

# The World We Want

New Dimensions in  
Philanthropy and Social Change

by H. Peter Karoff

Peter Karoff presents a collective vision of an ideal world, viewed from 10 perspectives. Sharing his experiences and through conversations with about 40 social entrepreneurs, the book weaves together multi-sector, multidiscipline strategies, but in large part it is about the power of human connection, reinforced by personal stories of motivation and the human capacity for caring.

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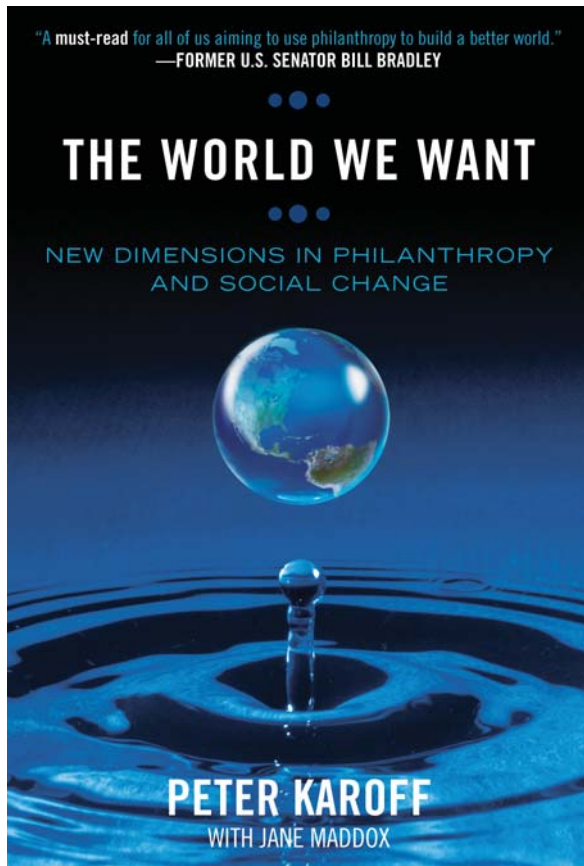
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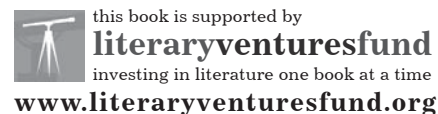
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### Introduction

In *The World We Want*, Peter Karoff invites his readers to take a journey into the hearts of those who are dedicated to changing the world. The book presents a collective vision through conversations with an extraordinary group of practical visionaries - dreamers, realists, entrepreneurs, activists, spiritualists, secularists, ethicists, critics, cynics and reluctant seers. Each was asked to consider these questions:

- What is your vision of a better world?
- What are the obstacles that need to be overcome to realize it?
- What parts of the vision are realistic and what ideas, strategies, and plans can make it so?

### A Book for All Citizens of the World

In a world that is precariously balanced between a disastrous downward spiral and the real potential for the resolution of social dilemmas, Karoff's book brings hope that the sands are shifting - that there are new forces with the potential to make this era one of monumental social change. Karoff envisions a world that tears down silos between all the sectors and integrates the unlimited capacity of the market economy "in defining problems, creating solutions and implementing strategies." (Chapter 6 - Open Sesame: Networks and Open Source Solutions)

The book's overriding goal is "to awaken the citizen within, to wake those who are sleepwalkers, those who choose to walk by the infinite collage of a world that is hurting." Through these extraordinary narratives, Karoff urges his readers to contemplate their own thoughts and dreams about how to create a better world.

# Praise for The World We Want

"The World We Want is a wonderful book for anyone wishing to make a difference and find inspiration from fellow travelers. Peter Karoff and Jane Maddox have... redefined what it means to be a philanthropist--be ready to discover it's in everything you do!"

—**Kathy Bushkin, Executive Vice President and Chief Operating Officer of the United Nations Foundation**

"The World We Want provokes thought and provides keen insight--a must read for all of us aiming to use philanthropy to build a better world."

—**Bill Bradley, former U.S. Senator**

"Karoff's life has grown from 'peddler' to philanthropist and poet. In The World We Want he teaches us to connect dream to deed, and through his heroes we learn about the limits, passion, and power of philanthropy."

—**Peter Goldmark, director of Environmental Defense; former president, Rockefeller Foundation; former CEO, International Herald Tribune**

"Karoff has succeeded in giving the reader a view of a world we do all indeed want. Each of his interviewees speaks with passion and truth... Karoff's poems, beautiful and moving, work as exclamation points for the chapters."

—**James E. Hughes Jr., Esquire, author of Family Wealth--Keeping It in the Family**

"...a lyrical and uplifting book whose conversations with great leaders and change agents can inspire us all to make a difference in the world."

—**Rosabeth Moss Kanter, Harvard Business School Professor and best-selling author**

"His 'naiveté,' and that of the many accomplished activists he interviews, offers a compelling challenge to the cynicism and resignation that reign in much of the country today. A stirring read."

—**Paul Grogan, President and CEO of the Boston Foundation**

"A poet's journey of possibilities and celebration, frustrations and reassurance... a design experiment of hope. "

—**Kelin E. Gersick, Senior Partner, Lansberg, Gersick & Associates; Management Fellow, Yale School of Management**

# Author Biography



**Peter Karoff** is the founder and chairman of The Philanthropic Initiative (TPI). For 25 years, prior to founding TPI, Peter was in the insurance and real estate businesses. He has been on the board of more than 30 nonprofit organizations and foundations, including Blackside Productions, producer of the PBS series, “The Eyes on the Prize.” Peter is also the editor of *Just Money – A Critique of Contemporary American Philanthropy*, (TPI Editions - 2004.) His poetry has been published and anthologized. A graduate of Brandeis University and Columbia University, he was made a Fellow of the McDowell Colony in 1989 and in 2006 became a Purpose Prize Fellow.

**Jane Maddox (Editor)** Formerly communications director at TPI, has devoted her career to the development and communication of missions, programs, and ideas for public agencies, nonprofit organizations and companies, including, for many years, Polaroid Corporation.

## About The Philanthropic Initiative

TPI (The Philanthropic Initiative) is a nonprofit philanthropic consulting firm that provides strategic planning and programmatic services to individual donors, families, foundations, and corporations.

TPI’s mission is to increase the impact of philanthropy in society by

- working with donors to make their giving more strategic, effective and fulfilling;
- crafting creative and productive approaches to important social issues; and
- inspiring and supporting others to invest in their own values, communities and societies.

[www.tpi.org](http://www.tpi.org)



# Reading Guide

1. What draws you to seek some larger purpose in your life? What holds you back? What holds others back?
2. Melinda Marble believes those at the center of problems need to be at the center of their solution. Do you agree?
3. Is empathy essential for social change or not? What could take its place?
4. Two schools of thought - one argues for big, transformational change, the other advocates for change one person at a time. What are the arguments for each notion?
5. Is the "entrepreneurial approach" the only approach to achieve transformational change?
6. How do you respond to the proposition that people are basically good?
7. The Internet has been proposed as one way to make everyone a "changemaker and citizen." What are other ways to engage the broadest numbers?
8. Are there systems that you feel are "so broken, they are irredeemable?" Have you ever encountered, worked within or gone around one that was broken?
9. Do you believe, as Stephen Melville does, that the U. S. society is "near the breaking point" on the resolution of social dilemmas? Why or why not? (ch. 7)
10. What can be done to encourage people in the comfort zone to do the tough and difficult things?
11. Who are your heroes and why did you choose them? Whose vision in the book particularly speaks to you?
12. What are your answers to The World We Want questions?
  - What is your vision of a better world?
  - What are the conditions needed to realize it?
  - Based on your experience, what parts of the vision are realistic, and what ideas, strategies and plans can make it so?

# Press Release

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## **Dreamers Welcome, Doers Required Envisioning and Creating The World We Want**

*The World We Want: New Dimensions in Philanthropy and Social Change is a new book by Peter Karoff in which he shares his conversations with 40 social activists about their visions for a better world.*

BOSTON, Mass – With 2008 lingering on the horizon, many Americans will soon begin to think about how they can use the fresh start of a new year as impetus to reinvent themselves with better health, more wealth and true happiness. Some particularly ambitious individuals may even take it upon themselves to reinvent the world.

Countless books on the market will help you to think more clearly about how you can create a more ideal version of yourself. But only one new book will help the dreamer in each of us do our part to envision and create an ideal world.

In *The World We Want*, Peter Karoff, founder and chairman of The Philanthropic Initiative, challenges all of us to express our vision for the world and plan out what each of us can do to make it happen.

Karoff has taken the first step of providing us with inspirational fodder. He interviewed leaders in our public, private and philanthropic communities and put them on record about the world they want, the obstacles they see to realizing it and their ideas, strategies and plans to make it a reality. Through his interviews, he discovers the underlying commonality among these leaders: they are all people who, in the words of former New York Governor Mario Cuomo, “put their shoulder to the stone – some days it moves forward, and some days it rolls back.”

“The world today is precariously balanced between a disastrous downward spiral and the real potential for the resolution of social dilemmas,” offers Karoff. “I have this naïve idea that the tipping point for the fate of the world depends on how many people do just that, ‘put their shoulder to the stone.’”

“Does the book have an overriding goal?” Karoff asks. “Yes – it is to awaken the citizen within, to wake those who are sleepwalkers, those who choose to walk by the infinite collage of a world that is hurting.”



In 2008, Peter Karoff asks Americans to consider starting their own social movement for a better world. Karoff encourages thinking big and provides a number of lessons his heroes have learned about how to be successful in making a positive impact on the community and the world around us:

## PETER KAROFF'S TOP TEN WAYS TO START A SOCIAL MOVEMENT

- Listen to the stories of others before you tell your own. Serious listening yields big dividends.
- Acknowledge that people know what they need. Help individuals find their own power and take control of their own destiny.
- Seek out the assets that every community has, build on them and celebrate. Make heroes of those who do this work.
- Find the alignment between self-interest and the public good. When there is none, push back and stand firm.
- Create common ground, make bridges and go across them. Polarization is unacceptable.
- Go downstream – transformational and top-down change only work when they become concrete and aligned with individual and community needs and aspirations.
- Use all available resources and innovation from every sector – business, citizen, government and nonprofit – to get the work done.
- Do whatever it takes – use disruption, confrontation, jujitsu, logic, data or advocacy. Tactics and strategies are endless but be persistent.
- Abandon comfort. Raise the bar, become engaged, put your whole citizen-self in, and hold the moral conscience of your community dear.
- Concentrate on the spirit. The most important transformation is the transformation of the human heart. To get there means growing your soul.

“Your legacy is the articulation in word and deed of what you believed, what you felt was right and wrong, what you did and didn’t do. The legacy you leave is actually the life you have led. You can’t be a terrible person and expect to leave a great legacy,” says Karoff. “The real legacy is the moral dimension. It is whether we have stood up and been counted when it was important to do so.”

The Philanthropic Initiative (TPI) is a nonprofit philanthropic consulting firm that provides strategic planning and programmatic services to individual donors, families, foundations and corporations. TPI’s mission is to increase the impact of philanthropy in society by working with donors to make their giving more strategic, effective and fulfilling; crafting creative and productive approaches to important social issues; and inspiring and supporting others to invest in their own values, communities and societies.

For more information, please visit TPI’s website at <http://www.tpi.org>.

Reviews, interviews, and review copies of *The World We Want* are available on request.

# Additional Information

- Listen to 3 Podcasts on themes from the book, including a conversation with Melinda Marble, Executive Director of the Fireman Foundation: <http://karoff.libsyn.com/>

-Join the conversation at the Barnes and Noble Online Book Explorer's Club: <http://www.bn.com/lvf>

- Watch a video recording of Peter's speech and conversation with John Abele at The Boston Foundation, posted on the WGBH Forum: [http://forum.wgbh.org/wgbh/forum.php?lecture\\_id=3663](http://forum.wgbh.org/wgbh/forum.php?lecture_id=3663)

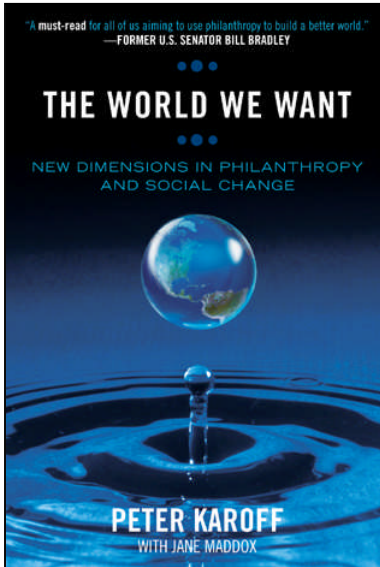
- Visit the book's website: [http://www.tpi.org/resources/books/the\\_world\\_want\\_new.aspx](http://www.tpi.org/resources/books/the_world_want_new.aspx)

- Visit the book tour website: [http://www.tpi.org/resources/books/twww\\_book\\_tour.aspx](http://www.tpi.org/resources/books/twww_book_tour.aspx)

- Order the book from Altamira Press: <http://www.altamirapress.com/Catalog/SingleBook.shtml?command=Search&db=^DB/CATALOG.db&eqSKUdata=0759110476>

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## The World We Want

### New Dimensions in Philanthropy and Social Change

By H. Peter Karoff with Jane Maddox

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"*The World We Want* provokes thought and provides keen insight--a must read for all of us aiming to use philanthropy to build a better world." —**Bill Bradley, former U.S. Senator**

"*The World We Want* is a wonderful book for anyone wishing to make a difference and find inspiration from fellow travelers. Peter Karoff and Jane Maddox have listened well to a wonderful collection of engaged citizens. In the process, they have also redefined what it means to be a philanthropist--be ready to discover it's

in everything you do!" —**Kathy Bushkin, United Nations Foundation**

"It is tempting to approach a title like *The World We Want* with resistance. Whose "we?" How do they know what I want? And then Peter Karoff introduces us, one by one, to his cast of storytellers, and we are irresistibly drawn into his concept--a poet's journey of possibilities and celebration, frustrations and reassurance...By the end, we are captured, engaged, and Peter's book has accomplished its purpose--a design experiment of hope." —**Kelin E. Gersick, Lansberg, Gersick & Associates**

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In *The World We Want*, Peter Karoff presents a collective vision of an ideal world. By sharing his experiences and through conversations with more than forty social entrepreneurs, activists, nonprofit leaders, and philanthropists who are changing notions of 'the human condition' in Africa, Asia, Eastern Europe, Latin America, and North America, he describes how new partnerships and approaches are reducing suffering and gaining greater equity for people everywhere. These visionaries are engaged in a struggle of sorts, and that conscious engagement—"the shoulder to the wheel"—is a fundamental part of the world they want.

The book weaves together multi-sector, multidiscipline strategies, but—in large part—it is about the power of human connection, reinforced by personal stories of motivation and the human capacity for caring. Without ignoring the institutional and cultural obstacles, and the courage needed to face down the dark side of human behavior, Karoff shows how citizen engagement and open source solutions could tip the scale toward a better world.

**Peter Karoff** founded the Philanthropic Initiative (TPI) to help donors increase the impact of their philanthropy and at the same time make "giving" more meaningful in their own lives. President of TPI from 1989 to 2002, he is the winner of the 2006 Purpose Prize and a senior fellow at the College of Citizenship and Public Service at Tufts University. **Jane Maddox** is an editor and communications professional who has worked with public agencies, companies, and nonprofits in communicating their missions, programs and ideas.

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