

Civic Engagement 122

Philanthropy as Civic Engagement

Fall 2014: Tuesday, 4:00 to 7:00 pm

2121 Murphy Hall – Chancellor’s Conference Room

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Description

We will study the philosophy and practice of philanthropy, analyzing its role as a common good in American communities. Working with a \$50,000 grant from the *Once Upon a Time* Foundation, funded under “The Philanthropy Lab” projects, and \$50,000 donated by UCLA donors, the class will have a rare opportunity and privilege to decide how to award \$100,000 among four local nonprofit organizations that foster arts and cultures, human services, environmental sustainability, and health and wellness in Los Angeles communities.

Course Goal and Objectives

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

1. Understand the nature of philanthropy and how it operates in a large urban setting.
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 funding decisions 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 Tuesday during the Fall Quarter. For the initial five weeks of the quarter, the **first hour** will be devoted to lectures on key concepts. The **second hour** will be devoted to guests, including donors, leaders of local non-profits and UCLA development staff, who will discuss contemporary practices of philanthropy. In the **third hour**, students will usually be divided into four workgroups of five students, each focusing on a number of nonprofits within the four nonprofit themes (per #2 above). A Civic Engagement Scholar assistant 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 award checks to the four selected non-profits.

Forum Responses (due on Saturday at noon; Weeks 1-5 only)

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.

Making decisions (Week 10; Dec 9) and presenting the awards (Finals Week; Dec 16)

During class in Week 10, students will decide how to award the \$100,000. The minimum award is set at \$10,000 and the maximum at \$50,000. Students are expected to engage in meaningful negotiation, collaboration, and consensus building. On Tuesday of finals week (December 16), the class will host a small reception from 4-5:30 pm in the UCLA Faculty Center to present checks to the four winning nonprofits. Attendance at the reception is required.

Grading for the Class

Board/group participation:	5% (based on work as a director)
Forum responses:	15% (3 points each forum)
Paper 1 and presentation	10%
Paper 2 and presentation	30%
Group paper and presentation:	40% (20% each)

Guidelines for Papers and Presentations

Paper 1: Review of two nonprofits from the workgroup list (due Week 3; October 21)

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 section group (due Week 5; November 4)

In a six-page paper, the student will submit a proposal to her/his workgroup, 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 \$15,000 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.

Guidelines for the Group PowerPoint presentations and Paper 3

The PowerPoint Presentation: The oral PowerPoint presentation will be limited to a maximum of **30 minutes** (10 minutes per section) with no more than 24 PowerPoint slides (8 slides per section). The workgroup will select three students (one for each section) to deliver the oral presentation and a **Program Director** to introduce the presentation (5 minutes). The three sections will be as follows:

Section 1 – Overview of the Nonprofit (4 pages; 10 minutes w 8 slides)

Provide a succinct overview of the nonprofit organization selected by the workgroup has selected for funding, including its mission, history, location, physical site(s) and general populations served, as well as the organization's structure and financial status (cite at least one external rating, as available).

Section 2 – Project Description and Budget (4 pages; 10 minutes w 8 slides)

Describe the specific project proposed for a class award and identify the project's primary objectives of the project. Include a description of the specific population(s) to be served and the issue(s)/problem(s) to be addressed. Present a proposed budget for the full award (\$50,000) and indicate what other financial or in-kind sources the nonprofit has allotted and/or is seeking for the project. Also indicate how funds would be used if grant was reduced to \$25,000 or \$10,000.

Section 3 – Timeline, Evaluation and Rationale (4 pages; 10 minutes w 8 slides)

Discuss the timeline for implementing the project once the funds have been awarded. Identify two output and two outcome measures the nonprofit *might* use in the next ten months to determine whether the proposed project for funding is successful in meeting its objectives. Last, identify and discuss at least four major factors that led the workgroup to elect the nonprofit for funding.

Deadline: For each group, the assembled PowerPoint must be emailed to Dr. Kyle McJunkin no later than 9 am on Monday, December 1, 2014. His office will be responsible for printing the PowerPoint presentations before the class meets.

Paper 3: The organization for **Paper 3** should be the same as the PowerPoint presentation. Divide the paper into three sections as outlined above; each section should be no more than 4 pages with a maximum of 12 pages for the full paper (excluding a title page and a table of contents). In Section 2, the budget should be explained with as much detail as possible; create a table if possible. You may not include appendix materials. The paper must be formatted as a WORD document, be paginated, and include a title page (with all student names), as well as a table of contents (2 extra pages).

Deadline: The electronic copy, which should be a WORD document, must be emailed to Dr. McJunkin on or before Monday, December 1, 2014 at 12pm.

Directors: For each group, one student will be designated as an **Editing Director** and one as a **Program Director**. The **Editing Director** will be responsible for the final editing and proof-reading of their group's paper and PowerPoint slides. They are also responsible for emailing both documents and meeting all deadlines specified above. The **Program Director** will introduce their respective group's presentation at the Board meeting on December 2, 2014 and be responsible for keeping each presentation on a tight schedule (also see page 6).

Weekly Topics and Readings

Week 1. Philanthropy as Civic Engagement

Tuesday, October 7

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?
2. Second-hour panel: *Why do individuals, foundations and corporations make philanthropic donations and investments? How are individuals and communities impacted?*
- 3.

Group Sessions

1. Review of list of nonprofit agencies assigned to the workgroup.
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.

Watch: "60 Minutes" interview about the Giving Pledge (Link posted on class website)

Week 1 and 2 Readings: (both readings are available for download on the course website)

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

Tuesday, October 14

Seminar

1. Questions to be discussed the first hour:
 - a. How do nonprofits qualify under 503c-1? How are they organized, managed, and operated?
 - b. What are the roles of volunteer boards and their fiduciary responsibilities?
 - c. What criteria is used to rate nonprofits? What is due diligence?
2. Second-hour panel: *Organization and responsibility of a "board" and the CEO*

Group Sessions

1. Review of scope and structure of **Paper 1** (due Week 3: Tuesday, October 21)
2. Structure and questions to be covered during the site visits (to be completed by the end of Week 4).

Additional reading for Week 2 (to be read after the lecture). Ken's Commentary: *Navigating Charities with the President of Charity Navigator* (Ken Berger). Use link listed on the on course website.

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

Tuesday, October 21

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 four theme areas: 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?

Group Sessions: 10 nonprofits reviewed; narrow list to 5 and select visiting teams

Will start at 5 pm and be a two- session.

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

Week 3 and 4 Readings: (readings available on the course website)

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

Tuesday, October 28

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: This session will run 90 minutes.** Representatives from the 2013 class and one staff member from the nonprofits funded by last year's class will discuss their experiences with the class.

Group Sessions

A review of scope and structure of **Paper 2** (due Week 5); this session will be shortened to 30 minutes.

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

Tuesday, November 4

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

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 6. Tuesday, November 11 – Veterans Day HOLIDAY (NO CLASS) - groups continue to work on preparing a PowerPoint presentation and Paper 3

Week 7. Groups select a nonprofit to advance for funding

Tuesday, November 18

Group Sessions will be scheduled for three hours: Continue presentations; narrow to one nonprofit

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.
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 8. Organizing for the Board Meeting

Tuesday, November 25

Organization of the class and assignments for the upcoming Board meetings and reception

Board Assignments: one member from each workgroup will take on one of the following duties:

1. **Convening Directors** – the four directors will determine the manner in which voting will occur at the Board meeting to determine the funding awards; they will also be responsible for determining the final wording of the Board's mission statement.
2. **Program Directors** – these four directors will introduce their groups' presentations on December 2nd and keep each presentation on a tight schedule. During the December Board meeting, these directors will also be prepared to represent their group and field questions about their group's proposal. When it comes time to vote, the program directors will be released from their "program mantles" and free to vote in any manner they please.
3. **Editorial Directors** – the four directors will be responsible for the final editing and proofreading of their group's paper and PowerPoint slides. They are also responsible for emailing both documents and meeting all deadlines specified.
4. **Events Directors** – the four directors will work with the Board's development director, Ms. Bea Richman, to plan the grant award reception at the UCLA Faculty Center. Each director will also represent her or his workgroup by giving a brief talk (~ 3 minutes) about why the nonprofit was selected and the importance of the program to be funded.
5. **Evaluation and Progress Report Directors** – the four directors will work with Dr. Jennifer Lindholm to devise a questionnaire to illuminate the students' experiences in class; they will also summarize those findings, which will be submitted as part of the class report to the *Once Upon a Time Foundation*. The three directors will also review the requirements for the progress report for the agencies to be funded by the Fall 2014 class.

Week 9. Group Oral Presentations

Tuesday, December 2 (three hours)

The entire Board hears three presentations. Each oral presentation will be scheduled for 30 minutes; this must be a *PowerPoint* presentation of 24 slides or less (guidelines on page 3). The **Program Director** for each group will introduce the presentation (limit of 5 minutes); each presentation will be followed by 10-minute question/answer session, which will be moderated by the group's **Program Director**.

NOTE: Paper 3 is due Week 10 (December 9). It is the responsibility of the group's **Editorial Director** to see that the paper is consistent with the guidelines and that the paper is submitted on time; see page 3 the guidelines and deadline.

Week 10. The Board Meeting

Tuesday, December 9, 2014

The Agenda

1. Welcome: Board Members and Guests
2. Old Business (none)
3. New Business – Funding Decisions
 - Guidelines for discussion and decision-making (Convening Directors)
 - Brief summary for each of the three proposals (Program Directors)
 - Discussion and decisions about funding (entire Board; **limited to 90 minutes**)
4. Reports About Future Events
 - Recommendations for progress reports due Nov 2014 (Progress Report Directors)
 - Plans for the Awards Reception (Events Directors)
 - Evaluation of the class experience (Evaluations Directors)

Finals Week: Reception to award checks to four nonprofits

Tuesday, 4-6:00 pm, December 16, 2014

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; attendance is required.