

Getting More Back From Giving

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Most charitable giving goes to programs that provide a service rather than try to fix the system. But a study of Los Angeles County nonprofits found that spending on advocacy and organizing can yield major benefits for the communities that donors want to help.

The National Committee for Responsive Philanthropy estimated that for every dollar invested in the work of a selection of advocacy groups, there was \$91 in benefits to local residents.

"It is far...above the kind of bang for the buck that you get when you invest in funding direct services," said Aaron Dorfman, executive director of the Washington-based philanthropy watchdog.

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