

2011-2012 Lilly Family School of Philanthropy

Section

Document Name

Mission

The School of Philanthropy was approved in 2012 and the Center on Philanthropy will now become a part of the new School. The School of Philanthropy is a leading academic institution dedicated to increasing the understanding of philanthropy and improving its practice worldwide through research, teaching, training and civic engagement.

VISION

Our vision is to build an engaged world through giving and voluntary action for the public good.

Goals and Objectives

▣ **Goal 1. Develop philanthropic research: Develop an understanding of the philanthropic process of associating, giving, volunteering, and fundraising by developing knowledge through research.**

☑ Conduct research and create new knowledge that increases the understanding of philanthropy and the nonprofit sector nationally and internationally, providing information that can be used to engage donors and manage organizations.

Campus Planning Theme: Research, Scholarship and Creative Activity, Best Practices, Collaboration

Secondary Goals:

Sub Unit: Research

Time Frame:

Actions taken for 2011-2012:

- The [Million Dollar List](#), the most comprehensive searchable database of publicly reported philanthropic gifts of \$1 million or more, was [unveiled](#) by the Center on Philanthropy. It covers more than 60,000 gifts from individuals, foundations, and corporations made since 2000 and is available free online to the public.
- The Center released [The 2011 Study of High Net Worth Women's Philanthropy and the Impact of Women's Giving Networks](#), sponsored by Bank of America Merrill Lynch. The study found that women in nearly 90 percent of such households women are either the sole decision maker or an equal partner in charitable decisions.
- The Center's 2012 [Financial Literacy and Knowledge in the Nonprofit Sector Study](#) sponsored by the Moody's Foundation found that midsize nonprofits tend to report being more knowledgeable about financial principles than they actually are.
- [Giving USA](#), written, researched, and produced by the Center on Philanthropy in partnership with the Giving USA Foundation, is the longest-running, most comprehensive annual report on the sources and uses of charitable giving in the United States. The 2012 report found that total U.S. charitable giving increased in 2011 to \$298.42 billion.
- The [Advancing Knowledge in Human Services Philanthropy and Nonprofit Organizations](#) project, funded by The Kresge Foundation, provided competitive research grants of \$25,000 to 10 pre-tenured faculty members throughout the U.S. to study these issues. The funding encourages scholars to study philanthropy and provides mentorship and dissemination of findings. More information on the award is available [here](#).
- The Center conducted studies of [Lions Clubs International's engagement](#) in charitable activities in the US and globally, as well as their growth.
- At the 2011 international conference of the Association for Research on Nonprofit Organizations and Voluntary Action (ARNOVA), Center on Philanthropy students, faculty and staff were involved in 33 program presentations.


- The Center on Philanthropy received a grant from The Trustees' Philanthropy Fund of the Fidelity Charitable Gift Fund to redesign a website that will strengthen [Giving USA's](#) ability to meet stakeholder needs and expectations.


Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Hosted 25th Annual Symposium "Knowledge for Tomorrow's World: Exploration, Action, Impact"
- 2012 Bank of America Study of High Net Worth Philanthropy Study released
- Provide easy-to-access information in a user-friendly format for researchers, scholars, nonprofit practitioners, and policymakers.
- Conduct scholarly and practitioner-oriented research on philanthropic and nonprofit issues.
- Collect data on household giving, million dollar giving, and disaster giving.
- Provide School of Philanthropy faculty and students access to research funding on an annual basis to support innovative research on philanthropy.
- Create a leading and internationally-recognized student internship program to train future scholars of philanthropic studies and to recruit top scholarly talent in the field to work for the School of Philanthropy.
- Working with the Center's Marketing Team, create a comprehensive marketing plan for each research project.

 **Goal 2. Teach theory and further best practices related to the philanthropic process and nonprofit structures by providing educational programs in philanthropic studies for undergraduate and graduate students, ranging from the Bachelor of Arts to those in the Master of Public Affairs, Master of Arts, and Ph.D. in Philanthropic Studies degree programs.**

 Continue the national and international leadership of the Center's academic programs by teaching theory and furthering best practices related to the philanthropic process and nonprofit structures by providing educational programs in Philanthropic Studies for undergraduate and graduate students.

Campus Planning Theme: Teaching and Learning, Best Practices, Campus Climate for Diversity, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Academic Programs

Time Frame:

Actions taken for 2011-2012:

- A proposal for Indiana University to create the world's first [School of Philanthropy](#) at IUPUI, building on the foundation of the [Center on Philanthropy](#), was approved by the IU Board of Trustees and the Indiana Commission for Higher Education.
- [The first five students in the world to earn an undergraduate degree in Philanthropic Studies](#) were graduated from IUPUI in May 2012. Two are enrolled in the master's degree in Philanthropic Studies program. A *Chronicle of Philanthropy* [article](#) featured the degree.
- A Learning by Giving course for undergraduates was offered at IUPUI for the first time. Students learned about the grant making process and how to responsibly give to charity. They granted \$11,000 to four Central Indiana nonprofits. Greg Witkowski, Director of Graduate Programs and Associate Professor of Philanthropic Studies, received a RISE Course development grant to make the Learning by Giving course into a full-time offering.
- A Faculty Learning Community involving nine instructors and PhD students who will be teaching in the world's

first [undergraduate program in Philanthropic Studies](#), was launched with a focus on curriculum design to reach targeted learning outcomes for undergraduates.

- The largest [Master of Arts in Philanthropic Studies](#) class in the last decade – 27 students – was admitted for the 2012-2013 academic year. The 14 students admitted for the Executive Master's in Philanthropic Studies program also was among the largest classes ever for that program.
- 100 percent of graduates in the [Master of Arts in Philanthropic Studies](#) graduate education program continue to find employment in the field or enroll in graduate programs within 90 days of graduation, providing nonprofits with visionary, effective leaders.
- More students will be able to improve learning outcomes and prepare for careers that make a difference through the Center's undergraduate program thanks to a total of 13 RISE (Research, International, Service Learning and Experiential Learning) Scholarships created by donors to the Center's development campaign.

Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Develop the structure required for the new School of Philanthropy.
- Expand recruitment and enrollment of students for the new bachelor's degree.
- Begin search process for two to three new Philanthropic Studies Faculty positions.

▶ **Goal 3. Improve professional development:** Develop public service and continuing education training based on the Center's knowledge creation for citizen volunteers, fundraisers, and executives in the nonprofit sector through The Fund Raising School (TFRS), the Lake Institute on Faith & Giving (LI), the Women's Philanthropy Institute (WPI), and a range of professional development programs, seminars, and conferences offered in person and around the world through media, new media, innovative technology, and the web.

☞ **Goal 3.1. The Fund Raising School:** Strengthen and expand The Fund Raising School as the leading provider of comprehensive fundraising training nationally and internationally.

Campus Planning Theme: Teaching and Learning, Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Public Service and The Fund Raising School

Time Frame:

Actions taken for 2011-2012:

- [The Fund Raising School](#) launched new online curriculum for the new [Certificate in Nonprofit Executive Leadership](#) it offers collaboratively with SPEA, thanks to a Building Nonprofit Capacity through Education and Training project funded by The Kresge Foundation. The project also includes scholarships for 12 Executive Master's Degree in Philanthropic Studies students and Fund Raising School participants.
- For courses overall in 2012 to date, [The Fund Raising School](#) has seen an increase of 9% in enrollment over 2011. [The Planned Giving course](#) has seen enrollment increase by 63.16% and the [Interpersonal Communications course](#) has seen an increase of 40%.
- More than 40 Toledo-area nonprofit executives earned a [Certificate in Nonprofit Executive Leadership](#) from The Fund Raising School and SPEA through a program for the Center for Nonprofit Resources in Toledo.
- The Fund Raising School's [Certificate in Fund Raising Management \(CFRM\)](#) now can be earned entirely online, and the course [Using Social Media in Fundraising](#) is now offered online as well, meeting participants' needs by

making our courses more accessible.

- [The Fund Raising School](#) conducted a special presentation at the Fundraising Roundtable of the United States Olympic and Paralympic Assembly's annual meeting.
 - Under a partnership with the European Fundraising Association, [The Fund Raising School](#) will conduct training in Germany and Austria in 2012 with potential to expand to other countries.
 - Fundraisers from across Ivy Tech Community College's 23 campuses in Indiana received training from [The Fund Raising School](#).
 - A new course, *Financial Analysis for Nonprofit Leaders*, is being offered by [The Fund Raising School](#) in partnership with SPEA.
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Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Build online community for delivery of courses, course materials and evaluations, and other information.
- Strengthen and expand the international presence of The Fund Raising School.

☑ **Goal 3.2. Women's Philanthropy Institute:** Further the understanding of women's philanthropy worldwide through research, education, and knowledge dissemination.

Campus Planning Theme: Teaching and Learning, Research, Scholarship and Creative Activity, Best Practices, Campus Climate for Diversity, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Womens Philanthropy Institute

Time Frame:

Actions taken for 2011-2012:

- The Women's Philanthropy Institute at the Center released Women Give 2012, an update of research about differences in giving to charity between men and women. This innovative research helps donors and nonprofits understand and maximize the power of women's giving.
 - [Women's Philanthropy Institute's](#) Director Debra Mesch addressed the AAU Partners at their fall meeting in a program organized by IU First Lady Laurie Burns McRobbie. She also spoke to the newly formed Oregon Women's Foundation and gave a presentation at the inaugural conference of the IU Foundation's Women's Philanthropy Council in Indianapolis.
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Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Develop SHEMAKESCHANGE, online conference about women, money, and philanthropy. • Host CASE/WPI

conference on women and philanthropy in Washington, DC.

- Provide a continuum of research based educational services to inform donors, fundraisers, institutions, and other constituencies about women's philanthropy.
- Translate research into increased understanding and improvements in practice.
- Promote and market the WPI as the leading resource for women's philanthropy trends, best practices, and information.
- Disseminate knowledge to leaders, decision makers, the public, and the media.

☑ Goal 3.3. Lake Institute on Faith & Giving: Foster greater understanding of the ways in which faith inspires and informs giving through research, education, and conversation.

Campus Planning Theme: Research, Scholarship and Creative Activity, Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Lake Institute on Faith & Giving

Time Frame:

Actions taken for 2011-2012:

- The Lake Institute on Faith & Giving hosted 33 scholars representing 23 renowned institutions for a Consultation on Faith & Giving Research to identify gaps, concerns, and trends related to existing research to inspire new avenues of study among scholars and students. The Lake Institute will incorporate these conversations into its own work as well.
 - The Lake Institute on Faith & Giving completed a multi-year training program for the United Church of Christ, delivering sessions on Foundations of Fundraising. A \$1.5 million anonymous gift to the Lake Institute on Faith & Giving endowed the Lake Institute directorship in honor of its founder and former Center board member, Karen Lake Buttrey. Bill Enright, Director of the Lake Institute, is the first to hold the Karen Lake Buttrey Directorship.
 - The Lake Institute on Faith & Giving began a three-year, train-the-trainer contract with Everence Financial (formerly Mennonite Mutual Aid). Trainers will lead the *Creating Congregational Cultures of Generosity* seminar for Mennonite congregations on behalf of Everence. This program and a contract with the Presbyterian Church of the USA to conduct a series of national seminars on the same topic are models for expanding the Lake Institute's reach and capacity.
 - The Fund Raising School and the Lake Institute on Faith & Giving have entered into an agreement and planning grant with the GHR Foundation to build the development capacity of congregations of women religious.
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Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Develop key faculty, staff, adjunct trainers and train-the-trainer initiatives that inspire innovation, integrity and impact.
- Conduct 5-year program review.
- Develop a Certificate of Religious Fundraising that enhances the Lake Institute business model to include providing ministry-changing education and experiences for clergy, lay leadership and the teams that impact church culture.
- Create consistency in the Lake Institute Brand through the development of excellent informational materials and

teaching tools.

- Increase and expand both public contractual experiential seminars that nurture generous congregations in untapped markets throughout the country.
- Conduct search for new Thomas H. Lake Chair

▣ **Goal 4. Foster international understanding:** Develop strategic international partnerships to incorporate a global perspective and an awareness of both the transnational and comparative dimensions of philanthropy that will sustain the Center's position as a world leader in the field.

☒ Increase understanding of the global dimensions of philanthropy through research, education, training, and program development to inform policy, enhance practice, and increase comparative and transnational knowledge of philanthropy around the world.

Campus Planning Theme: Teaching and Learning, Best Practices, Campus Climate for Diversity, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: International Community Development

Time Frame:

Actions taken for 2011-2012:

- Several Philanthropic Studies Faculty members and Center graduate students made multiple research presentations at the International Society for Third-Sector Research conference in Sienna, Italy. Faculty learned about international colleagues' research and developed ideas for collaboration. Discussions significantly advanced our [international partnerships](#).
- The Center on Philanthropy is actively exploring and engaging in mutual education, research and training opportunities with colleagues in China.
 - The Center hosted delegates from Sun Yat-sen University (SYSU). Sponsored by the Rockefeller Brothers Fund, it was the first of several faculty exchanges designed to strengthen the partnership between philanthropy centers at the universities, which will inform and shape best practices in South China and provide insights into transnational dimensions of philanthropy for many years to come. Four IU Philanthropic Studies faculty members traveled to SYSU in return, and also met with colleagues from the University of Hong Kong (HKU) about potential collaboration between the Center and HKU for their research project on giving and volunteering in Hong Kong.
 - The Vice Secretary-General of the China Foundation for Poverty Alleviation (China's largest public foundation) spent six months as a visiting scholar at the Center and discussed possible collaborations with his foundation and other NGOs in China.
 - The President and Vice President of the China Foundation Center in Beijing met with the Center to discuss joint programs. Philanthropic Studies faculty also met with the CFC President at Beijing Normal University's (BNU) Zhuhai campus to discuss developing an undergraduate Philanthropic Studies certificate for BNU Zhuhai students.
- The Center on Philanthropy's former Director of International Programs Wolfgang Bielefeld met with a delegation from the Vietnam National University of Hanoi led by the university's president. They discussed possible collaborations. Currently there are no formal academic programs on philanthropy in Vietnam, but interest in the role of philanthropy and nonprofits is growing.
- A delegation from Moi University visited the Center on Philanthropy. Moi's Harambee Center for Philanthropy and Fundraising, which we helped establish over the past seven years, will be assigned to a new university being formed from a Moi branch campus. Moi officials will create a new center on philanthropy and asked us to help

formed from a prior branch campus. IUOT officials will create a new Center on philanthropy and asked us to help and to continue the collaboration.

- A delegation from Sweden's Ersta Sköndal University visited the Center on Philanthropy to learn more about our programs. They will use knowledge gained to initiate discussions in Sweden to organize programs for undergraduate and graduate students.
- Tyrone Freeman, Associate Director of The Fund Raising School, gave the opening plenary address and led multiple conference sessions on fundraising in Cape Town organized by Inyathelo, the South African Institute for Advancement and attended by advancement professionals from colleges and universities across Africa. TFRS also helped Inyathelo develop curriculum for a post-graduate certificate in advancement.
- The Center on Philanthropy's former Director of International Programs Wolfgang Bielefeld joined President McRobbie and the IU Office of International Affairs for a signing ceremony at National University of Singapore implementing agreements between IU and NUS and between the Center and the Asian Centre for Social Entrepreneurship and Philanthropy (ACSEP) at NUS.
- Hired Angela Bies, Director of International Programs and Professor of Philanthropic Studies, to replace Wolfgang Bielefeld who retired.

Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Develop a framework and procedure for establishing sustainable, enduring strategic international partnerships by securing internal (faculty and institutional) support for the concept and practice of a globally engaged and internationally strong Center.
- Establish a small and select number of formal relationships with universities abroad for joint programs including joint degrees and courses via the Internet and joint faculty appointments.
- Identify the "signature" projects that will advance the Center's international work to the highest degree and that will continue to position the Center as a world leader.

▶ **Goal 5. Advance knowledge dissemination:** Create public affairs and education programs, media relations, convenings, seminars and other programs to disseminate knowledge on issues related to philanthropy and philanthropic traditions. All program areas in the Center are involved with some aspect of Knowledge Dissemination.

☒ To become a marketing-oriented organization practicing clear, coordinated and comprehensive communication by creating national and international public affairs and education programs, media relations, convenings, seminars and other programs to disseminate knowledge on issues related to philanthropy and the philanthropic traditions.

Campus Planning Theme: Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Communications

Time Frame:

Actions taken for 2011-2012:

- The Center on Philanthropy has been active in the national discussion about proposed changes in the tax policy and the impact on charitable giving. The Center's research team released a [study of the Impact of The Obama Administration's Proposed Tax Policy Changes on Itemized Charitable Giving](#), sponsored by Campbell & Company. Executive Director Patrick Rooney presented the findings on Capitol Hill at a Council on Foundations briefing for Congressional staff and

media and was the featured guest for a *Nonprofit Quarterly Trendcast, Taxes and Giving: A conversation with Patrick Rooney about What a Change in the Charitable Tax Deduction Might Really Mean*. Patrick and Mark Wilhelm, both Professors of Economics and Philanthropic Studies, participated in an Urban Institute Roundtable discussion on how the Great Recession and potential tax policy changes might impact the nonprofit sector.

- The Center on Philanthropy was a sponsor and Executive Director Patrick Rooney presented at the 2011 Indiana Nonprofit Capacity Building Conference and Indiana Achievement Awards.
- Una Osili, Director of Research at the Center on Philanthropy, presented at the Panel for Neighborhood Development organized by the Indianapolis Chamber of Commerce Leadership Exchange for business leaders from Central Indiana.
- Kirsten Grønberg, Efroymson Chair in Philanthropy at the Center on Philanthropy and Professor of Public Affairs, Sociology and Philanthropic Studies, and colleagues released a [report](#) on the impact of the IRS's recent revocation of tax exemption for one in 10 Hoosier nonprofits.
- The Center on Philanthropy and the Salvation Army began creating a *Human Needs Index* to gauge poverty-related needs, changes and adequacy of efforts to address them nationwide.
- Bill Hudnut was the featured speaker for the [Lake Institute on Faith & Giving's Lake Distinguished Visitor Program](#), including presenting a public lecture on how faith can guide civil service. Chancellor Bantz presented him with the Chancellor's Medallion. The Lake Institute hosted the [9th Annual Lake Lecture](#) with James M. Hodge III: If Philanthropy is all about relationships, why do metrics only measure money?
- Tyrone Freeman, doctoral candidate in Philanthropic Studies and Associate Director of The Fund Raising School, co-authored the book [Race, Gender and Leadership in Nonprofit Organizations](#). It examines life experiences of female and African American foundation leaders in the U.S.

Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Implement Phase One of the recommendations from the Hattaway Communications Marketing Plan.
- Improve the dissemination of research findings to targeted groups in order to ensure that research is being translated into practice.
- Produce and distribute the Center's annual report online.
- Expand the Center's Twitter presence.
- Enhance the School of Philanthropy's website for more effective marketing and social media communications.
- Provide up-to-date information to our constituents in a timely and efficient manner via the School's database

▶ **Goal 6. Development:** Develop and implement ongoing and comprehensive model development program for the Center on Philanthropy to engage prospective donors and increase the Center's global profile to ensure continued development of the Center, and position it for maximum impact in meeting the needs of the nonprofit sector and philanthropy around the globe.

☑ **Achieve success in securing the remaining \$32 million of the Center's \$100 million endowment campaign goal, resulting in a permanent stream of funding sufficient to support a School of Philanthropy. Secure annual operating and program funds to support the Center's top priorities.**

Campus Planning Theme: Best Practices, Civic Engagement, Collaboration

Secondary Goals:

Sub Unit: Development

Time Frame:

Actions taken for 2011-2012:

- 10 new RISE scholarships will open doors for more undergraduates. Generous gifts will also support doctoral research, graduate student experiences, and The Fund Raising School participants, support research and planning for Center marketing and branding, and provide resources for best practices to support the development campaign.
 - The Center successfully solicited other foundation grants for program and operating support.
 - Center staff and board members developed relationships with current and prospective major gift donors.
 - The Center engaged major gift donors through receptions and events customized to their interests in Indianapolis and in cities around the country, as well as through special invitations to participate in planned Center events and invitations to serve as volunteers in various capacities.
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Evidence of Progress for 2011-2012:

Please see above.

Activities planned for 2012-2013:

- Make a public announcement for the \$100M Endowment Campaign to fully support the School of Philanthropy.
- Integrate the Women's Philanthropy Institute into the School's work, with emphasis on developing a viable, sustainable, and revenue-generating model for programs and contracts.
- Continue to implement a comprehensive fundraising and donor relations program modeling The Fund Raising School best practices.
- Secure sponsorships for the identified programs and services such as: annual symposium, Giving USA, Million Dollar List, and The Fund Raising School.
- Increase alumni association membership and annual giving levels.

Fiscal Health

The Center on Philanthropy at Indiana University, a part of the Indiana University School of Liberal Arts at Indiana University–Purdue University Indianapolis, is a leading academic center dedicated to increasing the understanding of philanthropy and improving its practice worldwide through research, teaching, training, and public affairs programs in philanthropy, fundraising, and management of nonprofit organizations.

The Center works in close collaboration with the Indiana University School of Public and Environmental Affairs and the School of Liberal Arts and relies on valued support from thoughtful donors and partners. We work together to meet emerging

opportunities and challenges with innovative programs and to share information with nonprofit professionals and scholars. These partnerships allow us to make a lasting difference in Indiana, across the nation, and around the world.

As these times of economic uncertainty continue, it is especially important that nonprofits commit themselves to accountability to the public, transparency and honesty, and responsible stewardship of resources. The Center on Philanthropy continues to champion and apply those principles. We offer this financial information to further your understanding of our commitment to excellence in all areas of our operations.

This year's report continues to include university-appropriated funds and assessment (the fee assessed by the University for use of its administrative systems, physical plant, parking services, etc.) We believe including these details provides additional clarity to the Center's financial activity. The Financial Statement for the 2011–12 fiscal year reflects sources of revenue totaling \$9.02 million and program expenses totaling \$7.91 million resulting in a net positive balance of \$1.05 million. This net balance was due primarily to prepaid multiyear grants and contracts, a one-time general fund campus adjustment for prior years and intentional reductions in certain expense lines such as printing, publications, office supplies, etc.. As a result, the Center's financial foundation remains solid.

In the 2011–12 fiscal year, the Center continued to implement a conservative financial plan based upon the projected economic forecast. As have many of its partner organizations in the sector, the Center plans to continue with prudent expenditure budgeting for the 2012– 13 fiscal year in order to ensure its financial health and to operate as efficiently as possible.

The format for the Center's 2011-12 fiscal year financial report remained consistent with that of the 2010-11 report. The report was also placed online in order to reduce costs associated with printing of the report and can be reviewed [online](#).

Reallocation Plan

Other Question(s)