

"In this marvelous book, Steve Rothschild shares the same sound business principles he used at General Mills and later to found two nonprofits. Every social enterprise can benefit from these rigorous, real-world approaches."

—FROM THE FOREWORD BY BILL GEORGE

STEVE  
ROTHSCHILD

Founder, Twin Cities RISE!

THE  
NON  
NONPROFIT

FOR-PROFIT THINKING  
FOR NONPROFIT SUCCESS



## Praise for *The Non Nonprofit*

“Steve Rothschild’s fresh thinking translates proven strategies that successful businesses employ every day into practical approaches to confronting centuries-old issues like poverty. No partisan politics, no fancy tricks—just fundamental, time-tested solutions.”

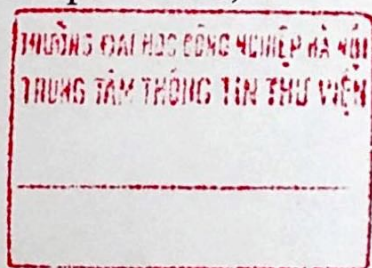
—**Harvey Mackay**, author, *Swim With The Sharks Without Being Eaten Alive*

“As a Twin Cities RISE! customer, I can say unequivocally that the seven principles in *The Non Nonprofit* work. RISE! provides just the type of employee that every company needs to be successful: self-motivated, engaged, skilled, productive, and emotionally mature. The employer community would do well to take much greater advantage of this underutilized organization.”

—**David Abrams**, vice president, North Memorial Health Care

“I’ve observed from the beginning of his anti-poverty work Steve Rothschild’s efforts to put his principles into practice. I’ve observed with the skeptical eye of an evaluator. I’ve seen hundreds of good ideas and hopeful visions flounder in the face of complex realities. I’m not easily impressed. But what Rothschild has accomplished impresses. The principles he identifies, explains, and illustrates have broad applicability. He has learned a great deal about what works. Anyone who cares about making a difference should pay attention to what he’s learned—it’s all here.”

—**Michael Quinn Patton**, founder and director, Utilization-Focused Evaluation; former president, American Evaluation Association





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*For my wife, Marilyn,  
whose love, dedication, and encouragement  
have sustained me for fifty years*

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