

SESP 351 Philanthropy, Foundations, and Social Change
Northwestern University
Spring Quarter 2010

Monday 2:00pm to 4:50pm
Classroom: Annenberg G-30
Office: Annenberg 141
Office Hours M 10:30am-2:00pm and by appointment

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Course Description: This course examines the concept of philanthropy, the types of foundations that comprise one component of the philanthropic domain, and the kinds of approaches different foundations take in their work. The course will be presented as an overview that touches upon the origins and history of philanthropy in the US, different types of philanthropic foundations and the tax structures that support their existence, and the roles foundations play in supporting community change.

School of Education and Social Policy Academic Integrity Statement: Students in this course are expected to comply with the policies found in the booklet, *Academic Integrity at Northwestern University: A Basic Guide*. All final examinations must be submitted as electronic files as well as delivered in printed form. Written work may be electronically tested for plagiarized content. For details regarding academic integrity at Northwestern, visit: <http://www.northwestern.edu/uacc/>. If you need a copy of the brochure, visit the SESP Student Affairs Office on the 1st floor of Annenberg Hall.

Accommodations for Students with Disabilities: In compliance with Section 504 of the 1973 Rehabilitation Act and the Americans with Disabilities Act, Northwestern University is committed to providing equal access to all programming. Students with Disabilities seeking accommodation are encouraged to contact the Office of Services for Students with Disabilities (SSD) at 467-5530 or ssd@northwestern.edu. SSD is located in the basement of Scott Hall and has a website at <http://www.stuaff.northwestern.edu/ssd/>.

Course Requirements and Grading: Regular attendance, active participation, on time delivery of assignments, and thoughtful written products are required. Class assignments may be turned in late only with permission, and will in any case result in reduced points; assignments will not be accepted more than 24 hours late without prior written permission from the professor. Timely arrival in class is expected, especially when guest speakers are scheduled.

Grading:

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| 1. Class attendance and thoughtful, informed participation in course components | 30 points |
| 2. Bibliography project | 20 points |
| 3. Final project | 50 points |

Written Assignments: *All written assignments* must be delivered in hard copy on standard size paper, typed, double-spaced in size 12 font (preferably Times New Roman), pages stapled, with a header that includes the student's name, the date the assignment is due, and the title of the course. Additionally, an electronic file must be delivered by email on the due date.

Course Projects: In addition to attendance and participation, students will complete one small and one large project. The projects will be announced early in the quarter in class.

Assigned Readings: A Course Packet is available from Quartet Copies on Clark Street. Additional items included on the syllabus will be made available to download from Blackboard or are available online. GrantCraft readings are available at <<http://www.grantcraft.org/>>. Please register as a student and download the relevant publications for each week's reading assignment. The syllabus clearly indicates the full citation for each reading and the appropriate place to find it. From time to time, additional readings will be handed out in class.

Week 1: Monday March 29: Introduction

Read in preparation for class:

- Carnegie, A. (1889). The Gospel of Wealth. North American Review, 148, pp. 653.
ONLINE: <http://www.swarthmore.edu/SocSci/rbannis1/AIH19th/Carnegie.html>

Discussion:

- Course overview; review the syllabus.
- Overview of the philanthropic domain: what is philanthropy? what is a foundation? motivations for giving? what do people give to?

Activity:

- Grantmaking exercise, time one.

Week 2: Monday April 5: Roles of Philanthropy in Society

Read in preparation for class:

- Prewitt, K. (2006). Foundations. In W. Powell & R. Steinberg (Eds.), *The Non-Profit Sector*, pp. 355-77. New Haven, CT: Yale University Press. COURSE PACKET.
- Payton, R., & Moody, M. (2008). *Understanding Philanthropy: Its Meaning and Mission*. Read Chapter 1: Introduction, pp. 1-26, and Chapter 5: The Social History of the Moral Imagination, pp. 131-154. Bloomington, IN: Indiana University Press. COURSE PACKET.
- Havens, J., O'Herlihy, M., & Schervish, P. (2006). Charitable Giving: How Much, by Whom, to What, and How? In W. Powell & R. Steinberg (Eds.), *The Non-Profit Sector*, pp. 542-67. New Haven, CT: Yale University Press. COURSE PACKET.
- Lawrence, S., Austin, A., & Mukai, R. (2007). Foundation Growth and Giving Estimates. A report in the *Foundations Today Series* of the Foundation Center. DOWNLOAD from Blackboard Course Readings.
- Foundation Center (2009). *Highlights of Foundation Yearbook*. New York: Author. DOWNLOAD from Blackboard Course Readings.
- Foundation Center (2007). Major Population Groups, 2007. *Foundation Giving Trends*. New York: Author. DOWNLOAD from Blackboard Course Readings.
- Foundation Center (2007). Grants by Major Subject Categories 2007. *Foundation Giving Trends 2009*. New York: Author. DOWNLOAD from Blackboard Course Readings.
- Foundation Center (2009). Grants by Recipient Types 2007. *Foundation Giving Trends 2009*. New York: Author. DOWNLOAD from Blackboard Course Readings.
- Ford Foundation (2010). *GrantCraft: A Map of the Craft*. DOWNLOAD from <http://www.grantcraft.org/>

- Ford Foundation (2010). *GrantCraft: Roles at Work*. DOWNLOAD from <http://www.grantcraft.org/>

Discussion:

- Historical perspectives, who gives, values and donor intent, why we have foundations, what kinds of issues they invest in, how they decide what to fund, how they themselves are funded, how free they are in their choices about how to invest.

Week 3: Monday April 12: A Private/Public Partnership Dedicated to the Place-by-Place Revitalization of Illinois Communities

Read in preparation for class:

- Grand Victoria Foundation, (2008). *Everything Changed: Building Stronger Communities for Illinois*. Chicago: Author. DOWNLOAD from Blackboard Course Readings.
- Grand Victoria Foundation, (2006). *Venturing Wide, Digging Deep: One Foundation's Approach to Supporting Great Communities*. Chicago: Author. DOWNLOAD from Blackboard Course Readings.
- Bernholz, L., Fulton, K., & Kasper, G. (2005). *On the Brink of New Promise: The Future of US Community Foundations*. Report from the Charles Stewart Mott Foundation and the Ford Foundation. DOWNLOAD from Blackboard Course Readings.
- Ford Foundation (2010). *GrantCraft: Learning Together: Collaborative Inquiry Among Grant Makers and Grantees*. DOWNLOAD from <http://www.grantcraft.org/>
- Ford Foundation (2010). *GrantCraft: Scanning the Landscape: Finding Out What's Going On in Your Field*. DOWNLOAD from <http://www.grantcraft.org/>

Guest Speakers:

- Sara Schastok, Evanston Community Foundation.
- Nancy Fishman, Grand Victoria Foundation.

Discussion:

- Origins of community foundations and contemporary/emerging approaches to their work. What is Communityworks? Origins, long-term objectives of Communityworks. Why is it important for Illinois? What is it about the funding model that makes it unique and successful? What is the value proposition of place-based funding?

Week 4: Monday April 19: Philanthropy and Public Policy

Read in preparation for class:

- Lenkowsky, L. (2006). The Politics of Doing Good: Philanthropic Leadership for the 21st Century. In W. Damon & S. Verducci (Eds.), *Taking Philanthropy Seriously: Beyond Noble Intentions to Responsible Giving*, pp. 50-61. Bloomington, IN: Indiana University Press. COURSE PACKET.
- Yates, G., & David, T. (2000). Don't Call Us "Conversion Foundations . . . Please. *Grantmakers in Health*, February 2000. DOWNLOAD from Blackboard Course Readings.
- Center for Public & Nonprofit Leadership (2005). *The Cost of Caution: Advocacy, Public Policy, and America's Foundations*. An Issues Forum Report. Washington, DC: Georgetown University. DOWNLOAD from Blackboard Course Readings.
- Independent Sector (2001). *Guiding Principles for Public Policy on Charitable Giving*. Washington, DC: Author. DOWNLOAD from Blackboard Course Readings.

- Smith, S. (2009). *Nonprofits, Philanthropy, and Public Policy: Are We at a Critical Moment?* Keynote address to the Georgetown University Center for Public and Nonprofit Leadership. Washington, DC: Georgetown Public Policy Institute. DOWNLOAD from Blackboard Course Readings.
- US Department of State (2008). *US Department of State and Avon Foundation Announce a Public-Private Partnership*. Press release, October 15, 2008. DOWNLOAD from Blackboard Course Readings.
- Grant Watch (no year). Conversion Foundations: A Listing. *Health Affairs*, 16, (2). DOWNLOAD from Blackboard Course Readings.

Discussion:

- How does policy support philanthropy? How does philanthropy drive policy?

Guest Speakers:

- To be announced.

Week 5: Monday April 26:

Project Work:

- Readings and project activity to be announced.

Week 6: Monday May 3—Class Six: Controversies in Philanthropy

Read in preparation for class:

- Ahn, C. (2007). Democratizing American Philanthropy. In Incite! Women of Color Against Violence (Ed.), *The Revolution Will Not Be Funded: Beyond the Non-Profit Industrial Complex*, pp.63-76. Cambridge, MA: South End Press. COURSE PACKET.
- Gilmore, R. (2007). In the Shadow of the Shadow State. In Incite! Women of Color Against Violence (Ed.), *The Revolution Will Not Be Funded: Beyond the Non-Profit Industrial Complex*, pp.41-52. Cambridge, MA: South End Press. COURSE PACKET.
- Anheir, H.K., & Leat, D. (2006). *Creative Philanthropy*. New York: Routledge. Read Chapter 1: The Debate About Philanthropy, pp. 3-16 and Chapter 2: Models of Philanthropy in Context, pp. 17-38. COURSE PACKET.
- Nonprofit Quarterly Interview with Congressman Xavier Becerra of California; US House of Representatives, Ways and Means Committee. ONLINE at: http://www.house.gov/htbin/blog_inc?BLOG,ca31_becerra,blog,999,All,Item%20not%20found,ID=080204_1612,TEMPLATE=postingdetail.shtml
- Porter, M.E., and Kramer, M. (1999). Philanthropy's New Agenda: Creating Value. *Harvard Business Review* Nov/Dec, 1999. ONLINE at: <http://hbr.org/1999/11/philanthropys-new-agenda-creating-value/ar/1>
- Perry, S. (2010). Senators Call on Boys & Girls Clubs of America to Justify Pay and Spending. *The Chronicle of Philanthropy*, March 17, 2010. ONLINE at: <http://philanthropy.com/article/Senators-Call-On-Boys-Girls/64665/>
- Raymond, S. (2005). *American Philanthropy and the 21st Century: A Plea for the World of Ideas*. ONLINE at: <http://www.onphilanthropy.com/site/News2?page=NewsArticle&id=5551>

Discussion:

- Tensions in funding; lack of critical thinking about how non-profits operate; percentage of jobs in the sector vs. freedom in terms of pay, benefits, work environment; who decides how money is invested?

Guest Speakers:

- To be announced.

Week 7: Monday May 10: Philanthropy for Social Change/Social Justice

Read in preparation for class:

- Moore, J.G., and Philbin, M. (2005). Women as Donors: Old Stereotypes, New Visions. In Clift, E. (Ed.), *Women, Philanthropy, and Social Change*, pp.61-73. Lebanon, NH: Tufts University Press. COURSE PACKET.
- Blackwell, A. (2009). Empowering the African American Community Through Strategic Grantmaking. In R. Jackson (Ed.), *A Philanthropic Covenant with Black America*, pp. 1-18. Hoboken, NJ: John Wiley & Sons. COURSE PACKET.
- Reich, B. (2006). Philanthropy and its Uneasy Relation to Equality. In W. Damon & S. Verducci (Eds.), *Taking Philanthropy Seriously: Beyond Noble Intentions to Responsible Giving*, pp. 27-49. Bloomington, IN: Indiana University Press. COURSE PACKET.
- Ruesga, G.A., and Puntenney, D. (2010). *Social Justice Philanthropy: An Initial Framework for Positioning this Work*. A report from the Working Group on Philanthropy for Social Justice and Peace, supported by the Ford Foundation. DOWNLOAD from Blackboard Course Readings.
- Ford Foundation (2010). *GrantCraft: Advocacy Funding: The Philanthropy of Changing Minds*. DOWNLOAD from <http://www.grantcraft.org/>
- Ford Foundation (2010). *GrantCraft: Grantmaking with a Racial Equity Lens*. DOWNLOAD from <http://www.grantcraft.org/>
- Ford Foundation (2010). *GrantCraft: Grantmaking with a Gender Lens*. DOWNLOAD from <http://www.grantcraft.org/>

Discussion:

- What is social justice philanthropy? What makes it unique? Issues and approaches commonly associated with social justice philanthropy.

Guest Speakers:

- To be announced.

Activity:

- Student project updates.

Week 8: Monday May 17: Innovation and New Brands of Philanthropy

Read in preparation for class:

- King, S. (2006). *Pink Ribbons, Inc: Breast Cancer and the Politics of Philanthropy*. Read Chapter 4, Imperial Charity: Women's Health, Cause Related Marketing, and Global Capitalism, pp. 81-100. Minneapolis: University of Minnesota Press. COURSE PACKET.
- Dees, J. (2008). Philanthropy and Enterprise: Harnessing the Power of Business and Social Entrepreneurship for Development. In L. Brainard & D. Chollet (Eds.), *Global Development 2.0: Can Philanthropists, the Public, and the Poor Make Poverty History?* pp. 120-134. Washington, DC: Brookings Institution Press. COURSE PACKET.
- Sievers, B. (2001). *If Pigs Had Wings: The Appeals and Limits of Venture Philanthropy*. Washington, DC: Georgetown University Center for Public and Nonprofit Leadership. DOWNLOAD from Blackboard Course Readings.

- Gates, B. (2008). Making Capitalism More Creative. *Time Magazine*, July. ONLINE at: <http://www.time.com/time/business/article/0,8599,1828069,00.html>
- Greene, S. (2003). Selling Social Change: Former eBay Executive Uses Wealth to Encourage Activism. In *Chronicle of Philanthropy*, November 2003. ONLINE at: http://www.skollfoundation.org/media/press_releases/external/2003/Chronicle%20of%20Philanthropy%20November%2027,%202003%20-%20Selling%20Social%20change.htm
- Moore, J. (2010). *Dance Marathon Raises More Than \$850,000*. ONLINE at: <http://www.northwestern.edu/newscenter/stories/2010/03/dancemarathon.html>

Discussion:

- Venture philanthropy; social entrepreneurs; campus philanthropy; philanthrocapitalism; new regions of philanthropy; do-it-yourself philanthropy; changing focus of philanthropy; triple bottom line; innovation and social change; merging business principles and non-profit motives; women's philanthropy; identity philanthropy.

Guest Speakers:

- To be announced.

Week 9: Monday May 24: Supporting Community Organizing to Alter Community Conditions and Community Outcomes

Read in preparation for class:

- Zappia, B. (2007). *Exploring Health Disparities in the Context of Neighborhood*. Rochester, NY: Greater Rochester Health Foundation. DOWNLOAD from Blackboard Course Readings.
- Syme, S., & Ritterman, M. (2009). The Importance of Community Development for Health and Well-Being. *Community Development Investment Review*, 5, (3). DOWNLOAD from Blackboard Course Readings.
- Ford Foundation (2010). *GrantCraft: Funding Community Organizing: Social Change Through Civic Participation*. DOWNLOAD from <http://www.grantcraft.org/>
- Ford Foundation (2010). *GrantCraft: Mapping Change: Using a Theory of Change to Guide Planning and Evaluation*. DOWNLOAD from <http://www.grantcraft.org/>
- Ford Foundation (2010). *GrantCraft: Making Measures Work for You: Outcomes and Evaluation*. DOWNLOAD from <http://www.grantcraft.org/>

Discussion:

- There is ample evidence that community conditions impact the health and well being of residents. Some foundations support community organizing as a way to mobilize residents as central actors in the production of their own well being.

Guest Speakers:

- To be announced.

Activity:

- Grantmaking exercise, time two.

Monday May 31—NO CLASS—Memorial Day

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FINALS WEEK:

Thursday June 10—9:00am, final project presentation; final projects due by noon.