



Center for Philanthropic Studies
VU Amsterdam
STRATEGY 2016-2020



Mission. The Center for Philanthropic Studies (CPhS) at VU Amsterdam produces high quality research and courses, contributing to the professionalization of philanthropy – voluntary contributions to collective arrangements.

Vision. The Center is the leading center of expertise on philanthropy in the Netherlands since 1995 and in Europe since 2009 and seeks to maintain this position in the next five years. The Center is a unique selling point and philanthropy is a signature topic directly linked to the *raison d'être* of VU University Amsterdam, reflecting responsibility and social commitment as core values of the university. The Center exemplifies *Science in Society*, combining academic and policy research, teaching, and valorization activities targeted at practitioners and the public at large. Philanthropic Studies are multidisciplinary by nature. Both teaching and research at the Center is fed by multiple disciplines, including the social and behavioral sciences (economics, psychology, sociology, public administration, organizational sciences) and law. The Center aspires to form an interdisciplinary research institute in collaboration with the Faculty of Economics and Business Administration, the Faculty of Law and the Faculty of Psychology and Education, and offer a master program in nonprofit management. Based at the Faculty of Social Sciences, the Center intensifies collaboration with the Department of Public Administration and Political Science. The Center is highly visible in the national media and seeks to expand this position into Europe in the coming years.

Funding. In the past 15 years, the Center for Philanthropic Studies has been very successful in acquiring research grants from external sources. Without any significant funding from VU Amsterdam, the Center has employed between 2 and 3 research fte on average, producing a large number of publications, not only reports and deliverables for its funders, but also professional publications, textbooks, edited volumes, and international peer-reviewed academic journals. The Center is an example of *Science in Society*. With the current strategy, the Center seeks to continue this successful model, and to expand its activities to include a regular teaching program. There is a large market for a master program *Nonprofit Management and Marketing* in the Netherlands. While the Comparative Nonprofit Research project by Johns Hopkins University shows that the nonprofit sector in the Netherlands is the largest in the world, there is no specific teaching program in the country serving this audience.

Since its inception in 2001, the Center has been funded primarily by contract research and teaching activities, including postgraduate courses. Main current funders include the Dutch government and the European Commission. To expand further into Europe, the Center seeks funding from the European Commission and private funders. A seed grant from the Faculty of Social Sciences would enable the Center to hire a senior researcher to write funding bids for the Horizon 2020 work program and develop a regular master program. Although the CPhS has successfully acquired external funding for its activities for more than 15 years now, the CPhS seeks to lower its reliance on contract research and postgraduate teaching. These external grants tend to cover a period of two years maximum and do not offer possibilities for growth of core faculty in the long term. The CPhS expects that embedding its activities within the Department of Public Administration and Political Science (PAPS) and the *Resilient Governance* program of the Institute for Societal Resilience (ISR) will increase the stability of funding and facilitate growth. In addition, funding from science foundations is sought. Bekkers will apply for a consolidator grant at the ERC in 2016 and seek

grants from the Volkswagen Foundation and the Leverhulme Trust to enable the development of a fundamental research program. Funding for multidisciplinary PhD projects will be sought from NWO through the Research Talent program.

Collaboration. Since its establishment, the Center has functioned well as a small independent unit within the Faculty of Social Sciences. In the period 2015-2020, the CPhS will intensify its collaboration with the Department of PAPS and the ISR, exploring the viability of a full integration of its activities. In a transition period (2015-2018) the CPhS will remain independent. It is of eminent importance that the Center remains visible as a separate unit for both students and funders. With the establishment of VASS, the postgraduate program became less visible within the philanthropic sector and with the cancellation of the elective minor philanthropic studies bachelor courses became less visible for students at VU University. Both developments dramatically lowered the number of students for these courses. By regaining control of the postgraduate courses the Center has been able to retain them. To retain contract research funding in the future, it is absolutely crucial that the Center remains a recognizable unit within the Faculty of Social Sciences, with its own website and governance. During the transition period, the collaboration with PAPS in the development of teaching and research programs will be evaluated. Within the Faculty of Social Sciences at VU University, the Center also collaborates with researchers from the Department of Organizational Sciences (Veenswijk, De Gilder, Borst) in research on crowdfunding and corporate social responsibility.

Beyond the Faculty of Social Sciences, the Center collaborates with researchers from the Faculty of Law (Mariani), the Faculty of Psychology and Education at VU University (Van Lange, Posthuma) and is exploring possibilities for collaboration with researchers from the Faculty of Economics and Business Administration (Van Herk at the Department of Marketing, Van Dijk at the Zijlstra Center). Within the Netherlands the Center collaborates with two other universities. With the Erasmus Center for Strategic Philanthropy in Rotterdam the Center offers a postgraduate course and with Maastricht University the Center collaborates in research on ageing and philanthropy through the endowed chair of Theo Schuyt. In addition, the Center collaborates with Edwin Boezeman (AMC / Leiden University) in research on volunteering and with the Donor Studies group at Sanquin on blood donation. These collaborations will be sustained.

International collaboration is most intensive with ERNOP members at Heidelberg University (Centre for Social Investment), the University of Hamburg (Nonprofit Marketing), WU Vienna, the ESSEC Business School in Paris, the University of Birmingham (Third Sector Research Centre), and with the Lilly Family School of Philanthropy at the University of Indiana / Purdue University Indianapolis.

Staff. The Center's staff is diverse with respect to gender (4 male, 3 female) and its disciplinary backgrounds (Sociology, Political Science, Communication Science, Public Administration, Law). The Center is directed by René Bekkers, 'extraordinary professor' (*bijzonder hoogleraar*) supported by the Royal Academy of Arts and Sciences (KNAW) until 2018. Bekkers (1 fte) leads the research program of the Center, the development of new master programs in collaboration with PAPS and the Faculty of Economics and Business Administration, supervises PhD candidates, writes major funding applications, teaches courses in the Graduate School, and chairs the Ethical Review Board of the Faculty of Social Sciences. Theo Schuyt, who founded the Center, will retain his chair as full professor in Philanthropic Studies. Schuyt (0.4 fte) has directed the Center since 2001 to become the leading unit for research on philanthropy in the Netherlands and Europe. He is responsible for the Giving Europe project, including its funding. *Giving Europe* is a unique opportunity for VU University and for the financial position of the Center in the long run. Schuyt

teaches at the Faculty of Economics and Business Administration, and is highly visible in the media, ranking in the top 10 of the VU media monitor. Barbara Gouwenberg, senior researcher, coordinates contract research and finances. Gouwenberg (0.6 fte) has been the editor of the *Giving in the Netherlands* book since 1997 and is the leading contributor to contract research projects. She is responsible for contract research administration and coordination at the Center. Barry Hoolwerf (medior researcher, 0.8 fte) coordinates postgraduate education programs at the Center, and works on a dissertation research project on the role of philanthropy in local health care provision, supervised by René Bekkers and Willem Trommel. This project fits in the *Resilient Governance* theme within the Institute for Societal Resilience, creating a substantive link with the department of PAPS. As director of the European Research Network on Philanthropy (ERNOP), Hoolwerf is a key contributor to the success of the *Giving Europe* project. Elly Mariani is a self-financing PhD candidate (not on a contract) from the Faculty of Law. Junior researchers contributing to contract research projects (all on fixed term contracts) include Arjen de Wit (also a PhD candidate investigating crowding-out of philanthropy by government funding, supervised by René Bekkers and Marjolein Broese van Groenou), and Dave Verkaik. Funding from NWO (Research Talent) and the ERC will be sought to support research careers for junior researchers. The Center is understaffed for its high level of activity in grant acquisition, valorization and presence in the media. Also the composition of the team is uneven as an associate or assistant professor is lacking. The Center needs a second senior researcher to assist with the acquisition of research funding and the development of the master program. Funding for a postdoc / assistant professor is requested from the ISR.

<i>Input</i>	2009	2010	2011	2012	2013	2014	*2015
Research fte	3.1	3.2	2.6	2.1	2.5	3.8	3.5

*provisional

Research productivity. Over the 2009-2014 period, the CPhS on average per year employed 3 research fte, producing 7.2 publications. The average for the remainder of the Faculty of Social Sciences is 6.5. The VU financial allocation for research through the Faculty of Social Sciences is about €30k per year. The number of publications fluctuates between odd and even years due to the two-yearly cycle of the *Giving in the Netherlands* research, which is published in the odd years. In 2013 and 2014 a slowdown in peer reviewed journal articles occurred because research time of Bekkers was limited and publication of several papers took longer than expected. In 2015 the Center increases its output again, both because of the publication of *Giving in the Netherlands* and because PhD candidates and junior researchers have started to publish.

<i>Research Output</i>	2007	2008	2009	2010	2011	2012	2013	2014	*2015	Total
Peer reviewed articles	6	4	3	9	6	6	1	1	5	41
Other articles	-	-	2	2	-	1	-	-	1	6
Books	1	1	2	-	1	1	-	-	1	7
Book chapters	11	4	19	2	8	1	13	-	21	79
Dissertations	-	1	-	-	-	-	-	-	-	1
Professional publications	8	7	10	3	2	2	3	4	5	44
Popular publications	-	1	1	1	1	-	3	3	3	13
Other output	2	5	1	3	1	3	2	3	5	25
Total	28	23	38	20	19	14	22	11	41	217

*provisional

Key publications

1. Gouwenberg, B., Karamat Ali, D., Hoolwerf, B., Bekkers, R., Schuyt, T. & Smit, J. (2015). *Synthesis Report EUFORI Study: European Foundations for Research and Innovation*. Luxembourg: Publications Office of the European Union. 
2. Bekkers, R., Schuyt, T.N.M., & Gouwenberg, B.M. (Eds., 2015). *Geven in Nederland 2015: Giften, Sponsoring, Legaten en Vrijwilligerswerk*. Amsterdam: Reed Business. 
3. Schuyt, T.N.M. (2013). *Philanthropy and the Philanthropy Sector: An Introduction*. Ashgate.
4. Bekkers, R. (2013). *De maatschappelijke betekenis van filantropie*. Oratie VU Amsterdam. 
5. Bekkers, R. & Wiepking, P. (2011). A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms that Drive Charitable Giving. *Nonprofit & Voluntary Sector Quarterly*, 40(5): 924-973. 
6. Breeze, B., Wilkinson, I., Schuyt, Th.N.M., Gouwenberg, B.M., (2011). *Giving in Evidence. Fundraising from philanthropy for research funding in European universities*. Brussel: EC Directorate General Research. 
7. Schuyt, Th.N.M. (2010) Philanthropy in European welfare states; a challenging promise? *International Review of Administrative Sciences*, 76(4): 774-789. 
8. Bekkers, R. & Schuyt, T.N.M. (2008). And Who is your Neighbor? Explaining Denominational Differences in Charitable Giving and Volunteering in the Netherlands. *Review of Religious Research*, 50: 74-96. 

Relevance

The contributions of philanthropic efforts to the welfare of societies and the welfare of citizens define the societal relevance of academic research and teaching on philanthropy. Throughout history, charities, foundations and associations have played key roles in the provision of public goods and the resilience of societies. The prosperity of the 20th century has facilitated the growth of an independent philanthropy sector in the Netherlands with a high level of autonomy. Economic growth has also spurred the global development of philanthrocapitalism with new forms of philanthropic efforts such as venture philanthropy and social impact investing. Current societal conditions have renewed policy interest in philanthropy as an important factor in the resilience of societies and citizens. Governments across Europe have cut down their spending levels and are redefining their responsibility for public welfare, seeking new forms of partnerships with citizens and corporations. Within this debate, philanthropy and social entrepreneurship have regained the attention of policy makers in the Netherlands. Philanthropy has also gained prominence among European government officials. The European Commission has promoted philanthropy to a financial instrument for the knowledge economy and is very interested to learn how the instrument works. The contributions of philanthropic efforts extend well beyond the areas of research and innovation: individuals, corporations, foundations, and lotteries provide funds, time, and other resources to a variety of causes, including religion, health, international development, nature, the environment, animal welfare, education, human services, culture, and sports.

Valorization. Research at the Center is highly visible in the Dutch media. In 2014, the Center organized a series of Philanthropy Seminars, drawing mainly practitioners. At the 2015 National Philanthropy Day conference, opened by the dean of the Faculty of Social Sciences, practitioners and researchers discussed the resilience of philanthropy in the Netherlands. Also the ERNOP Conference in Paris in 2015 and the ISTR Conference in Amsterdam (2018) will include joint researchers - practitioners sessions. In the coming years the Center will seek further alignment of its activities with the needs of professionals in nonprofit organizations. A clear need for teaching and training for both current and future professionals is

recognized by the philanthropic sector. The Center is in a unique position to provide academic programs to serve these needs. Therefore the development of a master program, the redevelopment of a bachelor program, and the revision of postgraduate courses will be aligned with foundations such as the Oranje Fonds and the Institute of Fundraising (IF), the branch organization of fundraising organizations. An agenda for the development of new research activities will be composed in collaboration with the Association of Fundraising Organizations (VFI). Finally, the Center seeks to contribute to government policy on regulation and fiscal support for nonprofit organizations through evaluation research.

Research Questions

In a nutshell, research at the Center answers the question: “*What is contributed by whom to which public goods, when, and why?*” The research program of the Center for Philanthropic Studies seeks to answer five general questions:

1. How can philanthropic efforts be conceptualized?
2. What is the volume, origin and destination of philanthropy in the Netherlands and how has philanthropy changed in the past decades?
3. What is the volume, origin and destination of philanthropy in Europe?
4. How can engagement in philanthropy be explained?
5. How do philanthropic sector organizations try to achieve their missions, vis-à-vis the government and corporate sector?

Defining philanthropy

1. As philanthropy is growing in Europe (key publication #3), the emergence of ‘new forms of philanthropy’ has called the scope of the consensus definition of philanthropy (private voluntary action for the public good) into question. Crowdfunding, venture philanthropy, social impact investing and social impact bonds mix business interests and charity. The Center will clarify the characteristics of these new forms of philanthropy vis-à-vis the consensus definition.

Research projects

The Center has two core research projects: *Giving in the Netherlands* and *Giving Europe*.

2. Since 1997 the Center publishes the *Giving in the Netherlands* research, funded primarily by the Netherlands Ministry of Justice and Security (key publication #2). This research answers research question 2. The most recent edition includes an additional study commissioned by the Ministry of Education, Culture and Science on the effects of the Charity Law Reform, which was designed to support giving to cultural nonprofit organizations. For the 2017 edition, which will celebrate 20 Years of Giving in the Netherlands, a renewal of the funding is expected. The 20th anniversary edition will build on all the data collected thus far, to demonstrate its value as a reliable source of information on trends in philanthropy in the Netherlands and as a source of innovation in academic research on philanthropy.
3. In 2007 the Center founded the European Research Network on Philanthropy (ERNOP) to facilitate collaborative research on philanthropy in Europe and ultimately answer research question 3. After a considerable growth to about 150 members in 25 nations, ERNOP has formally been established as an association in 2014 with an international board, directed from VU Amsterdam. Relying on the network, the Center has coordinated several comparative studies on philanthropy in Europe funded by the European Commission. Building on the success of the most recent EUFORI study of private funding for Research and Innovation in Europe (key publication #1), funding from the Horizon 2020 work program for a conference in Amsterdam during the Dutch Presidency of

the EC (first semester of 2016) and an expert group on philanthropy is expected. Supported by a grant from Novamedia the Center is working on a feasibility study for an extension of the *Giving in the Netherlands* approach to *Giving Europe*. A selection of 40 country experts maps the availability of data on giving by households, corporations, lotteries, foundations, and through bequests in Europe using one consistent methodology. The study assesses the reliability and validity of existing data and demonstrate which gaps need to be filled in order to provide a comprehensive estimate of philanthropy in Europe. In the 2017-2020 period, the Center aims to get funding for *Giving Europe* from the Horizon 2020 work programme. Gaining the support from other DGs beyond Research and Innovation will be crucial in this regard.

Building on *Giving in the Netherlands* and *Giving Europe*, the Center produces research answering questions 4 and 5.

4. A comprehensive review of the literature (key publication #5) shows that philanthropy flourishes when people are aware of needs, are asked to contribute, receive benefits and feel that their contribution makes a difference. Philanthropy is practiced with various motivations, including altruism, reputation, psychological benefits, and the expression of values. It is the configuration of conditions and motivations that determine philanthropic efforts that the CPhS seeks to clarify. Research is conducted both at the micro-level of individuals, the meso-level of organizations, as well as at the macro-level of societies. At the micro-level, the question is why some actors (individuals, households, corporations) are more actively engaging in philanthropy than others. At the meso-level, the question is how nonprofit organizations adapt to philanthropic funding sources. At the macro-level, the question is how societies have organized the production of public goods through the welfare state, the market, and philanthropy, and how this configuration can be explained. The data from the Giving in the Netherlands Panel Survey (GINPS) provide an excellent basis to test theories on giving and volunteering. The opportunities to develop innovations in the design of the survey have contributed to the leading position of the Center in research on giving. Innovations include the inclusion of High Net Worth households, survey experiments, and field experiments in collaboration with fundraising organizations. Continuation of funding for the GINPS will allow the Center to maintain its innovative role in the coming years. Current staff at the Center, however, does not have sufficient research time to produce this research, and is not trained in economics and psychology. To realize the potential of its multidisciplinary focus, additional research staff is required at the Center, for which funding will be sought from external sources as well as through the development of new teaching activities. In addition, the Center will facilitate explanatory research on philanthropy by providing more open access to the GINPS data for external academic researchers.
5. Research on the organizational level has recently been developed in the EUFORI study among foundations (key publication #1) and in the study on income generation among cultural nonprofit organizations commissioned by the Ministry of Education, Culture and Science. In future research on organizations, the scope will be broadened beyond the cultural sector in collaboration with the Kennisbank Filantropie. Additional collaborators from academic research centers (e.g., at Organizational Sciences, and at the Zijlstra Center and the department of Management and Organization at the Faculty of Economics and Business Administration) will be sought to develop this line of research. The two PhD candidates at the Center work on the intersections of organizational strategy with individual citizens (De Wit) and government (Hoolwerf).

Teaching. Staff at the Center currently teaches elective courses both at the undergraduate and graduate level and at the postgraduate level in the Graduate School for Social Sciences and the VU Academy for Social Sciences (VASS). A weakness of the current teaching efforts is that they are not integrated into a consistent academic program. Due to interfaculty incompatibility of course schedules the Center has not been able to recruit a larger number of students for the transdisciplinary elective minor program *Philanthropic Studies*, leading to its cancellation in 2015. The CPhS will invest in the design of new courses in the current master program ‘Governance of Third Sector Organizations’ (*Besturen van maatschappelijke organisaties*) at the Department of PAPS. The possibilities of developing a master program in Nonprofit Management will be explored, taught in English, in collaboration with the Faculty of Law and the Faculty of Economics and Business Administration. The program will also be open to a selection of talented students from the elective minor Fundraising, Grantmaking en Sponsoring at Windesheim (Zwolle). The Center collaborates with the University of Hamburg in the Interdisciplinary Public & Nonprofit Studies master program. At the VASS, the Center will continue its postgraduate courses (PAO *Philanthropic Studies* and *Governance of Foundations*).