

Abstract for review

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Game changers in Arts Philanthropy?

Motivation and giving behaviour of younger European donors and founders for the arts

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Research method:	Qualitative
Geographical focus:	Multiple countries (European)
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Abstract:

Arts Philanthropy is on the rise since many European countries recently cut down substantially on arts budgets. An additional, growing problem is the ageing of arts audiences, while younger generations are less easily persuaded to join. More insight in the motives of the younger generations of donors and founders therefore is vital for the arts sector. The research aims at two sides of the philanthropic spectrum: smaller gifts generated collectively by members of giving circles for young professionals at arts organisations. Plus younger major donors, building their individual foundation or designated trust. In both cases, the motives of these younger donors are the main focus.

Context of the research:

Much research on (arts)philanthropy has a quantitative approach. Additional motivational research will shed light on the modes of and reasons for giving preferred in various European countries. Especially younger donors are showing new ways of involvement. Endowed and designated foundations flourish, while crowdfunding and friendraising gain popularity. Key question is if donors for the arts, especially endowed foundations, are willing to compensate for gaps in government funding or if they prefer to set their own agenda. These choices are influenced

by the roles different European countries allocate to civil society. This is the more important since economizing governments tend to favour the top art institutions.

Methodology:

Motivational research consisting of face-to-face interviews with 15 younger individual founders (up to 50 years old) of endowed bigger foundations, counterbalanced by surveys and focus group-interviews with 30 members (40 years max) of giving circles at arts organisations who give directly to these institutions. Additional interviews with fifteen members of millennial giving circles who gave up membership, to understand why young donors quit.

The interviewees are being recruited in The Netherlands first, comparative research is planned in England, Germany, Belgium and France, aiming at analysing differences in philanthropic behaviour for the arts in three European society-models.

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