

ABSTRACT

European Research Network On Philanthropy
8th International Conference Copenhagen, July 13-14, 2017

Game changers in Arts Philanthropy?

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

Submitted by:	Renee Steenbergen
Organisation:	Utrecht University, NL, Humanities, Netherlands
Author(s):	Renee Steenbergen
Keywords:	Arts philanthropy, motivation young donors
Topic:	Other
Research method:	Qualitative
Geographical focus:	Multiple countries (European)
Type of article:	Research article

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.

Most important references:

Anheier, H.K. et. al. (2015) Positionierung und Beitrag deutscher Stiftungen: Erste Ergebnisse einer repräsentativen Umfrage. Hertie School of Governance & Universität Heidelberg

Jørgensen, Ida Lunde (2016), Institutions and legitimations in Finance for the Arts. Dissertation, Copenhagen Business School.

Pharoah, Cathy and Catherine Walker (2015), More to Give. London Millennials working together towards a better world. Second report.

Roza, L., M. Vermeulen, K. Liket, L. Meijs (2014), Contemporary European E2P: towards an understanding of European philanthpreneurs . In: Taylor, M.L., R.J. Strom, D.O. Renz, D.O. (eds.) Handbook of Research on Entrepreneurs' Engagement in Philanthropy, 197-233.

Wiepking, P. (2010), Democrats support international relief and the upper class donates to art? How opportunity, incentives and confidence affect donations to different types of charitable organizations .In: Social Science Research 39, 1073-1087.