

PHILANTHROPIC VENTURES  
FOUNDATION SPECIALIZES IN  
CUSTOMIZED GIVING FOR DONORS.

March 2008

a newsletter for our donors and colleagues

# progress



## ABOUT THE EDITOR

Moira Walsh is Associate Director of Philanthropic Ventures Foundation, responsible for donor development, program work, and managing foundation operations. Moira has a strong business background, coupled with extensive experience in the non-profit arena. Prior to joining PVF, Moira was a partner at Carr, McClellan, Ingersoll, Thompson & Horn, where she practiced law for 12 years. Moira has led and served on the boards of several non-profit organizations and is a native San Franciscan.

## Bill Somerville's New Book: *Grassroots Philanthropy: Field Notes of a Maverick Grantmaker*

**W**e are delighted to announce the publication of *Grassroots Philanthropy: Field Notes of a Maverick Grantmaker*, by Bill Somerville and Fred Setterberg. The book describes Bill's approach to grantmaking, cultivated through his 45 years of experience in the non-profit sector, and advocates for actively engaging with the community, making the effort to find and meet people doing extraordinary human service work, and funding those in need, quickly – with a minimum of process and paperwork. Bill's book has just been released. To see more reviews or to purchase the book visit [heydaybooks.com](http://heydaybooks.com) or [amazon.com](http://amazon.com)

*"I can see this book being very helpful not only to salaried grant-makers at large foundations, but also to the founder and family members of unstaffed private foundations, or those who might have a donor advised fund, or just anyone who wants to make gifts not as transactions by mail, or online, but hand to hand, heart to heart, eye to eye."* – Phil Cubeta, Blogging Philanthropy, January 26, 2008.

## Community College Course on Charitable Giving

**P**VF has returned to Laney Community College this Spring, with Bill Somerville teaching his second semester of *Introduction to Philanthropy*. The course is the first community college level philanthropy class in the country and was developed specifically for Laney College as part of PVF's commitment to growing grassroots philanthropy. *Introduction to Philanthropy* (Sociology 248GA, 1.5 units) is offered Thursdays from 6-8:00pm, February 21 – May 22 at Laney Community College in Oakland, California.

"We're thrilled with the response to this class," said Bill Somerville, "both from the students at Laney College, as well as from other foundations and schools now interested in modeling a similar course after ours. On the first night 65 students showed up to take the course. The College has had to relocate us to a larger classroom to accommodate everyone."

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**continued from page 1**

Bill designed the course for newcomers to philanthropy who want to understand how to write a proposal for grants. Student will learn about foundation and corporate giving, as well as getting funds from individuals. Students are challenged to explore creative, non-traditional approaches to the use of philanthropic money. The class will culminate in each student writing an actual proposal seeking funding for a non-profit project. With Bill's guidance, the students will learn how to analyze proposals and determine which proposals should be funded. Those approved will be funded by PVE.

"We developed this class knowing that the future of philanthropy depends on more than just the wealthiest among us," explains Bill. "To meet ever more challenging and complex needs, we must engage new people with new ideas – like those in this class – to create philanthropic initiatives in their own communities aimed at improving the lives of others. Hopefully, we're providing the tools and inspiration to do just that."

As part of the course curriculum, Bill has arranged weekly presentations by experts in the foundation and non-profit field including: Colburn Wilbur, Trustee and former Executive Director, the David & Lucile Packard Foundation; Sister Rosemary and Sister Cynthia, Co-Directors, The Next Step Learning Center in Oakland; Carrie Avery, President, The Durfee Foundation; Skip Rhodes, Past Executive Director, Chevron Corporate Giving Program; Robert Uyeki, Executive Director, Y & H Soda Foundation; Dan Corsello, Executive Director, van Loben Sels/RembeRock Foundation; Carla Dartis, Managing Director, The Tides Center.

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