

University of California, Los Angeles
Civic Engagement 122
Philanthropy as Civic Engagement
Fall 2012
Monday, 3:00 to 6:00 pm

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Description

In this class, we will study the history, philosophy, and practice of philanthropy, analyzing its role as a common good in American communities. Working with a generous grant from the *Once Upon a Time* Foundation, the class will have the unique opportunity and privilege to decide how to award \$100,000 among four local nonprofit organizations that foster arts and cultures, civil rights and human services, environmental sustainability, as well as health and wellness in Los Angeles.

Course Goal

The primary goal of this class is to inform students about philanthropy and introduce them to the value of giving and community investments.

Course Objectives

1. Understand the nature of philanthropy, what it is and how it operates in a large urban setting such as Los Angeles.
2. Analyze and debate the roles and responsibilities of nonprofits in Los Angeles that are devoted to furthering: a) arts and cultures, b) civil rights and human services, c) environmental sustainability, and d) health and wellness.
3. Participate in the philanthropic process: establishing goals, performing due diligence, writing and vetting proposals, engaging in discussions that will persuade, debating merits, and reaching a collective decision.
4. Make decisions while considering the consequences on both a micro and macro basis and learn about giving away 'smartly' with a clearly articulated mission statement and set of goals.

Course Structure

The course is designed to meet as a seminar for three hours each Monday during the Fall Quarter. For the initial half of the quarter, the **first hour** will be devoted to a discussion on the academic readings. The **second hour** will be devoted to guests, including donors, leaders of local non-profits and UCLA development leaders, who will discuss contemporary practices of philanthropy. In the **third hour**, students will usually be divided into four groups of six students, each focusing on nonprofits within a particular theme (per #2 above). An academic administrator will facilitate weekly group sessions. For the second half of the quarter, the entire three-hour seminar will be devoted to group discussions and presentations, leading to a reception, at which time the class will present checks to the four selected non-profits.

Active Participation and Field Work

Participation in class and group discussions

The essence of every seminar is discussion. Students are expected to complete the weekly readings before each seminar and be prepared to contribute actively in class discussions.

Forum responses (10 points)

After class during select weeks, a writing prompt will be posted to the course web site that is related to the lecture or the assigned readings. All students are expected to respond in 100 words or less by the following Saturday at noon. Postings made by other students can be viewed only after you have posted your response. Please note that responses should be expansive and not simply a recitation of the issues raised by the writing prompt.

Site visits

During Weeks 3 and 4, students are required to visit two local nonprofits in Los Angeles. For safety, students may not make site visits alone and must be accompanied by another student.

Papers and Presentations

Paper 1: Review of two nonprofits from one theme (due Week 3; October 15)

In a 4-page paper, each student will focus on two nonprofit agencies from an approved list. From information provided on the web (and when possible) brochures provided by the agencies, the student will identify the mission and goals of each agency and describe sample projects. The student will also discuss briefly why the work of the agency is important to the community served. The student will distribute and present **Paper 1** during the Week 3 group sessions.

Paper 2: An individual proposal presented to the theme group (due Week 5; October 29)

In a six-page paper, the student will submit a proposal to her/his theme group, making clear and convincing arguments in support of one of the nonprofit agencies reviewed in **Paper 1**. The proposal should include: 1) brief description and history of the nonprofit; 2) evidence the nonprofit has 501c-3 status, and if applicable, an acceptable rating from *Charity Navigator*, *GuideStar* or *FindTheBest* (or another intermediary agency); 3) a summary of the annual budget; 4) description of two key projects being undertaken by the nonprofit over the past two years; 5) statement about how the nonprofit agency might use a grant ranging from \$10,000 to \$50,000; and 6) personal statement explaining why the work of the nonprofit is important to the community. In writing this paper, the student will incorporate the web-based information from **Paper 1** as well as information gathered during the site visit. The student will distribute and present **Paper 2** during the Week 5 group sessions.

Group proposal and class presentation (Week 9; November 26)

In a PowerPoint presentation (10 slides or less) and a 6-page proposal, each theme group will select one nonprofit agency to support. The group proposal should include the information outlined for the **Individual Proposal (Paper 2)** and end with a statement of support that explains how the group set funding priorities and arrived at a decision.

Making decisions (Week 10; December 3); Presenting awards (Finals Week; December 10)

During class in Week 10, students will decide how to award the \$100,000 from *Once Upon a Time* Foundation. The minimal award(s) will be set at \$10,000 and the maximum \$50,000. Students are expected to engage in meaningful negotiation, collaboration, and consensus building. On Monday of finals week (December 10), the class will host a small reception from 4-5:30 pm to present checks to the four winning nonprofits. Attendance at the reception is required unless you have a documented exam conflict, which has been cleared with Professor Smith before the end of the second week of class.

Grading

Class participation:	10%
Forum responses:	10%
Paper 1 and presentation	15%
Paper 2 and presentation	35%
Group proposal and presentation:	30%

Required Texts

Sievers, Bruce R. *Civil society, philanthropy, and the fate of the commons*. University Press of New England, 2010.

Week 1: Philanthropy as Civic Engagement

Monday, October 1

Seminar

1. Brief overview of the course and questions to be discussed:
 - a. What is philanthropy?
 - b. Who invests? Individual donors, foundations, and corporations?
 - c. What is the role of philanthropy in civic engagement?
 - d. What is the history of philanthropy in the United States?
2. Second-hour panel: *Why do individuals, foundations and corporations make philanthropic donations and investments? How are individuals and communities impacted?*

Group Sessions

1. Review of list of nonprofit agencies assigned to the theme group.
2. The Web as a tool to discover the history, mission, and civic engagement of nonprofits.
3. Looking ahead: A review of **Paper 1** and nonprofit site visits.

Week 1 and 2 Readings:

Sievers, Bruce R. *Civil society, philanthropy, and the fate of the commons*. University Press of New England, 2010. Read Chapters 1, 2 & 3 (pp. 1-44).

Illingworth, Patricia; Pogge, Thomas; Wenar, Leif (editors). *Giving Well: The Ethics of Philanthropy*. Read the following essay (download from course website): Peter Singer. *What should a billionaire give—and what should you?* (pp. 13-25)

Week 2: Nonprofit status and due diligence

Monday, October 8

Seminar

1. Questions to be discussed the first hour:
 - a. How do nonprofits qualify under 503c-1? How are they established, organized, managed, and operated?
 - b. What are the roles of volunteer boards and their fiduciary responsibilities, and external funding?
 - c. What criteria is used to rate nonprofits? What is due diligence?
2. Second-hour panel: *What is important to know in making the decision to support a nonprofit organization?*

Group Sessions

1. Review of scope and structure of ***Paper 1*** (due Monday, October 15).
2. Structure and questions to be covered during the site visits (to be completed by the end of Week 4).

Week 3: The scope and role of nonprofits in Los Angeles

Monday, October 15

Seminar

1. Questions to be discussed the first hour:
 - a. What is the scope of charitable organizations and foundations in Los Angeles?
 - b. How are charitable dollars distributed and what role does the third sector play in providing services in 1) arts and cultures, 2) civil rights and human services, 3) environmental sustainability, and 4) health and wellness?
 - c. How do nonprofits reflect the needs and character of the city they serve?
2. Second-hour panel: Why are nonprofit activities across the themes (defined for the class) important to communities in Los Angeles and elsewhere?

Group Sessions: 12 nonprofits reviewed; narrow list to 6 and select visiting teams

1. Each student will give a 5-minute presentation focused on ***Paper 1***.
2. Each student will provide all members of the theme group a copy of ***Paper 1***.
3. Decision of what nonprofits will be visited during Week 3 and Week 4; select visiting teams.

Week 3 and 4 Readings:

Sievers, Bruce R. *Civil society, philanthropy, and the fate of the commons*. University Press of New England, 2010. Chapters 6, 7, & 8 (pp. 84-144).

Illingworth, Patricia; Pogge, Thomas; Wenar, Leif (editors). *Giving well: The ethics of philanthropy*. Oxford University Press, 2010. Read the following essay (download from course website): Rob Reich. *Toward a political theory of philanthropy* (pp. 177-195).

Week 4. Making an Effective Case for Support

Monday, October 22

Seminar

1. Questions to be discussed the first hour:
 - a. What are the key elements of a proposal for funding?
 - b. How can return on investment be evaluated?
2. Second-hour panel: *What do we look for in funding a proposal?*

Group Sessions

A review of scope and structure of **Paper 2** (due Week 5).

Week 5: UCLA and the UCLA Foundation - A case study

Monday, October 29

Seminar

1. Questions to be discussed the first hour:
 - a. UCLA as a nonprofit: How does it function and what is the UCLA Foundation?
 - b. How do philanthropic dollars add to UCLA's state budget?
 - c. What are the key elements of the pending UCLA Centennial Campaign?
2. Second hour panel: *What are UCLA's priorities for raising funds and why do donors invest?*

Group Sessions: Begin presentations of 6 nonprofits in theme area

1. Each student will give a 10-minute presentation focused on **Paper 2**.
2. Each student will provide all members of the group a copy of **Paper 2**.

Week 5 Readings:

Illingworth, Patricia; Pogge, Thomas; Wenar, Leif (editors). *Giving well: The ethics of philanthropy*. Oxford University Press, 2010. Read the following essay (download from the web): Devesh Kapur. *Philanthropy, self-interest and accountability: American universities and developing countries* (pp. 264-285).

Week 6: Groups select a nonprofit to advance for funding

Monday, November 5

Group Sessions will be scheduled for three hours: Continue presentations and narrow to one nonprofit in theme area

1. Continuation of student presentations of **Paper 2**.
2. Group discussion leading to a decision to fund one nonprofit based on individual presentations (Week 5) and the group's funding priorities within the assigned theme.
3. Group will outline the main arguments and summary points for the group's presentation to the class; group will assign members to draft written proposal and PowerPoint presentation.
4. Preparation for the proposal and PowerPoint Presentation will continued during Week 7.

Week 7: HOLIDAY (NO CLASS) - groups should continue work on preparing proposals and presentations

Monday, November 12 (Veterans Day)

Week 8: Case study – The conduct of a board

Monday, November 19

Seminar

How do foundation boards conduct business; preparing for Week 9 and 10

Group Sessions (two hours)

1. Practice presentation for the class (draft of *PowerPoint*).
2. Review of final draft for the written proposal.

Week 9: PowerPoint presentations and written proposals from each of the four theme groups

Monday, November 26

Seminar (full three hours)

Presentations from each of the four theme groups. Each oral presentation will be scheduled for 15 minutes (must include a PowerPoint presentation of 10 slides or less); in addition the written proposal (limited to 10 pages) will be distributed to each member of the class. Each oral presentation will be followed by 5-minute question/answer session. The presentation schedule will be as follows:

Theme 1: Proposal to fund a nonprofit fostering **ARTS AND CULTURES**

Theme 2: Proposal to fund a nonprofit fostering **CIVIL RIGHTS AND HUMAN SERVICES**

Theme 3: Proposal to fund a nonprofit fostering **ENVIRONMENTAL SUSTAINABILITY**

Theme 4: Proposal to fund a nonprofit fostering **HEALTH AND WELLNESS**

Week 10: Making funding priorities

Monday, December 3

Seminar (full three hours)

1. Class determines the distribution of funds based on class presentations and written proposals.
2. Each group is permitted to make a final statement summing up their arguments.
3. Class will make plans for a brief ceremony to make presentation of the checks to nonprofits.

Finals Week: Reception to award checks to four nonprofits

Monday, 4- 5:30 pm, December 10

The class will host a reception and present checks to the four winning nonprofits.

The reception will be held in lieu of a class final.