

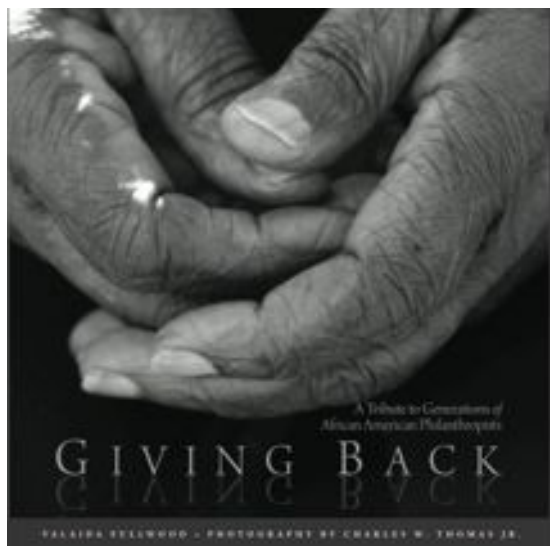
MEDIA RELEASE

GIVING BACK

A Tribute to Generations of
African American Philanthropists

Author :: Valaida Fullwood
Photographer :: Charles W. Thomas, Jr.

Hardcover :: Photography & Art
392 pages
180 b/w photographs
8.25 x 8.25
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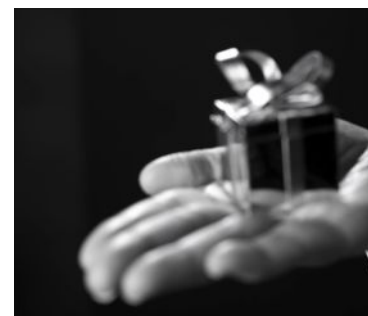
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Enrich Your 2012 Holiday Season Gift List with Stunning Book On Giving

*A Richer Picture of Philanthropy Revealed Through Vast
Collection of Stories, Photography in 'Giving Back'*

"This is the most powerful representation of philanthropy that I have seen in more than a decade in this field. The stories, the quotes, the voices and the photographs are uniformly vivid and extraordinary....A reminder that, in its roots, philanthropy should be felt, not thought," says Robert K. Ross, M.D., president and CEO of The California Endowment, about the new 392-page hardcover book *Giving Back: A Tribute to Generations of African American Philanthropists*.



In *Giving Back*, Valaida Fullwood poignantly chronicles the African American philanthropy experience. Inquiry, interviews and images provide the book's lush content that reframes portraits of philanthropy. An ultimate aim of *Giving Back* is to ignite a movement of conscientious philanthropy by empowering a generation of Americans to recognize their power and responsibility to give back.

Seasons of giving are approaching, and *Giving Back* is a perfect gift that offers a well of inspiration for lovers of photography, culture and humanity. Every book purchased keeps giving, since proceeds benefit philanthropic causes and the stories will inspire readers to give.

Fullwood, along with photographer Charles W. Thomas Jr., engages an array of generous donors and documents a myriad of philanthropic practices grounded in faith, mutuality, and responsibility. Pairing stories and images illuminates transcendent truths and elicits new thinking about philanthropy. With more than 160 artful page spreads, *Giving Back* enlivens the soul of philanthropy and honors a long American legacy.

Described an idea whisperer, Fullwood is a born-and-bred North Carolinian whose writing and consulting practice center on philanthropy, education, social innovation, and the arts. She was recently interviewed on The Tavis Smiley Show <http://bit.ly/Q2nZMN>, examining what it means to be a philanthropist. Both Fullwood and Thomas are popular public speakers. Thomas, also of North Carolina roots, is a professional photographer and executive director of a nonprofit organization that promotes social entrepreneurship.

For more information

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