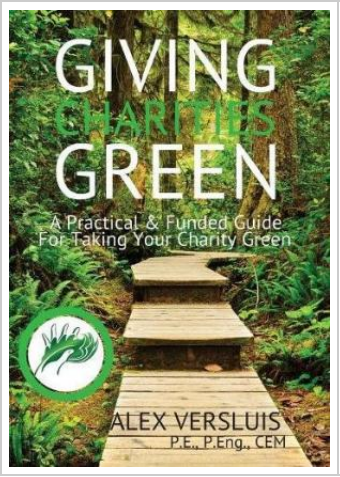

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Giving Charities Green: A Funded Practical Guide to Taking Your Charity Green (Paperback)

By Alex P Versluis

Alex Versluis, 2015. Paperback. Condition: New. Language: English . Brand New Book ***** Print on Demand *****.Its time for your charity to embrace and embed environmental sustainability into your organization. This book will walk you through a proven process that was successfully embedded into one of North America s largest and oldest charities - the YMCA. It will help to proactively navigate obstacles, source funding and help provide tools and tips you need. I will help move your organization to become Sustainably Green. Charities and Not-For-Profits (NFPs) have a unique struggle to balance mission with dollars raised. When adding anything new to the already overflowing plate, it stresses this balance, and it is too easy to dismiss as off-mission. All charities have a mission - its reason for doing what it does, to make some positive contribution to their community - that must remain the core focus. There is also the struggle with the fact that this mission needs money, dollars, time, support.and that relies on asking all types of people for time, treasure and talent. Many charities have avoided going green because they perceive this as a distracting initiative that will take the focus off the mission. They just...

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