



Sweet Charity: The Role and Workings of Voluntary Organizations

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The world of UK charities has been transformed. Gone are the days when charities gained the majority of their money from rattled tins. Fundraising is a sophisticated art and charities often manage multi-million pound contracts to provide services. Those who manage such organizations are expected to adapt to an ever-changing world.

Sweet Charity is about this changing world; the skills needed to manage, fundraise, run a successful lobbying campaign or attract new work and the way in which UK charities will increasingly operate in a European environment. Broadly divided into three parts, this book firstly describes the size and scope of the voluntary sector, how it operates and the ways in which changes to the welfare state have had a direct effect upon how charities operate. The second part breaks down the constituent parts of charities, looking in turn at the role of trustees, managers and fundraisers, financial staff and marketing experts. Lastly, the book deals with UK charities in a widening European context.

Sweet Charity will attract an extensive readership from trustees and managers of voluntary organizations to academics, students and commentators on the voluntary sector.

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