BA 40.834.404.01 Volunteerism and Philanthropy

Rutgers University - Newark School of Public Affairs and Administration (SPAA)

Spring 2023

Instructor: Dr. Lindsey M. McDougle (lindsey.mcdougle@rutgers.edu)

Film Lab Facilitator: Rauzar Alexander (rauzar@gmail.com)

Class Meeting Location: Hahne's Building, Room 322

Class Times: Mondays 2:30 pm - 3:50 pm *and* Wednesdays 1:00 pm - 2:20 pm Office: School of Public Affairs and Administration (SPAA) - 3rd Floor

Life's persistent and most urgent question is 'What are you doing for others?'
-- Dr. Martin Luther King, Jr.

Course Description

This is a course on philanthropy. The scope of the course is as broad as the idea of philanthropy itself. We will begin by exploring what it means to live in a society where individuals voluntarily give their time and money to others. We will then examine the history of nonprofit and philanthropic sector(s) in the United States, theories concerning the existence of the nonprofit organizations in this country, individual motivations behind volunteering and charitable giving, and the limitations of individual and collective philanthropic efforts. In the course, you will also have an opportunity to practice and critically reflect on your own philanthropic journey.

Student learning will be facilitated through a variety of means: e.g., text and journal article readings, videos, in-class activities and discussions, experiential learning, lectures, and student presentations. The readings for the course are a combination of conceptual pieces (drawn from research on philanthropy and volunteerism) as well as applied writings on the topics.

Student Learning Objectives

By the end of this course students who have *fully* participated and read *all* course material should have:

- 1. Knowledge of core concepts relating to philanthropy and voluntary action—and their application to contemporary practice.
- 2. Appreciation for diverse forms of charity and philanthropy; and, what these concepts mean to you.
- 3. An understanding of the benefits and limitations of philanthropy and volunteerism in addressing social issues.

Textbook and Course Readings

There are no required textbooks for this course. All required reading material is available on the course Canvas site and through weblinks (below). You are expected to read <u>all</u> required material.

Overview of Assignments

This class involves an *experiential philanthropy* component—that is, you (as a class) will make a monetary donation to a local 501(c)3 nonprofit organization (courtesy of <u>Learning by Giving</u>).

In groups, you will be responsible for: a) identifying a social issue that you care about in the City of Newark, b) identifying and researching a local 501(c)3 nonprofit organization that works to address the social issue you selected, and c) recording and editing a short film detailing your group's philanthropic journey (i.e., your group's understanding of the social issue, your views on philanthropy's role in addressing the

issue, and your beliefs about why the organization you selected should receive the donation that the class will award). *Total points for final project* (which also includes active class participation = 40).

In your group's short film, you should *creatively* and *compellingly* address:

- Each of your views on philanthropy and yourselves as philanthropists.
- Your collective understanding of the social issue you selected and why it is important to focus on.
- Your ideas about philanthropy's role in addressing the social issue you selected.
- An overview of the nonprofit you believe is deserving of the class's donation. This includes answering (at a minimum):
 - What is the organization? (i.e., name, location, history, focus) A clear description of the organization and its purpose
 - O What is the mission of the organization?
 - Why should this organization receive the funding?
 - e.g., What evidence do you have that the organization operates effectively? Are there
 processes in place to ensure accountability/transparency? How financially sound is
 the organization? What impact is the funding award likely to have?
 - You should also provide insight into why you selected this particular organization, e.g., Did you visit the organization? What did you find? What moved you about this organization? How does the work of this organization contribute to the City of Newark?

Your short film should be *creative* and *persuasive*. This is your opportunity to think outside the box and get others interested in a social issue and a nonprofit organization that you care deeply about!

During the final week of the semester, as a class we will host a "film premiere," where we will watch all short films. Afterwards, each of you (individually and anonymously) will vote on which group's selected nonprofit organization *you believe* should receive the class's donation. The organization that receives the most votes will be awarded the funds.

If you are opposed to being on camera (i.e., opposed to having your physical image on camera), you will need to work with your group to consider ways your perspectives can be integrated into the film (e.g., voiceovers, cartoons, avatars). Although it will undoubtedly take some work (and creativity) to seamlessly integrate the perspectives of everyone if not all members are visually in the film, it can be done.

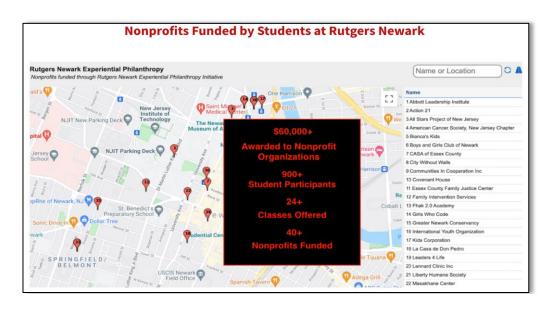
Please note that a monetary award (particularly of significant value) can make a huge difference for many nonprofit organizations (particularly for smaller nonprofits). Therefore, you should seriously consider how your efforts on this project might be able to have the greatest impact. This may very well be the single largest donation that you have made in your life (to date); and, possibly the single largest donation that some of you may ever make. This is your opportunity to advocate for a cause and an organization that you believe in!

Some of the local nonprofits that have received donations by students in past classes include:

- Bianca's Kids (\$1,500)
- Liberty Humane Society (\$500)
- Fhak 2.0 Academy (\$1,000)
- CASA for Children of Essex County (\$1,000)
- The Hubb Club (\$2,000)
- YCS Davis House (\$2,000)
- Covenant House New Jersey (\$2,000)
- Masakhane Center (\$5,000)
- The Newark LGBTQ Community Center (\$2,000)

Read More about Experiential Philanthropy at Rutgers Newark

- Newark Nonprofit, Masakhane Center, Awarded \$5k from SPAA Students as Part of Experiential Philanthropy Initiative (10/11/22)
- <u>Lindsey McDougle's "Philanthropy,</u>
 <u>Volunteerism, and Community Service" Course</u>
 Looks to Redefine Philanthropy (11/02/21)
- SPAA Students Award Local Nonprofits with Grants as Part of Spring 2021 Experiential Philanthropy Initiative (05/25/21)
- <u>Experiential Philanthropy: SPAA Undergraduate</u>
 <u>Course Takes on Charitable Giving with an Academic Purpose</u> (06/01/20)
- <u>'Experiential Philanthropy' Program at RU-N Empowers Students to Help Nonprofits</u> (11/14/16)





Individual Homework Assignment 1: My Philanthropic Story

10 points

- Due Date: Sunday, January 29, 2023 (11:59 pm)
- Assignment Instructions: This exercise is designed to help you understand more about your own feelings and experiences regarding philanthropy (i.e., your philanthropic story). Respond to each question provided (see worksheet on Canvas) in an essay of no more than 500 words (i.e., the approximate equivalent of two double spaced typed pages) and no less than 250 words (i.e., the approximate equivalent of one double spaced typed page). In this assignment, you should include at least two references to the course readings thus far. How does your philanthropic story differ from or align with ideas about philanthropy that we've read about and discussed in class?
- **Submission Instructions:** Post in the appropriate section of the course Canvas site.
- Grading Criteria:
 - Substance (i.e., essay includes at least two references to course readings)

= 6 points

Style (i.e., grammatically correct, clear writing)

= 4 points

Group Video Homework Assignment A

10 points

- Due Date: Tuesday, February 21, 2023 (11:59 pm)
- Assignment Instructions: Your group has selected a social issue in the City of Newark that you will focus
 on this semester. Record a video of your group having a discussion about the issue and what you believe
 the role of philanthropy could be and/or should be in addressing it (this portion of the video should be
 no more than 4 to 5 minutes in length). In your group's discussion you may choose to focus on the
 following questions (however, you are encouraged to think creatively about questions that you discuss):
 - Why did your group select this topic?
 - What do you currently know about this topic? And, how do you know it?
 - Why is this topic an important issue to focus on in the City of Newark?
 - What role could/should philanthropy play in addressing this issue?

In addition to your group's (4 to 5 minute) recording of your discussion, *each group member* should create an *individual video* recording their thoughts, perspectives, and feelings about the topic. In your individual recording, briefly discuss what philanthropy means to you and what you personally believe it means to be a philanthropist. Note: 30 seconds may not seem like a long time, but it *is* enough time to convey several key points. That said, you'll want to think carefully about what you want to say.

In creating your videos, be sure to consider things such as location, lighting, set-up, and style (e.g., in your group discussion, will you have the conversation structured "round-robin" style? Debate style? Informally? In your individual videos, will each person make their own recording in a separate location or will your group members coordinate to record all videos in the same place?). At this point, you are not concerned with editing. The idea is to have sufficient content that you will later be able to whittle down in the editing process.

- **Submission Instructions:** Upload your group's video (upload instructions will be provided in-class).
- Grading Criteria:
 - Substance (i.e., content sufficiently provides an understanding of the social issue)
 - Style (i.e., engaging and clear)

= 6 points = 4 points

Individual Homework Assignment 2: Report on a Philanthropist.

10 points

- Due Date: Sunday, February 26th (11:59 pm)
- Assignment Instructions: Identify a philanthropist (contemporary or historical) from a different identity group as yourself (this could be cultural, racial, sexual, social, etc.). Research and write a two-page double-spaced, 1-inch margin (or 500 word) report about this person. This should include information about what the person accomplished and how their philanthropic work reflected a positive contribution to society and/or their community.

Identify someone from a different background than yourself (whether past or present) who can be considered a philanthropist? What makes that person philanthropist?

- **Submission Instructions:** Post in the appropriate section of the course Canvas site.
- **Grading Criteria:**
 - Substance of report (i.e., content sufficiently addresses questions)
 - Content of report (i.e., proper use of course materials, references)
 - Style of report (i.e., grammatically correct, clear writing)

= 4 points

= 4 points

= 2 points

Group (In-Person Class) Presentation: Social Issue Topic

10 points

- Presentation Dates: Monday, March 6, 2023 and Wednesday, March 8, 2023
 - About the Presentation: You and your group members are becoming emerging "experts" in whatever topic you have decided to focus on for this class. As such, in your group, you will be required to give a 15-minute presentation to the class about the social issue that you selected. This will require two

Your group should strongly consider filming portions of your research process as well as your group's social issue presentation in order to have as content for your short film (see Group Video Homework Assignment B). tasks: The first task is to create a presentation on the topic specifically addressing how and why this is an issue in the City of Newark. Your group should conduct research in order to provide the class with in-depth understanding of the topic. Secondly, your group should plan to have brief interactive engagement (at least 5 minutes) with the class following your presentation (e.g., discussion questions, activities, etc.).

Grading Criteria (groups): Your grade for this assignment will be determined by the extent to which your presentation helps to inform the audience (i.e., our class) about the issue and your interactive engagement is well thought through. Groups that adequately prepare should receive full points.

Group Video Homework Assignment B

10 points

• Due Date: Sunday, March 19, 2023 (11:59 pm)

Assignment Instructions: Creating an accurate and persuasive film will require that your group undertake research about the social issue that you selected (which you should have already begun

In thinking about your research process process, also consider what parts of the process will be most engaging on film. In creating your videos, be sure to consider things such as location, lighting, set-up, and style. At this point, you are not concerned with editing. The idea is to have sufficient content that you will later be able to whittle down through the editing process.

some of this research since your group has, by now, presented on the topic of your social issue).

Create a video (no more than 10 minutes in length) highlighting your group's process of researching the social issue you selected. You are encouraged to think creatively about how your research process should unfold (e.g., Will your group interview experts on the topic? Will you undertake your own archival research? Will each individual in the group work on a specific step in the research process?).

- Submission Instructions: Upload your group's video to *tbd* (upload instructions provided in-class).
- Grading Criteria:
 - Substance (i.e., content sufficiently addresses questions)
 - Style (i.e., engaging and clear)

= 6 points = 4 points

Group Video Homework Assignment C

10 points

Due Date: Sunday, April 16, 2023 (11:59 pm)

Assignment Instructions: Your group should identify and research (through various means that you decide, e.g., site visits, phone calls, e-mails, online information, etc.) a local nonprofit organization working to address the social issue that you selected. Create a video (no more than 20 minutes in length) answering (at a minimum) the key questions presented above. Again, those questions are:

- What is the organization? (i.e., name, location, history, focus) A clear description of the organization and its purpose (you must provide evidence that the organization is, in fact, a 501(c)(3) nonprofit organization)
- O What is the mission of the organization?
- O Why should this organization receive the funding?
 - e.g., What evidence do you have that the organization operates effectively? Are there processes in place to ensure accountability/transparency? How financially sound is the organization? What impact is the funding award likely to have?
 - You should also provide insight into why you selected this particular organization, e.g., Did you visit the organization? What did you find? What moved you about this organization? How does the work of this organization contribute to the City of Newark?

Your group should provide evidence of effectiveness (e.g., you may consider including testimonials or showcasing tangible ways that the organization has benefited the City of Newark). You should also address how your views about philanthropy and your ability to act as a philanthropist have changed (if at all) during the course of this project. Some questions to consider are:

- O What have you learned about the social issue?
- o What have you learned about the social issue as it relates to the City of Newark?
- o What have you learned about the nonprofit organization that your group selected?
- What have you learned about the people, issues, and causes that the nonprofit organization your group selected helps?
- What have you learned about yourself and your responsibility to act philanthropically?

In creating your videos, be sure to consider things such as location, lighting, set-up, and style. At this point, you are not concerned with editing. The idea is to have sufficient content that you will later be able to whittle down through the editing process.

- Submission Instructions: Upload your group's video to tbd (upload instructions provided in-class).
- Grading Criteria:
 - Substance (i.e., content sufficiently addresses questions)

= 6 points

Style (i.e., engaging and clear)

= 4 points



Finally, A Few Notes!

Grade Appeals: Grades are intended to reflect your overall quality of performance on assignments. You may appeal a grade that you receive if you think that the grade does not reflect the quality of your performance. To appeal a grade, within one week after your graded assignment is returned, submit a clear written explanation describing why you believe the assigned grade is inappropriate. I will carefully consider all appeals. I

will not, however, re-grade an individual component of an assignment. Instead I will re-grade the assignment in its entirety. As a result, your final grade for the re-graded assignment may be greater than, less than, or equal to the original grade.

Late Assignments: Late assignments are rarely accepted. All assignments are due when they are scheduled to be submitted, as indicated in the Course Outline. I understand, however, that life can happen.

Plagiarism and Academic Honesty: When writing about, paraphrasing, or quoting the work of others, you must give proper attribution. Using work in this class that you have completed for another class is plagiarism. Ignorance is not an acceptable excuse for plagiarism. If you are found in violation of academic dishonesty, you will be subject to the full enforcement of the applicable policies and procedures of Rutgers University.

URLs in the Syllabus: Links to some of the required readings in the syllabus have been included for ease of access to the course material. Many of these links are not direct sources but have been tested. If a link does not work, there is a copy of each reading in the associated week's folder on the course Canvas site.

Written Work: Proper grammar, punctuation, and spelling are expected—as is a writing style befitting someone earning an undergraduate degree. All writing assignments should be typed, at least 11-point font, one-inch margins, and should follow an accepted, consistent, and complete citation scheme. References should always be included when using material that is not your own.

Table of Assignments and Points

Assignment	Туре	Due	Point Total
My Philanthropic Story	Individual	Sunday, January 29, 2023 (11:59 pm)	10
Video Assignment A	Group	Tuesday, February 21, 2023 (11:59 pm)	10
Report on a Philanthropist	Individual	Sunday, February 26 th (11:59 pm)	10
Social Issue Presentation	Group	In Class: Monday, March 6, 2023 and Wednesday, March 8, 2023	10
Video Assignment B	Group	Sunday, March 19, 2023 (11:59 pm)	10
Video Assignment C	Group	Sunday, April 16, 2023 (11:59 pm)	10
Final Project (includes active participation)	Group + Individual	In Class: Monday, May 1, 2023	40

Detailed Course Outline

Topic	In-Class	Reminders/Homework
Week 1: Introduction	Wednesday, January 18, 2023 Required Readings: Course syllabus (please review the course syllabus carefully).	 [Reminder]: Think about what interests you. What social issues are you passionate about? You will be arranged into groups next week and you will need to start thinking about this. Complete Pre-Course Survey by Jan. 29th
Week 2: What is philanthropy?	 Monday, January 23, 2023 & Wednesday, January 25, 2023 Required Readings: Payton, R. L., & Moody, M. P. (2008). <u>Introduction (pgs. 1–22)</u>. In <i>Understanding philanthropy: Its meaning and mission</i>. Carnegie, A. (1889). The gospel of wealth. Angelou, M. (1993). The sweetness of charity. 	 [Individual Assignment]: My Philanthropic Story – Due Week 3: Sunday, January 29, 2023 (by 11:59 pm)
Week 3: Charity, philanthropy, and justice	 Monday, January 30, 2023: Film Lab Setting up team structure – part I Delegating responsibilities Wednesday, February 1, 2023 Required Activities and Readings: Lynn, E., & Wisely, S. (2006). The four traditions of philanthropy. Listen to: The New Gilded Age (NPR; 50 minutes) Are you ready to give up your privilege?, by Darren Walker Walker, D. (2020). From generosity to justice: A new gospel of wealth – Introduction (pgs. 1-12), Chapter (pgs. 13-22), and Conclusion (159-170). 	 [Reminder]: Each group send me (input in Canvas) the social issue you plan to focus on by start of Week 4. [Group Assignment]: Video Homework Assignment A – Due Week 6: Tuesday, February 21, 2023 (by 11:59 pm)

Week 4: Who is <i>considered</i> a philanthropist?	Monday, February 6, 2023 Required Readings: • From slave to millionaire philanthropist, by Dave Roos (HowStuffWorks; 2/7/2022) • What happened to giving money to charity?, by Whizy Kim (Vox; 9/27/2022) • Giving circles, where people pool their money for charity, have quadrupled, especially among women, by Lini S. Kadaba (Philadelphia Inquirer; 10/29/2019) Wednesday, February 8, 2023: Film Lab • Setting up team structure – part II • Basic camera phone filming techniques – part I	 [Reminder]: Prepare for your group's social issue presentation (taking place Week 8). [Individual Assignment]: Report on a Philanthropist – Due Week 7: Sunday, February 26, 2023 (by 11:59 pm)
Week 5: Inequality	 Monday, February 13, 2023 & Wednesday, February 15, 2023 Required Readings: Good school, rich school; bad school, poor school, by Alana Semuels (The Atlantic; 8/25/2016) Why the racial wealth gap is so hard to close, by Greg Rosalsky (NPR; 6/14/2022) The hunger industry: Does charity put a Band-Aid on American inequality?, by Nina Lakhani (The Guardian; 4/28/2021) 	• [Reminder]: Prepare for your group's social issue presentation (taking place Week 8).

Week 6: Who should address inequality?	 Monday, February 20, 2023 Required Readings: Government alone can't solve society's biggest problems, by William D. Eggers and Paul Macmillan (Harvard Business Review; 9/19/2013) Charities role in America and its limits, by Eduardo Porter (The New York Times; 11/14/2012) A failure of philanthropy, by Rob Reich (Stanford Social Innovation Review; Winter 2005) 	 [Reminder]: Prepare for your group's social issue presentation (taking place Week 8). [Group Assignment]: Video Homework Assignment B – Due Week 10: Sunday, March 19, 2023 (by 11:59 pm) 	
	 Wednesday, February 22, 2023: Film Lab Basic camera phone filming techniques – part II Exploring paper edits and viewing work samples 		
Week 7: The nonprofit sector in the U.S.	 Monday, February 27, 2023 & Wednesday, March 1, 2023 Health of the US nonprofit sector (Independent Sector; October 2021) Worth (2020). Chapter 2: Overview of the nonprofit sector. In Nonprofit Management: Principles and Practice (6th Ed.) 	• [Reminder]: Prepare for your group's social issue presentation (taking place next week).	
Week 8: Social issue presentations	Monday, March 6, 2023 & Wednesday, March 8, 2023 Groups present to the class on the social issue they plan to focus on.		
Monday, March 13, 2023 & Wednesday, March 15, 2023: SPRING BREAK			
Week 10: Film lab	Monday, March 20, 2023 & Wednesday, March 22, 2023 • Assembling footage.	• [Group Assignment]: Video Homework Assignment C – Due Week 14: Sunday, April 16, 2023 (by 11:59 pm)	

Week 11: Critical perspectives on philanthropy	 Monday, March 27, 2023 & Wednesday, March 29, 2023 Required Readings: Would the world be better off without philanthropists?, by Nicholas Lemann (The New Yorker; 5/23/2022) Goyal, Y. (2017). The Ivy League's dark history shows it is not easy to reject charity that involves dirty money. In QZ. Buffett, P. (2013). The charitable industrial complex. In The New York Times. All Things Considered (2019). American with no medical training ran center for malnourished Ugandan kids. 105 died. In NPR. Giridharadas, A. (2019). Chapter 6: Generosity and justice. In Winner's take all: The elite charade of changing the world. 	 [Reminder]: Prepare for film premiere (taking place Week 16). [Reminder]: By March 29th, let us know when your group can meet online with Rauzar for the next film lab.
Week 12: Film lab	 Monday, April 3, 2023 & Wednesday, April 5, 2023 Individualized group meeting time with Rauzar (online). 	• [Reminder]: Prepare for film premiere (taking place Week 16).
Week 13: No Class (Monday) + University Lecture Series (Wednesday)	 Monday, April 10, 2023 No class – work on film Wednesday April 12, 2023 (1:00-2:30 pm) Attend university lecture series The Pandemic and the City: Art, Medicine, Migration George Aumoithe, Harvard University Denise Rodgers, Rutgers Biomedical and Health Sciences Natalia Nakazawa, Our Stories of Migration Workshop, Brooklyn Museum 	• [Reminder]: Prepare for film premiere (taking place Week 16).
Week 14: Film lab	Monday, April 17, 2023 & Wednesday, April 19, 2023 • Editing sessions.	[Reminder]: Prepare for film premiere (taking place Week 16).
Week 15: Film lab (optional)	Monday, April 24, 2023 & Wednesday, April 26, 2023 • Editing sessions.	[Reminder]: Prepare for film premiere (taking place next week).

	Monday, May 1, 2023	
Week 16: Film Premieres	 Screen films: Write down questions you have for groups. Q&A sessions + wrap-up and voting 	Complete Post-Course Survey