

Dr. Patrick Rooney,
director of research
at IU Center on
Philanthropy



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Center on Philanthropy

A pioneer for 20 years

The Center on Philanthropy at Indiana University is celebrating its 20th anniversary this year. Recognized worldwide for its research and scholarship on philanthropy, the center is more than an academic think tank churning out research papers and scholarly articles. Its education and training programs strengthen the hospitals, museums, women's shelters, zoos and other nonprofit institutions that touch our lives every day. Whatever your connection to these institutions - donor, patron, volunteer, manager or beneficiary - odds are the center's work has enhanced that relationship in some way. It trains fundraisers, counsels donors, encourages volunteers, advises board members and educates management to help these institutions better serve their constituencies and strengthen our community.

This focus on the practical and the possible was built into the center's DNA from its founding in 1987. One of its purposes was to professionalize fundraising and create a permanent, university-based home for The Fund Raising School, an institution started in San Francisco in 1974 by Hank Rosso, one of the founding fathers of modern professional fundraising. The other was to build knowledge about philanthropy through an inter-disciplinary approach grounded in the liberal arts. The goal was to bring scholars and practitioners together to learn

from each other and to strengthen nonprofits with knowledge and skills.

Today the center offers the nation's first and only traditional-format Ph.D. program in Philanthropic Studies, as well as the first M.A. in Philanthropic Studies. It has approximately 60 faculty members from 21 disciplines, including many recognized as the top scholars in their fields, who teach, conduct research and offer more than 35 courses in philanthropic studies and nonprofit management. About 265 graduate students currently are pursuing degree programs supported by philanthropic studies courses. The Fund Raising School teaches more than 6,000 fundraisers, CEOs and volunteers annually. It has awarded more than 1,000 Certificates in Fund Raising Management to fundraisers from 45 states and 16 countries.

The center helps guide donors and the nonprofit institutions they support with education and training. Its research is used to establish best practices for corporate, nonprofit and government entities involved in philanthropy. Those earning post-graduate degrees at the center become leaders in and influence the practice of philanthropy and fundraising throughout the world. They have helped guide the work of organizations such as the Annie E. Casey Foundation, Lumina Foundation for Education, Peace College, Public Broadcasting Service (PBS) national headquarters, the Uni-



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Dr. Timothy Seiler, director, Public Service and Fund-Raising School at IU Center on Philanthropy

versity of Pittsburgh and the Federal Corporation for National and Community Service.

The Center's Lake Institute on Faith and Giving helps people of faith think creatively and reflectively on the relationship between their faith and their giving, and the Women's Philanthropy Institute inspires, educates and encourages women to effect change in the world through philanthropy.

Most people who interact with the Center on Philanthropy do so through the Fund Raising School. "We have a model that is very practice-oriented," says Dr. Timothy Seiler, director, Public Service and the Fund Raising School. "It's very practical. We enhance our curriculum with findings through our research department, but our courses are about hands-on: Here are the models we know will work

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based on experience.

"People come to our courses to learn how to set up and manage fundraising programs. A lot are fundraisers and paid staff members. Others are executive directors of nonprofit organizations and board members. They learn how to work with their staff to be more effective in fundraising."

Fund Raising School courses range from one to five days. Most are held in Indianapolis, though the school also teaches in eight to 10 other cities around the country as well as internationally.

"We've been to something like 40 countries," Seiler says. "People come to Indianapolis from all over the world to take the courses. A lot of our international programs are the result of people coming to Indianapolis from other countries." Seiler estimates that nearly 35,000 people have attended Fund Raising School classes.

Internationally, the Fund Raising School offers a course in Vienna, Austria every

spring, according to Executive Director Dr. Eugene Tempel. "We're always in Australia and New Zealand, and have a partner organization in Mexico City called Procura that offers fundraising training for people in Mexico. We've taught courses in China, Korea, Japan and the Philippines. You name it and we've been there. In fact, we say we've taught everywhere with our Fund Raising School except Antarctica."

Fund Raising School founder Rosso began to look for a permanent home for the school as he was considering retirement. Several Indiana University staffers and the Lilly Endowment were aware of Rosso's interest in partnering with a university. The Lilly Endowment offered a \$4.5 million grant to bring the School to Indiana and establish the Center on Philanthropy.

"The Fund Raising School became the catalyst to get this thing started," Seiler says. "Now we are one of many programs inside the Center on Philanthropy."

According to Seiler, what distinguishes the Fund Raising School from other fund-raising train-

ing programs is that the others weren't built on a curriculum. "They were built on people's personal anecdotes and experiences. What Hank (Rosso) did in the early days was write a full curriculum. Over the years we've tried to build on that curriculum and enhance it. One of the advantages of the research program here at the Center is it is able to confirm best practices. Sometimes it dispels myths."

Indeed, the Center on Philanthropy conducts some of the most significant research in the field today. "It's indisputable that we're the largest research enterprise focused on philanthropy and nonprofit management in terms of the number of people involved and the dollar volume," says Director of Research Dr. Patrick Rooney. "We're among the best, and we're certainly striving to be the best if we're not already."

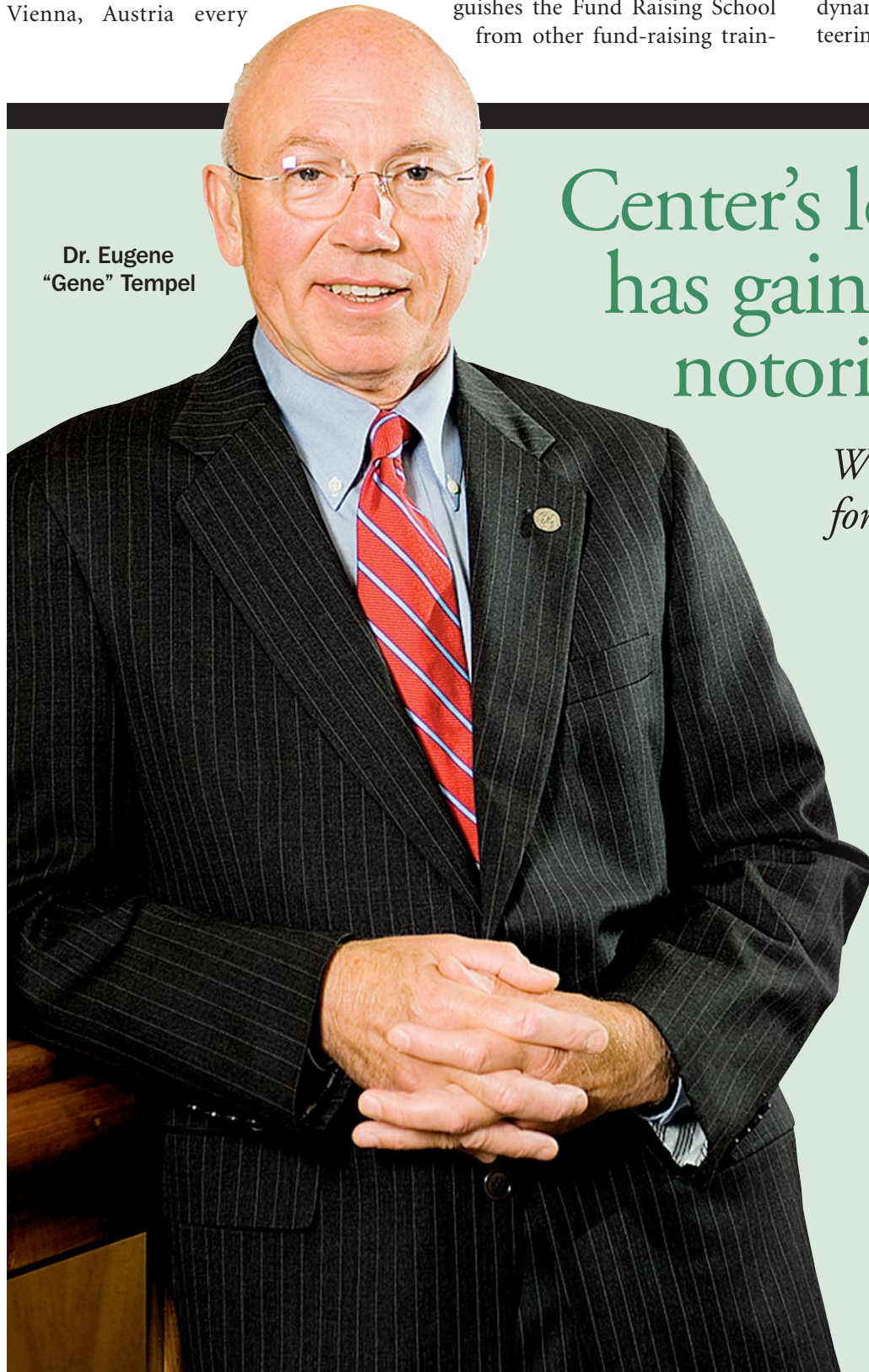
Their signature research project, the Center of Philanthropy Panel Study, surveys 8,000 households every other year in conjunction with the University of Michigan's panel study of income dynamics. It tracks giving and volunteering behaviors over time and corre-

lates them with questions about income, wealth, health, employment status, educational attainment and more. When the subjects' children start their own households, they are asked the same questions, which provide a look at changes in philanthropy over time and across generations.

"You can look at the impact of the business cycle, recessions and tax cuts on giving and volunteering behavior. It's a very powerful study in lots of respects, and it's the only panel study in the world that looks at philanthropic giving," says Rooney.

Giving USA, a national study done under contract with the Giving USA Foundation, "measures all the sources like household giving, corporate giving, foundation giving and bequest giving and all the uses," Rooney says. "Where does the money go? Religion, health, education, human services, international relief? It provides a benchmark for nonprofits, but also helps funders, donors and policymakers understand what's going on in philanthropy and in the nonprofit sector."

Philanthropy Among High Net



Dr. Eugene
"Gene" Tempel

Center's longtime leader has gained credibility and notoriety in philanthropy

*Winner of 2007 James L. Fisher Award
for Distinguished Service to Education*

Dr. Eugene "Gene" Tempel's first brush with philanthropy came when he was seven years old. His family's house had burned and the small southern Indiana farming community he lived in responded by providing food, shelter and clothing. "That's my first experience with (philanthropy) outside of church, and I've always had a fascination with it since then," he says. "That's what got me thinking about it, I guess."

He's certainly thought about it since then. As executive director of the Center on Philanthropy at Indiana University since 1997 he presides over one of the premier centers for the study of philanthropy in the world. He is also professor of philanthropic studies, public administration and higher education at Indiana University-Purdue University Indianapolis. The *NonProfit Times*, a leading nonprofit business publication based in Morris Plains, NJ, has named Tempel to its annual Power and Influence Top 50 list each of the 10 years it has been published.

The 2007 *NonProfit Times* Power and Influence Top 50 had this to say: "Tempel continues to add to a center that already had cornered the market on sector research and education. He has raised millions of dollars to endow the center's operations and ensure that it remains a beacon of excellence. He uses the center to convene leading thinkers and develop the sector's next generation."

Tempel was named winner of the 2007 James L. Fisher Award for Distinguished Service to Education by the Council for Advancement and Support of Education (CASE). The award recognizes extraordinary service of national and/or international significance, beyond service to a single institution or state, in the field of education.

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Dr. Eugene Tempel

Worth Households, a study commissioned by Bank of America, was the first large scale scientific study of the top three percent of households nationwide who give between a half and two thirds of total household giving.

Other notable studies have been done for Target (best practices in corporate giving), the NFL (a study evaluating one of their philanthropic projects), The Aspen Institute (whether foundations pay overhead, under what conditions and the impact that has on the nonprofits they fund and their constituencies in the nonprofit sector).

“We do a study of giving and volunteering in Indiana every four years

going back to 1992,” Rooney says. “We find out how much households give on average, the total amount given by households and corporations, what the average worker gives in each corporation, how much foundations give and where the money goes. Do households, corporations and foundations give mostly to religion, health or human services? What are the trends in giving? It allows local nonprofits to benchmark themselves.”

Taken as a whole, these research studies benefit everybody from nonprofit executives to volunteers, government officials, foundations and philanthropists, according to Tempel. “By making people who do that work and who interact with donors as

knowledgeable as possible about philanthropy, and giftmaking in general, we’re providing a service to people who want to do philanthropy as well.”

Since the Center pioneered Philanthropic Studies as an academic subject within the university tradition in 1987, many other university programs have sought advice from the Center in developing their activities and curricula.

“We helped the University of Bologna, which is the oldest university in Western civilization, develop its master’s in international studies in philanthropy,” Tempel says. “We send a few faculty members over to teach in the spring and we send a couple of our students on fellowships to be part of

that program. They send a couple of their students over here. The program is jointly run between the University of Bologna and Indiana University. We also have an arrangement with the University of Barmen in northern Germany on research and training programs.”

As Tempel sees it, the continued growth of wealth in this country makes the Center’s mission more relevant. More wealth creates the opportunity for more philanthropy – and more accountability from the recipients of that largess.

“Donors and funders ask more questions today than they did, so there’s a real call to accountability,” he points out. “We need to make sure organizations know how to respond to that call. Students who leave programs like ours know how to examine information, how to generate and evaluate data. They know how to put together reports that will focus on the work the organization has done. We can’t underestimate the need for good information instead of just anecdotal information applied to this sector.”

According to officials at CASE, Tempel was tapped for this year’s award for “serving as teacher and mentor to many in the advancement profession, and as a national leader in raising the status and visibility of the nonprofit community.”

He first got involved in fundraising when he was director of the Vincennes University campus in Jasper. “I was always fascinated with why people gave these sums of money, why the money came forth to us,” he says.

Because of his later work with the Indiana University Foundation, Tempel was involved with the Center on Philanthropy from its inception. “It really started from the fund-raising side and trying to understand the motivations donors had, the structures one needed to have to engage people,” he says.

A national decline in volunteerism and giving during the mid-’80s lent a sense of urgency for universities to study the field to develop more skilled leadership among nonprofit organizations so philanthropy could be developed and expanded. From the beginning, the Center’s goal was to develop a field of philanthropic studies, Tempel says. “It was not our goal simply to establish a center on philanthropy here.

“We were the first to build a liberal arts base under this and try to make it really, truly interdisciplinary and try to show how the field could be developed by bringing existing disciplines to bear on the issues and problems that confront nonprofit organizations and the development of philanthropy. We were the first to really focus on the notion that philanthropy was not only the giving of money but also the giving of time.”

Tempel says that when he took the Center’s reins in 1977 he felt it was important to build on its past research. “One of the first things we did was put together a peer review process by the university for any future research that was going to come out of the center.”

“When you’re building a new field like this ... one of the worst things you have to work with is that the concept could be marginalized. It could develop in

such a way that it never gets fully integrated inside the university; it never gets fully accepted by the existing disciplines, that kind of thing. So part of the effort had to make sure we were in fact institutionalizing this, that it had to be really deeply connected inside the university.

“Any academic endeavor has to have the foundation of research. By funding more than 100 doctoral dissertations we helped create young scholars who would use their disciplines to study issues related to philanthropy and nonprofit organizations. By funding faculty members inside Indiana University and elsewhere we helped create another pool of people who would use their disciplines to study issues about nonprofit organizations and philanthropy.”

Tempel certainly accomplished that mission, according to Peter Karoff, founder of The Philanthropic Initiative, a Boston-based nonprofit advisory team that designs, carries out and evaluates philanthropic programs for individual donors, families, foundations, and corporations. He says, “The Center on Philanthropy at Indiana University was launched with great promise to become the most comprehensive academic center in the field, and under Gene Tempel, that promise has become realized. The original notion was to integrate the vast resources of a major university into the fledgling academics of philanthropy. But it was never only about teaching and research, even though that remains the primary work, the aim was to stay grounded in the practical aspects of fundraising and donor education. It is impressive that Gene Tempel has been able to make that happen so successfully.”

That practical aspect of the center’s work is the Fund Raising School, a pillar of the center from the very beginning. “When we took in the Fund Raising School in 1987 it was educating about 650 people a year,” Tempel says. “Now that number is about 6,000 a year. It touches the lives of professionals across the United States and around the world. It helps organizations with the whole notion of making

more professional the structures they use to do fundraising, and that helps increase the funding that goes to those organizations and helps improve the lives of Hoosiers.

Tempel says it is important to recognize that philanthropy is “not just a bunch of old rich bald white guys sitting around a table trying to figure out how to do things. Philanthropy pervades society.” His vision is to promote the understanding of philanthropy from its many perspectives. “Different cultures and communities even inside the United States do things slightly differently,” he says. “Immigrants behave differently as they come into the country. They have their own way of providing funds back home through remittances, etc. Informal philanthropy exists in communities of color, for example. That’s a legitimate way of doing philanthropy.

“We’ve really tried to take a broad approach to this. We’re one of the places that includes religion. Some places don’t study religion as (a function of) philanthropy, but we do. The Lake Institute on Faith and Giving is an endowed institute here. They help people understand the connection between their faith and philanthropy. There is a deep connection between people’s philanthropic behavior and their religious behavior.”

As he looks to the future, a major challenge Tempel sees for the center is to help nonprofits understand how they can hold themselves accountable, “because even though they’re private organizations they fill public needs and they have public support, even if it is in the form of a tax deduction people get for the charitable gifts they make. We need to make sure that our students can help those organizations hold themselves accountable through good planning, good management and good evaluations.”

Under Tempel’s leadership, the Center on Philanthropy has moved from the dream of establishing a new field of study to becoming the international leader in that field. Not bad for a boy from a small farming town in southern Indiana. •