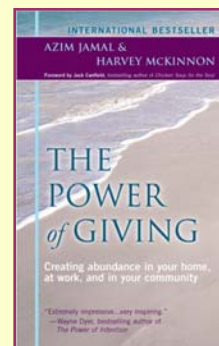


“A BOOK EVERYONE MUST READ”

Review from *Advancing Philanthropy*, March | April 2006 Edition

The Power of Giving: Creating Abundance in Your Home, at Work and in Your Community by Azim Jamal and Harvey McKinnon (Tides Canada foundation, 2005), paperback, 150 pages.

Azim Jamal and Harvey McKinnon have authored a book everyone must read. Their purpose in writing is fivefold: 1) sharing with others the importance and power of giving; 2) illustrating that even a small amount of regular giving increases the donor's productivity, relationships and happiness; 3) showing how to have a greater impact with one's giving; 4) arguing that most can give a little more and be better for it; and 5) emphasizing that if everyone gave a little more, life would be better for all.



The authors fulfill their purpose by answering basic questions of any journalist – “*Why Give?*” “*What Can You Give?*” “*To Whom Should You Give?*” “*How, When, Where and How Much to Give?*” These questions are the titles of the first four chapters comprising this slim volume.

In the first chapter, the authors offer an original synthesis, supported with imaginative examples of how to affect others positively, benefit others, create new relationships, improve our health, fulfill our potential and live more abundantly. Chapter two lists 15 tangible and intangible items we can give and explains why these gifts are necessary. In the fifth chapter, “Giving Up,” the authors advocate funding all this giving by tithing, plus giving up bad habits or excesses (including wasting time and overeating) and charitably investing the savings.

Each chapter brims with references or allusions to spiritual leaders across civilizations, including Plato, Jesus, Rumi (13th century Persian mystic), Gandhi, Thich Nhat Hahn (Vietnamese Zen Buddhist monk and Nobel nominee for peace), David Suzuki (Canadian geneticist, broadcaster and environmental activist) and His Holiness the Dalai Lama.

“The Resource List” – references to other books about giving and volunteering, helpful websites and other good causes to consider – illustrates how deeply the authors imbibed fundraising and managerial literature and how well they comprehended and used it.

Some may resist the authors' compelling case for radical giving, by questioning the unscientific approach employed. However, such objections actually evade the urgent needs the authors elucidate. Our challenge is to confront those problems – now, not after they worsen. Are we up to responding, collectively and individually? Will we tithe everything we possess? Will we consume less? Will we redirect our savings? Will we throw our very selves into the fray? Jamal and McKinnon pose existential questions for us all.

Reviewed by Daniel Turse Jr., an associate of Cal Douglas Executive Search Inc., who lives in Farmington Hills, Michigan.