

# Sociology 248GA – Introduction to Philanthropy

*Course Code L1568*

Laney College

Spring Semester 2007

**Instructor: Bill Somerville**

Phone: (510) 645-1890

Email: [bsomerville@venturesfoundation.org](mailto:bsomerville@venturesfoundation.org)

Course Schedule: January 11 – May 24, 2007

Thursdays 6:00-7:30 pm, Room B 264

Course Credit: 1.5 units

The course is designed for newcomers to philanthropy – both donors and people seeking funds – who want to understand why people give, how they decide what to give to, and how they evaluate the giving they do.

This is a course to explore creative grantmaking. Students will be challenged to do original thinking regarding the use of philanthropic money, and will become a deputized Board of Directors in giving out \$10,000 in charitable funds for programs that benefit Laney College.

## ASSIGNMENTS, EVALUATION, AND EXPECTATIONS:

- **Attendance (10% of grade):** Students are expected to come to class on time and stay until class is dismissed. Attendance credit will not be given when students come to class late or leave early. Note: because attendance is crucial to student success, any student who misses four class sessions may be dropped from the course.
- **Prepared Participation and Classroom Exercises (30% of grade):** In addition to lectures, class time will be used for group projects, discussions, collective knowledge-building exercises, and classroom simulations. Classroom work will be based on assigned readings, so students who want to do well in this class must read assigned chapters prior to coming to class. Students will be evaluated based on their participation in class.
- **Assigned Reading and Papers (60% of grade):** There will be three papers assigned calling on students to do original thinking. One of the purposes of the course is to develop creative thinking by the students. Students will be evaluated on the basis of their effort to come up with original ideas.

Papers are due as follows:

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|--|------------|
| 1) Report on a Bay Area foundation               | Due Feb 15 |
| 2) Funding Ideas for Class Project               | Due Feb 22 |
| 3) How Could Philanthropy Improve Your Community | Due Mar 22 |

- **Classroom Environment:** In order to create an inviting and inclusive learning environment, please follow these classroom guidelines: 1) show up to class prepared and on time, 2) turn off cell phones and pagers before class begins, 3) always employ a respectful demeanor towards other students and the instructor, 4) participate fully but don't dominate classroom discussions and projects, 5) ask for help when needed, 6) value differences in backgrounds, values, and ideas.

## Sociology 248GA – Introduction to Philanthropy - Syllabus

- Jan 11 Introduction, basics of philanthropy, charitable giving, outline of course  
*Reading: Reader pages 1 – 8 (Introduction to Foundations; Glossary; Seven Sources of Funds)*
- Jan 18 Judging the Quality of a Program  
Speaker: **Duane Silverstein**  
*Reading: Reader page 9 – 18 (Gift vs. Grant; Writing a Proposal; Grant Making Criteria)*
- Jan 25 Professional giving: Gift vs. Grant  
Speaker: **Carol Lamont**  
*Reading: Reader pages 19 – 22 (Corporate Giving; Non-Monetary Sources of Support)*  
*In class writing:*  
*Tell me about yourself and why you are taking this course*
- Feb 1 Corporate Giving; Finding Outstanding People  
Speaker: **Marcia Argyris**  
*Reading: Reader pages 23 – 25*  
[www.fdncenter.org/sanfrancisco](http://www.fdncenter.org/sanfrancisco)
- Feb 8 Visit San Francisco Foundation Center  
Speaker: **Janet Camarena**  
*Reading: Reader page 26 (Getting Money from Individuals)*  
*Assignment: 2-page paper on a Bay Area foundation (Due Feb 15)*
- Feb 15 Why People Give  
Speakers: **Paul Valva, Adam See**  
*Assignment: 2-page paper with funding idea and substantiation (Due Feb 22)*
- Feb 22 Venturing; What to fund – teams to discuss ideas  
Speakers: **Steve O'Donoghue**

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- Mar 1 Report on Ideas to Fund  
No Speaker  
*Reading: Reader pages 27 – 32(Fdn Giving Trends)*
- Mar 8 Further discussion on what to fund  
No Speaker  
Decide on grants totaling \$10,000  
*Assignment: Notification of grantees by students*
- Mar 15 Creative Thinking; Ideas vs. problems  
Speaker: **Leslie Medine**  
*Reading: Reader pages 33 – 34 (PVF publications)*  
*Dialogue – browse past editions at [www.venturesfoundation.org/publications](http://www.venturesfoundation.org/publications)*  
*In Class Assignment: Report on grantee contacts*
- Mar 22 Evaluating Philanthropic Giving  
Speaker: **Jan Masaoka**  
*Assignment: 5-page paper-“How Could Philanthropy Improve Your Community?”(Due Mar 29)*
- Mar 29 From the Other Side; Discuss student papers  
Speaker: **Sherlyn Chew**  
*Reading: Reader pages 35 – 40 (Govt Funding; Volunteerism)*
- April 12 Volunteerism  
Speaker: **Jim Pitofsky**  
*Assignment: Give out grants to grantees by students*
- April 19 Youth Funding – What makes a difference?  
Speaker: **Alex Briscoe**

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- May 3                    Mail solicitations  
                              No Speaker  
                              *Assignment: Take packet of solicitations and decide on funding*
- May 10                   Mail solicitation  
                              No Speaker  
                              Discussion on student decisions to fund or not.
- May 17                   Discussion of the course  
                              Individual advising
- May 24                   Individual advising

## Sociology 248GA – Introduction to Philanthropy

### Notes on Class Speakers

- Jan 18                    Duane Silverstein  
Past CEO of the *Goldman Fund*  
Present CEO of *Seacology*
- Jan 25                    Carol Lamont  
Program Officer, *The San Francisco Foundation*
- Feb 1                     Marcia Argyris  
President, *McKesson Foundation*
- Feb 8                     Janet Camarena  
Director, *Foundation Center, San Francisco*
- Feb 15                   Paul Valva  
Owner, *Valva Realty*
- Adam See  
Director of Development & Public Policy, *Catholic Charities*
- Feb 22                   Steve O'Donoghue  
Past journalism instructor, Fremont High School, OUSD  
Director, *High School Newspaper Support Program*
- Mar 15                   Leslie Medine  
Community Organizer, Children & Youth
- Mar 22                   Jan Masaoka  
Executive Director, *Compass Point Nonprofit Services*
- Mar 29                   Sherlyn Chew  
Music Instructor, Laney College  
Director, *Purple Silk Music Education Foundation*
- April 12                  Jim Pitofsky  
Executive Director, *Hands On Bay Area*
- April 19                  Alex Briscoe  
Coordinator, *Children's Services, Alameda County Health Services*