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**PPD 353 Philanthropy and Social Change**

**Fall 2019 Tuesdays, 6:00 - 9:20pm, RGL 219**

**Professor:** Nicole Esparza

**Office:** RGL 208

**Office hours:** Mondays & Tuesdays 3:30-5:00pm

or by appointment

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# Course Description

Philanthropic and nonprofit organizations have a long history of community support and social change in the United States. Their unique position and regulation within the economy allows these organizations to be risk takers and sources of innovation. This course provides an introduction to the influence of philanthropy on advocacy and social change in the United States and abroad. It examines the scope and diversity of the philanthropic sector, tracing its evolution through US history and its impact on change. This course will also introduce students from a range of disciplines to the complex role of different types of foundations in US society and culture; encourage them to examine further the intersections of philanthropy with policy, business, law, and society.

# Reading Material

Each class is organized around assigned readings. Students are expected to read the assigned pages prior to the class in which they will be discussed, both to increase understanding of the lecture and to facilitate class discussion.

### Required Readings:

There are a number of article-length readings posted on Blackboard.

<https://blackboard.usc.edu/>

### Reference Materials

Council on Foundations. “Glossary of Philanthropic Terms.” ***(\* Useful Reference all Semester)*** <https://www.cof.org/content/glossary-philanthropic-terms>

Foundation Center Philanthropy News Digest [http://foundationcenter.org/newsletters/]

The Nonprofit Quarterly Newsletter [http://nonprofitquarterly.org/category/newswire/]

Guidestar – create a free user account and access information on nonprofit organizations [https://www.guidestar.org/Login.aspx]

Charity Navigator– create a free user account and access information on nonprofit organizations [http://www.charitynavigator.org/]

CPPP lists of resources – provides links to a multitude of resources [http://cppp.usc.edu/field-resources/]

*Stanford Social Innovation Review Magazine* – [http://ssir.org/]. If the article is locked go to the USC library site

The Chronicle of Philanthropy – [https://philanthropy.com]. If the article is locked go to the USC library site

# Course Grading and Requirements

**Class participation and In-class exercises (10%)**

Students are expected to come to class ready to engage and discuss the reading. The date next to the readings indicates when they should be completed. The class format will consist of lectures, group discussion, and in-class exercises. Since they are done in-class they cannot be made up, therefore weekly attendance is required.

**Reflection Papers (10%)**

There are two reflection papers assigned. The instructions/ guidelines are posted on Blackboard under “Assignments.” The assignments will be posted on Blackboard at least one week prior to the due date and are due before class via Blackboard. Diminished credit will be given to assignments that are up to one week late; however, after that date, no credit will be given to assignments without prior approval.

**Case Study Analysis (25%)**

There are two case study analyses assigned. The instructions/ guidelines are posted on Blackboard under “Assignments.” The assignments will be posted on Blackboard at least one week prior to the due date and are due before class via Blackboard. Diminished credit will be given to assignments that are up to one week late; however, after that date, no credit will be given to assignments without prior approval.

**Midterm (30%)**

There will be an in-class midterm on **October 15th.**

**Final Research Paper (25%)**

Students will turn in an 8-10 (double-spaced) final paper via Blackboard by 11:59pm Tuesday **December 17th.**  The final paper will be on a social change issue or movement of your choice and explore how philanthropy has supported work on this issue, which foundations, philanthropists have been involved, etc. More instructions will follow.

### To summarize, the course grade is assigned as follows:

Class participation 10%

Reflection Papers (2) 10%

Case Analysis (2) 25%

Midterm 30%

Final Paper 25%

**Total points 100%**

# Statement on Academic Conduct and Support Systems

### Academic Conduct:

Plagiarism – presenting someone else’s ideas as your own, either verbatim or recast in your own words – is a serious academic offense with serious consequences. Please familiarize yourself with the discussion of plagiarism in SCampus in Part B, Section 11, “Behavior Violating University Standards” [policy.usc.edu/scampus-part-b](https://policy.usc.edu/scampus-part-b/). Other forms of academic dishonesty are equally unacceptable. See additional information in SCampus and university policies on scientific misconduct, [policy.usc.edu/scientific-misconduct](http://policy.usc.edu/scientific-misconduct).

**Academic Accommodations**

Any student requesting academic accommodations based on a disability is required to register with Disability Services and Programs (DSP) each semester.  A letter of verification for approved accommodations can be obtained from DSP.  Please be sure the letter is delivered to the instructor (or to a TA) as early in the semester as possible.  DSP is located in STU 301 and is open 8.30 AM to 5.00 pm Monday through Friday.  Website and contact information for DSP:

<http://sait.usc.edu/academicsupport/centerprograms/dsp/home_index.html> (213) 740-0776 (Phone), (213) 740-6948 (TDD only), (213) 740-8216 (FAX), [ability@usc.edu](mailto:ability@usc.edu)

### Support Systems:

*Student Health Counseling Services - (213) 740-7711 – 24/7 on call*

[engemannshc.usc.edu/counseling](https://engemannshc.usc.edu/counseling/)

Free and confidential mental health treatment for students, including short-term psychotherapy, group counseling, stress fitness workshops, and crisis intervention.

*National Suicide Prevention Lifeline - 1 (800) 273-8255 – 24/7 on call*

[suicidepreventionlifeline.org](http://www.suicidepreventionlifeline.org/)

Free and confidential emotional support to people in suicidal crisis or emotional distress 24 hours a day, 7 days a week.

*Relationship and Sexual Violence Prevention Services (RSVP) - (213) 740-4900 – 24/7 on call*

[engemannshc.usc.edu/rsvp](https://engemannshc.usc.edu/rsvp/)

Free and confidential therapy services, workshops, and training for situations related to gender-based harm.

*Office of Equity and Diversity (OED) | Title IX - (213) 740-5086*

[equity.usc.edu](https://equity.usc.edu/), [titleix.usc.edu](http://titleix.usc.edu)

Information about how to get help or help a survivor of harassment or discrimination, rights of protected classes, reporting options, and additional resources for students, faculty, staff, visitors, and applicants. The university prohibits discrimination or harassment based on the following protected characteristics: race, color, national origin, ancestry, religion, sex, gender, gender identity, gender expression, sexual orientation, age, physical disability, medical condition, mental disability, marital status, pregnancy, veteran status, genetic information, and any other characteristic which may be specified in applicable laws and governmental regulations.

*Bias Assessment Response and Support - (213) 740-2421*

[studentaffairs.usc.edu/bias-assessment-response-support](https://studentaffairs.usc.edu/bias-assessment-response-support/)

Avenue to report incidents of bias, hate crimes, and microaggressions for appropriate investigation and response.

*The Office of Disability Services and Programs - (213) 740-0776*

[dsp.usc.edu](http://dsp.usc.edu/)

Support and accommodations for students with disabilities. Services include assistance in providing readers/notetakers/interpreters, special accommodations for test taking needs, assistance with architectural barriers, assistive technology, and support for individual needs.

*USC Support and Advocacy - (213) 821-4710*

[studentaffairs.usc.edu/ssa](https://studentaffairs.usc.edu/ssa/)

Assists students and families in resolving complex personal, financial, and academic issues adversely affecting their success as a student.

*Diversity at USC - (213) 740-2101*

[diversity.usc.edu](https://diversity.usc.edu/)

Information on events, programs and training, the Provost’s Diversity and Inclusion Council, Diversity Liaisons for each academic school, chronology, participation, and various resources for students.

*USC Emergency - UPC: (213) 740-4321, HSC: (323) 442-1000 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu/), [emergency.usc.edu](http://emergency.usc.edu/)

Emergency assistance and avenue to report a crime. Latest updates regarding safety, including ways in which instruction will be continued if an officially declared emergency makes travel to campus infeasible.

*USC Department of Public Safety - UPC: (213) 740-6000, HSC: (323) 442-120 – 24/7 on call*

[dps.usc.edu](http://dps.usc.edu/)

Non-emergency assistance or information.

# Course Schedule

### Week 1, August 27 Introduction to Philanthropy and Social Change

Goetz, K. 2014. *Philanthropy vs. Charity- What's the difference?* Richard Shineman Foundation.

Zinsmeister, Karl. 2016. *How Philanthropy Fuels American Success.* Pgs. 12-51.

### Week 2, September 3 Historical Overview of Philanthropy in America

Carnegie, Andrew. 1889. “Wealth,” *North American Review*, 148, no. 391 (June 1889): 653, 657 62.

Juskalian, Russ. 2014. “Was Carnegie Right about Philanthropy?” *The New Yorker,* February 9, 2014.

Roelofs, J. 2003. “What are Foundations?” Chapter 1 in *Foundations and Public Policy: The Mask of Pluralism.* Albany, NY: SUNY Press.

### Week 3, September 10 Special Topic: Economic Development

Carson, Emmett. 2015. *21st Century Community Foundations: A Question of Geography and Identity.* GrantCraft.

Ferris, James M. 2017. “Philanthropy as a Catalyst.” *Stanford Social Innovation Review*, Winter 2017.

Murdoch, James. 2007. *The Place-Based Strategic Philanthropy Model.* Research Brief. Center for Urban Economics at UTD, June 2007.

Markley, Deborah et al. 2016. “A New Domain for Place-Rooted Foundations: Economic Development Philanthropy.” *The Foundation Review,* Vol 8: Special Issue.

### Week 4, September 17 Change Agents

Avner, Marica. 2015. “Advocacy, Lobbying, and Social Change.” In Renz, chapter 14, pp. 347—374.

Lunenburg, Fred C. 2010. “Managing Change: The Role of the Change Agent.” *International Journal of Management, Business, and Administration* 13(1): 1-10.

Battilana, Julie and Marissa Kimsey. 2017. “Should You Agitate, Innovate, or Orchestrate?” *Stanford Social Innovation Review,* September 18, 2017.

Battilana, Julie and Casciaro, Tiziana. 2013. “The Network Secrets of Great Change Agents.” *Harvard Business Review,* July-August 2013.

### Assignment Due: Reflection Paper #1

### Week 5, September 24 The “New” Philanthropists I

Author. 2013. *The New Philanthropists: More Sophisticated, More Demanding — and Younger.* Wharton School Report,University of Pennsylvania.

Callahan, David. 2017. *The Givers: Wealth, Power, and Philanthropy in a New Gilded Age.* Vintage Books: New York. Chapters 1-2, 5.

Goldseker, Sharna and Michael Moody. 2017. *Generation Impact: How Next Gen Donors Are Revolutionizing Giving.* Wiley: New Jersey. Chapters 1-2.

### Week 6, October 1 The “New” Philanthropists II

Janus, Kathleen. 2017. “Innovating Philanthropy.” *Stanford Social Innovation Review,* November 1, 2017.

### Tierney, Thomas J. 2007. “Higher-Impact Philanthropy.” Taken from *Taking Philanthropy Seriously.*

Ebrahim, Alnoor and Rangan, V. Kasturi. 2014. “What Impact? A Framework for Measuring the Scale and Scope of Social Performance.” *California Management Review,* vol 56 (3): 118-141.

Brest, Paul. 2012. “A Decade of Outcome-Oriented Philanthropy.” *Stanford Social Innovation Review*, Spring 2012.

### Assignment Due: Reflection Paper #2

### Week 7, October 8 Big Bets & Prize Philanthropy

Foster, William et al. 2016. “Making Big Bets for Social Change.” *Stanford Social Innovation Review*, Winter 2016.

Bays, Jonathan, Goland, Tony and Newsum, Joe. 2009. “Using Prizes to Spur Innovation.” *McKinsey Quarterly,* July 2009.

Wasson, R.R. 2016. “The Future of Prize Philanthropy.” *Stanford Social Innovation Review*, Summer 2016.

Kramer, Larry. 2017. “Against ‘Big Bets.’” *Stanford Social Innovation Review*, Vol. 15, Iss. 3: 61-62.

Williams, Tate. 2015. “The Perils of All These Prizes.” *Inside Philanthropy,* November 6, 2015.

**Week 8, October 15 IN CLASS MIDTERM**

**Week 9, October 22** **Critiques of Big Philanthropy**

Kramer, Mark. 2018. “Are the Elite Hijacking Social Change?” *Stanford Social Innovation Review*, Fall 2018.

Giridharadas, Anand. 2018. *Winners Take All: The Elite Charade of Changing the World*. Chapters TBD.

Nee, Eric. 2019. “Whither Big Philanthropy.” *Stanford Social Innovation Review*, Winter, 2019.

Kolbert, Elizabeth. 2018. “Gospels of Giving for the New Gilded Age.” *The New Yorker*, August 20, 2018.

### Week 10, October 29 Special Topic: R&D and Health

Anft, M. 2015. When Scientific Research Can’t Get Federal Funds, Private Money Steps In. *The Chronicle of Philanthropy*, February 8, 2015.

Gargani, John and McLean, Robert. 2017. “Scaling Science.” *Stanford Social Innovation Review*, Vol. 15 (4): 34-39.

Perry, S. and O’Neil, M. 2015. Four Cancer Charities Charged in $187 Million Fraud Case. *The Chronicle of Philanthropy*, May 19, 2015.

Ian McGugan. 2014. “The Ice-Bucket Racket.” *The New York Times*, November 14, 2014.

**Assignment Due:** Case study analysis of Alexandre Mars and Epic

### Week 11, November 5 The Future of Philanthropy (Next Gen)

Author. 2015. *Next Generation Philanthropy: Changing the World.* Forbes Report.

Glosserman, Brad, Fan Li, and Yulin Lin. 2019. “Next-Generation Philanthropy.” *Stanford Social Innovation Review*, Spring 2019.

Hayman, J. 2016. “Why The Next Gen Don't Want To Play 'Family Philanthropy': A Note to Wealthy Parents.” *Forbes,* April, 2016.

Fidelity Charitable. 2016. *The Future of Philanthropy: Where individual giving is going.* Report from Fidelity Charitable.

Case Foundation. 2017. *The 2017 Millennial Impact Report: An Invigorated Generation for Causes and Social Issues.*

### Week 12, November 12 Special Topic: Specific Populations

Burton, Dorian O. and Barnes, Brian C.B. 2017. “Shifting Philanthropy From Charity to Justice.” *Stanford Social Innovation Review*, January 3, 2017.

Drezner, Noah D., and Garvey, Jason C. 2016. “LGBTQ Alumni Philanthropy: Exploring (Un)Conscious Motivations for Giving Related to Identity and Experiences.” *Nonprofit and Voluntary Sector Quarterly*, 45.

Ranghelli, Lisa. 2016. “Grantee Inclusion for Community Empowerment.” *Stanford Social Innovation Review*, Sept 6, 2016.

Daniels, Alex. 2018. “Calif. Foundations Move $40 Million Fast to Counter Trump on Immigration.” *The Chronicle of Philanthropy,* January 18, 2018.

### Week 13, November 19 Vehicles for Millennial Giving

Arrillaga-Andreessen, Laura. 2012. “Giving 2.0: Getting Together to Give.” *Stanford Social Innovation Review*, Winter 2012.

Curran, Asha. 2018. “The #GivingTuesday Model.” *Stanford Social Innovation Review*, Fall 2018.

Paynter, Ben. 2017. “How Will The Rise Of Crowdfunding Reshape How We Give To Charity? Giving is easier than ever, but what does it mean when our giving is directed toward the most viral story?”

\*More reading TBD

### Week 14, November 26

**Assignment Due:** Case study analysis of “Social Media and the Planned Parenthood Susan G. Komen for the Cure Controversy.” KSG Case 1975.0

### Week 15, December 3 Coming Full Circle on Philanthropy and Social Change

Reading TBD

### Finals Week, December 17

**Assignment Due:** Final paper is due via email to the instructor by 11:59pm Tuesday **December 17th.**