

Philanthropie Aktuelle

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EDITORIAL

Dear reader



The pursuit of happiness was anchored in the American Constitution as a basic human right. The GGG society for the good and charitable (Gesellschaft für das Gute und Gemeinnützige) in Basel was also founded in

the 18th century. One of its statutory goals is to increase the bliss of people. The findings of the World Happiness Index, if taken as a basis, suggest that the GGG has largely achieved its purpose, as it is Switzerland that ranks first place, making it the home of the happiest people. Underlying the index is a broad understanding of happiness that also includes the economic power, security or stability of a country. If you delimit the view to what is referred to as «happiness» in colloquial speech, then often countries that are less developed rank higher than the industrial nations.

Whether someone feels happy and satisfied depends to a lesser extent on the living conditions themselves than how the person is actually able to deal with these conditions. Wealth alone is no guarantee for happiness because there will always be someone who is better off than we are. Reversely, a person can feel happy even in a completely hopeless situation. «Misfortune can be turned into fortune if you agree with it» were the words of Hermann Hesse on happiness. Individual happiness therefore considerably depends on a person's attitude and personal values. And this is where the loop closes to philanthropy. Selflessness, openness and generosity are all fertile soil for one's own satisfaction.

We hope this read will give you feelings of happiness!

Your Georg von Schnurbein

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Philanthropy brings Happiness

Scientific research about happiness asks why people feel satisfied with their own life situation. Results show that giving makes happy. Especially donating time – volunteering – adds to individual life satisfaction An article from Prof. Dr. Bruno S. Frey.

People have always been preoccupied with accumulating more and more tangible goods because they believe in possessions leading to more happiness and satisfaction. Consequently, the demands for higher salaries and pensions of all sorts are never ending. This is equivalent with the concept of a homo oeconomicus, as supported by certain areas of political economy. Additional income results in additional value, even if the effect becomes less.

Happiness as life satisfaction

The scientific research on happiness is taking a completely new approach when looking at the question of how people reach happiness. The focus is on the «subjective life satisfaction», while not looking at short-term happiness. The extent of life satisfaction of individual people is elicited by the answer to the following question: «Considering everything, how happy are you with the life you are leading?» The interviewees can rate themselves on a scale from 0 («totally unhappy») to 10 («totally happy»). Extensive interviews of thousands of people have yielded that people in developed industrial countries are more or less happy with their lives; the majority of people rate themselves between 7 and 9. The answers have generally turned out to be quite reliable. For example, someone answering that they were happy with their life, smiles more, is socially more open and has less problems at the work place, besides being less often in psychological treatment. Subsequently, the interview results on life satisfaction (or in short «happiness») were

compared with different possible influencing factors by means of statistical methods. The income effectively does contribute to life satisfaction, but as soon as a good level of income is reached its influence is weakened. Proven as particularly important for happiness were good social relationships, in particular friendships, but also advantageous political conditions. Someone who lives in a democracy is happier and the effect is even more pronounced in direct democracies like Switzerland (compare Frey and Frey/Marti 2010).

Voluntarily happy?

The empirical studies have shown a surprising (at least for economists) result: Giving brings happiness. This is valid both for the donation of money and volunteer work. The latter is particularly important as an average of 32% of the grown up population of Europe volunteers. Many charitable organisations depend on volunteers to a considerable extent, and many of them could not even exist without these unpaid services. Studies show a strong and statistically significant link between volunteer work and life satisfaction (compare Meier and Stutzer 2008 in the following). The fact that people that work towards a good cause and are willing to work without compensation are happier than those that do not do so, can be attributed to two different groups of causes. The first group is related to an intrinsic motivation. Volunteers often gain an internal psychological benefit from their activity. They care and look after other people and thus enjoy the results of their voluntary

work. If they were to be paid for this work, both drivers for their life satisfaction would be impacted on or even totally destroyed. Intrinsically oriented volunteers are willing to help other people precisely because this in itself is something personally important to them. If they were to receive money for it, it would become a job like any other. They would find it hard to justify to themselves that they are receiving money for it.

Yet, volunteer work can also be motivated by extrinsic reasons. In this case, the assistance work serves another purpose. Volunteer work can be seen as investment in human capital; by being able to prove practical work experience, it is possible to improve future chances on the job market. Another reason lies in social relationships that are created through volunteer activities. Besides forming new friendships with like-minded people, it is possible to signal to outsiders that one is a good person and thus deserves special attention. This intention is especially important for people who are planning on a political career.

Two directions of influence

Nonetheless, from this positive correlation between volunteer work and subjective life satisfaction it cannot be concluded that working voluntarily makes people happier. Because the inverse correlation could also be valid: People who are satisfied with their lives are more willing to help other people and to work free of charge to that effect. Modern research on happiness has been working towards separating these two directions of influence, which turns out to be a challenge. Though there has been a clear result: Voluntary activity heightens the subjective feeling of happiness. At the same time, the inverse also holds true: Whoever is happy will be more likely and will engage to a greater extent in volunteer work. Under favourable conditions, the two effects will reinforce each other: the extent of volunteer work will increase at the same rate as the experience of happiness.

Motivation and recognition

However, this result strongly depends on how the volunteering is organised. If the managers in such an organisation do not signal that they value the efforts of the volunteers, then the motivation will quickly be lost. The same counts for the volunteers that are micromanaged or subjected to too many regulations. Then too, the enthusiasm for the activity is quickly curbed. In charity

World Happiness Report



The World Happiness Report is published by the United Nations Sustainable Development Solutions Network. The report assumes that happiness and satisfaction can be seen as a benchmark for social progress and that it should be the general goal of policy efforts. On the basis of this, the report discusses different factors that influence the satisfaction of citizens. The centrepiece of the report is a ranking of countries that compares the happiness of populations in more than 150 countries. The data originates from the Gallup World Poll. The interviewees were asked to imagine a scale whereby the best possible life is a 10 and the worst possible life is a 0. They then had to classify their own life relatively to the scale. As a result of this method, the inhabitants of Switzerland are the happiest in the World Happiness Report 2015, followed by Iceland and Denmark. Germany ranks 26th, one place above Chile. At the end of the list, ranking lowest, one finds Syria, Burundi and Togo.

Source: Sustainable Development Solutions Network. A Global Initiative of the United Nations, World Happiness Report 2015, Edited by John Helliwell, Richard Layard and Jeffrey Sachs. <http://worldhappiness.report/>

organisations it is not easy to fulfil these requirements when part of the employees is working as normal employees receiving a salary at market terms. A good possibility to pay tribute to volunteers and to motivate them to further engagement is to award them with distinctions (cf. Frey and Gallus 2014). This way, the managers of a charity organisation can express their gratitude and can highlight the great importance that volunteer engagement has when working for a good cause. It needs to be kept within measure, however, as there should not

be too many awards. Also important in this respect is that the people awarding carefully point out the merits of those honoured, ideally this should take place with a small celebration bring the members of the charity organisation together.

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 Bruno S. Frey is a permanent visiting professor at the University of Basel. Together with Professor Alois Stutzer and Professor Margit Osterloh, he founded the CREW – Center for Research in Economics and Well-Being, an institute within the Faculty of Business and Economics that is committed to happiness research.

Comparative research

In a research project the CEPS assesses the current state of comparative research in nonprofit studies. First results have been published in our Working Paper Series.

Comparative research in the field of nonprofits (NPOs hereafter) has been on the rise since the John Hopkins Comparative Nonprofit Sector Project was launched. As our study of 110 comparative articles published in 12 top nonprofit journals during the last decade show, the comparative approach is well-established nowadays.

Our study indicates NPO research has expanded in geographical scope, subject complexity and information sources. Although the United States and Western Europe are still the main areas of focus, 131 countries are studied in the articles in question. As a result, it can be safely said that it is possible to find studies on virtually every corner of the world from Afghanistan to Zimbabwe. The subject of interest in the studies has also changed. While the purpose of the project was to set ground for the definitional characteristics of the NPO sector in order to

understand their size, degree of autonomy and organizational development, the comparison in subsequent research pursued more complex topics, from self-regulation, to government-nonprofit cooperation, social entrepreneurship and civic activism. Although the field still suffers important limitations, data from the John Hopkins Project, as well as social and values surveys and other national, World Bank, and OECD statistics are increasingly becoming important sources of data for researchers who sometimes also diligently embark on the collection of original data through surveys and interviews.

This study not only helps to understand how the practice of comparative research has evolved but in addition it allows us to examine how this body of research has contributed to empirical and theoretical debates which will be the focus in our further research.

Marybel Perez

Philanthropy brings a smile on children faces

The Foundation Theodora lights up the faces of children in hospitals and medical institutions, bringing joy and laughter to them. Dream doctors perform miracles for the little ones in theatre performances, with music and games that bring a change into the hospital everyday life and routine. What started with two clowns visiting at the CHUV hospital in Lausanne, has since then, in 1993, grown into an organisation that is active in eight countries giving millions of children joyful moments when times are most difficult. The CEPS talks to one of the founders André Poulie.

CEPS: How did the idea for the creation of a foundation come about?

A.P.: After an accident, I was 10 years old, I had to stay in hospital over what seemed to me a very long period of several months. During this time, my mother Théodora spent all of the few hours that were allowed for visiting at my bedside. Her cheerfulness let me forget the pain and fear and she brightened up the tough day-to-day life at the hospital not just for me but also for the other children. Ten years later, our father suffered a cancer illness. Théodora was always there for all of us; she organised care services,

André Poulie



André Poulie and his brother Jan started the foundation Theodora over twenty years ago in memory of their mother. They still act as president and vice-president of the board

at a time when no one had any experience with it. At the same time, it was her courageous nature that cheered us up. A few years went by and Théodora herself became a cancer patient. After a year of treatment, she decided for quality of life rather than spending the time she had left in a futile fight against the disease. Théodora was always happy and carefree, she lived in the moment and never missed an opportunity to be joyous. This attitude is guiding my brother Jan and myself through our lives ever since. After our mother's death, my brother and I had the wish to give sick children in hospital and children with disability joy in an equally positive manner. So we started the Theodora Foundation in remembrance of our mother. We wanted to maintain and pass on the positive energy we were able to experience in our life through our mother.

CEPS: What were the reasons for the relatively rapid expansion to other countries?

A.P.: A big help to us in the beginning was the famous oncologist Dr. Daniel Beck whom we met at a presentation we did on the foundation at the University hospital in Lausanne. He described his work in Minsk, Belarus, to us. After the Chernobyl disaster, the number of cancer inciden-

ces in children increased dramatically in the region and the local doctors had little experience in treating it. On top of things, the atmosphere in the hospitals was dismal and Dr. Beck thought it was really important to cheer the children up. This is why we decided to get active in Minsk. The rapid establishment of activities in the other countries (England, France, Italy, Spain, Turkey and Hongkong) was enabled through the proceeds from a funding competition on the one hand, and thanks to personal contacts on the other hand.

CEPS: How does one become a dream doctor?

A.P.: It is quite a long process. Once there is demand for additional dream doctors – generally this happens every two years – the foundation launches a recruitment process that follows different selection criteria. For instance, the prospective dream doctors should have a talent for arts and improvisation and be naturally comical. Equally important is a mature personality and a great deal of sensitivity to be able to work in the complex hospital environment, while also being spontaneous and sensitive enough to respond adequately to the needs of the small patients. An important aspect is artistic and personal modesty. The artist has to continuously ask himself what it is that will do the child good. This means that the 'best tricks' often remain up one's sleeve, when the artist notices that it was more helpful to the child to do soap bubbles or a lovely song. The education provided by the Theodora Foundation includes practical and theoretical elements. The artists thereby find and define their 'dream doctor personality' and anchor their artistic work in the hospital world. Moreover, topics like hygiene and knowledge on the structure of hospitals as well as psychological aspects such as the dealing with chronic illnesses or the death of children are studied.

CEPS: How do the children experience the contact with the dream doctors?

A.P.: For the children in hospital the encounters with the dream doctors make a lovely change, open a window to phantasy and offer a moment of carefreeness and joyfulness amidst the sometimes long and dull hospital days. Often they really flourish in these moments, which make them forget the pain. The parents too can leave their troubles behind

for a short period of time and can thus offer the child better support. And lastly, the nursing staff also welcome the fresh spirit that the visits bring into their work environment. For children with disabilities, who are sometimes hard to approach, the visits by the Theodora artists are also something special. Because of the unconventional role the artist is taking on, he has a very different appeal to the children. There is an awakening effect and this also opens up new possibilities for the care staff to support the children.

CEPS: What would be your wish for the future of the Theodora Foundation?

A.P.: My wish for the future is that the Theodora Foundation continues to keep its promise to give all the children in hospitals and specialised institutions happiness. It's also important that we adapt to the future generations on an artistic level. This means, we need to give our team of artists continuous training and need to regularly recruit young artists. The largest challenge definitely lies in the long-term funding of the foundation activities through steady revenue streams. Though – as Theodora used to say to us – you can only win if you try.

CEPS: Thank you!

CEPS INSIGHT

CEPS Publications

Our former colleague Rafael Wyser published his Phd thesis. He analyzed evaluation systems of grant-making foundations with a special emphasis on trust. The full title is: «[Evaluation von Förderprojekten: Governance-Analyse einer spezifischen Evaluationssituation unter Anwendung der Prinzipal-Agenten und der Vertrauenstheorie](#)»

The Working Paper «[Comparative research of Non-Profit Organisations: a preliminary assessment](#)» from Marybel Perez, Georg von Schnurbein und Theresa Gehringer is accessible for download on our website.

New colleague

Sara Stühlinger joined the CEPS team on February 1st. She is pursuing a Phd in Economics. Her topic will be in the area of mission investing.

New Lectures and Cooperations

Philanthropy is a topic that is best understood when international findings and the knowledge of different disciplines are exchanged in networks. The CEPS is extending its course offer and is cooperating with international researchers.

This semester, students will be offered a multitude of possibilities to dive into the world of philanthropy. They can attend the regular lecture on nonprofit management and the in-depth colloquium on the foundation system. In addition, the CEPS is cooperating with the department of sociology and the law faculty to thus extend its interdisciplinary course offer. Together with Max Bergman, Klaus M. Leisinger, Lucas Meijjs and Georg von Schnurbein, in the seminar «Irresponsible Companies?», students can discuss concepts and targets of corporate sustainability as well as companies' contributions to the common good. Solid legal knowledge will be taught by Roman Baumann Lorant in the in-depth civil law lecture on «Foundation, Association and Charity Law». Focal areas are the legal and fiscal framework conditions of non-profit organisations in Switzerland.

Besides the extension of courses, the CEPS is also intensifying its international research relationships. Jeff Brudney, who was recently honoured with the Award for Distinguished Achievement and Leadership in Nonprofit and Voluntary Action Research by the research network ARNOVA, will join the CEPS as Affiliated Professor. He will support the research activities

of the CEPS, especially on the basis of his experience with empirical research on volunteer work and nonprofit management. In addition, in April 2016, Hagai Katz of Ben Gurion University of the Negev and board member of the International Society for Third Sector Research (ISTR) will be giving a presentation in the realm of the lecture «Nonprofit Management». Last but not least the CEPS is planning its second edition of the executive management course on Global Social Entrepreneurship.

DID YOU KNOW?

33

percent of the permanent Swiss residential population of 15 years and older engage in formal or informal volunteering (and thus contribute to life satisfaction of themselves and others). The number originates from the Volunteer Monitor 2016 that was only just published. After 2006 and 2009, this is the third time that the donation behaviour regarding time and money of the Swiss population was monitored.

Source: Freiwilligenmonitor Schweiz 2016

Global Philanthropy

The Palgrave Handbook on Global Philanthropy demonstrates differences and similarities in donor behaviour worldwide.



It's hard to put it into other words than that the two editors Pamala Wiepking and Femida Handy landed a very special coup with their Handbook of Global Philanthropy.

The book is a compendium of contributions by 60 authors who examine the question of why people donate money in 25 countries and one region (the Caribbean). Every country-chapter follows the same structure. First comes a historic account of the development of the NPO-sector. Then, the respective fiscal and regulatory framework conditions are described. Additionally, the historic and religious context is presented. This is followed by statistical analyses that show the probabilities of why people are donating to religious or secular organisations. And finally, the differences within the individual countries are compared with each other.

With this work, the two editors have not only contributed to a better understanding about donations on a global level, but have also compiled a fantastic database, which will be yielding more exciting research results in the coming years.

Steffen Bethmann

CALENDER

CEPS ADVANCED STUDIES

Enroll now! (courses in German)

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Modul 2: 23 - 25 May 2016, Basel
Modul 3: 13 - 16 June 2016, Basel

CAS Kommunikation & Wirkungsmessung

Modul 1: 22 - 25 August, 2016 Oberhofen
Modul 2: 12 - 14 September, Basel
Modul 3: 17 - 20 October, Basel

CAS Global Social Entrepreneurship

(in English)
Modul 1: 25 - 28 October 2016, Basel
Modul 2: 07 December 2016, online
Modul 3: 16 - 18 January 2017, Basel
Modul 4: 05 - 12 March 2017, Sri Lanka
Implementation of Social Business
Modul 5: 04 - 05 May 2017, Basel

FURTHER DATES

World Day of Happiness, 20 March 2016

SwissFoundations

Time as Capital for Grant-Making Foundations
11 May 2016, Biel

European Foundation Center

Imagining and Investing in our Future
26 - 28 May 2016, Amsterdam

International Society of Third Sector Research

12th International Conference
28 June - 1 July 2016
Stockholm, Sweden

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