

Philanthropie Aktuell

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EDITORIAL

Dear Reader,



In philanthropy, there are many contradictions. It is driven by individuals, yet results in high social value. It enriches through renunciation and unselfishness. Its validity is global, but its value often local. Although it has a long tradition, it is highly newsworthy. However, the greatest discrepancy lies between the philanthropy itself and the knowledge about it.

Though everyone is a philanthropist to some extent, there are almost no consolidated findings about the motives, developments, and the relevance. The results of our study «Philanthropy in Switzerland» prove these deplorable circumstances. Besides a number of preliminary statements, the study allows to define relevant research areas that will be examined by the CEPS and other researchers in the coming years.

Philanthropy has many facets. Whether in volunteering or in corporate philanthropy, the possibilities are numerous and new forms are constantly evolving. Every one of these methods needs specific management knowledge to work effectively. The training courses of the CEPS offer help for practitioners.

Learn more about philanthropy in Switzerland!

Georg von Schnurbein

CONTENTS

Philanthropy in Switzerland	01
News	02
Volunteering in Switzerland	03
US Corporate Philanthropy	03
Further Education (CEPS)	04
Calendar	04

Philanthropy in Switzerland

When talking about philanthropists, mostly names like Bill Gates, Warren Buffet or Stephan Schmidheiny spring to mind. In this sense, only wealthy persons can act philanthropically. However, this constitutes a limited view of philanthropy. Translated, philanthropy means the love of humankind and, thus, encompasses much more than just donations of considerable size.

Contrary to more frequently used terms such as public benefit or welfare, philanthropy puts emphasis on the acting person as the source of public good. The philanthropist is not in search of his or her own benefit but is looking to help or support other people. This wider understanding of philanthropy can be expressed in a simple sentence: Philanthropy encompasses any private voluntary action for the public good.

Philanthropy can be found in all sectors of society

Rather than being a privilege of the rich, each individual has his or her own philanthropic biography. Every individual has either received help from others or has voluntarily assisted or supported others. Also corporations and nonprofit organizations (NPO) have the ability to act philanthropically. Corporate social responsibility and corporate philanthropy programs have steadily increased over the last years. The majority of nonprofit organizations is striving for goals that bring public benefit. NPO can not only act philanthropically, but they can also enable philanthropic actions such as time and money donations. The government influences and supports philanthropy by setting the respective legal frameworks. Based on this perception, philanthropy can be found in all sectors of society. The following figure illustrates this understanding of philanthropy.



Figure: Philanthropy in the sectors of society

Philanthropy in Switzerland

Up to today, no all-encompassing illustration of philanthropy in Switzerland exists. Normally, specific philanthropic forms such as individual money donations or the third sector are analyzed separately. Therefore, the Centre for Philanthropy Studies has combined and evaluated own and secondary studies to provide a broader picture of the state of philanthropy in Switzerland. Based on the differentiation of money, time and in kind donations, the philanthropic actions and motives of individuals and organizations are analyzed and aggregated.

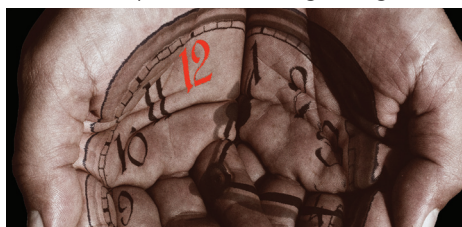
Money and in kind donations

Swiss citizens donate frequently and comparatively high amounts. The ratio of income and donation value is the second highest in the world. Only in the United States citizens donate more money in relation to their income. About two thirds of the population older than fifteen years donate money or goods at least once a year. Projections estimate that the total value of donations exceeds 1.3 billion

CHF. Adding pecuniary legacies, the total donation value of individuals even rises to 1.6 billion CHF in 2007. The philanthropic engagement of companies resembles the individual donor behavior in many aspects. Furthermore, about two thirds of all companies donate money in Switzerland. According to the evaluated studies, the total volume of corporate donations ranges between 800 million and one billion CHF. Estimates on the total amount donated by the 12.043 Swiss charitable foundations range from 1 to 1.5 billion CHF. Adding up these two figures shows a cumulated donation value of over 3 billion CHF. However, this amount represents only a minimum as in kind donations are either often not taken into account properly or difficult to express in monetary value.

Volunteerism (time donation)

The Swiss Federal Statistic Office estimates the value of informal and formal volunteerism in 2004 to total 31 billion CHF, which is equivalent to around 700 million working hours. This huge amount of voluntary work equals almost the same amount of paid working hours in both the health and social sectors combined. A positive correlation of income and education level with donation participation can be observed; this same correlation manifests itself in regard to voluntary work in formal organizations. The relation of formal voluntary work and age can be described as curvilinear. It rises steadily over the years and then drops after retirement. Although this correlation is prevalent in formal voluntary work, it does not hold true for informal engagements. Informal engagement is widely spread among all classes of society and does not decrease after retirement. Corporate volunteering programs are so far not very common in Switzerland. Nevertheless, a trend can be observed showing that these kinds of programs are gradually beginning to become integral parts of the CSR strategies of large Swiss companies. The high degree of



volunteerism in Switzerland can be interpreted as a sign for a stable democracy and strong civil society.

Motives

Generally, philanthropic engagement is not solely based on a single motive. Much rather, bundles of motives that may even include contradictory elements, can be identified. Altruism, the desire for community, the will to actively participate in society or to help tackle pressing problems as well as the desire for personal development can be drivers of philanthropic behavior. Pure altruism can only be observed in very few cases. Most philanthropic behavior also includes selfish reasons to a certain extent. However, the benefit of others clearly must constitute the main driver of the action in order to be classified as philanthropic.

Conclusion

Defining philanthropy as any private voluntary action for the public good makes it possible to extend the classical research schemes. Contrary to exclusively analyzing the third sector, individual and corporate engagement can be included. The aggregation of study results is only partly possible at the moment. Methodologies of studies and semantics of key terms still differ considerably. The overall sum of 34 billion CHF can therefore only be regarded as a first approximation to the total value of philanthropy in Switzerland.

With this study, the Centre for Philanthropy Studies wants to contribute to establishing philanthropy as a proper research topic. Based on the findings, new research projects can be defined. Further goals are to showcase the value and benefit of philanthropy in Switzerland and to help build a profound understanding of philanthropy within the Swiss population. The complete study can be downloaded from the CEPS website.

Steffen Bethmann

<http://ceps.unibas.ch/forschung/publikationen/>

Bibliography: Böhle, F. (2001). Motivationswandel des bürgerschaftlichen Engagements. Augsburg; Farago, P. (Hrsg.). (2006). Freiwilliges Engagement in der Schweiz. Zürich; Helmig, B., Bärlocher, C. & von Schnurbein, G. (2009). Defining the Nonprofit Sector: Switzerland - Working Paper. Baltimore; Münzel, G. (2004). Das Umfeld, die Förderung und die Anerkennung der Freiwilligenarbeit in der Schweiz. In: Bundesamt für Statistik [BFS]. Bericht zur Freiwilligenarbeit in der Schweiz (S. 19-26). Neuchâtel; Stadelman-Steffen, I., Freitag, M. & Bühlmann, M. (2007). Freiwilligen-Monitor Schweiz 2007. Zürich; von Schnurbein, G. (2009). Der Schweizer Stiftungssektor im Überblick. Basel; Wagner, R., Beccarelli, C. (2008). Studie Spendenmarkt Schweiz. Zürich; Wehner, T., Lorenz, C. & Gentile, G-C. (2009). Unternehmen in der Schweiz übernehmen gesellschaftliche Verantwortung. Schweizer Arbeitgeber, 15, 10-13.

News

GENEVA Paolo Richter wins Swiss Social Entrepreneur 2009

The founder of «Gump- & Drahtesel» in Berne, Paolo Richter, became Swiss Social Entrepreneur 2009 of the Schwab Foundation. Through his passion to collect and restore old bicycles, the organization is able to engage up to 750 short-term workers a year. The jobs offer an opportunity for reintegration into the regular labour market.

<http://www.gumpesel.com>

ZURICH Market Platform for Social Entrepreneurs

Socential has released its Social Entrepreneurship Marketplace Socential.net. Selected social entrepreneurs list their latest projects, as yet only accessible to a few selected social investors and philanthropists.

<http://www.socential.org>

BASEL New Volume in the Foundation Governance Book Series

A new volume of the book series «Foundation Governance» is to appear in March 2010. «Die Förderstiftung. Strategie – Führung – Management» offers a comprehensive and systematic introduction to foundation management of grant making foundations.

<http://www.swissfoundations.org>

BRUSSELS Why and How Founders Work Together

After years of mere statements about more collaboration being a good thing, grant makers now seem ready to engage in new ways of working together. Contributors to grantcraft's guide «Funder Collaboratives» share approaches that have worked for them regarding the challenges they faced. Highlights of the guide are: Designing a collaborative to fit the purpose, questions to answer at the beginning and benefits and challenges of a funders' collaborative.

<http://www.grantcraft.org/>

GENEVA Promoting Philanthropy in Switzerland

The initiative «Promoting Philanthropy in Switzerland», launched by the Fondation 1796, is looking for new approaches that help strengthen the Swiss foundation sector. Partners in this project are Swiss Foundations, FSG, the Center for Foundation Law, and the CEPS, among others.

Volunteering in Switzerland

BENEVOL Switzerland, the umbrella organisation of the competence centres (CC) for volunteering in German-speaking Switzerland, was founded in 2002, a year after the UN International Year of Volunteers (IYV). It has since set the legal framework. Mrs. Barbara von Escher, President of BENEVOL Switzerland, provides an insight into her work and presents current trends and challenges in the Swiss volunteer sector.

CEPS: What is the motivation to get active on a voluntary basis?

Barbara von Escher: Several studies have looked at that question. The Freiwilligenmonitor (2007) ranked «fun in activities» first, followed by «achieving something together». Surprisingly, «altruism» is lower on the list.

CEPS: Which part of society is more engaged in working voluntarily?

Barbara von Escher: The middle-class tends to engage more in volunteering, especially during their professional life. Women prefer activities in informal, men in formal occupations, the latter being more prestigious.

though they could assist organizations in their every day work with volunteers. In fact, they could play an important role in bringing together the volunteers with the right organizations and in improving the working conditions for volunteers.

CEPS: What are the current trends in volunteering?

Barbara von Escher: Firstly, people increasingly prefer temporary engagements to open-ended ones. Secondly, true altruist behaviour is disappearing. Last but not least, there is a growing number of opportunities for volunteers, a fact that creates a welcome competition.

We appreciate that organizations have to make an effort to offer good working conditions.

CEPS: What do you suggest to people looking for a suitable engagement?

Barbara von Escher: I suggest to look through the offers on www.freiwilligenjob.ch. In our consultation service we examine particular expectations to eventually arrive at the right commitment.

CEPS: Thank you for the interview.

Links: www.benevol.ch, www.sozialzeitausweis.ch, www.freiwilligenmonitor.ch, www.forum-freiwilligenarbeit.ch, www.bfs.admin.ch/bfs/portal/de/index/themen/20/22/publ.Document.113375.pdf (Flyer Bundesamt für Statistik)

Barbara von Escher



Mrs. von Escher, Psychologist FSP & EMBA Public Management, is Managing Director of BENEVOL Biel and she teaches «Voluntarism» at the University of Applied Sciences in Berne.

She is a volunteer for BENEVOL Switzerland as head of the Board of Directors.

CEPS: What can volunteers expect?

Barbara von Escher: The Swiss standards of the «Sozialzeitausweis» cover the main aspects: Temporary limitations of a particular engagement, introduction and coaching of the volunteers, public appreciation and co-determination, fee arrangement and appropriate insurance.

CEPS: Are there any deficits in the Swiss voluntary sector which should be corrected in order to foster volunteering?

Barbara von Escher: Volunteering is important for a close-knit society. There is a lack of understanding that volunteering also produces costs. An old people's home i.e. needs a volunteer concept with adequate coaching to assure the right assistance and long-term planning. Regional CC are supported hesitantly, al-

US Corporate Philanthropy

Given the global recession, there has been a lot of reflection in the US about the future of corporate philanthropy. Corporations have cut their 2011 philanthropic budgets for grants and community programs, as well as for staff, strategic planning, and capacity building.

At the same time, most corporate leaders now expect more from their grant making because they recognize that consumers are increasingly attentive to corporate responsibility – and in the US, like Switzerland, philanthropy and charitable giving are a large part of that. As a result, a trend has emerged in which companies are increasingly focused on «signature programming».

A signature program is a single philanthropic initiative with which a company is most identified. It is found at the nexus with the business strategy and packaged to demonstrate its value to the company's key audiences. Practically, the key features of a signature program are that the company is the sole or primary sponsor; it is a financially significant, multi-year commitment; it harnesses the time and intellectual energy of the company's leaders and associates; and it leverages considerable resources for promotion and communication.

Of course, a signature program does not completely obviate the need for

other giving, but it does give companies a powerful tool: the political cover to say «no» to grant requests outside of the focus area, a particularly useful strategy in lean economic times.

Other features of signature programs include: Demonstrable impact on the community, few in number – one is ideal, major initiative of the company as a whole, complementary of the company's branding initiatives, touches customers and potentially vendors in some way, geographically representative of the company's business, politically in tune, fun and inspiring.

Examples of successful signature programs in the States would be cosmetics company Avon's singular focus on breast cancer and pet food manufacturer Pedigree's focus on pet adoption. These signature programs allow the companies to focus their philanthropic resources while increasing their impact and effectiveness, an ideal scenario in an evolving economy.

Matthew Barnes, ASG Advisors, New York

<http://www.asg-advisors.com>

FURTHER EDUCATION AT THE CEPS

An interdisciplinary training course in management and law for non-profit organizations conveys expertise and prepares for the more and more complex tasks in this field.

NPO managers need a wide range of know-how and skills. Successful leadership assumes specialized competence in the respective work environment as well as soft skills and knowledge of the basic law codes.

The interdisciplinary Certificate of Advanced Studies (CAS) «Nonprofit Governance & Leadership» addresses the demands mentioned above and offers compact instruments and methods for NPO management. It links the two disciplines economics and law. The CAS is targeted towards persons working in humanitarian organizations, grant making foundations, associations, cultural organizations and other NPO members.

Within the three modules «Strategic Management», «Leadership» and «Organisational Development» the students acquire a comprehensive set of instruments to cope with the day to day complexities of NPO management. The main foci are on combining theory and practice, knowledge transfer into practice, the interdisciplinary analysis of certain ma-

agement challenges as well as the exchange of individual experiences in the NPO field.

New Concepts of Learning

The newly developed curriculum (including coached e-learning and self-study) allows for a flexible arrangement of the individual learning efforts. In case studies, through group work and in discussions, the study topics are broadened and deepened. After completing the studies, a social network of alumni offers the possibility to stay in touch and exchange experiences.

Certificate of the University of Basel

After passing the exams, students obtain a CAS (10 ETCS). This permits former students to enter the newly designed University Professional Program (UP) for «Nonprofit Management & Law» provided by the Centre for Philanthropy Studies (CEPS).

Daniela Schönenberg

For further information: www.ceps.unibas.ch/weiterbildung

CEPS INSIGHT

New Staff Member

We are pleased to announce that Sara Stühlinger joined the CEPS team on the 1st of January 2010. Ms. Stühlinger is studying economics at the University of Basel and will support the CEPS as junior research assistant in the field of research and administration.

CEPS joined the ERNOP

In late 2009, the CEPS joined the European Research Network on Philanthropy (ERNOP), an international network formed to advance, coordinate and promote excellence in philanthropic research in Europe.

Link: www.ernop.eu

Conference presentations

Foundations as Honest Brokers between State, market, and Nonprofit Organizations through Building Social Capital, EIASM, 7th Workshop on Challenges in Nonprofit Management, Nantes, 4 – 5 June 2009.

Understanding the Magnitude of the Swiss Nonprofit Sector, The Global Family Office Conference, Zürich, 11 Dec. 2009.

Current Publications

Helmig, B., Bärlocher, Ch., & von Schnurbein, G. (2009). Defining the Nonprofit Sector: Switzerland. *Working Papers of the Johns Hopkins Nonprofit Comparative Sector Project. Nr. 46.* Baltimore: The Johns Hopkins Center for Civil Society.

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von Schnurbein, G. (2009). Patterns of Governance in Swiss Trade Associations and Unions. *Nonprofit Management & Leadership.* 20(1). 97–115.

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http://www.civilsociety.se/pubs/senior/abs/senior2009_154.htm

CALENDAR

SWISSFOUNDATIONS

10. SwissFoundations Meeting of Members

25. März 2010, Berne

ZEWO

ZEWO Tagung 2010

Visual Worlds of NGO.

15 April 2010, Museum Paul Klee, Berne.

ZENTRUM FÜR STIFTUNGSRECHT

1. Zürcher Stiftungsrechtstag

Outlook on the development of the Swiss and European foundation law. 16 April 2010, University of Zurich–Centre, Zurich

BV DEUTSCHER STIFTUNGEN e.V.

Deutscher Stiftungstag 2010

Foundations in the City – Impulses for the Community.

5 – 7 May 2010, Frankfurt a. M.

Did you know?

139'347'000'000

According to calculations of the Swiss Federal Statistic Office, this figure represents the value of all unpaid work in Switzerland. Based on an opportunity cost calculation, all voluntary work, this also includes household and family work, is considered and matched with potential market wages.

Source: Münzel (2004)

LEGAL NOTICE



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