



Thoughts from Linda:

**The Soul of Money**  
*Transforming Your Relationship with  
Money and Life*

Lynne Twist  
2003

Written almost 20 years ago, this book of personal transformation by Lynne Twist, author, speaker, fundraiser extraordinaire, and global citizen, is an interesting history of her unfolding as a humanitarian and a call to action for others. The central theme is how humans relate to money with a compelling call for a strategic re-framing of that relationship.

She brings you through her awakening and into her early work, attacking the issue of world hunger. She brings a unique perspective to the topic, having lived, as she tells it, with her husband and three children in a solid and successfully conventional California lifestyle. In this privileged world, several events called her to her awakening and helped her activate her life for doing good in the world.

As the leader of The Hunger Project, with a mission to end world hunger, she traveled globally to many of the poorest situations on the planet. She also often met with some of the wealthiest individuals on earth in what must have provided a 'perspective of extremes' whiplash. Her sense-making of these encounters and the lessons she took from them are insightful and shared throughout the stories she tells.

As reflected in this book, we are fortunate for her work and wisdom.

As someone who raised hundreds of millions of dollars and taught fundraisers, she has thought deeply about humans and our interdependence on this thing we invented, called money. As she frames the issue in her Introduction, she notes, "In each culture, geographic location, and personal interaction, I have seen the powerful grip that money has on our lives, the wounds and hardship that it can impose on us, and the

immense healing power of even the smallest amount of money when we use it to express our humanity—our highest ideals and our most soulful commitments and values." She notes about the book: "...it is an invitation to confront our challenges with money, our fears around money, our addiction and attachment to money, our remorse and regret and hurts around money, and to embrace all of it as an arena for personal growth, a wonderful place in which to work on our own transformation."

"In that engagement we give money its soul. "

Lynn Twist is truly a global activist and citizen, having traveled extensively, first with The Hunger Project and later with The Pachamama Alliance, which she co-founded. She has also served as a leader of many organizations and serves on numerous Boards, including the Nobel Women's Initiative, where I met her many years ago. She speaks at global forums and was a keynote at our Bali Institute *Quest for Global Healing Conference* in 2003. She is active today as a speaker, podcaster, and author. Her websites are informative and inspirational. Her life is her legacy.

The book is organized into two main parts, with the first section (two parts) laying out the theory of the case and setting forth her key principles. Part One is called *Love, Lies and a Great Awakening*. In this part, she takes you through her transformation with money and her family's re-framing of their purpose in life. You will travel with her to India on one of her first trips in the '80s and learn about "Gandhi's fifth son," who could walk over poor beggars on the streets of Bombay, as you gain an understanding of the commercialization of poverty and money still visible in India today, as many saw clearly in the movie, *Slum Dog Millionaire*.

You will learn of Lynne's meeting with Mother Teresa and their mutual identities as 'God's Pencils.' She includes a fascinating and rarely discussed description of the "prisoners of privilege" as she calls the uber-wealthy, who often live in a vicious cycle of wealth and must deal with the many challenges of inherited or earned fortunes. She notes that often with the super-rich, "their money and the lifestyle of privilege cut them off from the richness of ordinary everyday life, the more normal and healthy give and take of relationships and useful work, the best of the human experience. Often their wealth distorts their relationship with money and only widens the gap between their soulful life and their interactions around money...hurtful rejections, custody suits, legal battles for the purpose of attaining more and more money harden family members and shut them down from each other. The access to money and power at high levels can amplify these situations and make them even more lethal and

unbearably cruel." As she notes, money itself does not guarantee a fulfilling life, and in fact, large amounts of money often present a major barrier to just that goal.

In Part Two, *Scarcity and Sufficiency: The Search for Prosperity*, she exposes the three myths:

1. *There's Not Enough*—which is the prevailing myth of scarcity, the big lie as she calls it.
2. *More is Better*—which is the toxic myth that drives the competitive culture of consumption and greed.
3. *That's Just the Way it Is*—perhaps the most paralyzing of the three, this belief system makes it difficult for change and can promote resignation and feelings of hopelessness and helplessness.

She disposes of these myths and takes you into the book's final sections entitled, *Sufficiency: The Three Truths and Change the Dream*.

In a chapter called *Money Is Like Water*, you will meet Gertrude, who in 1978 introduced Lynne to the concept that 'money is like water' and the correlating image of water flowing through each of us in ways that allow it to do good as it moves. Juxtaposed with a recent gift (which she later returned) of \$50,000 from a corporate executive engaged in a symbolic clean-up gift for all the wrong reasons is the story of a poor woman in a church in Harlem who found \$50 to give—giving from her heart and soul. This became a symbolic story in Lynne's worldview and greatly influenced her thinking and actions.

Lynne's ideas help transform our perspective on abundance, gratitude, generosity, and what is 'enough.' Her work is based upon the following principles:

- Prosperity flows from sufficiency — the recognition of enough.
- Each individual makes a difference.
- What we appreciate appreciates.
- Collaboration generates prosperity.
- Our legacy is what we live – not what we leave.
- Gratefulness is the heart of generosity.
- Global citizenship is the natural outcome of an awakening consciousness.

Today through her Soul of Money Institute, Lynne has worked with over 100,000 people in 50 countries in board retreats, workshops, and keynote presentations. She provides one-on-one coaching in fundraising with integrity, conscious philanthropy, strategic visioning, and having a healthy relationship with money; when you make it, spend it, donate it, or invest it.

This book gives you a great introduction to this work and calls on all of us to re-imagine our relationships with money. It is an invitation to living a more soulful life in all respects, especially in the relationship we hold with money. In addition, it is a strong call to action for taking a stand and speaking out on our principles.

As a colleague of Buckminster Fuller, she reminds us of his words to "...remember that our children are our elders in-universe time...they have come into a more complete, more evolved universe than you or I can ever know. We can only see that universe through their eyes."

The world calls on us all to lift our vision and our voices and take strong action for good—now more than ever before. This book offers all of us insights and an invitation. Even if you have read this before, as I had, I suggest another session with it today. This book provides both a potential portal for our transformative instincts and a path for achieving our most noble aspirations.