

## EPILOGUE

For both authors and our editor and contributor, Tanya Carter, this has been a truly enriching and rewarding experience. The book turned out nothing like we expected when we started. Coming from our different worlds we each had our predetermined answers to solve all problems, only to face the harsh test of reality. It was through the generous, open, and honest sharing by the three case studies—Oxfam Australia, Plan International Australia, and Mater Foundation—that created the anvil, for which we could forge our ideas into what we hope you find are practical solutions. Our heartfelt thanks go to the Executive Teams of these Organisations and for all of their people that gave up their valuable time to work with us instead of the wonderful purposes that they are focused upon.

We also acknowledge and thank the interviewees—from Ernst & Young, Social Ventures Australia, Mater Foundation, and the Centre of Social Impact, Swinburne University—for their contributions to the chapter on hybrid models.

Giving Hope was the title we decided on early in our writing. But it was much more than a title; it became our guiding mission, our purpose, as we wrote this book. Throughout our interactions, workshops, research, and reviews we held the mission of Giving Hope in our minds. How do we give hope to Donors, For-Purpose People, and Beneficiaries? The answer we came up with was that it is not just implementing the best fundraising

practices—Emotional Fundraising, Donor Lifetime Value, Donor Pyramid, and measuring impact—nor is it creating a mission-based operating model. It is all of these things, and all of these things are dependent on each other. Unless we take this holistic view we cannot create the successful, sustainable, and satisfying Organisation we want, and be able to change the world for the better and enjoy what we are doing while we do it.

Therefore, our message on how to give hope is to understand that the sum of all of the parts is not only necessary but essential. It is not a stand-alone programme, a skunkworks, a strong executive, or a value of the month add-on. Instead, it is how we operate, think, believe, and behave. It is what we do together that will support us as we work to give the earth and all of her inhabitants hope!