



The Robin Hood Rules for Smart Giving (Columbia Business School Publishing)

Michael M. Weinstein, Ralph M. Bradburd

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The Robin Hood Foundation is a charitable organization focused on alleviating poverty in New York City. Michael M. Weinstein is the foundation's senior vice president. In that role he developed its metrics-based approach, called "relentless monetization," to ensure that the money the foundation receives and grants is used most effectively. Ralph M. Bradburd has served as long-time consultant to Robin Hood on matters of metrics.

In this book Weinstein and Bradburd show how to implement the Robin Hood approach and explain how any nonprofit organizations or philanthropic donor can use it to achieve the greatest benefit from every philanthropic dollar. Drawing on their extensive knowledge, the authors devote specific chapters to the difficulties most frequently encountered by donors trying to measure the benefits of their initiatives.. This book provides straightforward, targeted advice for funding "smart" nonprofit programs.

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