

"A candid and credible look at why 'how' we give is just as important as 'what' we give."

Kathleen P. Enright, President and CEO, Council on Foundations

Delusional Altruism: Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving

How we give matters, especially right now. A global philanthropy advisor offers real-world, practical guidance for avoiding mistakes that hamstringing impact — and creating transformational change.

With the globe in the midst of a crisis that cuts deep socially and economically, those who can give are looking to step up in any way they can. But for philanthropy to be truly effective, it has to be approached with clarity— and freed of the all-too common errors. And whether through regular donations to charity, a small family foundation, or an organization that's responsible for hundreds of millions of dollars in grants, how we give is just as important as what we give.

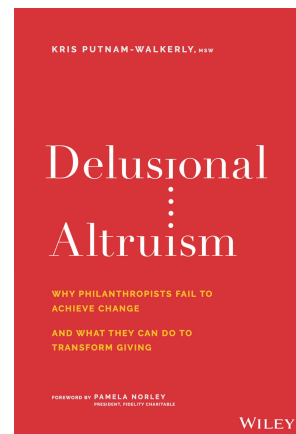
[Delusional Altruism: Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving](#) (Wiley, March 24, 2020) by Kris Putnam-Walkerly is an insider's guide to creating truly transformational change. It reminds us that how we give is as important as the amount we give. The author is a leading global philanthropy expert who has guided the major givers of our time. She reveals the blind spots that can derail our giving objectives, and lays out practical steps on what to do to get giving on track.

The book is a wake-up call to philanthropists and charitable organizations of all sizes, revealing why so many giving programs fall short of their intended impacts. Common delusions such as avoiding uncertainty, second-guessing, holding back, and operating from a scarcity perspective are gutting the efficiency and effectiveness of philanthropy — just when the world needs it the most. Putnam-Walkerly includes real-world examples as well as innovative strategies to help any giving program achieve better outcomes through the process of Transformational Giving.

Readers will learn:

- How to avoid the biggest mistakes funders make.
- How giving-related questions spur learning and fuel innovation.
- Why the urge to save money is gutting your giving program's impact.
- How philanthropists can increase innovation and agility.
- How to give in ways that create lasting, sustainable change.
- How to follow strategies that make philanthropy unstoppable.
- How wealth advisors and estate planners can increase their clients' philanthropic impact.

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Enhanced opportunities for philanthropic giving are on the horizon and coming fast. But to fully leverage this new boom in philanthropy, we need to make key changes to how we approach and practice funding. Doing so will lead to the positive change our world desperately needs.

About the Author

KRIS PUTNAM-WALKERLY is a trusted advisor to the world's leading philanthropists. For over 20 years, wealthy families, ultra-high net worth donors, foundations, Fortune 500 companies, and celebrity activists have sought and benefited from her advice to transform their giving and catapult their impact. As a philanthropy advisor, speaker and award-winning author, she's helped over 100 philanthropists strategically allocate over half a billion dollars in grants and gifts. She also works closely with estate planning attorneys, financial and wealth advisors, and family offices to serve wealthy families wishing to deepen their philanthropic commitments. She was named one of America's Top 25 Philanthropy Speakers, and is the author of the new book, [*Delusional Altruism: Why Philanthropists Fail To Achieve Change and What They Can Do To Transform Giving*](#) (Wiley, March 24, 2020).

When it comes to giving that matters, what stands in our way? The thing between us and that type of transformational giving is something I call Delusional Altruism. Now, by "delusional," I don't mean we're stupid or crazy. I mean we're hindering our impact unnecessarily, because of a handful of deceptive and illogical thoughts we choose to hold dear. These illogical thoughts are making us get in our own way, and we don't even realize it. When we can't get out of our way, we reduce our speed to impact. When we don't realize it, it's difficult for us to change.

— KRIS PUTNAM-WALKERLY,
DELUSIONAL ALTRUISM