

Basel, March, 2019
Annual Report 2018

Dear Ladies and Gentlemen

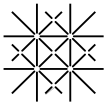
In 2018, we celebrated our 10th anniversary. On the one hand, with an anniversary tour with partners in various Swiss cities, on the other hand with the 1st Basel Convention on Philanthropy. At the heart of all these events: the topic of cooperation. We talked about the question of better cooperation within foundation boards, we dealt with the topic of communication between funding foundations and beneficiaries, and we discussed interactions between different social actors. Especially at the Basel Convention on Philanthropy, it became clear that the scarce resources of civil society can be better employed through exchange and cooperation. It was a great pleasure to celebrate with so many different people and organizations!

Talking about resources: we also deal with this particular topic in various research projects. We have already published several articles on the financing of NPOs and, based on a broad-based survey, we are currently investigating the financial management and market orientation of NPOs. In addition, we also address questions on the development of voluntary engagement. These are mainly concerned with the trend towards ever-shorter volunteer assignments and the question of what motivates young people to volunteer.

A result of many years of data collection was presented at the last Swiss Foundation Symposium: Thanks to the website www.stiftungsstatistik.ch there is now open, direct access to the CEPS database, which gives everyone interested the possibility to use and download the data for one's own purpose.

The Swiss version of the successful «Kursbuch Wirkung», which we launched together with Phineo AG and SwissFoundations, was also very well received. In future, this tool will also be used in our newly revised certificate course CAS «Wirkungsmanagement in NPO» (Impact Measurement in NPOs).

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Another milestone for the CEPS was the agreement on a third foundation consortium organised by SwissFoundations, which will provide basic funding for our institute. We would like to thank the nine foundations whose financial contributions will support our research work over the next five years. In addition, we would like to thank all our partners in Switzerland and internationally, our lecturers in executive education and our colleagues in research. This network supports our work and makes it effective!

Wishing you an interesting read.

Georg von Schnurbein

P.S.: This report offers you a compact overview of our activities at the CEPS. For detailed information and access to our publications, visit our website www.ceps.unibas.ch/en

Center for Philanthropy Studies (CEPS)

The research institute for philanthropy at the
University of Basel.

GENERATE KNOWLEDGE

We contribute to a modern understanding of philan-
thropy in different subject areas. The CEPS is a re-
cognized research institute with innovative pro-
jects that have found acclaim beyond Switzerland.

IMPART KNOWLEDGE

We support the development of philanthropy by means
of university lectures, executive education pro-
grams, coaching, and information services. Foun-
dations and other nonprofit organizations benefit
directly from our work.



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Initiated by: SwissFoundations



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Annual Report 2018



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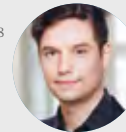
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Research interests: Foundation and trust law, law of associations, law of succession and corporate succession



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MA in Management

Rebecca Wirbel until 31.12.2018
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CEPS Board

Michael Beckmann Prof. Dr., Faculty of Business and Economics at the University of Basel, Department of Human Resources and Organization; **Manfred Max Bergman** Prof. Dr., Sociological Institute at the University of Basel, Department of Social Research and Methodology; **Peter Jung** Prof. Dr., Faculty of Law at the University of Basel, Department of Private Law; **Sophie Hersberger** MSc in Business & Economics, Research Assistant CEPS; **Georg von Schnurbein** Prof. Dr., Director CEPS; **Maria Clotilde Henzen**, Managing Director CEPS

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Donors (2014 – 2018)

Age Stiftung, Avina Stiftung, Sophie und Karl Binding Stiftung, Ria & Arthur Dietschweiler Stiftung, Ernst Göhner Stiftung, Stiftung Mercator Schweiz, Christoph Merian Stiftung, Gebert Rüt Stiftung, UBS Foundation for Social Issues and Education



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of Basel

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Research report 2018

www.ceps.unibas.ch/en/research

Development steps of a research field

Especially in the humanities and social sciences, social changes are constantly creating new fields of research. Examples of recent decades include media studies, gender studies and, yes, philanthropy research. At the beginning of such a development, there are always people with a high affinity to or personal experience with the topic. They advance scientific analysis through theoretical foundation, structuring and empirical evidence. Due to their personal attitude, they see their particular object of research positively and are convinced of its benefits for society. Over time, professorships, conferences, journals and scientific associations on the topic are created, establishing it in the research landscape.

An important step in the development of a field of research is therefore the point in time when research gains a certain distance from the object of investigation and critical analyses receive more attention. This enriches the scientific examination of the topic and leads to a further development of research.

In research on nonprofit organizations and philanthropy, this milestone seems to have been reached. For example, at one of the most important NPO research conferences last year, an explicit call was made for critical investigations into NPOs, a call reflected in a special issue in a highly respected journal. At the next conference of the European Research Network on Philanthropy (ERNOP), which will take place on July 4th and 5th 2019 in Basel, one keynote speech will deal with the bright side, and the other with the dark side of philanthropy.

Even if it does not seem so at first glance, this development is beneficial for the philanthropy sector itself, because the theoretical and empirical examination of critical arguments broadens scientific foundation. New approaches are emerging that can help the sector develop and respond to ongoing societal changes. For example, the most important legal forms of NPOs – associations, foundations and cooperatives – emerged as response to social changes in the 19th century. However, this does not necessarily mean that today all NPOs must fit into these same templates.

Output

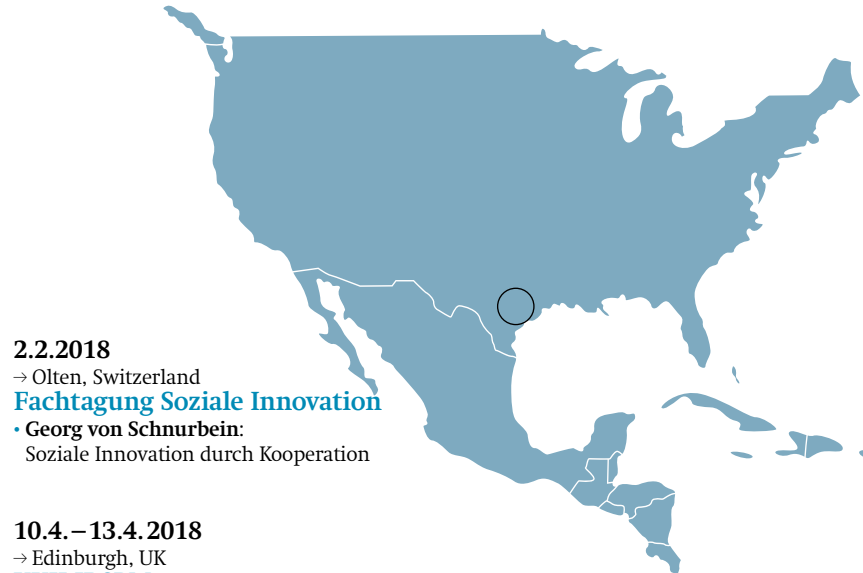
Scientific Publications

Complete publication list by category:
www.ceps.unibas.ch/en/publications

- 4 Scientific articles in peer-reviewed journals
- 2 Working Papers
- 5 Articles in newspapers and other journals
- 1 Doctoral dissertation
- 3 Articles in collected editions
- 3 Monographs



Scientific Conferences



2.2.2018
→ Olten, Switzerland
Fachtagung Soziale Innovation
• **Georg von Schnurbein:**
Soziale Innovation durch Kooperation

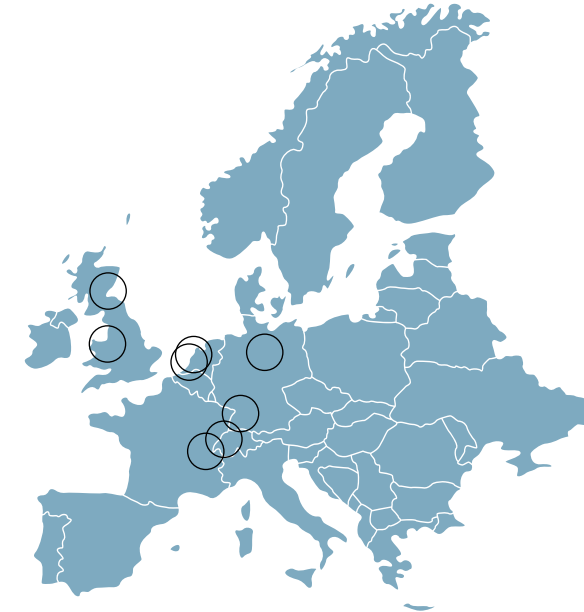
10.4. – 13.4. 2018
→ Edinburgh, UK
XXII IRSPM
Annual Conference
• **Ann-Kathrin Seemann, Jörg Lindenmeier, Georg von Schnurbein, Oto Potluka:**
Political, Economic, and Social Co-production's Effect on Parental Satisfaction: An Empirical Analysis on Social Service Providers' Performance in Childcare Markets

19.4. – 20.4. 2018
→ Freiburg, Switzerland
13. Internationales NPO-Forschungskolloquium
• **Theresa Gehringer:**
Auf Taten Worte folgen lassen: Wie Top-Unternehmen in der Schweiz ihr philanthropisches Engagement kommunizieren
• **Georg von Schnurbein:**
Wider den funktionalen Dilettantismus: Institutionenbildung durch NPO (Eröffnungsvortrag)

8.7. – 10.7. 2018
→ Amsterdam, Netherlands
ISTR
International Society for Third-Sector Research, Pre-conference PhD Workshop
• **Nicholas Arnold/Theresa Gehringer**
Alice Hengevoss

10.7. – 13.7. 2018
→ Amsterdam, Netherlands
ISTR
International Society for Third-Sector Research
• **Theresa Gehringer:**
The Variety of Corporate Foundations – a First Conceptualization
• **Sophie Hersberger:**
Does Market Orientation Impact upon Nonprofit Organizational Performance? Evidence from a Cross-sectoral Analysis
• **Georg von Schnurbein/Marybel Perez/Theresa Gehringer:**
Interdependence of Global Foundations: A Network Governance Approach
• **Sara Stühlinger:**
A Systematization of Impact Investing for Foundations

3.9. – 5.9. 2018
→ Heidelberg, Germany
ISIRC
Interdisciplinary Social Innovation Research Conference
• **Sara Stühlinger:**
In Need of Clarification: Current Perception of Impact Investing in the German and Swiss Foundation Sector



5.9. – 7.9. 2018
→ Lausanne, Switzerland
EGPA
European Group for Public Administration
• **Oto Potluka:**
Role of Formal and Informal Nonprofit Leadership in Rural Development

23.10. – 24.10. 2018
→ Manchester, UK
RSA
Regional Studies Association
• **Oto Potluka:**
Role of Formal and Informal Nonprofit Leadership in Rural Development

15.11. – 17.11. 2018
→ Austin, USA
ARNOVA
Association for Research on Nonprofit Organizations and Voluntary Action
• **Oto Potluka:**
Effective, but Inefficient? Public Support Granted to Social Enterprises for Employment
• **Oto Potluka/Sophie Hersberger:**
Crossing the Language Barrier: Cultural Differences in Charitable Giving

Outcome

Which research questions were we able to answer with our studies?

WHAT CHALLENGES DO FOUNDATIONS FACE WITH REGARD TO IMPACT INVESTING?

Impact investing is a much-discussed topic in the world of foundations. However, foundations often face major challenges when it comes to its implementation. We have examined such challenges using 16 semi-structured interviews with foundations and intermediaries in Germany and Switzerland. Legal uncertainty is a key

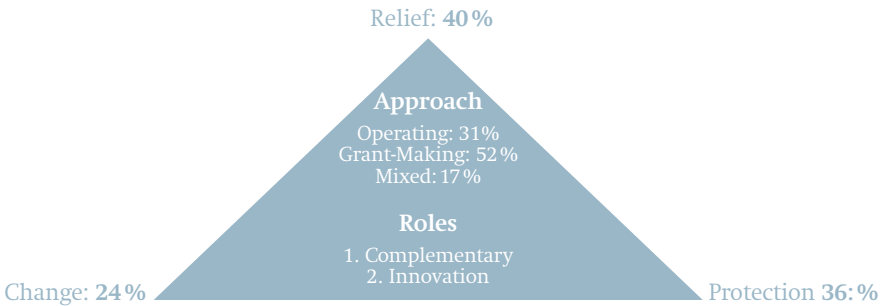
challenge. However, the interviewees stress that, at least for certain types of impact investments, such uncertainty can be overcome through good skills. The study also examines the general understanding of impact investing as well as normative questions around this form of investing.

→ Stühlinger, S. (2018). In Need of Clarification: Current Perceptions of Impact Investing in the German and Swiss Foundation Sectors. CEPS Working Paper Series, No. 13, Basel: CEPS.

PHILANTHROPIC FOUNDATIONS IN COMPARATIVE PERSPECTIVE

Based on comparative research on the foundation sectors in Germany and the USA, a comprehensive scientific analysis of the activities of Swiss foundations was presented for the first time. Among other things, it became clear that the Swiss foundation sector is similar to the German sector in terms of historical development, especially regarding the use of funds.

At the same time, the density of foundations in Switzerland is unique, just as the orientation of the activities has a specific composition. The overarching goals of foundations are more often “welfare” and “preservation” than “change”.



→ von Schnurbein, G./ Perez, M. (2018). Foundations in Switzerland: Between the American and the German Cases, in: American Behavioural Scientist, 62(13) 1919 – 1932

NPO LEADERS AND THEIR INFLUENCE ON RURAL POPULATION GROWTH

Rural communities face the challenge of their inhabitants moving to cities. We therefore asked, in what ways NPO leaders influence this process. Based on data collection in 6262

Czech municipalities, we found that the presence of NPO leaders makes the municipalities more attractive. It also indicates that social capital and volunteering play an important role.

→ Potluka, O., Fanta, P. (2018). Role of Formal and Informal Nonprofit Leadership in Rural Development. CEPS Working Paper Series, No. 14, Basel: CEPS.

Publications



CEPS Forschung & Praxis – Vol. 18
**Konjunkturbarometer:
Eine Trendanalyse des Schweizer
NPO-Sektors**

Alice Hengevoss, Oliver Berger



CEPS Forschung & Praxis – Vol. 19
Der Schweizer Stiftungsreport 2018

Beate Eckhardt, Dominique Jakob,
Georg von Schnurbein



**Kursbuch Wirkung –
Edition Schweiz**

Phineo, CEPS, SwissFoundations



Jahrbuch der Hilfswerke 2018

Luzius Neubert, Stephan Skaanes, Sara Stühlinger,
Georg von Schnurbein

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Executive Education & Lectures 2018

Spring term 2018



LECTURE

Nonprofit Management

Evaluation and satisfaction level of students: The students (N=51) evaluated the lecture at an average grade of 4.8 and 92.2 % would recommend the lecture to other students.

NUMBER OF STUDENTS: 215
Previous year: 263



COLLOQUIUM

Colloquium on Foundations

Evaluation and satisfaction level of students: The students (N=10) evaluated the colloquium at an average grade of 5.7 and 100 % would recommend this colloquium to other students.

In the colloquium 2018, the students performed research on the impact of the «Kurszentrum K5» by applying various impact measurement methods.

NUMBER OF STUDENTS: 10
Previous year: 11

LECTURE

“Stiftungs-, Vereins- und Gemeinnützigkeitsrecht“

Organized by “Fachbereich Privatrecht“ at the Faculty of Law of the University of Basel). Lecturer: Dr. iur. Roman Baumann Lorant.

NUMBER OF STUDENTS: 6
Previous year: 10

Fall term 2018



LECTURE

Foundation Management and Corporate Philanthropy

Evaluation and satisfaction level of students: The students (N=18) evaluated the lecture at an average grade of 5.2 and 100 % would recommend the lecture to other students.

NUMBER OF STUDENTS: 77
Previous year: 116



COLLOQUIUM

Corporate Social Responsibility

Evaluation and satisfaction level of students: The students (N=19) evaluated the colloquium at an average grade of 5.4 and 92.4 % would recommend the colloquium to other students.

NUMBER OF STUDENTS: 22
Previous year: 21



BACHELOR'S SEMINAR COURSE

Nonprofit-Organizations and -management

Evaluation and satisfaction level of students: The students (N=19) evaluated the Bachelor seminar at an average grade of 5.7 and 100 % would recommend the seminar to other students.

NUMBER OF STUDENTS: 19
Previous year: 21

SHORT SUMMARY OF TWO STUDIES:

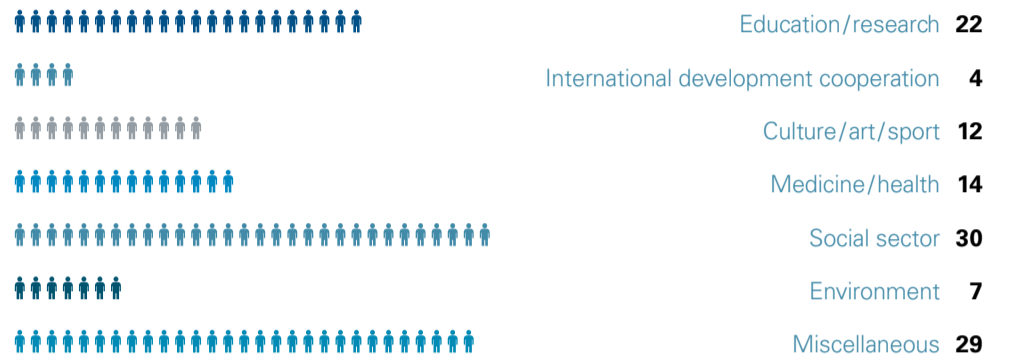
Corporate In-Kind Giving in der IT-Branche in Deutschland, Österreich und der Schweiz

Based on a survey of ten IT companies, this study examined how and for what reasons these companies make in-kind donations to nonprofit organizations (NPOs). Most companies focus on software donations. According to the companies surveyed, in-kind donations have the following advantages over monetary donations: clear link to purpose, more direct impact and higher expected benefits for NPOs.

Diktatoren ohne Wahl – der Einfluss einer Exit Option auf die externe Validität des Diktator Spiels

This study investigated whether the willingness of students to donate is related to experimental measurements of prosocial behaviour. The relationship was not significant for a measurement frequently used in the literature. However, if this measurement was combined with a second measurement method, differences in donation behaviour could be observed: Students who showed constant prosocial preferences in the experimental measurements donated more than twice as much as students who did not show this pattern.

Sector of origin of executive education participants



TOTAL 118

Number of course participants



TOTAL 118

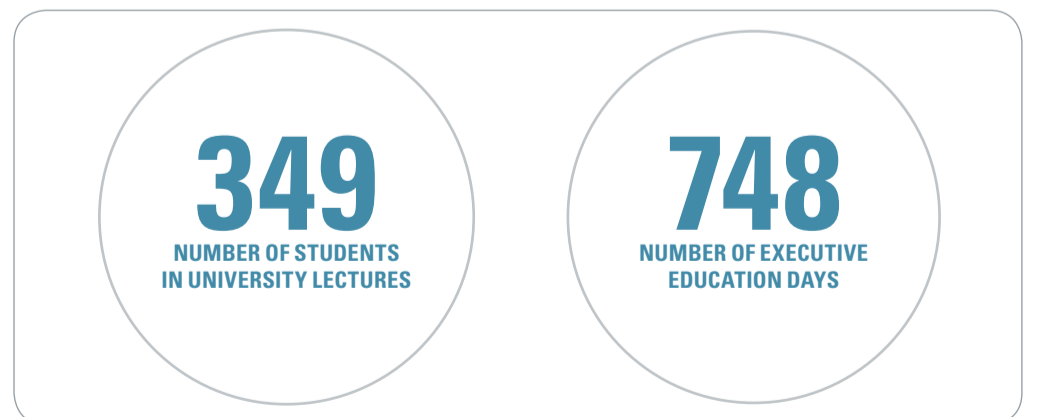
Lecturers



TOTAL 70

Participant satisfaction in executive education

99% of participants are happy with the training and course contents (very good or good).



Guest speakers in lectures

- Bastiaan Frich, Vice President, Urban Agriculture Basel (UAB)
- Andreas Cueni, Specialist for Fundraising und Sponsoring
- María José Rementería, Social Link Analytics Team Leader, Barcelona Supercomputing Center
- Tim Göbel, Executive Council, Schöpflin Stiftung

ANNIVERSARY



First Basel Convention on Philanthropy

On November 19th and 20th 2018, more than 200 participants from foundations, NPOs, academia, politics and business met in the Volkshaus Basel for the first Basel Convention on Philanthropy.

Under the motto "**A Plea for Collaboration**," the conference aimed to facilitate a critical discussion on the current state and future development of inter-sectoral cooperation and to discuss the role of philanthropy in this context.



A central component of the conference were the three speeches by Katherine Milligan (Director Schwab Foundation for Social Entrepreneurship), Nan Buzard (Head of Innovation at the International Committee of the Red Cross ICRC) and Prof. Dr. Ernst Hafen (ETH Zurich). It showed that although cross-sector cooperation has great potential, it is by no means easy. Katherine Milligan pointed out that such cooperation can only work if mistrust, power imbalance and ego are discussed openly and honestly. While Nan Buzard cited the cooperation between the ICRC and Microsoft to develop an innovative facial

recognition tool for the reunification of families in conflict areas as a successful example of inter-sectoral cooperation, Prof. Ernst Hafen of the ETH Zurich pointed out the risks of digital instruments. For example, with regard to data protection, it becomes clear that different actors can often have very different views on certain issues – a fact that can make inter-sectoral cooperation very challenging.

In the three panel discussions as well as in the World Cafés and Unconferences, which offered the participants space for the exchange of ideas and for critical reflection, it was pointed out repeatedly that cross-sector cooperation holds great potential, but also poses great challenges for the actors involved. In summary, it can be said that cooperation between



different sectors is in some cases simply not realistic, as incompatible views clash. In other cases, however, it is precisely the combination of different strengths and (somewhat) conflicting values that offers the potential for social innovation through cross-sector cooperation. So much seems certain: designing successful and meaningful cooperation can be a lengthy process. This makes it all the more important that all sides discuss intensively with each other to overcome mistrust, find common ground and define meaningful common goals.

Further information:

www.ceps.unibas.ch/de/praxistransfer/basel-convention-on-philanthropy
www.philanthropyconvention.org

CEPS on Tour



"**Entwicklung der Philanthropie in der Schweiz**" – in cooperation with SwissFoundations, 12 March 2018, Zurich

"**Die Rolle der Förderstiftungen und des Nonprofit-Sektors in Gesellschaft und Politik**" – in cooperation with the Volkart Foundation, 24 May 2018, Winterthur

"**10 tendances qui façonnent la philanthropie d'aujourd'hui**" – in cooperation with the Swiss Philanthropy Foundation and ImpactHub Lausanne, 7 June 2018, Lausanne

"**Von Menschen für Menschen – Philanthropie und Gesellschaft**" – in cooperation with Caritas Switzerland, 10 September 2018, Lucerne

"**Philanthropie für eine offene Gesellschaft**" – in cooperation with the "House of Religions", 12 September 2018, Berne

"**Aktuelle Herausforderungen für Stiftungsräte**" – in cooperation with the Foundation Supervision Grisons, 19 September 2018, Chur

"**Welches Wachstum braucht der Nonprofit-Bereich?**" – in cooperation with the foundations Ernst Göhner, Prof. Otto Beisheim and Landis & Gyr, 20 September 2018, Zug

SPOTLIGHTS

Five international researchers at CEPS

In 2018, five international researchers visited CEPS. The exchange between CEPS and the Centre for the Study of Philanthropy & Public Good (CSPPG) at St. Andrews University, initiated by the antelope doctoral program, was intensified by the visit of Dr. **Tobias Jung**. The Director of the Centre and the CEPS team exchanged views on the development of philanthropy in Scotland and Switzerland and opportunities for cooperation.

For the fourth time already, Prof. **Jeffrey Brudney** spent a week at CEPS before the ISTR Conference in Amsterdam. He is Professor of Innovation in the Nonprofit Sector at the University of North Carolina Wilmington and Affiliate Professor at CEPS. For researchers at CEPS, this is an excellent opportunity to benefit from his many years of experience.

As a result of an exchange on NPO financial health at the ISTR conference, Prof. **Grace Chikoto-Schultz** of Portland State University visited us.

In August, Prof. **Bryan A. Richards** of Indiana University's Herron School of Art and Design was at the CEPS. We discussed collaboration on research projects and publications on nonprofit leadership in regional development and evaluation practices in US foundations with him.

In autumn, **María José Rementería** spent a few days at the CEPS. She heads the Social Link Analytics Group at the Barcelona Supercomputing Center (BSC-CNS) and presented data from Spanish foundations. A possible cooperation in the field of data collection, analysis and text mining was discussed.

Students visit Syngenta AG



As part of the CSR Colloquium, the participating students visited Syngenta in Basel. The aim was to combine theoretical CSR knowledge from the lecture with insights from corporate practice. In a discussion round, led by the company's CSR officer, current and critical questions on the subject of corporate responsibility in the agrochemical industry were discussed.

Database Foundation Statistics

The website www.stiftungsstatistik.ch was presented at the Swiss Foundation Symposium. It offers direct access to the CEPS database and thus the opportunity to conduct one's own queries on the development and structure of the Swiss foundation sector. The website was developed in cooperation with the Department for Digital Sustainability at the University of Berne and is a contribution to improving the visibility of foundations.

www.stiftungsstatistik.ch

Global Philanthropy Environment Index (GPEI)

CEPS was involved as a national partner in the preparation of the GPEI. This index shows the legal, political and social framework conditions for philanthropic activities in a country. In an international comparison, Switzerland ranks fourth behind Finland, the Netherlands and the USA.

<https://globalindices.iupui.edu>

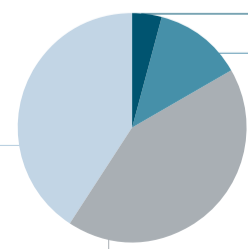
1st Alumni Meeting

During the Swiss Foundation Symposium, a meeting of the alumni of the CEPS intensive course "Stiftungsmanagement" (Foundation Management) took place for the first time. Over the past ten years, a total of 275 participants took part in this course. 45 alumni met for a social exchange and received current information from CEPS research on self-assessment tools for governance and management.

Media Reports 2018

41 %
Newspaper: 39

43 %
Online: 41



4 %
Radio/TV: 4

12 %
Scientific Magazines & Journals: 12

In 2018, the CEPS was mentioned 96 times in the media.