

Fundamentals of Philanthropy

Professor Steve Paprocki

E-mail Address: spaprocki01@hamline.edu

Class meetings: Thursdays 09/06 – 12/06. No class on Thursday, November 22nd (Thanksgiving).

***** New Classroom Location: Robbins Science Center (RSC), Room 130.**

I. Description

Course Description

The field of philanthropy remains an occupation of practical applications more than a profession of scientific principles and theory. Since most philanthropy practitioners have little interest in conceptual framework of the subject, little has been done to advance this sector of the field. In fact, most academic approaches to the field of philanthropy address grantseeking and relationship-based development.

This class will address both the practical applications of the field – giving away money and grantseeking. However, we will also address the major issues addressing the “giving away” side of the field, including industry issues, such as transparency and accountability, institutional approaches to major fields of interest, such as housing and public health, and the future of the field, such as the effect of Buffett-Gates, Congressional oversight, and venture philanthropy.

Our overall goal is to provide very practical working knowledge of philanthropy, the players, their work and their current issues; and to provide an analytic framework by which students can develop their own assessment of what makes good philanthropy, and what makes a good foundation.

Chronologically, the class will be partitioned into four segments:

- A. Basic Information about Institutional Philanthropy – taxonomies, differentiators, issues
- B. Basic Information about Grantseeking – what to know, what to understand, how to communicate
- C. Issues in Philanthropy – industry, interest areas, and the future
- D. Assessment of What Makes a Good Foundation – interviews, reading, papers, discussion

Class Goals

- A. Working knowledge of major local and national foundations and corporate giving programs, especially the differences and individual idiosyncrasies of major funders

B. Working knowledge of research and information tools in the field of institutional philanthropy

C. Working knowledge of significant sector/industry motivators and industry/interest area issues

D. Confidence to assess what is a good foundation and where/when foundations make mistakes

Course Focus/Learning Fields

1. We will address six fundamental questions about institutional philanthropy:

a. What do philanthropists do and how do you tell them apart? (taxonomy, differentiators)

b. What do grantseekers do and how do you tell a good one from a not-so-good one?

c. What industry issues are facing philanthropists and how are they being addressed? (e.g., transparency, grantseeker interaction, generational changes, and political differences) D. What interest areas are the top national foundations currently addressing? (the “Four Great Issues”, currently favored special populations)

E. What does the future look like for institutional philanthropy?

1. What models and paradigms are emerging? (venture philanthropy, Buffett-Gates, corporate giving) F. What makes a good foundation?

2. In addition, students will be expected to become familiar with national and local foundations, foundation personalities, and foundation media/research resources. Key to knowing foundations are working knowledge of individual foundations’ giving priorities, preferences, and procedures.

Suggested Materials

The class materials will include several short articles (both optional and required), online foundation profiles sites, regular reading from *Chronicle of Philanthropy* and from self-selected philanthropy blogs. Students are recommended to purchase these books:

- ✓ Teitel, Martin. “Thank You for Submitting Your Proposal”: A Foundation Director Reveals What Happens Next. Medfield, MA. Emerson & Church, 2006
- ✓ Orosz, Joel J. [The Insider's Guide to Grantmaking: How Foundations Find, Fund, and Manage Effective Programs](#). San Francisco. Jossey-Bass, 2000

- ✓ Foundation Center. Foundation Giving Trends: Update on Funding Priorities, 2007 Ed. by J. Atienza, New York: Foundation Center, 2007

Class Assignments Include:

- ✓ One test (familiarity with top foundations)
- ✓ Three two-page papers (corporate giving OR comparative assessment of pro-active, focused and reactive funders, AND informal memo on funding prospects AND discussion on industry issue – effects on making a good foundation)
- ✓ One grant “presentation” to “foundation board”
- ✓ One foundation interview (in person or by telephone) and oral report
- ✓ Prospect research memo
- ✓ Weekly comments/news addition to online discussion forums
- ✓ One major paper (6-7 pages) summary paper on self-selected topic related to “what makes a good foundation?”
- ✓ Contribution to class project: “Fifty Things Foundations SHOULD NOT Do”

*** Detailed instructions and due dates for these assignments can be found in Blackboard.

Grading Values:

1. Long Paper – 20%
2. Test – 10%
3. Foundation Grant Presentation – 10%
4. Three Short Papers and prospect research memo – 30%
5. Weekly Online Discussion Contribution – 10%
6. Class Discussion – 20%

II. Classes

1. September 6, 2007: Introductions & Philanthropy Stakeholders -- **Introductions**, learning objectives, class overview, expectations (yours and mine); and discussion of who are the stakeholders in philanthropy, and the roles they play

2. September 13, 2007: Types of Foundations and Operational/Motivational Differences -- Types of foundations and critical operational and motivational differences: Four major foundation types, the differences in their operations, stakeholders, and in mission/vision.

3. September 20, 2007: Taxonomies and Differentiators -- Discussion on, issue areas, special populations, other differentiators.

4. September 27, 2007: Corporate Grantmakers & How They Redefined Philanthropy -- Corporate grantmakers-- types, motivations, what we bring to the table, sponsorships, industry differences; and the differences between corporate givers and everyone else.

5. October 4, 2007: Prospecting & Research -- Prospecting & Research --what to know, what to understand, research tools, time-sensitivities, program vs. general operations, approach strategy.

6. October 11, 2007: Grantseekers Tools -- What Makes a Good One Good? --Grantseeker tools -- framing, writing, presentation, benefit statements, "going national"; Putting it together for the long-term; and discussion on prospecting assignment.

7. October 18, 2007: Philanthropy Issues: Industry and Funding Interests (TEST) -- Philanthropy Issues: Industry and Funding Interests -- introduction to industry issues and areas of funding issues; and familiarity test on grantseeking rules.

8. October 25, 2007: Philanthropic Topical Fields of Interest: Yours, Mine and Theirs - Philanthropic Topical Fields of Interest: Yours, Mine and Theirs -- "Four Great Issues," trends in giving by interest area, geography, special populations.

9. November 1, 2007: Industry Issues: Interaction or Interference? - Industry Issues: Interaction or Interference; operations, oversight, grantseeker interaction, transparency, public involvement in agenda-setting, and discussion of readings on Four Great Issues.

10. November 8, 2007: Break -- Guest Speaker

11. November 15, 2007: What Makes a Good Foundation? -- Ours & Other People's Assessments -- What Makes a Good Foundation -- other people's assessments and evaluations; creating our own criteria; looking at four critical questions -- mission/vision, operations, stakeholder services, assessing success.

November 22, 2007: No class -- Thanksgiving!

12. November 29, 2007: Future of Philanthropy: Buffett-Gates and Other Trends -- Future of Philanthropy; discussion of Gates-Buffett, venture philanthropy, shifts in national and local leadership, shifts in grantmaking procedures, philanthropy trend-spotting as a hobby.

13. December 6, 2007: Presentations: What Makes a Good Foundation? -- Presentations and discussion on "What Makes a Good Foundation."