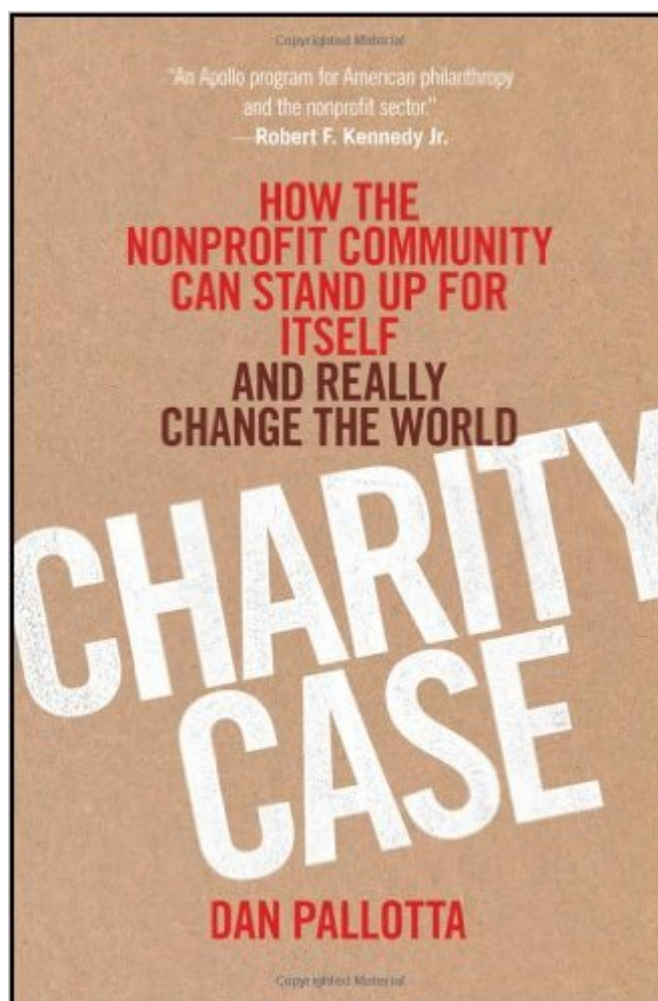


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# Charity Case: How The Nonprofit Community Can Stand Up For Itself And Really Change The World



## Synopsis

A blueprint for a national leadership movement to transform the way the public thinks about giving. Virtually everything our society has been taught about charity is backwards. We deny the social sector the ability to grow because of our short-sighted demand that it send every short-term dollar into direct services. Yet if the sector cannot grow, it can never match the scale of our great social problems. In the face of this dilemma, the sector has remained silent, defenseless, and disorganized. In *Charity Case*, Pallotta proposes a visionary solution: a Charity Defense Council to re-educate the public and give charities the freedom they need to solve our most pressing social issues. Proposes concrete steps for how a national Charity Defense Council will transform the public understanding of the humanitarian sector, including: building an anti-defamation league and legal defense for the sector, creating a massive national ongoing ad campaign to upgrade public literacy about giving, and ultimately enacting a National Civil Rights Act for Charity and Social Enterprise. From Dan Pallotta, renowned builder of social movements and inventor of the multi-day charity event industry (including the AIDS Rides and Breast Cancer 3-Days) that has cumulatively raised over \$1.1 billion for critical social causes. The hotly-anticipated follow-up to Pallotta's groundbreaking book *Uncharitable*. Grounded in Pallotta's clear vision and deep social sector experience, *Charity Case* is a fascinating wake-up call for fixing the culture that thwarts our charities' ability to change the world.

## Book Information

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## Customer Reviews

In his first book, "Uncharitable: How Restraints on Nonprofits Undermine Their Potential (Civil Society: Historical and Contemporary Perspectives)," Dan Pallotta brilliantly made the case that the nonprofit sector was failing precisely because the most-used measurement of its success (the overhead rate) was fatally flawed. Better than anyone in the sector, Pallotta has become articulate at forcing us to think about reframing the debate around the success of what he calls the "humanitarian sector," arguing forcefully that knee-jerk focus on salaries and overhead ignore the real desired result, societal improvement. In "Charity Case," Pallotta lays out a bold, ambitious plan for solving the problem. He proposes the creation of a Legal Defense Fund for the sector, as well as an Anti-Defamation League that would seek to reframe the debate through aggressive outreach and promotion. The logic for these ideas is built on the rock solid foundation of Pallotta's previous work. The business models for them may be less clear. He ventures onto more innovative--and sometimes shaky ground--with his proposal for a "National Civil Rights Act for Charity and Social Enterprise," calling for the creation of -among other things--for profit charities and foundations. At times, these ideas seem like there's an axe being ground, but they're provocative nevertheless. Pallotta is a talented speaker and an articulate spokesman for his ideas. "Charity Case" reflects his passion, but is well researched and, like his previous efforts, well reasoned.

I love anything Dan Pallotta writes. He is so forward thinking, backs his statements up with solid research, and zeros in on all the things that are wrong with the way nonprofits currently function, and he deftly analyzes the myths that keep the dysfunctional beliefs and behaviors in place. He has some great ideas about how to fix the brokenness, though some of his recommendations will be considered too radical for most in the sector to accept. One thing is for sure. The current system is dysfunctional, and probably the most damaging is the belief that "overhead" is an appropriate measure of nonprofit efficiency and, by extension, competence. That's absurd. Alas, Pallotta may be so far ahead of his time as to be considered an outlier (ala Malcolm Gladwell). Anyone who works on the frontiers gets beat up as a matter of course. It goes with the territory. But one day, the rest of the world will catch up to him. I think some already are, judging by subtle changes in the industry literature (e.g., The Chronicle of Philanthropy which I consider to be my sector's equivalent of The New York Times). I've been reading a lot of recent literature in the field criticizing compensation of high-level workers like executive directors, directors of development etc., which is as dysfunctional as the belief that "overhead" can tell you about efficiency. As the old saying goes, "You get what you pay for." And why shouldn't nonprofit leaders be adequately compensated when they do great things for their organizations. The very idea that if you work for a nonprofit, you can't make a decent

salary, is absurd and pathetic. It is exceedingly disrespectful and should not be tolerated.

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