

# Kyung Hee Global Collaborative Summer 2019

## Global Philanthropy: The Generosity of People and Nations

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This course will provide students with a theoretical and practical framework to understand why individuals across the world either donate money or time or both. Students will consider the what social, cultural and religious norms support philanthropy and their role in a historical context leading up to the present day, for different national contexts.

In addition, we will explore the role of government support, earned revenue, corporate philanthropy and private philanthropy in nonprofit management and fundraising when contextualizing philanthropy. Through visits to local corporate foundations and NGOS, students will gain practical knowledge about how these support systems are utilized and accessed.

Before concluding the course, we will look at several topics including but not limited to: Philanthropy in different countries; (Is one country more generous than another? Why?); Motives to give (Why give?); Benefits of Philanthropy (Does giving benefit the recipient or donor?); Religious influences on philanthropy (What do the major regions say about generosity?); Free riding (Should I donate? Should I volunteer?) Corporate Philanthropy (What is the role of social enterprise in corporate philanthropy?)

### **Books:**

- Weipking, P. & Handy, F., (Eds) (2015) The Palgrave Handbook on Global Philanthropy. London, UK: Palgrave Macmillan (specific chapters)

### **Optional Readings**

- Zunz, O. (2014). Philanthropy in America: A history. Princeton University Press

- Raymond, S. U. (2004). *The future of philanthropy: Economics, ethics, and management*. John Wiley & Son

### **Readings: (For class discussion by students in groups of 2) – Grade 50%**

Class presentation: Power point – 15-20 minutes followed by a class discussion 10-15 minutes- Distribute main points and summary of reading to all students prior to presentation

Konrath, S., & Handy, F. (2018). The Development and Validation of the Motives to Donate Scale. *Nonprofit and Voluntary Sector Quarterly*, 47(2), 347-375.

Handy, F. (2000). How we beg: The analysis of direct mail appeals. *Nonprofit and Voluntary Sector Quarterly*, 29(3), 439-454.

Hustinx, L., Handy, F., Cnaan, R. A., Brudney, J. L., Pessi, A. B., & Yamauchi, N. (2010). Social and cultural origins of motivations to volunteer: A comparison of university students in six countries. *International Sociology*, 25(3), 349-382.

Croson, R., Handy, F., & Shang, J. (2009). Keeping up with the Joneses: The relationship of perceived descriptive social norms, social information, and charitable giving. *Nonprofit Management and Leadership*, 19(4), 467-489.

Plewes, B. (2008). Global philanthropy and international cooperation: A guide to trends and issues. *Canadian Council for International Cooperation*, pdf, 1.

Collins, Marylyn. "Global corporate philanthropy—marketing beyond the call of duty?." *European Journal of Marketing* 27, no. 2 (1993): 46-58.

Wiepking, Pamala, and Beth Breeze. "Feeling poor, acting stingy: The effect of money perceptions on charitable giving." *International Journal of Nonprofit and Voluntary Sector Marketing* 17, no. 1 (2012): 13-24.

## **Unit 1: (Week 1): Introduction and The Individual**

- (1) Introduction to philanthropy
- (2) Motivations for Giving and Volunteering: Reasons why individuals donate time and money.
- (3) Benefits of Giving and Volunteering
- (4) How philanthropic motives are conditioned by cultural, religious and social norms, and how they differ from country to country.

(5) Philanthropy and developments in fundraising.

## **Unit 2 (Week 2) Organization and Country Context**

### **Presentation on Assignment 2 Start in the Second Week!**

- (1) The Organization: What type of organizations promotes philanthropy: Nonprofits and foundations
- (2) The Country context: Are people in one country more generous than others? Why?
- (3) Country-specific differences in governmental, fiscal and legal policies for philanthropic actors and organizations that influences philanthropy
- (4) International giving: Giving across borders and remittances

**Assignment 1: What does philanthropy mean to you? Choose a country and summarize its philanthropic activity and factors that facilitate giving (approximately 1000 words)**

## **Unit 3 (Week 3) Contextual factors facilitating philanthropy**

- (1) Historical and social origins of the voluntary sector and its impact on philanthropy
- (2) Fiscal policies and tax regimes impacting philanthropy
- (3) Fundraising culture: Different countries, different organization of fund-raising regimes

### **Assignments/Grading:**

1. Assignment 1: (30%):
2. Assignment 2: Group Assignment and presentation (50%)
3. Class Participation (20%)