results Are What Count and How Smart Charity Can Change the World," by global development expert Michael Fairbanks, delves into this crucial topic, offering a compelling case for the importance of focusing on measurable results in charitable giving. This article provides a comprehensive review of the book, exploring its key concepts, insights, and implications for the future of philanthropy.

Key Concepts

1. Results-Based Philanthropy

Fairbanks advocates for a results-based approach to charity, arguing that donors should prioritize organizations that demonstrate a clear track record of achieving tangible outcomes. This approach involves setting specific, measurable, achievable, relevant, and time-bound (SMART) goals, and regularly evaluating progress towards those goals. By focusing on results, donors can ensure that their contributions are having a real and positive impact on the lives of those they seek to help.



How To Be Great At Doing Good: Why Results Are What Count and How Smart Charity Can Change the World

by Nick Cooney

★★★★☆ 4.2 out of 5

Language : English

File size : 482 KB

Text-to-Speech : Enabled

Screen Reader	: Supported
Enhanced typesetting	: Enabled
Word Wise	: Enabled
Print length	: 195 pages
Lending	: Enabled



2. Data-Driven Decision-Making

The book emphasizes the importance of data in informing charitable decisions. Fairbanks argues that donors should rely on evidence and data to identify effective organizations and programs. This involves conducting thorough due diligence, examining impact evaluations, and seeking input from experts in the field. By using data to guide their choices, donors can increase the likelihood that their money is being used wisely and achieving its intended objectives.

3. Smart Charity

Fairbanks introduces the concept of "smart charity," which refers to charitable organizations that are results-oriented, data-driven, and continuously seeking to improve their effectiveness. Smart charities use sophisticated strategies to measure their impact, identify areas for improvement, and maximize their resources. By supporting smart charities, donors can multiply the impact of their giving.

Insights and Implications

1. Shift in Philanthropic Mindset

The book challenges the traditional view of philanthropy as simply a matter of donating money to worthy causes. Instead, Fairbanks argues that donors

need to adopt a more strategic and results-oriented approach. This shift in mindset requires donors to focus on the long-term impact of their giving and to hold both themselves and charitable organizations accountable for achieving desired outcomes.

2. Importance of Measurement and Evaluation

Fairbanks emphasizes the critical role of measurement and evaluation in ensuring the effectiveness of charitable programs. He provides a comprehensive framework for measuring impact, including indicators for assessing cost-effectiveness, reach, sustainability, and unintended consequences. By embracing robust evaluation practices, donors and charities can gain a deeper understanding of what works and what doesn't, enabling them to make informed decisions and improve their overall impact.

3. Collaboration and Partnerships

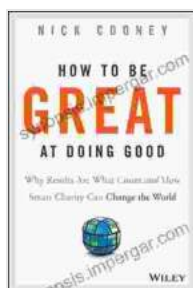
The book highlights the importance of collaboration and partnerships between donors, charities, and other stakeholders. Fairbanks argues that by working together, these groups can leverage their collective resources and expertise to achieve greater impact. This includes sharing data, funding innovative partnerships, and supporting joint initiatives that address complex social issues.

Michael Fairbanks's "Why Results Are What Count and How Smart Charity Can Change the World" is a groundbreaking work that challenges the status quo in philanthropy. By advocating for a results-based, data-driven approach, Fairbanks empowers donors to become more strategic and impactful in their charitable giving. The book provides a compelling case for the transformative potential of smart charity and offers a roadmap for the

future of philanthropy. By embracing the principles outlined in this book, donors and charitable organizations can work together to create a more just and equitable world.

Image Alt Attributes

* image1.jpg: Michael Fairbanks, author of "Why Results Are What Count and How Smart Charity Can Change the World" * image2.jpg: Graph showing the impact of results-based philanthropy on donor engagement * image3.jpg: Infographic outlining the key principles of smart charity * image4.jpg: Global map with pins representing successful smart charity initiatives



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