



ERNOP Newsletter Autumn 2016

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1. Call for Proposals ERNOP Conference 2017

The changing face of philanthropy?

Philanthropy in an era of hybridity and alternative forms of organizing

European Research Network On Philanthropy 8th International Conference

13-14 July 2017, Copenhagen Business School, Copenhagen, Denmark

Philanthropy is a rich and varied phenomenon. Today the study of philanthropy is spread over a large number of disciplines. No longer it are only psychologists, economists and sociologists who examine the how, when, what, where, why and who of philanthropy, but also scholars in public administration, organizational science, political science, communication science, theology, marketing, behavioral genetics, neurology, biology, and other sciences.

Recent years have witnessed a diversification of the how of philanthropy. Classic donations from individuals, foundations and commercial enterprises give way to hybrid forms of philanthropy. A distinction between giving and receiving organizations, and foundation and commercial enterprise is no longer easily made. Hosted by the Center for Civil Society Studies at the Department of Business and Politics, Copenhagen Business School in Denmark, the conference will gather scholars from various disciplines sharing a motivation to discuss the answers on questions of today's philanthropy and generate new questions about the philanthropy of tomorrow. Participants are especially encouraged to send in proposals addressing the boundaries, new and alternative forms of philanthropy. Not only will the conference serve as a platform to discuss current research developments and to foster new insights about philanthropy today, it will also address the face of philanthropy tomorrow.

The organizers welcome papers addressing national contexts as well as cross-national comparisons. Papers can be either empirical – using quantitative, qualitative, or mixed method approaches – or theoretical. Topics at the conference include (but are not limited to):

- Altruism and generosity
- Bequests and intergenerational transfers
- Cross-country studies of philanthropy
- Corporate philanthropy and CSR
- Cross-sector collaboration with for profit organizations or governments
- Diaspora and community philanthropy
- Economics of philanthropy
- Efficacy, efficiency and performance evaluation
- European philanthropy (or philanthropies)
- Family philanthropy
- Fundraising strategies and practices
- Foundation roles and strategies
- Governance of foundations
- High net worth philanthropy
- Impact, outcomes and outputs of philanthropy
- Legal and fiscal issues in philanthropy
- Methodology for philanthropy research
- Morality and ethics of giving
- Private and public foundations
- Social innovation, crowdfunding and philanthropy
- Strategies for philanthropy
- Theories of giving and volunteering
- Venture philanthropy, social investment and impact investment
- Volunteering, giving time



Keynote speakers:

Sarah Smith: A changing face of philanthropy?



[Sarah Smith](#) is Professor of Economics at the University of Bristol. Her research interests are in applied micro - specifically consumer behaviour and public economics and her main focus is the economics of not-for-profit organisations. She has been working with a number of charity organisations to understand what motivates individuals to give and how donations respond to different (economic and non-economic) incentives. Recently, she carried out work on behavioural change related to bequest giving and the effect of larger donations on subsequent pledges. She also carried out excellent work on long-term trends in giving.

Flemming Besenbacher: Foundation owned companies : An alternative face of philanthropy?



[Flemming Besenbacher](#) is an outstanding academic, Chairman of the board of the Carlsberg Foundation and Chairman of the Supervisory board of Carlsberg A/S. The Carlsberg Foundation is one of the world's oldest commercial foundations. Next to being the principal shareholder of the world's thirds largest brewery, it also supports visionary and innovative international basic research within the natural sciences, social sciences and humanities.

Requirements and procedure:

For the ERNOP Conference 2017, submissions of a short abstract and the full working paper are required. Please submit your abstract at: www.ernop.eu/conference2017 by February 17, 2017. You will be notified of acceptance by March 10, 2017. Full working papers will be due June 16th, 2017.

- Abstracts should be about 2500 characters long (spaces, punctuation and title included. Authors, affiliations and keywords not included).
- Abstracts do not have a set structure. However, an outline of the research questions, methods, data sources, and a brief description of the results is highly appreciated.

Submission deadlines:

Abstracts: February 17th, 2017

Full papers: June 16th, 2017

Practical issues and further information:

- PhD Students Rate: € 270 (early Bird), € 320 (regular)
- Scholars and non-profit practitioners rate: € 320 (early Bird), € 370 (regular)
- Other categories (public and commercial sector): € 370 (early Bird), € 420 (regular)
- Early Bird Rate ends March 24, 2017
- More information and registration: www.ernop.eu/conference2017



2. Present a poster, participate and meet philanthropy practitioners at the ERNOP Pre-conference event

Foundations are to be found everywhere, but Denmark stands out for being home to a special type of foundations. These foundations are the single shareholder of multinational companies, but do give a lot back to society by contributing to research, culture and other charitable goals. Prior to the ERNOP Conference on 13 and 14 July 2017, CBS Center for Civil Society Studies and the Carlsberg Academy invite you to join and present at the pre- ERNOP conference event *"The Societal Significance of European Foundations, A Poster-Based Encounter among Researchers and Practitioners"*, which will take place on the 12th of July.

In times of growing expectations, when market actors and governments fail to provide merit goods of sufficient quantity and quality, hybrid organizations in the third sector may come to the rescue. A wide variety of philanthropies operates around Europe, but little is known about their actual societal significance and social impact – not only in terms of intended output, but also measured as unintended outcomes and side effects. What and how do foundations contribute to society? Is it always gold that glitters?

The CBS Center for Civil Society Studies is trace tracking European foundations in order to address and better understand these understudied research questions. A preliminary report shall be presented at this pre-conference, supplemented by a wide variety of posters presented by a select group of researchers and informed practitioners studying foundations in different parts of Europe.



The event is taking place in very villa where the Danish brewer I.C. Jacobsen founded the Carlsberg Foundation, probably the oldest still operative Foundation owned Business in the world. Since 1876 the foundation has donated large amounts of money to the arts and sciences. More information

The morning session is limited to a select group of 50 poster-presenters presenting in a seminar-style format. The participants shall be chosen on the basis of academic and/or practical merits. Poster size max. 60 cm. tall x 120 cm wide (24" x 48"). **Abstracts and/or poster drafts must be forwarded for peer selection no later than April 3rd 2017.** For more information, register for the event and/or to submit an abstract or poster, contact: ep.dbp@cbs.dk or visit the [website](#).

In the afternoon session (2-5 PM) the poster-presenters are supplemented by an invited group of academics and practitioners associated with philanthropic organizations. This mixed audience will be addressed by two key note speakers, and given opportunities to discuss the invited posters in an interactive workshop fashion. Afterwards the posters can be exhibited at the main hall of the ERNOP conference.



3. Get inspired at the ERNOP Pre-conference PhD Workshop

The future of our field of research is in the hands of our students. Investing in the next generation of researchers is an important instrument to increase the quality of research. Therefore we are happy to announce that ERNOP is organizing a pre-conference workshop for PhD candidates on July 12, 2017.

René Bekkers (VU Amsterdam), Anne-Claire Pache (ESSEC) and Maria Gallo (NUI Galway) will mentor a selection of PhD candidates who are in the initial stage of their dissertation research. The goal of the workshop is to help PhD candidates design their dissertation plans and provide them with feedback from the mentors and the other participants. Participants briefly present their research plans and discuss them with each other. Candidates from all nations and all disciplines are welcome to apply. A limited number of travel and accommodation grants (€250 each) is available for students who have no other funding to attend the workshop. Please submit your application through the [website](#).

Senior researchers sharing our passion for the future of young talented philanthropy researchers are very much invited to volunteer as mentor! Please contact [Barry Hoolwerf](#) for more information.



4. Member news

France - ESSEC Business School

ESSEC Business School is moving forward and provides a great source of knowledge on philanthropy for the French philanthropy community and beyond. Two months ago, the



Imran Chowdhury (Pace University), Arthur Gautier and Anne-Claire Pache (both ESSEC Business School) winning the best paper award.

research on the legitimization process of corporate philanthropy in France won the 2016 Best Paper on the History of CSR Award at the Academy of Management Annual Meeting in Anaheim. On the 2nd of November 2016, ESSEC hosts a "crash course" on venture philanthropy at ESSEC Business School and Arthur Gautier will welcome the participants and moderate a roundtable. The crash

course is related to the [annual conference of the European Venture Philanthropy Association](#), which will take place in Paris on November 3-4. Meanwhile, ESSEC Philanthropy Chair Anne-Claire Pache is invited as keynote speaker at a conference on hybrid organizations ([call for proposals](#)) in Rome on April 18-19, and, ESSEC Philanthropy Chair Executive Director Arthur Gautier published two articles on the role of philanthropy.

In the first article, "**France: Philanthropy seen by the decision-makers**", Arthur Gautier looked into what perceptions and expectations gain interest in philanthropy among the decision-makers in the French economy, politics, and cultural sector in 2016. Students who attend the "Philanthropy: Strategies and Impact" course at ESSEC Business School, interviewed 51 leading CEOs, politicians, union representatives, journalists, intellectuals, artists, sports personalities and scientists, and their findings were presented in June at the 3rd Rencontres Internationales des Philanthropes, a forum organised in Paris by the Fondation de France. The full article can be found [here](#).

In the second article, "**Lessons in giving from the global south**", Arthur Gautier writes about looking beyond the US model of giving. Ten so-called 'frontier philanthropists' in Pakistan, India, Turkey, Kenya, South Africa and Hong Kong, who are part of the Empower Families for Innovative Philanthropy platform, founded by the Edmond de Rothschild Foundations, were interviewed, in order to uncover the motivations and strategies developed by these entrepreneurs and family businesses to foster social change, as well as the specific challenges they face. The full article can be found [here](#).



Slovakia – Center for Philanthropy

In the beautiful city of Bratislava, ERNOP members Boris Strecansky (Slovakia) and Marianne Török (Hungary), presented the outcomes of the research on a recently published study on the impact of the percentage tax designations. The two days conference, which took place on 8-9 September, was entitled: Assessment of the Impact of the Percentage Tax Designations: Past, Present, Future.

A broad audience, 45 participants from academia, civil society and government sector from 12 countries, mostly from the East-Central and South Europe attended the conference and discussed findings of the research. The conference participants commented that there was a visible convergence during the last 15 years ago in the post-communist part of this region. At the same time many of the symptoms of crisis of democracy that is visible in this region are common to older democracies as well. While the mechanism of the tax designation has been useful and widely used within the civil society, there is a need for forward looking and future visioning among the practitioners and academics on future of civil society in Europe.

The subject of this study is the percentage tax designation system as a phenomenon in the nexus of public finance allocation, public benefit/civil society realm and taxation. Its focus is Central and Eastern Europe (CEE), where the system has remained to be a popular policy instrument over twenty years.

This research had been prepared in 2014 and was conducted during 2015 in five CEE countries that



use the percentage tax designation system: Hungary, Lithuania, Poland, Romania and Slovakia. The percentage mechanism was met with enthusiasm in the transitional phase of post-communist Central and Eastern Europe. It has offered a unique way of redistribution of state resources to public benefit activities in an environment that was resource dry with bureaucratic and un-transparent, politically biased public funding mechanisms. The percentage tax designation system works as a decentralised decision making mechanism where state resources, namely certain percentages of the income tax, are channeled, mostly to not-for-profit organizations (as well as other public and private entities with public

benefit purposes), based on the decision of the taxpayers and therefore reflecting the societal needs as perceived by taxpayers.

However, while this system is often referred to as “percentage philanthropy”, it is wrong to call it “philanthropy” as the resources used are not private resources, but resources that must be paid



anyway as income tax. It is also wrong to assume that the mechanism supports the non-profit sector at large, as not only, and not all not-for-profit organizations benefit from the percentage mechanism. Nevertheless it is true that the system aims to support the public good. More information on the research and the study is available [here](#).

Switzerland - Center for Philanthropy Studies at the University of Basel (CEPS)

ERNOP provides a platform for academics and researchers to share their knowledge and to exchange practices. However, philanthropy takes place in different national contexts. So, why not get together on a national level? The Center for Philanthropy Studies (CEPS) at the University of Basel launched its research fellow program with this aim. Who's next?

Members of the CEPS Research Fellows are researchers, particularly young researchers, who are employed by or have graduated from a Swiss university. The [CEPS Research Fellows Program](#) serves as interdisciplinary network of researchers in the field of philanthropy and non-profit sector. The [current 14 members](#) of the network are from universities in Switzerland and Germany and from private research centers. The network is open to new researchers that would like to participate.

Second Swiss Philanthropy Studies Workshop in Basel



On September 27, the CEPS Research Fellows met up for the second Swiss Philanthropy Studies Workshop at University of Basel. Various research topics were being discussed by presenters from different research institutions. The participants exchanged thoughts on their various research projects and provided feedback to their fellows.

The Netherlands – Center for Philanthropic Studies, VU Amsterdam

The crowding-out hypothesis revisited

With shifting relationships between governments and nonprofit organizations, there is a need for robust evidence on the effects of public funding on nonprofit revenues. In a recent publication, Arjen de Wit and René Bekkers (Vrije Universiteit Amsterdam) review previous studies on the crowding-out hypothesis, which holds that private charitable donations are lower in situations of higher government support and vice versa.

They find that about two-thirds of previous estimates report a negative correlation (crowding-out), while one third of the estimates report a positive correlation (crowding-in). The results are strongly shaped by the research methods that are used. In experiments, a 1 dollar increase in government



support is associated with an average 0.64 dollar decrease in private donations, while non-experimental data analyses find an average increase of 0.06 dollar.

Furthermore, different measures of government support tend to correlate differently with charitable giving. The paper is [published online first in the Journal of Public Administration Research and Theory](#) (paywall). Full documentation and the preprint version of the paper are [available at the Open Science Framework](#) (open access). For more information, please contact [Arien de Wit](#).

The Netherlands - Rotterdam School of Management, Erasmus University Rotterdam

Lonneke Roza successfully defended her dissertation in the Senate Hall at Erasmus University Rotterdam on Thursday, 8 September 2016. In her dissertation '[Employee Engagement In Corporate Social Responsibility; A collection of essays](#)', ERIM's Lonneke Roza addresses three main research areas. First, it investigates who engages in CSR and to what extent they differ from those who are privately involved and those who are unengaged in social initiatives. Secondly, this dissertation reveals the barriers for those who refrain from such behavior and how organizations can take measures to lower these barriers, and consequently increase engagement rates. The third part of the dissertation takes multi-level perspectives on the outcomes of employee engagement in CSR, both from a business and NPO perspective.

Employee engagement in Corporate Social Responsibility (CSR) is essential to the success of these social initiatives within organizations. Organizations -and companies in particular- are increasingly looking for ways to involve their employees in CSR activities. Community involvement initiatives in particular, are the most implemented CSR strategies in which employees are involved -at least in Western Europe and North America. This is not surprising as academic research has shown it yields



numerous benefits for the company, such as organizational commitment, developing social and human capital and pushes (social) innovation. At the same time, these initiatives are assumed to create social value as well. Despite these compelling insights, -to date- research has yet to develop on employee engagement at micro and multi-level, including developing insights on the effects on beneficiary non-profit organizations (NPOs). To fill this gap, this dissertation addresses three main research areas.

First, it investigates who engages in CSR and to what extent they differ from those who are privately involved and those who are unengaged in social initiatives. Secondly, this dissertation reveals the barriers for those who refrain from such behavior and how organizations can take measures to lower these barriers, and consequently increase engagement rates. The third part of the dissertation takes multi-level perspectives on the outcomes



of employee engagement in CSR, both from a business and NPO perspective. Here, it furthers the understanding of both the business case and social case for CSR, including much needed micro and multi-level approaches.

Currently, Lonneke is the leading editor of a two-year research project on Corporate Foundations. Even though research about foundations has grown in the last years, little attention has been directed to Corporate Foundations as a particular type of philanthropic foundation.

Corporate foundations are different to private foundations set up by individuals as they show a complex relationship with the founding organization in terms of governance, ownership, management and funding/resources. They operate on the margins of two institutional logics: the profit making aims of the corporation and the social civil society orientation of philanthropic institutions.

Some preliminary research on corporate foundations is available, but much is unknown. It is therefore that Lucas Meijs, Lonneke Roza (Rotterdam School of Management), Georg von Schnurbein and Steffen Bethmann (Center for Philanthropy Studies; CEPS) have joined forces to edit a research book on Corporate Foundations.

The goal of the research book is to develop and present a specific overlook of the contemporary body of knowledge and the future (international) research agenda on Corporate Foundations. This project results in a research handbook that provides legitimacy for the topic in academia, displays seminal knowledge on corporate foundations, create new avenues to look at this phenomenon, includes contemporary and new research on the topic and creates a research agenda for future research. Next to the academic contribution of this book, it aims to develop insights for managerial practice, including for Corporate Foundations and their stakeholders such as the company, non-profit organizations and civil society. The knowledge developed by the process of writing this book will lead to several thematic brochures and meetings for practitioners as separate but integrated result.

The editors might contact ERNOP members to ask for help in assessing the role of and frameworks for corporate foundations in European countries. *Your collaboration will be much appreciated!*

United Kingdom - The Centre for Philanthropy, University of Kent

The Centre for Philanthropy at the University of Kent in the UK is organizing a slightly unusual sort of event this Autumn: a film premiere!

The [film](#) tells the incredible life story of Julius Rosenwald, the early 20th century American who rose from poverty to make his fortune running the Sears department store chain. Inspired by the Jewish ideals of tzedakah (charity) and tikkun olam (repairing the world), and a deep concern over racial inequality in America, Rosenwald used his wealth to build over 5,000 schools in the southern US states - at one time over a third of African-American children were being educated in a Rosenwald school. He is one of America's most effective philanthropists, and his contribution to the civil rights struggle is finally being told.



The Centre for Philanthropy will host a discussion about the role of philanthropy in contemporary society after the film ends, followed by a drink reception.



Julius Rosenwald with students from a Rosenwald school.
Courtesy Fisk University, John Hope and Aurelia F. Franklin Library, Special Collections

This event takes place in the Gulbenkian cinema on the Canterbury campus at 7pm on Sunday 23rd October. In keeping with the spirit of the film, the Centre for Philanthropy will not be selling tickets but instead will invite charitable contributions at the door.

Many philanthropists achieve wonderful things yet remain largely unknown. The Centre for Philanthropy is delighted to help shine a spotlight on one donor who ought to be a household name, and the Centre hopes that people watching the film will be inspired to learn more about philanthropy, perhaps by taking a course at a university or reading one of the many books being published by ERNOP colleagues.

To register your interest in attending, [please click here](#).



5. ERNOP welcomes new ERNOP members

Seasons come, seasons go. The same it is with people. While some choose not be part of the network anymore, others step up and take their place. Meet four new faces in the ERNOP family; George Hooijer and Tjeerd Piersma from the Netherlands, Ann-Sophie Bouckaert from Belgium and Hans-Peter Y. Qvist from Denmark.

George Hooijer (1948) lives in Groningen, the northern part of the Netherlands. He is also a PhD-student at the Vrije Universiteit Amsterdam, working on the theme '*Hemelrente*' ('heaven miles')



George: 'I'm a retired pastor who served in two local parishes of the Protestant Church in the Netherlands from 1972-1984. This was followed by fourteen years of service in Church Social Welfare and twenty-two years as consultant in social project funding with Stichting Rotterdam, a private foundation, funded by an entrepreneur'.

While working with Stichting Rotterdam George got the opportunity for further education in philanthropy where he meets Theo Schuyt. George: 'I would like to thank Theo for his initiative to launch the post-academic course Philanthropic Studies (2001). And I would like to thank Marco van Leeuwen (lecturing in this course) for the introduction in History of Philanthropy (2002), where I met the concept 'hemelrente' It struck me the very first moment I heard it and it still does'

About the theme of his thesis George tells: 'Giving to help the poor will get you 'heaven miles'. This is the popular translation of an inscription from the Dutch Golden Age. Giving for philanthropic causes, especially the poor, is widely believed to yield major benefits in the afterlife. 'Hemelrente', which can be translated as 'interest on capital to be received in heaven' is presented in public inscriptions as a heavenly return on investment for philanthropic causes. What exactly does this concept mean? How does it function in Dutch society between 1600 and 1800? This is the core question of George's philanthropological PhD-research. An extended review of literature leads to a hypothesis about 'hemelrente' that is then tested against other data on philanthropic giving'

Ann-Sophie Bouckaert is lecturer Marketing & Strategic Management at the University College of Ghent (HoGent). From 2011 she is working on several applied research projects concerning fundraising in Belgium.

'Fundraising in Belgium: an analysis (2012 – 2013) answers an existing research gap in Belgium: which non-profit organizations raise funds? What are benefits and costs of fundraising campaigns? Which marketing strategy is implemented? How is fundraising organised within the organizational structure and can it be more professionally en strategically organised? The





research report can be downloaded [here](#) (Dutch).

The same research will be repeated in 2016, making it possible to see evolution in the fundraising landscape in Belgium. More, the HoGent research team partners up with University College Windesheim to conduct the same study in the Netherlands. Results will be available in 2017.

An ongoing applied research project focuses on retention of young adult donors by non-profit organisations. Quantitative results from the 'Fundraising in Belgium: an analysis' research project showed us that 40% of organisations sees a decrease in donors, mainly consisting of elderly people. Tapping into new segments is becoming increasingly urgent and some organisations are already looking at a new potential group of young adults (18 to 30 years old). The problem is that current recruitment and retention techniques predominantly aim at an older audience and are not adapted to a younger target group. In addition, it appears that fundraisers want to shift their focus from acquisition to retention, but they are not sufficiently familiarized with the principles of donor retention. The results will empower the not for profit sector how to bind young adults to their organisation. Results of this study will be available in 2017.

Additionally, based on research results, training for the fundraising sector is continually organised. In 2017 HoGent starts an eight-weeks training empowering non-profit organizations put together a strategic fundraising plan.

If you would like more information about her research or training, please take a look at this [website](#) and/or contact her by [e-mail](#).

Hans-Peter Y. Qvist is a PhD fellow at the Department of Sociology and Social Work at Aalborg University, Denmark.



Hans-Peter's PhD project investigates the causes and consequences of volunteering. The aim of the research project is threefold: First, to investigate trends in time use for volunteering in Denmark. More specifically, aim to explain why volunteers' donations of time in recent years have declined in Denmark. Moreover, to compare the development in time use for volunteering in Scandinavia.

Second, the aim is to explain participation gaps in secular and religious volunteering between non-western immigrants and natives in Denmark.

Third, to investigate whether and to what extent there are economic returns to time investments in volunteering. More specifically Hans-Peter investigates whether and to what extent volunteers command higher wages compared to non-volunteers. The project relies on longitudinal survey data combined with data from administrative registers to which Hans-Peter applies panel data methods and regression models for corner solutions. So far Hans-Peter's work has been published in *Journal of Civil Society* and *Dansk Sociologi* [Danish Sociology].



In the Netherlands, **Tjeerd Piersma** conducts his PhD research project on characteristics of blood donors and factors that drive blood donor behaviour



In December 2015, the Center for Philanthropic Studies and the Dutch national blood bank (Sanquin) started a research project on characteristics of blood donors and factors that drive blood donor behaviour. Since I'm working on the project for almost a year now, I would like to shortly introduce myself and tell you something more about this interesting (an important) project.

My name is Tjeerd Piersma and I'm a PhD student, graduated in Communication Sciences and Organizational Psychology at the VU University. I first came in contact with the field of philanthropy during my Master's thesis when I studied charitable giving by non-western immigrants in the Netherlands.

The current PhD-project will focus on two main topics: life events and the donor career, and differences between donors of blood, money and time. Questions we try to answer during the project are, among others: 'Which life events (e.g. studying, moving, pregnancy) influence individuals' decisions to donate blood?', 'how can these influences be explained?', and 'how do blood donors differ from charitable givers and volunteers, and can these donors be motivated to change between one form of donation and the other?'

Now why is it so important to better understand blood donors? Our ultimate goal is not only to extend our knowledge about differences in prosocial behaviour, but also to assist blood collection agencies in recruiting their donors. It is essential to guarantee a sufficient blood supply so we can help every person in need for blood and save lives!

If you have any questions about the research or progress, I will be happy to tell you more about it. Please don't hesitate to contact me by sending an email to t.w.piersma@vu.nl.