

Philanthropie

AKTUELL

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EDITORIAL

Dear Readers



Philanthropy and Sports have more in common than you may think at first glance.

First of all, there is the conceptual beginning in the Anglo-Saxon culture. The British invented the modern sport and the US-Americans created the grant-making foundation as prototype of modern philanthropy. Both are based on the principle of volunteerism, even if there are exceptions like school sports.

Second, philanthropy and sports share the principle of performance. Prizes and awards are popular granting instruments to gain attention and to honor outstanding achievements. And lastly, athletes and philanthropists (each in their own way) exert themselves and inspire many people. With so many commonalities, philanthropy may be able to learn something from sports: top results need hard training while clear rules and regulations assure accountability of results and increase attraction.

As a «warm up» for the World Cup we will show you some facets of the relationship between philanthropy and sports. Emphasis is put on the philanthropic activities of top sportsmen and women and associations besides sports as a means to reach philanthropic goals.

We hope you enjoy reading!

Georg von Schnurbein

CONTENTS

Philanthropy and Sports	01
Football Club Social Alliance	02
Interview Janine Händel	03
Volunteers in sports	04
Calender	04

Philanthropy and Sports

Sports and philanthropy are connected to each other on many levels. On the one hand, the small sports clubs live by the commitment of volunteers and sponsors. On the other hand, sport is used as a means of social change. Many athletes, clubs, and associations campaign for the public welfare.

Admittedly, the combination of sport and positive social change is often overrated. Those who do sports have a healthier lifestyle, feel happier, and their self-confidence is boosted. Furthermore, sport teaches children and teenagers the value of rules, discipline, aspiration and motivation. For example, the NPO streetfootballworld employs football activities to promote social integration and environmental awareness, run health programs and they claim it even contributes to world peace.

Sport is often attributed a magical power. Even if it sometimes seems exaggerated, the philanthropic activities around sport and its integrative effect are certainly remarkable. The functioning of sports clubs, for example, is hardly conceivable without the voluntary and selfless commitment of volunteers. Especially at the regional levels, sport clubs play a key role in local life and contribute to social cohesion. Local businesses willingly donate smaller sums and assist in the financing of youth development, or organize sport festivals.

Athletes and associations as philanthropists

The bill is turned around with an increased size of a club and the success of an athlete. Former grantees themselves become philanthropists. The commitment is often institutionalized in foundations and corporate social responsibility programs.

Athlete Foundations

These days, it is almost common place that successful athletes start their own foundation. Examples are the Roger Federer Foundation (see interview), the Katarina Witt Foundation and the Fundación Leo Messi, of the latter the website is available in 10 languages. Unfortunately, there is little research done on impact, financing and sustainability of these foundations. It is almost certain that many are working effectively. The glory of the founder attracts sponsors and encourages people to participate in programs. However, many also struggle with problems.

Since lots of these foundations need to raise funds themselves, they are highly dependent on the reputation of the sports stars. The strong people bond has its drawbacks. After Armstrong was revealed with overwhelming evidence of systematic doping and after his confession in the Winfried Oprah Show the Lance Armstrong Foundation was renamed as Livestrong Foundation. Many of the former supporters of the Foundation turned their backs, sponsors backed out and the revenue fell rapidly. Other foundations fall into oblivion after the active period of the athletes ends. The Vreni Schneider Foundation was liquidated and the Foundation of the former football coach of FC Basel, Murat Yakin, is looking for a sustainable funding model. The challenge is to ensure long-term commitment to foundations.

Associations get involved

Big sports clubs arrange their own social programs and campaign at multiple levels for the public welfare. Often the anchoring in the local community is important. The clubs in the National Basketball Association NBA, for example, all run «Community Programs». They mainly work with children and young people from socially disadvantaged families. These programs also accept external contributions and give sponsors the opportunity to be seen as philanthropists in the context of the clubs.

Other activities of sports clubs include charity games or collaborative projects with other partners. In Munich, for example, FC Bayern Munich founded together with state and church institutions the Initiative Munich Courage, with a mission to fight violence and to promote moral courage. The FC Barcelona is in a strategic partnership with UNICEF. For 107 years the FC Barcelona jersey had no advertising. This principle was broken in 2006 for the first time. For five years, football players played with the UNICEF logo on their chests and donated 1.5 million euro per year to the UN organization. Meanwhile, Qatar Airways has taken this place. However, the FC Barcelona continues to support UNICEF and donates 0.7% of its revenue annually for the achievement of the Millennium Development Goals. A private foundation is committed to the education and integration of children.

Football associations

Also among associations of a higher level philanthropy is widespread. The German Football Association (DFB) published its first sustainability report in 2013, with a summary of key societal, social and environmental activities within organized football in Germany. Among other things, there is a report on the 1.7 million volunteers besides information on the achievements of foundations managed under the umbrella of the DFB. They engage themselves for the disadvantaged, assist in the research and treatment of depression and heart disease and fight against racism.

The fight against discrimination is also an important theme of the FIFA. Since 1999, they work closely together with the United Nations and have launched a campaign with the ILO to eradicate child labor in the football industry.

**FACTBOX
Swiss Olympic Volunteer**

The internet platform Swiss Olympic Volunteers was launched in January 2010. Its aim is to coordinate volunteers with sports associations and event organizers. Up until now more than 36,000 volunteers have registered. Swiss Olympic Volunteers wants to channel, coordinate and honor the tremendous «volunteer-energy» in Switzerland.

www.swissvolunteer.ch

This year, FIFA announced that its direct support in the form of numerous football development programs touched the milestone of one billion US Dollars. In addition, FIFA sees their competition as «a fundamental building block in the strategy of social responsibility, as it offers exceptional platforms to increase awareness of the sport, draws attention to particular problems and implements

projects and campaigns.» Cynically, one could argue that FIFA demonstrated this especially in the case of issues like corruption, «pacification» of favelas and workers' rights. Nevertheless, the purely philanthropic activities of the Association must be seen as really positive.

Sport thrives on philanthropy. Many things would not be possible without this voluntary private help. The charitable activities of athletes, clubs and associations strengthen an active civil society. However, large organizations have to face the negative consequences of their major events and include them in their philanthropic balance sheet.

Steffen Bethmann

Selected Websites
www.streetfootballworld.org
www.rogerfedererfoundation.org
www.katarina-witt-stiftung.de
www.fundacionleomessi.org
www.muratyakinkinderstiftung.ch
www.dominik-brunner-stiftung.de/muenchner-courage
www.foundation.fcbarcelona.com

The Football Club Social Alliance

As a member of the Football Club Social Alliance, the FC Basel is committed to sustainably educating young, disadvantaged people since 2008 – the club has won six Swiss Championships during that period.



Be it coincidence or karma: the FC Basel has won six out of seven Swiss Championships since its engagement along with other European football clubs in developing and countries of conflict. In addition to this, the club is also active in disability football. The Football Club Social Alliance was launched in 2007 by the Scort foundation in Basel. The foundation itself focuses its activities on the areas of education and the promotion of peace. Scort sees the secret of success in the unifying power of football and, therefore, has brought this alliance into life as an innovative contribution to development aid.

The late Nelson Mandela was convinced that sport is more powerful than politics. Similarly to the organization Right To Play, the project initiated by Scort uses sport as a medium for accomplishing its goals in integrating and educating young disadvantaged people. Staff and players of the clubs involved in the Football Club Social Alliance work towards this goal in cooperation with local organizations by

training «young coaches» in Kosovo, Sri Lanka and Uganda amongst others. Not only football and sports-related skills are taught, but also social and soft skills. After completing their training, the young coaches move on to organizing different grassroots football activities. These do not only give children the chance to play, but also support their social development due to the coaches acting as role models in different respects.

But football is not only the secret of success in developing and countries of conflict. Scort also supports the training of young coaches engaged in disability football in Germany and Switzerland. While educating the participants, this project also aims at the social integration and the promotion of public awareness for disability sports. After the successful completion of the young coaches' training in Germany, Special Youth Camps are annually organized in Basel, where the participating kids also meet the first team of FC Basel as a «treat».

Tizian Fritz

Advantage Philanthropy

Since 2004, the Roger Federer Foundation supports educational and sport projects in Africa and Switzerland. It has set itself the target to reach over 1 million children by 2018. The CEPS speaks with Janine Händel, CEO of the Foundation, about the philanthropic commitment of the world famous athlete Roger Federer.

CEPS: How did the idea to create the foundation come about?

J.H.: Roger felt the need to give back some of his fortune to the less privileged from early on. This was certainly due to the strong values in his family. The founding of his own foundation was the logical step to implement his own ideas of quality and commitment. With the main focus on education for children in poverty in southern Africa and in Switzerland, he pays tribute and respect to his family roots.

implement the programs as a whole. With all the partners we completed a first phase in the past few years during which we all learned a lot, gained insights into how the programs can be scaled efficiently and effectively. Today, we believe to know what we do and what we can achieve and therefore dare to set such an ambitious goal. The cost per child is relatively modest as we consistently pursue a «community driven» approach. We empower and strengthen local communities in their efforts to improve the learning environment of their children, to renovate the school buildings themselves or to generate or grow the food for school meals. Our program costs therefore are largely attributed to paying mentors and coaches rather than investing in expensive infrastructure. The result is our comparably big leverage and, indeed, the number of children we reach.

gining but, rather, should be willing to learn, open, constructive critics and innovative thinkers. Until now, we have been very lucky with our selection.

CEPS: The Foundation does not engage in active fundraising, but receives regular donations from larger banks and companies. How does the collaboration with major donors work?

J.H.: The Foundation is in the privileged situation of not having to proactively raise funds, because the budget for our basic activity is provided by Roger. But we can count on a loyal pool of private donors that permit us an extension of the commitment. All sponsoring partners of Roger are also regular patrons. The connection with private donors is very personal and confidential. Roger mainly works together with these sponsors. In this case, the Foundation is a passive beneficiary of his business relationships. This means a lot to us as a donation of a company must not create a commercial added value.

CEPS: You emphasize the will to build long-term partnerships with local NPOs on location. How do you find a suitable partner?

J.H.: We believe in the potential and the strength of the local population and for this reason we only work with local non-governmental organizations. That usually means that in the first phase of the partnership investment goes into the know-how and the management processes of the organization. We spend a lot of time in the office to coach those responsible. This investment only makes sense if it is aimed at a long-term cooperation. With our programs we also want to bring systemic and irreversible changes. Again, this cannot be achieved in one or two years. I am often asked the question – how we find our local partner? – There is no magic in times of modern communication. At the beginning lies the research on the internet and the use of our extensive network. The number of potential partner organizations is based on our specification of size and track record within a country and it turns out to be mostly manageable. It follows a call for applications, then the tender applications are evaluated by a panel of experts, followed by a review of the winner and the award of the Foundation Board. But as I said: Our partners do not have to be perfect from the be-

CEPS: Thank you!

Dr. iur. Janine Händel



Since 2010 Janine Händel is the managing director of the Roger Federer Foundation. She also is a board member of the Swiss-cross foundations. Before she managed two corporate foundations and worked for many years as Swiss diplomat in the area of human security.

CEPS: Based on the popularity of Roger Federer are there special demands for the work of the Foundation?

J.H.: We are certainly under strong public scrutiny. This leads to the advantage that the publicizing of our commitment happens by itself and our communication costs compared with the global media presence are extremely low. In return, the standards of professionalism, quality and good governance are much higher than in some other foundations.

CEPS: The Foundation has set itself an ambitious target of reaching 1 million children until 2018. How can this be achieved?

J.H.: It is indeed an ambitious goal, but it motivates us to extract the best from existing resources. Our programs in southern Africa have the goal to improve the education of children in a measurable way and through improving the quality in kindergartens, pre-schools and primary schools to give the children the chance to exploit their potential. We work exclusively with long-term local partners who

NEWS

Successfull Foundation Symposium

SwissFoundations organized the 13th Swiss Foundation Symposium on 20 May 2014 in Fribourg. The main theme was «Foundation 3.0: The foundation of the future». Over 220 experts and practitioners came together to discuss future trends. The annual meeting once again saw an increased participation and reinforced its reputation as one of the most important events in the Swiss foundation sector.

www.swissfoundations.ch

Laureus Sports for Good Award

This year's Laureus Sports for Good Award was given to the Magic Bus from India. The NPO bases its activities on sports to improve the lives of children with the aim to help them out of poverty. They reach more than 300.000 children a week and want to increase this number to 1 million by the end of 2016.

www.magicbus.org

The Swiss Sports Associations

The book «Die Schweizer Sportvereine – Strukturen, Leistungen, Herausforderungen» (the Swiss Sports Associations – Structures, Services and Challenges) presents a comprehensive study of the sociologists Markus Lamprecht Adrian Fischer und Hanspeter Stamm.



There are approximately 20,000 sports associations in Switzerland. That is about a quarter of all Swiss associations. The authors of the study interviewed approximately 5,000 associations, 10,000 individuals and all of the 82 Swiss Olympic federations. They describe a trend towards slightly fewer but bigger associations in future. This tendency is accompanied by professionalization: The share of paid work doubled in the last 15 years. In total though, paid work only constitutes a fifth of the whole manpower in sports associations. The other four fifths are covered by volunteering. Membership fees are the main source of revenue. The government supports the associations particularly by providing infrastructure. Half of all the associations practice their sports exclusively in public facilities.

Since the last extensive survey in the 1990s, the biggest challenges have barely changed: They predominantly concern the recruitment of volunteers and board members as well as the retention of members and young athletes. Support for the associations is especially needed in the financial

area. The formula for success of the sports associations consists of their multi-functionality. Besides being the facilitator for adolescent, leisure and competitive sports, they offer spheres of community and conviviality and thereby fulfil various charitable and integrative tasks.

For the future, a further differentiation is anticipated. In addition to the core business of the competitive sports, a greater offer in leisure sports, alternative sports, media sports and instrumental sports (for health promotion) is expected to grow.

Sibylle Studer

Lamprecht, Markus / Fischer, Adrian / Stamm, Hanspeter (2012). Die Schweizer Sportvereine: Strukturen, Leistungen, Herausforderungen. Zürich: Seismo Verlag.

DID YOU KNOW?

12,909

By the end of 2013, 12,909 charitable foundations were registered in Switzerland. In total, 381 were founded last year and 159 were liquidated. The resulting total growth rate is 1.7%

Quelle: Schweizer Stiftungsreport 2014

CEPS INSIGHT

New Team Members

Since April, two new team members joined the CEPS. The students Milena Jankovic and Theresea Gehringer will support the CEPS in administration and research. Sara Stühlinger left the CEPS after 4 years following the end of her studies.

Thesis defended

Sibylle Studer successfully defended her PhD thesis about volunteer management on 14 April 2014. She will stay with the CEPS in her new position as a post doc. The CEPS congratulates Sibylle and looks forward to a continued good collaboration.

Publications

Two new titles were published in the series Foundation Governance. Issue 11 with the title «Philanthropie für die Wissenschaft – Wie Schweizer Stiftungen die Forschung unterstützen» is only available in German. Issue 12 «The Swiss Foundation Report 2014» is available in German and French. In the «Journal for Business, Economics and Ethic» the essay «The risks of being a philanthropist – a risk-ethical analysis of philanthropy» appeared in German. The English version was published as Working Paper No 2 on the CEPS website.

www.ceps.unibas.ch/publikationen/

CALENDAR

CEPS FURTHER EDUCATION

Enroll now! (courses are held in German)

Philanthropy in the Morning?

How can you show impact?
19 Jun2 2014, WWZ, Uni Basel

CAS Communication and Impact Measurement (New Content!)

Modul 1: Communication
1 - 4 September 2014, Oberhofen

Modul 2: Monitoring
22 - 24 September 2014, WWZ, Uni Basel

Modul 3: Impact Measurement
27. - 30. Oktober 2014, WWZ, Uni Basel

Intensive-Course Financial Management in NPO

3 - 7 November 2014, Kloster Kappel

Coming up

European Group of Organizational Studies (EGOS)

Organizational Scholarship in Unsettled Times

3 - 5 July 2014, Rotterdam

FIFA World Cup

Final

13 July Estádio do Maracanã, Rio De Janeiro

International Society of Third Sector Research (ISTR) Conference Civil Society and the Citizen

22 - 25 July 2014, Münster

4th Basel Day of Foundations

21 August 2014, Dreispitzhalle Basel

LEGAL NOTICE

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