

## The Fundraising in Diverse Cultural and Giving Environments



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## THE FUNDRAISING IN DIVERSE CULTURAL AND GIVING ENVIRONMENTS

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John Wiley & Sons Inc. Paperback. Book Condition: new. BRAND NEW, The Fundraising in Diverse Cultural and Giving Environments, Robert E. Fogal, Bringing diverse cultural traditions into philanthropic fundraising can be rewarding for all parties involved. Accomplishing that daunting task successfully is the theme of this issue. Opening a constructive dialogue between theory and practice in philanthropic fundraising in diverse cultural and giving environments, editor Robert E. Fogal, executive director of St. Mary's Duluth Clinic Foundation, is joined by contributing authors from the 2002 Think Tank on Fundraising at St. Mary's College, Notre Dame Indiana. Exploring the topic from a variety of perspectives, editor and authors seek a set of normative recommendations and findings that will promote a stronger philanthropic community and extend professional, academic, and public conversations about philanthropic issues. The chapters examine trends in giving in African American, Asian American, Latino, and Native American communities. Pier C. Rogers presents the results of structured interviews with African American philanthropic professional managers, volunteer leaders, and fundraisers for nonprofits and provides insight into values, attitudes, and practices in this community. Janice Gow Petty addresses the theme of remittances in nonmajority immigrant families and explores ways that the majority culture can understand and engage this tradition to create new models of giving that successfully blend various and distinct methods of giving and sharing. Mike Cortes examines common assumptions about the "Hispanic" community and illustrates the more specific geographical identities in that diverse Latino community that supersedes the term. Similarly Kay C. Peck reminds fundraising professionals that there is no single American Indian culture and stresses the importance of recognizing the history of cultural destruction as a prerequisite to understanding philanthropic traditions within the American Indian community. Effects of race and gender on giving and volunteering are explored. Presenting the results of a survey of...

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