



THE UNIVERSITY OF
WESTERN AUSTRALIA
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Unit Outline*

MGMT8518

Social Investment and Philanthropy

**Trimester 3, 2011
Crawley**

Ms Kylie Charlton, Ms Elena Douglas



Business School

www.business.uwa.edu.au

* This Unit Outline should be read in conjunction with the Business School **Unit Outline Supplement** available on the Current Students web site <http://www.business.uwa.edu.au/students>

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UNIT DESCRIPTION

Introduction

Welcome to *Social Investment & Philanthropy* MGMT8518. This course is one of the core units of the Graduate Certificate in Social Impact.

Philanthropy and social investment – the provision of private and corporate funds for social purposes – are enjoying a boom in Australia. Philanthropists and social investors are increasingly important players in the social sector. They contribute to social value creation and social impact, collaborating with government, the community, and the corporate sector.

Changing patterns of wealth distribution, the rise in wealth of a younger generation, new societal challenges, new technologies, shifts in the role of government as funder not provider of social goods and a growing recognition by the business sector of the opportunities that result from good corporate citizenship are all factors shaping the contemporary landscape.

There is an increasing awareness across the world that, like commercial investment, successful social investment requires skills, information and thoughtful decision making which can be learned. By encouraging a planned, strategic and businesslike approach to private and corporate giving or investment, philanthropy and social investment offer both career opportunities and personal fulfillment to people of all ages and life stages.

Unit content

In this course we will explore the history, concepts and current issues in the fields of social investment and philanthropy. It includes an international historical overview; ethical and philosophical perspectives; the drivers and characteristics of social investment and social change; the principles and techniques of giving and fundraising; current forces shaping grant-making; and current developments, emerging trends and challenges in social investment.

The goal of the unit

The course aims to develop critical awareness of the various stages in the process of strategic philanthropy and social investment, from need identification to evaluation of impact and an awareness of the perspectives and requirements of the various participants in each of these stages and processes. The course also aims to equip students with knowledge about the contemporary operating environment and practices in philanthropy and social investment including the legal frameworks.

Learning outcomes

By the end of this course students should be able to:

1. Understand the historical and legal structure of philanthropy and social investment in Australia and in comparable countries, and the sociological and ethical climate in which they exist.
2. Identify the key issues in contemporary philanthropy and social investment
3. Understand how philanthropy is being influenced by new ideas in the area of social investment, and the likely effect the new ideas will have on the practise of philanthropy and social investment
4. Understand and critically evaluate the roles played by different groups: individuals, private and family foundations, corporations and government.
5. Apply this learning to carry out individual and team analyses of various issues in philanthropy and social investment and to engage in informed critical inquiry.

Educational principles and graduate attributes

In this unit, you will be provided with the opportunity to:

- Master the subject matter, concepts and techniques of social investment and philanthropy.
- Adapt acquired knowledge about social investment and philanthropy to the not-for-profit, third sector context.
- Communicate in English clearly, concisely and logically.
- Acquire the skills needed to embrace rapidly-changing technologies in a global environment.
- Think and reason logically and creatively.
- Undertake problem identification, analysis and resolution.
- Question accepted wisdom and be open to new ideas and possibilities.
- Acquire mature judgement and responsibility in ethical, moral, social, and practical, as well as academic matters.
- Work independently and in a team.
- Acquire cross-cultural and other competencies to take a citizenship and leadership role in the local, national or international community.

Core concepts

- Philanthropy
- Altruism
- Charity
- Social Investment (or Impact Investment)
- Microfinance
- Social Return on Investment
- Social finance
- Social impact
- Social Impact Bond
- Donor/Funder
- Corporate social responsibility
- Social enterprise/Social entrepreneurship
- Social innovation

Additional key concepts

- Social programs and social policy
- Social impact assessment
- Cost-benefit analysis
- Social accounting
- Community engagement
- Social leadership

TEACHING AND LEARNING RESPONSIBILITIES

Teaching and learning strategies

We believe that learning is a dynamic process involving: the instructor; the instructors' experiences; the subject matter; and the learning styles and experience of the students. Students often hold the wisdom of the subject within themselves. Their experiences are therefore an integral ingredient in the learning experience; they need to be accessed through effective facilitation to enable students to make sense of the materials and enrich the learning experience for others.

In order to enrich the learning process with students' experiences, we actively encourage students to contribute in group and class discussions and in-class learning activities. All class activities and discussions employ some form of Socratic dialogue to challenge students to seek solutions to both simple and complex problems from a range of perspectives. To enact this approach, we pose problems common to the topic, use guest lecturers and cases to stimulate discussion and critical analysis. We make use of case studies to generate debate and encourage critical and creative thinking in each topic to which students can relate. Thus, to get the most out of this unit, students are required to attend and participate in each lecture having undertaken the required pre-reading and be willing to listen and contribute to class discussions.

Teaching and learning evaluation

You may be asked to complete two evaluations during this unit: The Student Perception of Teaching (SPOT) and the Students' Unit Reflective Feedback (SURF). The SPOT is optional and is an evaluation of the lecturer and the unit. The SURF is completed online and is a university wide survey and deals only with the unit. You will receive an email from the SURF office inviting you to complete the SURF when it is activated. We encourage you to complete the forms as your feedback is extremely important and can be used to make changes to the unit or lecturing style when appropriate.

Attendance

Participation in class, whether it be listening to a lecture or getting involved in other activities, is an important part of the learning process, therefore it is important that you attend classes. More formally, the University regulations state that 'to complete a course or unit students shall attend prescribed classes, lectures, seminars and tutorials'. Where a student, due to exceptional circumstances, is unable to attend a scheduled class, they are required to obtain prior approval of the unit coordinator to be absent from that class. Any student absent from class without having had such absence approved by the unit coordinator may be referred to the faculty for advice and may be required to withdraw from the unit.

CONTACT DETAILS

We strongly advise students to regularly access their student email accounts. Important information regarding the unit is often communicated by email and will not be automatically forwarded to private email addresses.

The unit is team taught by Kylie Charlton, (UNSW) and Elena Douglas (UWA) and has a number of guest lecturers. Contacts for the UWA lecturers are listed below. Any administrative questions can be addressed to Elena Douglas or Paul Flatau.

Unit coordinator	Elena Douglas, Paul Flatau
Lecturers Names:	Kylie Charlton, Elena Douglas
Email:	k.charlton@unsw.edu.au elena.douglas@uwa.edu.au
Phone:	08 6488 7575 (Elena Douglas) 0439 423 147 (Kylie Charlton) 08 6488 1366 (Paul Flatau)
Consultation hours:	By phone or by appointment
Lecture dates & times:	Fridays & Saturdays, 9.00am - 5.00pm Friday 2 nd September 2011 Saturday 3 rd September 2011 Friday 23 rd September 2011 Saturday 24 th September 2011 Friday 22 nd October 2011
Lecture venue:	BUSN:242 Sir Rod Eddington Case Study

A bit about your lecturers ...

Kylie Charlton holds the position of Social Investment Fellow at The Centre for Social Impact (CSI) where she specialises in the development of a system of social finance in Australia. Kylie has been an active contributor to conversation in Australia on social finance including authoring submissions and participating in roundtables on social finance for the commissioned study into the Contribution of the Not for Profit Sector by the Australian Government Productivity Commission, consulting to the Department of Education, Employment and Workplace Relations in regard to Social Enterprise Development and Investment Fund (SEDIF), and has written widely in publications on the topic of social impact investment. Kylie is also a Co-founder and Managing Director of Unitus Capital (www.unituscapital.com), a financial advisory firm specialising in arranging capital for microfinance institutions (MFIs) and other social enterprises benefiting those at the bottom of the economic pyramid, and heads the social finance initiative of Ecotrust Australia (www.ecotrust.org.au). Working at the intersection of mainstream capital markets, social investment and philanthropy, Kylie has arranged capital for MFIs and social enterprises, advised banks and investment funds, and raised capital for specialised investment funds including playing a leading role in the development and launch of the Unitus Equity Fund I, L.P. prior to transitioning her career into social finance Kylie was Vice President in the Project and Structured Finance Group at Citigroup with 11 years' experience in commercial and investment banking in Sydney and New York. Kylie holds a B.A. in Commerce (Banking and Finance) from the University of Canberra and an M.B.A from the Said Business School at Oxford University, where she was a founding member and student co-chair of the Oxford Business Network for Social Entrepreneurship.

Elena Douglas is the Convenor of the Centre for Social Impact at the UWA Business School and the Convenor of the UWA Religion and Globalisation Initiative, a partnership with the Tony Blair Faith Foundation. She has a background in program evaluation and public policy gained from working in several Commonwealth government agencies (DEET, ABS) and for the Government services practices of KPMG and Deloitte. Elena was the founding CEO of New York based *Advance Global Australians*, the leading network of Australian professionals overseas (20,000 members). In this capacity, Elena established the Advance Australia Fund in the USA and in the UK enabling Australians to make philanthropic contributions to Australian endeavours but receive tax deductions in the UK and the US. She also worked closely with a number of Australian philanthropists and recipient organisations developing philanthropic connections in the US and UK. Elena has a Bachelor of Economics from UWA and is an awardee of both the Vincent Fairfax Ethics Leadership Award and the ADC Future Summit Leadership Award. She was the creator of the Catherine McAuley Award for Leadership and Service and one of the creators of the *In the Zone Conference* series for the University of Western Australia.

Guest Lecturers

Annie Fogarty, Fogarty Foundation

Winthrop Professor Diane Stone

John Poynton, Giving West (TBC)

Jacque Thomson , LotteryWest (TBC)

Peter Shergold, CEO CSI

Cathy Burke, The Hunger Project

Winthrop Professor Julie Lee (TBC)

TEXTBOOK(S) AND RESOURCES

Unit website

<http://www.webct.uwa.edu.au>

An email providing details on how to access WebCT will be sent to enrolled students prior to commencement of the trimester.

There is no required textbook for this unit but readings and case studies will be available for enrolled students on WebCT.

Key References

The following references provide grounding in the main topic areas covered by the course. A set of readings designed for pre-lecture reading are listed in the Unit Schedule below. In most cases they are available on WebCT.

University of Western Australia and Lotterywest 2010. *A Rising Tide? Exploring the Future of Giving in Western Australia* <http://www.lotterywest.wa.gov.au/assets/grants/documents/publications/a-rising-tide>

UK Cabinet Office "Giving Whitepaper"

<http://www.cabinetoffice.gov.uk/sites/default/files/resources/giving-white-paper.pdf>

Tierney T, Fleishman, J. 2011. *Give Smart - Philanthropy that Changes the World*. Public Affairs, Philadelphia.

Bishop, M. and Green, M. 2010. *Philanthro-capitalism: how the rich can save the world*. A & C Black, London.

Journals

The following provides a list of journals which you may find useful to access particularly when conducting research for assignments. Most but not all journals are accessible through the UWA library and articles are downloadable from the library portal.

Voluntas
Non-Profit and Voluntary Sector Quarterly
Stanford Social Innovation Review

Australian and international sources of news

Philanthropy Australia (<http://www.philanthropy.org.au/>)

Philanthropy Australia is the peak body for Australian philanthropists and philanthropic organisations. It publishes a range of topical material, including a very useful PhilanthropyWiki, an online encyclopaedia and archive of knowledge on philanthropy in Australia. Its goal is to be the first port of call to the philanthropy and not-for-profit sectors, nationally and internationally, on philanthropy, grantseeking and charitable organisations in Australia.

Global Impact Investing Network (<http://www.globalimpactinvestingnetwork.org>)

The Global Impact Investing Network (GIIN) is a not-for-profit organisation dedicated to increasing the effectiveness of impact investing (i.e., for-profit investment made to solve social and environment problems). A range of topical material can be found on its website.

Other useful websites

Other websites that you may find useful throughout this course include:

The Centre for Social Impact (<http://www.csi.edu.au>)

Pro Bono Australia (<http://www.probonoaustralia.com.au/>)

Our Community (www.ourcommunity.com.au) with specific reference to *The Australian Best Practice Grantmaking Quarterly*.

The Centre for Philanthropy and Non-Profit studies at QUT
(<http://www.bus.qut.edu.au/research/cpns/publications/>)

Philanthropy UK <http://www.philanthropyuk.org/>

Centre for High Impact Philanthropy, University of Pennsylvania
www.impact.upenn.edu

The Ford Foundation's Grantcraft Series
(<http://www.grantcraft.org/index.cfm>)

Chronice of Philanthropy
<http://philanthropy.com/section/Home/172>

Givewell
www.givewell.org

UNIT SCHEDULE

The course comprises five full days largely broken into four ninety minute sessions each day as tabled below.

Day 1: Friday September 2 (9.00am-5.00pm) Elena Douglas

I. Introduction, History and Key Concepts

9.00-10.30am

This session provides an orientation and overview of this course with an emphasis on the 2-day philanthropy component.

- Introduce lecturer and class to each other
- Introduce perspective of this course and content:
 - Philanthropy
 - Social Investment
 - Social entrepreneur – philanthropists of the age
 - Charity versus modern day philanthropy
- Define terms
- Examples of philanthropy through:
 - History
 - Around the world (Australia, Asia, US, UK)
 - Different models and scales
 - Different perspectives/points of view eg Philanthropist or cause (organisation)
- Walk through rest of course
- Explain all assessments
- Questions

Video presentations:

Dame Elisabeth Murdoch, Simon McKeon, Warren Buffett, Bill and Melinda Gates and Nandan Nikelani.

Class exercises:

Introduce yourself to the class by explaining what you would do if you had 1 billion dollars.

Reading (* essential):

*Bishop, M 2008, *Philanthro-capitalism: how the rich can save the world*, New York: Bloomsbury Press, New York, Chpts 1-3.

*Johnson, PD and Johnson SP, 2004, *Tools for Good: a guide to vehicles for philanthropy and charitable giving*. International Network for strategicPhilanthropy available for download at http://www.wingsweb.org/download/10_Tools_for_Good_Full_Version.pdf

2. What is 'Philanthropy?': Various disciplinary perspectives

10.30-12.00pm

Philanthropy is as old as human society. Giving, altruism, charity and the love of humanity are examined in a wide range of intellectual disciplines including: psychology, economics, ethics, evolutionary biology, sociology and anthropology.

We will bring a critical appreciation to the approach of each of the disciplines, noting that underpinning each disciplinary perspective is a particular view on the nature of human nature and human society.

Key themes we will explore toward the development of a critical appreciation of philanthropy from a variety of disciplinary perspectives include:

- Homo-empathicus versus Homo economicus?
- Can there be such a thing as altruism or can there only be enlightened self-interest?
- Game theory and 'Survival of the nicest'?
- 'Social exchange theory' versus the 'empathy-Altruism hypothesis'
- Gifts, exchange and reciprocity and the idea of 'warm glow giving' and 'psychic income'
- What are the limits of philanthropy? What is its downside?

Video presentations:

The Empathic Civilisation, Jeremy Rifkin, Royal Society Arts, London.

Class exercise:

Class debate "That Philanthropy will Save the World". (Class will be divided into two groups and take contrary positions).

Reading (* essential):

This part of the course has the most reading and you will get more out of the classroom time the more reading you do. The readings starred are essential and the balance (except the books) are recommended.

Evolutionary Biology

* Bowles S and Gintis, H. 2010. A Cooperative Species: Human Reciprocity and its Evolution, Chapters 1 and 13.

<http://people.umass.edu/gintis/acs.html> (Cooperation)

Psychology

*Batson, C.D. (2009). "These things called empathy: eight related but distinct phenomena". In J. Decety & W. Ickes (Eds.), *The Social Neuroscience of Empathy* (pp. 3–15). Cambridge: MIT press.

Economics

Kenneth E. Boulding. 1962. *Notes on a Theory of Philanthropy*. *Philanthropy & Public Policy*

Samuelson, Paul A. *Altruism as a Problem Involving Group versus Individual Selection in Economics and Biology*. *The American Economic Review*, Vol. 83, No. 2, Papers and Proceedings of the Hundred and Fifth Annual Meeting of the American Economic Association (May, 1993), pp. 143-148

<http://www.jstor.org/stable/2117655>

* Barro, R. June 19, 2007 *Bill Gates's Charitable Vistas* *Wall Street Journal* Page A17

<http://www.economics.harvard.edu/faculty/barro/files/Gates%20column%20WSJ.pdf>

Ethics

* Singer, P 2009, *The life you can save: acting now to end world poverty*, New York: Random House, New York. Chpts 2, 3, 5.

Cultural Anthropology

The Impulse of Philanthropy, Bornstein. <http://onlinelibrary.wiley.com/doi/10.1111/j.1548-1360.2009.01042.x/pdf>

BOOKS

Bowles S and Gintis, H. 2010. A Cooperative Species: Human Reciprocity and Its Evolution

<http://www.umass.edu/preferen/A%20Cooperative%20Species/ACS%20Ch%200%20Introductory%20Material.pdf>

Riddley, R. 1996. *The Origins of Virtue – Human Instincts and the Evolution of Cooperation*.

2. Cultural and religious origins and practice

1.00-2.30pm

A walk through the religions and philosophies of the classical and pre-modern world exploring the principal origins of giving and philanthropy.

A. Teaching and practice from the classical religions and philosophies (tithing, alms, charity):

- Hinduism (Bhiksha, Puranas and Debta)
- Buddhism (Loving Kindness and offerings to Guanyin Goddess of Mercy)
- Confucian
- Sikism (Dasvand)
- Greek Philosophy – love of humanity, human flourishing and civilisation
- Judaism (Tzedakah)
- Christianity (Charity, Tithing)
- Islam (Zakat and Sadaquat)

B. Pre-modern world (pre-1800)

- Role of monasteries in Europe - the Spiritual and Corporal Works of Mercy
- Role of monasteries in Asia

C. Modern period (1800 –):

- Humanism (altruism) – Comte
- 18th/19th Century British Isles embodied by John Wesley
- 19th Century American embodied by Andrew Carnegie

Class exercise:

In pairs present one of the great philanthropists of the past or present and explain why they interest you. Consider their: motivations, focus, structures, projects and impact.

List of suggestions

Carnegie
Rockerfeller
Myer Family
Mother Teresa
Gates Foundation
Atlantic Philanthropies (Charles Feeney)
Monasteries
McCusker Family
Catherine McAuley
Booth Family
Anthony Ashley Cooper, seventh Earl of Shaftesbury
Elizabeth Fry

After group sharing, each of you will choose one of these characters on whom to prepare your individual essay.

Reading (* essential):

*Carnegie, A. 1889. *The Gospel of Wealth*

http://us.history.wisc.edu/hist102/pdocs/carnegie_wealth.pdf (3 pages)

*Wesley, J. (1703-1791) *Use of Money*. Sermon 50 published in *The Sermons of John Wesley* (1872). Ed Thomas Jackson. <http://new.gbgm-umc.org/umhistory/wesley/sermons/50/> (5 pages)

*Waltzer, M. 'On Humanitarianism – is helping others charity or duty or both'. *Foreign Affairs*. July/August 2011. Council for Foreign Relations, New York.

Dowie, M, 2001, *American Foundations: an Investigative History*, Cambridge, Mass, MIT Press, Introduction and Chpt 1.

Whitaker, B 1979, *The foundations: an anatomy of philanthropic societies*, Harmondsworth; New York: Penguin, Harmondsworth; New York, Chpt 2

4. Contemporary landscape of Philanthropy - Global

2.30-3.30pm

We will examine the major global trends:

- From grant-making to venture philanthropy to social (or impact) investment
- Systems thinking – collaboration – collective intelligence
- catalytic philanthropy and the role of the market in provision of public goods
- US – Philanthrocapitalism versus the UK 'Big Society' and 'little platoons'

Essential reading

*UK Cabinet Office "Giving Whitepaper"

<http://www.cabinetoffice.gov.uk/sites/default/files/resources/giving-white-paper.pdf>

*Wright, Karen: *Generosity versus Altruism: Philanthropy and charity in the US and the UK*, Civil Society Working Papers 17, LSE, London, 2001 available for download at http://www.lse.ac.uk/collections/CCS/pdf/Cswp17_web.pdf

Video presentations:

Davos discussion on philanthropy 2008

Bill Gates

5. Contemporary landscape of Philanthropy – National and local

3.30-5.00pm

In this session we will Locate the Australian and Western Australian experience within these global trends and enquire:

- What is unique about what we are experiencing here in Western Australia right now
- How does our level of giving compare with the rest of the world? With like societies?

Then we will explore, we expect the practice of giving to go to here in WA in the next 5 to ten years. We will explore:

- What is the best model for WA right now?
- What are the best ways to promote more giving?

Guest speaker and class exercise: John Poynton (or other board member from Giving West) TBC to join us for a discussion of what could drive Philanthropy in WA. Write opinion pieces to be published outlining the best ways to make the State a more giving culture.

Reading (* essential):

*University of Western Australia and Lotterywest 2010. *A Rising Tide? Exploring the Future of Giving in Western Australia* <http://www.lotterywest.wa.gov.au/assets/grants/documents/publications/a-rising-tide>

*Baker, Christopher, *Patterns of Giving*, 2010 (unpublished: will be distributed in class).

*Madden, K & Scaife, W, 2008, *Good Times and Philanthropy: Giving by Australia's Affluent*, Centre for Philanthropy and Nonprofit Studies, Queensland University of Technology, Brisbane available for download at http://eprints.qut.edu.au/27262/1/Good_Times_and_Philanthropy_Giving_By_Australias_Affluent_March_2008.pdf

Tracey, D 2010, 'Growing Philanthropy in Australia', in MacDonald, N and Tayart de Borms, L, *Global Philanthropy*, London, MF Publishing, pp 31-39.

Day 2: Saturday September 3 (9.00am-5.00pm) Elena Douglas

6. Foundations which make an impact: From legal and governance framework to strategic grant-making

9.00-11.00am

This session will put you in the position of being an advisor assisting a family, or part of a family who wants to set up a foundation for philanthropic purposes. We will examine:

- Regulatory and tax environment and incentives
- The steps required to set up a Foundation
- Discerning a focus
- Making a difference
- Ongoing compliance and monitoring

Guest Speaker: Winthrop Professor Diane Stone will present a case study of the Soros Foundation.

Video presentations:

Gina Anderson Philanthropy Australia CEO (former)
Rupert Myer on NFP Transparency

Reading (* essential):

* Guide to Giving <http://www.philanthropy.org.au/involved/guidetogiving.html>

* Tierney T, Fleishman, J. 2011. *Give Smart - Philanthropy that Changes the World*. Public Affairs, Philadelphia. (Chapters

* Stone, D. 2011. *Private philanthropy or policy transfer? The transnational norms of the Open Society Institute*. The Policy Press.

7. The asking side of giving

11.30-1.00pm

Understanding the psychology of giving

- Reasons and motivations for giving
- meaning of giving
- Types of giving: 'time, treasure, talent'
- High net worth versus ordinary people giving
- Power of transparency, accountability and impact reporting for fundraising

Methods of asking:

- Giving is usually only as good as the quality of the asking
- Styles of fundraising
 - o Databases, CRM and Targetting
 - o Long-term relationships – ‘friendraising’
 - o Strategies – campaigns, matching/leveraged giving
 - o Giving Circles

Guest speaker: Cathy Burke, CEO The Hunger Project

Reading (* essential):

* Bekker, R, Wiepking P, 2010. *A Literature Review of Empirical Studies of Philanthropy: Eight Mechanisms That Drive Charitable Giving*

<http://nvs.sagepub.com/content/early/2010/09/08/0899764010380927.abstract>

* Brooks, AC 2006, *Who really cares: the surprising truth about compassionate conservatism: America's charity divide – who gives, who doesn't and why it matters*, New York, N. Y.: Basic Books, New York, N. Y. Chpt 7.

Emerson, J, ‘Foundation Responsibilities Beyond Grantmaking – the Blended-value proposition’. in *Stanford conversations in philanthropy*, 2007, Stanford, Calif.: Stanford University, Stanford, Calif. Chpt 8.

Gersick, KE 2006, *Generations of giving: leadership and continuity in family foundations*, Lanham: Lexington Books, Lanham. Chpt 9, 10

Liffman, M 2004, *A Tradition of Giving: seventy-five years of Myer family philanthropy*, Melbourne, MUP, Chpt 2

Tracey, D 2003, *Giving it Away: in praise of philanthropy*, Melbourne, Scribe, Chpts 1-3

8. The ecology of philanthropy in the 21st Century

2.00-3.30pm

Philanthropy does not exist in isolation from other financial, economic, cultural and social forces. It is influenced by culture and religion, social expectation, awareness of need, the quality of the philanthropic ‘infrastructure’, expectations on the role of government, tax rates, tax policy, and perceptions of what others are doing overseas.

To properly understand this ecology we need to examine it using social network analysis and understand the interrelationships and dependencies.

This session will introduce us to the players in the philanthropic ecology: service providers, government, financial advisors, AND existing social and religious networks.

It will also examine the broader cultural phenomena driving some of the system level changes in the landscape affecting philanthropic behaviour:

- inter-sectoral collaboration
- social networking and web 2.0 technology
- collective intelligence and co-creation
- shared measurement and impact

Reading (* essential):

*Bishop, M. and Green, M. 2010. *Philanthro-capitalism: how the rich can save the world*. A & C Black, London. Chapter 15

*Cap Gemini, Merrill Lynch Wealth Management. *World Wealth Report 2011*. June, 2011.

*JB Were Philanthropic Services

http://www.jbwere.com.au/ourservices_wealthmanagement/philanthropicservices/index.cfm

Hubbell, Gary: Donors of the Future available for download at

http://www.growthdesign.com/insights/art_DonorsoftheFuture.pdf

Schervish, P G, 2007, *America's Looming Philanthropic Revolution* available for download at

http://www.bc.edu/content/dam/files/research_sites/cwp/pdf/philanthropicrevolution.pdf

9. Bringing it all together

3.45-5.00pm

A concluding session on philanthropy allow us to review key learnings and insights. Opportunity to review syndicate project progress.

Day 3: Friday 23 September (9:00am-5:00pm) Kylie Charlton

10. From Philanthropy to Social Investment

9:00am-11:00am

As philanthropic and government funds are increasingly being recognized as insufficient to address social and environmental challenges locally and internationally, the role of investment as the vehicle to mobilise the capital needed to address these challenges is rapidly gaining acceptance. This session will provide an introduction to the emergence of social impact investing around the globe.

Reading (* essential):

**Investing for Social and Environmental Impact*, Monitor Institute, January 2009 available for download at <http://www.globalimpactinvestingnetwork.org/cgi-bin/iowa/resources/research/6.html>

**Investing for Impact: Case Studies Across Asset Classes*, The Parthenon Group and Bridges Ventures, April 2010 available for download at

<http://www.globalimpactinvestingnetwork.org/cgi-bin/iowa/resources/research/72.html>

Good Deals 2009: The Social Investment Almanack, Social Enterprise, The Office of the Third Sector and NESTA, 2009 available for download at

http://www.socialenterpriselive.com/sites/default/files/files/supplements/GD_Almanack_2009_spreads.pdf

Nicholls, A and Pharaoh, C. 2008, *The Landscape of Social Investment: A Holistic Topology of Opportunities and Challenges*, Skoll Centre for Social Entrepreneurship available for download at

<http://www.sbs.ox.ac.uk/centres/skoll/research/Documents/Landscape%20of%20Social%20Investment.pdf>

11. Microfinance: Evolution of a Mainstream Asset Class

11:30am-12:15pm

Over the past two decades, the global funding model for microfinance has evolved from one that relies solely on philanthropy to one that by December 2010 had attracted more than US\$13 billion in foreign capital investment. We will explore this evolution and examine the benefits and challenges it has brought to the microfinance industry.

Reading (* essential):

**Cross-border Funding of Microfinance*, Consultative Group to Assist the Poor (CGAP), September 2009 available for download at <http://www.cgap.org/gm/document-1.9.50740/FN70.pdf>

**Foreign Capital Investment in Microfinance: Reassessing Financial and Social Returns*, Consultative Group to Assist the Poor (CGAP), September 2009 available for download at <http://www.cgap.org/gm/document-1.9.50967/FN71.pdf>

**Microfinance Investors Adjust Strategy in Tougher Market Conditions*, Consultative Group to Assist the Poor (CGAP), September 2009 available for download at <http://www.cgap.org/gm/document-1.9.47946/MIVBrief.pdf>

Andhra Pradesh 2010: Global Implications of the Crisis in Indian Microfinance, Consultative Group to Assist the Poor (CGAP), September 2009 available for download at <http://www.cgap.org/gm/document-1.9.48945/FN67.pdf>

12. Case Study: Unitus: Microfinance 2.0 – Reinventing an Industry

12:15pm-1:00pm

Established in the mid-1970s, microfinance provided tiny loans to poor families to help them start and/or expand small businesses. Thirty years later, the practice had helped more than 80 million people to lift themselves out of extreme poverty and grown into a global industry comprised of more than 3,000 microfinance institutions.

Despite the achievements of the industry and widespread belief that microfinance was an important social innovation, it was dramatically underperforming relative to its potential because it had yet to achieve adequate scale with less than 20% of the world's demand for microfinance being met. Recognising the underperformance of the microfinance industry Unitus, Inc., a nonprofit focused on accelerating the growth of the microfinance industry was founded and the Unitus Acceleration Model. This case explores dynamics in the microfinance industry, describes the Unitus business model, and sets up an important decision facing Unitus: whether to expand the amount of capital it can provide to its microfinance partners through the creation of a debt or equity fund.

Reading (* essential):

*CASE. *Unitus (A): Microfinance 2.0 – Reinventing an Industry*. Stanford Graduate School of Business, Case SI-87A, February 2007

*CASE. *Unitus (B): Microfinance 2.0 – Reinventing an Industry*. Stanford Graduate School of Business, Case SI-87B, February 2007

**Unitus Redirects Efforts from Non-Profit Microfinance Acceleration toward a Broader Array of Social Ventures*, Press Release by Unitus, Inc. July 2010 available at: <http://unitus.com/updates/unitus-redirects-efforts/>

Unitus Labs Announces New Strategic Focus to Improve Incomes of Millions Battling Poverty, Press Release by Unitus Labs (formerly Unitus, Inc.) June 2011 available at: <http://unituslabs.org/updates/unitus-labs-announces-new-strategic-focus-to-improve-incomes-of-millions-battling-poverty/>

Elevare Equity at www.elevarequity.com

Unitus at www.unitus.com

Unitus Capital at www.unituscapital.com

13. Social Investment in Australia

2:00pm-3:30pm

Social impact investment in Australia has been slowly gaining momentum over the past two to three years. A number of landmark transactions have occurred in Australia and increasingly the Commonwealth and state governments are exploring the role of social impact investment in addressing social issues in our communities. This session will provide an overview of social impact investing activity and examine the challenges facing the development of a social impact investing market in Australia.

Reading (* essential):

*Burkett, I. 2011. Finance and the Australian Not-for-Profit Sector available for download at: <http://www.foresters.org.au/site/DefaultSite/filesystem/documents/Research%20Report%20Finance%20&%20Australian%20Not%20for%20Profit%20Sector%202011.pdf>

*Charlton, K. 2010. *Impact investing: creating social and environmental returns alongside financial returns*. Australian Philanthropy, 75, Autumn 2010, 8-11.

Horin, A. 15-16 May 2010. *It takes more than just a village*. Sydney Morning Herald

Social Impact Property Fund Information Memorandum available for download at http://www.socialinvestmentaustralia.com.au/images/stories/SIA_IM_Screen.pdf

14. MINI DEBATE: Philanthropy vs. Social Impact Investing

3:45pm-5:00pm

An interactive session encouraging analysis of different approaches across the spectrum of philanthropy to social impact investing to attract capital for social change.

Reading (* essential):

*Bishop, M 2008, *Philanthro-capitalism: how the rich can save the world*, New York: Bloomsbury Press, New York, Chpt 7.

Day 4: Saturday September 24 (9:00am-5:00pm) Kylie Charlton Social Impact Investing Initiatives

15. Social Impact Bonds

9.00am-11:00am

Social impact bonds are increasingly gaining attention around the world following the launch of the Peterborough Social Impact Bonds in the UK in 2010 and the allocation of US\$100 million by the Obama administration for pay-for-success bond pilots in the US. The Government of New South Wales (NSW) has also conducted a feasibility study of the potential of social impact bonds in NSW with discussions also being entered

Reading (* essential):

*Liebman, J., 2011. *Social Impact Bonds: A promising new financing model to accelerate social innovation and improve government performance* available for download at http://www.americanprogress.org/issues/2011/02/pdf/social_impact_bonds.pdf

*Social Finance UK, 2011. *Overview of the Peterborough Social Impact Bond* available for download at http://www.socialfinance.org.uk/sites/default/files/SF_Peterborough_SIB.pdf

*Social Finance UK, 2010. *Towards a new social economy: Blended value creation through social impact bonds* available for download at <http://www.socialfinance.org.uk/sites/default/files/Towards%20A%20New%20Social%20Economy%20web.pdf>

*The Centre for Social Impact, 2011. *Report on the NSW Government Social Impact Bond Pilot* available for download at http://www.csi.edu.au/assets/assetdoc/0b6ef737d2bd75b9/Report_on_the_NSW_Social_Impact_Bond_Pilot.pdf

Disley E. et al, 2011. *Lessons learned from the planning and early implementation of the Social Impact Bond at HMP Peterborough*. Ministry of Justice available for download at <http://www.justice.gov.uk/downloads/publications/research-and-analysis/moj-research/social-impact-bond-hmp-peterborough.pdf>

Social Finance UK, 2011. *A technical guide for developing social impact bonds* available for download at http://www.socialfinance.org.uk/sites/default/files/Technical_Guide_Overview.pdf

Young Foundation, 2011. *Social Impact Investment: the challenge and opportunity of social impact bonds* available for download at http://www.youngfoundation.org/files/images/11-04-11_Social_Impact_Investment_Paper_2.pdf

16. Building industry infrastructure for social impact investing

11:30am-12:30pm

As social impact investing gains momentum around the world it is essential that supporting industry infrastructure is developed. We will take a look at a number of such initiatives including the UK's Big Society Bank, social stock exchanges, and investment rating and reporting systems.

Reading (* essential):

*Cohen and O'Donohoe, 2011. *Big Society Bank – outline proposal* available for download at <http://www.cabinetoffice.gov.uk/sites/default/files/resources/big-society-bank-outline-proposal.pdf> UK Cabinet Office, 2011. *Growing the Social Investment Market: A vision and strategy* available for download at http://www.cabinetoffice.gov.uk/sites/default/files/resources/404970_SocialInvestmentMarket_acc.pdf

*GIIRS: Global Impact Investing Rating System at www.giirs.org

*IRIS: Impact Report and Investment Standards at www.iris.thegiin.org

Certified B Corporation at www.bcorporation.net

17. Social Investing: Strategy to Implementation

3:30pm-5:00pm

Using a monograph developed by Rockefeller Philanthropy Adviser we will examine the process of development and implementing a social impact investing strategy.

Reading (* essential):

*Charlton, K., *Impact Investing: creating social and environmental returns alongside financial returns*, Australian Philanthropy, Issue 75, pp 8-11.

*Godeke, S., Romares, P et al, November 2009. *Solutions for Impact Investors: From Strategy to Implementation*, available for download at <http://www.rockpa.org/Document.Doc?id=15>

18. Investment readiness for social businesses

1:30pm-3:00pm

Using a number of mini case studies we will look at the key criteria social impact investors use in assessing social businesses and what social businesses need to be investment ready.

Day 5: Saturday, October 22

9.00am – 5.00pm

Final Thoughts, Syndicate Projects and Course Review Elena Douglas/Kylie Charlton

19. The Government's Role as Enabler of Philanthropy and Social Investment

Guest Speaker: Peter Shergold: Macquarie Group Foundation Professor, Centre for Social Impact.

Reading (* essential):

**Report into the Contribution of the Not-for-Profit Sector*, 2010, Productivity Commission, pp XXV-XL (Overview) and pp LV-LXII (Summary of Recommendations) available for download at http://www.pc.gov.au/_data/assets/pdf_file/0003/94548/not-for-profitreport.pdf

*Giving White Paper, UK Cabinet Office, May 2011
www.cabinetoffice.gov.uk/resource-library/giving-white-paper

*Canadian Task Force on Social Finance, 2010. *Mobilizing private capital for public good* available for download at http://socialfinance.ca/uploads/documents/FinalReport_MobilizingPrivateCapitalforPublicGood_30Nov10.pdf

*Insight at Pacific Community Ventures & The Initiative for Responsible Investment at Harvard University, 2011. *Impact Investing: A Framework for Policy Design and Analysis* available for download at <http://www.rockefellerfoundation.org/uploads/files/88fdd93f-b778-461e-828c-5c526ffed184-impact.pdf>

Australian Government Productivity Commission, *Contribution of the Not-for-Profit Sector*, 2010 at <http://www.pc.gov.au/projects/study/not-for-profit>

Centre of Social Impact, Submission to Australian Government Productivity Commission on Draft Research Report (released 14 October 2009) on the contribution of the not-for-profit sector, *Building a social finance system*, 2009 available for download at http://www.pc.gov.au/_data/assets/pdf_file/0015/93120/subdr285-part3.pdf

Social Investment Taskforce Ten Years On. April 2010 available for download at http://www.socialinvestmenttaskforce.org/downloads/SITF_10_year_review.pdf

20. Presentation of Syndicate Projects (Assessment Item 3)

21. Review of Course Learning

ASSESSMENT MECHANISM

The purpose of assessment

There are a number of reasons for having assessable tasks as part of an academic program. The assessable tasks are designed to encourage you to explore and understand the subject more fully. The fact that we grade your work provides you an indication of how much you have achieved. Providing feedback on your work also serves as part of the learning process.

The assignments allocated for this unit seek to provide a blend of individual and group work some of which will involve practical components while others are more theoretically focused. Students should be prepared to read outside the material provided by the lecturer.

The individual assignments are designed to measure understanding and skills acquisition against the topics presented in the unit. Assignment tasks seek to integrate various elements covered within the weekly topics, both written material, lectures, tutorials and cases.

The team assignment is designed to develop research and team-based skills and the application of criteria-related evaluation.

Assignments will be posted on line once teaching has commenced.

Assessment mechanism summary

Item	Weight	Due date	Remarks
1. Class participation	10%	Ongoing	
2. Individual assignment 1 essay on philanthropy	30%	18 September, 2011	Maximum 3000 words
3. Individual assignment 2 case analysis social finance	30%	14 October, 2011	Maximum 3000 words
4. Syndicate project Group assignment presentation	10%	22 October, 2011	
5. Syndicate project Written report	20%	22 October, 2011	2500 to 3000 words

Note 1: Results may be subject to scaling and standardisation under faculty policy and are not necessarily the sum of the component parts.

Note 2: Your assessed work may also be used for quality assurance purposes, such as to assess the level of achievement of learning outcomes as required for accreditation and audit purposes. The findings may be used to inform changes aimed at improving the quality of Business School programs. All material used for such processes will be treated as confidential, and the outcome will not affect your grade for the unit.

Assessment components

Class Participation

Your contribution to class discussions, presentations and case analysis is an essential element of this course. Social and sustainable enterprise is an experiential subject, which will be enhanced by your willingness and ability to share your thoughts and experiences during the class. The mark allocated to group and class discussions and will be assessed by the lecturer using the following criteria. I may also give surprise quizzes at the beginning of class to insure that the assigned materials are read in preparation for class.

Grade	Evaluation Criteria
D-HD	Excellent preparation and participation: demonstrates understanding of the concepts and relates them to personal experience, offers analysis of concepts, responds well to other students comments, demonstrates ongoing and active involvement in the class
CR-D	Good preparation and participation: demonstrates understanding of the facts presented in the readings, offers interpretation of concepts, contributes to discussions, demonstrates consistent ongoing participation
P-CR	Adequate preparation and participation: demonstrates basic understanding of the material but no further analysis, sporadic involvement

Submission of assignments

Submission of assignments will be done online By WebCT.

Student Guild

Phone: (+61 8) 6488 2295

Facsimile: (+61 8) 6488 1041

E-mail: enquiries@guild.uwa.edu.au

Website: <http://www.guild.uwa.edu.au>

Charter of Student Rights and Responsibilities

The Charter of Student Rights and Responsibilities outlines the fundamental rights and responsibilities of students who undertake their education at UWA (refer <http://handbooks.uwa.edu.au/undergraduate/poliproc/policies/StudentRights>).

Appeals against academic assessment

The University provides the opportunity for students to lodge an appeal against assessment results and/or progress status (refer <http://www.secretariat.uwa.edu.au/home/policies/appeals>).