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PRINT REPORT

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A look at giving today

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Today's most generous philanthropists want to do more than sign a check. Some are starting organizations tied to personal experience, such as fighting an illness they've suffered from or building a new facility at an alma mater. Others are taking active roles in the funds themselves, applying for-profit strategies to age-old non-profit problems.

Our special report looks at the state of philanthropy today. From trends in corporate giving to social entrepreneurship, our editors explore the increasingly complex and rewarding aspects of philanthropy.

Demonstrate your commitment to corporate responsibility by aligning your brand with the givers who make the greatest impact.

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Philanthropy

SPECIAL REPORT
Social Entrepreneurs Turn Business Sense to Good

As charitable giving dries up, new kinds of leaders are taking on the world's problem using the for-profit world as a model

- Narrated Slide Show: The Fruits of Indian Microlending
- Video: Yunus on Microfinance

Feeling Pinched, Some U.S. Philanthropists Give More

Meanwhile, nonprofits, from women's shelter to community theaters, are scrambling to find innovative ways to attract donations as they anticipate that 2009 will be the most difficult fundraising climate in years

- Slide Show: The 50 Top American Givers
- Slide Show: A Year of Mega-Bequests

Interactive Scoreboard: The 50 Top American Philanthropists

Moving into the Philanthropy Big Leagues

BW talks to Peter Peterson, William Barron Hilton, Mortimer Zuckerman, and Harvey Nathanson, four newcomers to BusinessWeek's 2008 list of 50 Most Generous Givers

THIS ISSUE
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FEATURED SLIDE SHOWS

THE BIGGEST GIVERS

Philanthropy is feeling the pinch, but some donors are stepping deeper to help