

Meaningful Philanthropy in the 21st Century: The Role of Self

Jen Shang, PhD
Co-Founder and Co-Director
Institute for Sustainable Philanthropy

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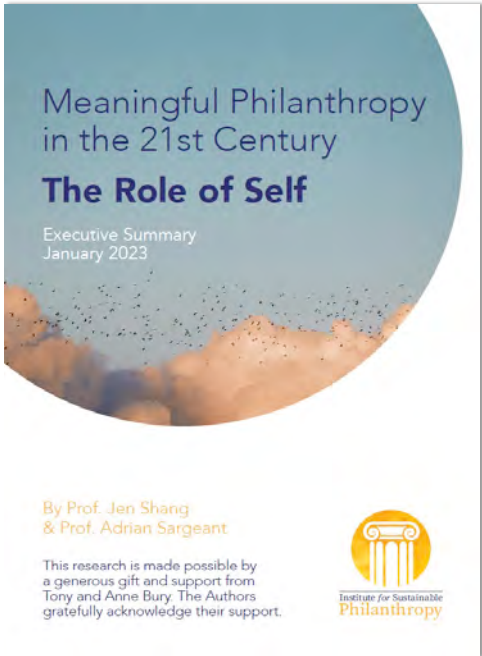
Presenter



Jen Shang, PhD
Co-Founder and Co-Director
Institute for Sustainable Philanthropy

- World's first PhD in Philanthropy and only philanthropic psychologist
- Research has been covered in the New York Times, BBC, The Guardian, the Chronicle of Philanthropy, Advancing Philanthropy and the Nonprofit Times
- Published in numerous academic journals including the Journal of Marketing Research, Marketing Science, Nonprofit and Voluntary Sector Quarterly and Nonprofit Management and Leadership
- Research funded by the Society of Judgment and Decision Making, the National Science Foundation, The Aspen Institute, the Corporation for Public Broadcasting, the Association of Fundraising Professionals and the Hewlett Foundation.






Meaningful Philanthropy in the 21st Century
The Role of Self
Executive Summary
January 2023

By Prof. Jen Shang
& Prof. Adrian Sargeant

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Is there a need for philanthropy to grow?

We assumed: Yes

We asked: How?

The short answer:
By growing the meaningfulness of each philanthropic experience

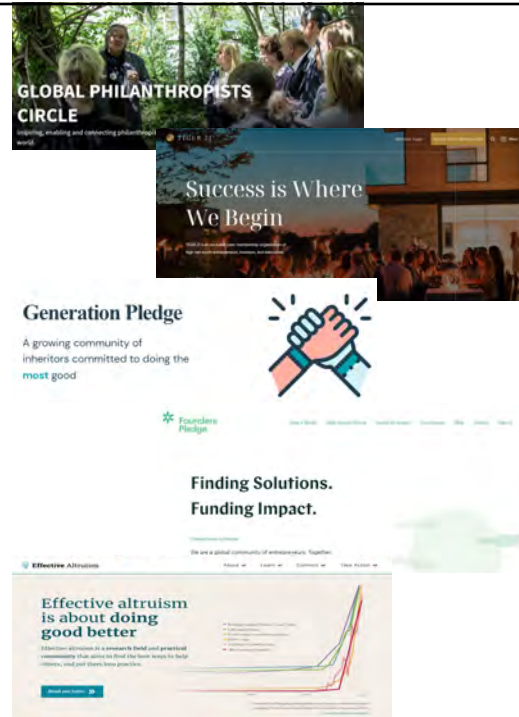


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We begin by asking

48 HNWI and UHNWIs

- Global Philanthropy Circle - Synergos
- TIGER 21
- Generation Pledge
- Founders' Pledge
- Effective Altruism Movement
- AVPN (Asian Venture Philanthropy Network)
- Other private giving circles



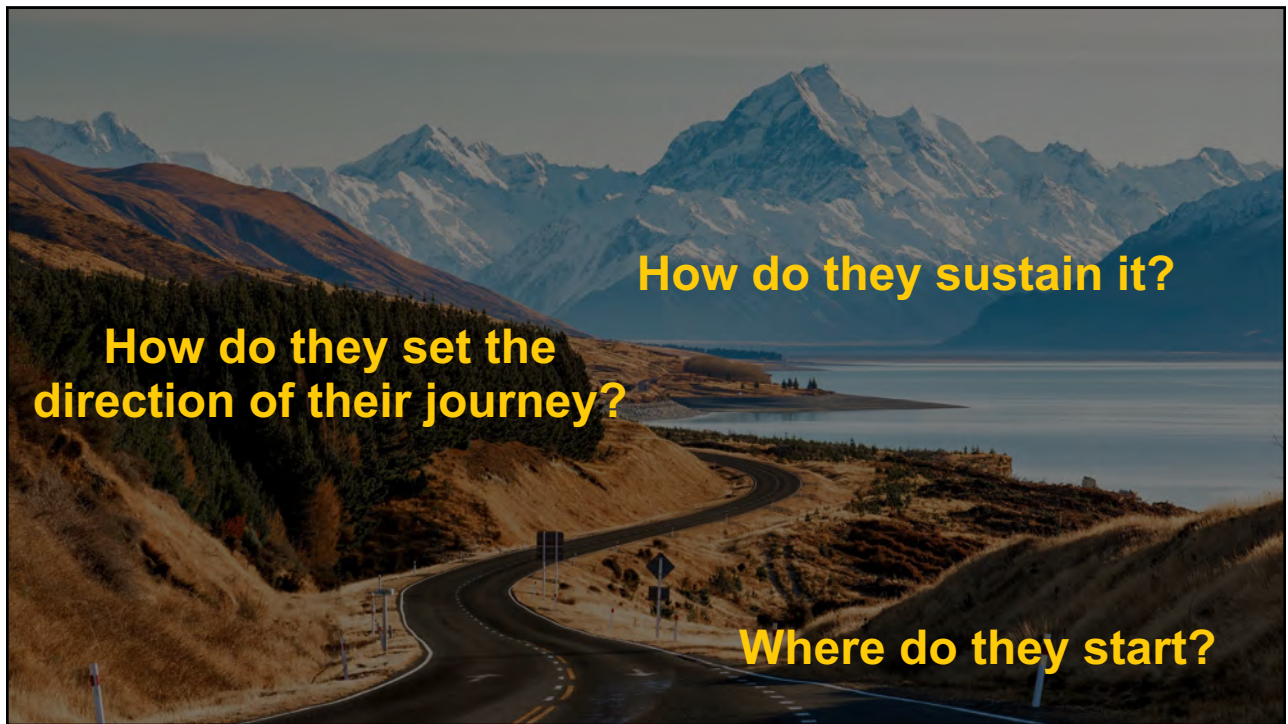
Participants

Gender	Male: 64%
	Female: 36%
Age	Under 40: 19%
	41- 59: 25%
	Over 60: 56%
Global reach across 10 time zones and 5 continents	North America: 40% (19 people from USA, Canada, and Brazil)
	Europe: 35% (17 people from UK, Netherlands, and Sweden)
	APAC: 15% (7 people from Singapore, Australia, and South Korea)
	MENA: 10% (5 from Jordan, and Qatar)





A road map



How do they set the direction of their journey?

How do they sustain it?

Where do they start?

People take ownership

This is my way, and it may be different from others

<p>Psychological Ownership</p> <p><i>(the state in which individuals feel as though the target of ownership (material or immaterial in nature) or a piece of it, is "theirs")</i></p>	<p>Domain</p> <p><i>(the domain in which they choose to build their business, real estate, accounting, financial services, health care, hospitality)</i></p> <ul style="list-style-type: none"> <i>I have a soft spot for children, nature, renewable energy...</i> <i>Domain doesn't really matter</i>
	<p>Process</p> <p><i>(The method they use to engage in building up their business and managing their performances)</i></p> <ul style="list-style-type: none"> <i>I run my philanthropy in the same way that I run my business</i> <i>Philanthropy and business are different</i>



Psychological Ownership

	Process	
Domain	Yes, Yes	Yes, No
	No, Yes	No, No

Philanthropic choices may be experienced as moral convictions or non-moral preferences

		Moral Conviction <i>(the attitudes that people perceive as grounded in a fundamental distinction between right and wrong)</i>	
		Yes	No (Non-Moral Preferences)
Ownership	Domain	The choice of some domains are inherently less moral than the choice of others (e.g. performing arts over poverty; kids in one's own community over kids in a less wealthy country where the same currency unit can help more people).	<ul style="list-style-type: none"> • I have a soft spot for children. • I have always been a nature person. • I have focused my businesses and my philanthropy on renewable energy.
	Process	<ul style="list-style-type: none"> • Every board they serve on must provide them with some learning opportunities that they deem beneficial to them. 	<ul style="list-style-type: none"> • This is my philanthropy, I can only do it the way that it works for me. Other people may prefer to do it differently, but they are not me. • I have given it my all, there is nothing else I can do.



Own the Knowledge and Conviction of Their Essential Self sets Their Path

		Essential Self <i>(the knowledge and firm belief about who they truly are, are born to be, or are meant to be, people's life's imperatives)</i>
Ownership	Domain	
	Process	

Own the Knowledge and Conviction of Their Essential Self sets Their Path

		Essential Self <i>(the knowledge and firm belief about who they truly are, are born to be, or are meant to be, people's life's imperatives)</i>			
		Yes <i>(This is part of my life's imperative.)</i>		No <i>(This is not part of my life's imperative)</i>	
		Moral Convictions	Non-moral preferences	Moral Convictions	Non-moral preferences
Ownership	Domain	Business and/or Philanthropy, neither			
	Process				

Identity Ceding

Identity-**ceding** is the psychological process in which people willingly allow their sense of self to be morphed in order to achieve the goals they share with a focal community.

Because it can create a more **meaningful** philanthropic experience that may make philanthropy more **sustainable**

Identity Ceding

Why is Identity Ceding and Managing the Unknown so important?

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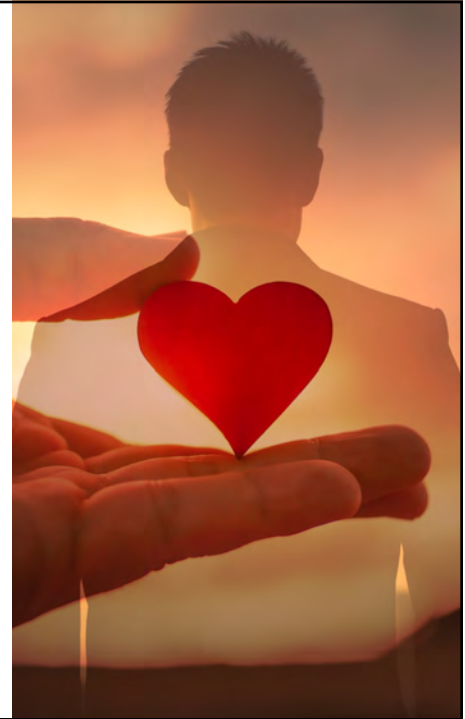
P5's Story

The initial intent



*"The original intention was actually a simple thing. **The community** believes in education, and they wanted to send their kids to universities. But they couldn't afford it.*

That sense of community, that sense of problem solving, that sense of initiative..."



P5's Story

Trust building, but more than trust building

*"They asked for one school. We fixed five.
They asked for a clinic. We built a clinic.
They asked for a police station. We lobbied government to get them a police station.
They asked for a post office. We got them a post office.
And then, **over and above**, we had our community centre."*



P5's Story

How does it happen?

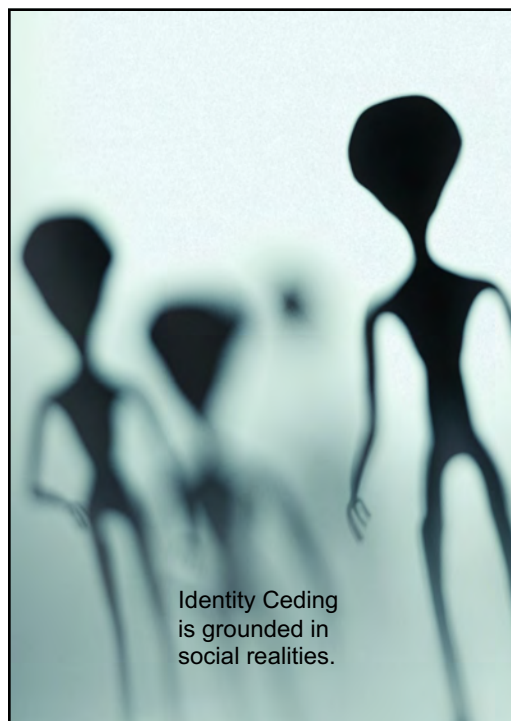
"I was there practically every weekend.

There is a sense of humility there because in your organisation you are king.

Yet here, you are completely in a mindset that requires extreme sensitivity.

*So I benefited from that in my organisation and **there is a mutual benefit in all this.**"*

"(My philanthropic experience) shaped me because it got me to understand communities. Really, (my philanthropy) taught me a big lesson."



P5's Story

Social reality at the very beginning

I was a complete alien.



P5's Story

New social reality as it unfolds



Identity Ceding can take a very, very long time

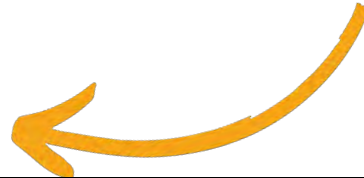
"After 17 years of living in a community, you get to understand each other very well..."

*The communities we operate in, for instance, they are religious and we are a secular organisation. And so, there were some who lobbied against us, because **we got girls and boys to meet in the same room.***

*But slowly and, once they trusted us, they knew that their girls were safe in the community centre. So, if they're with us then **they're with family.***

- P5

Identity Ceding can create new social realities

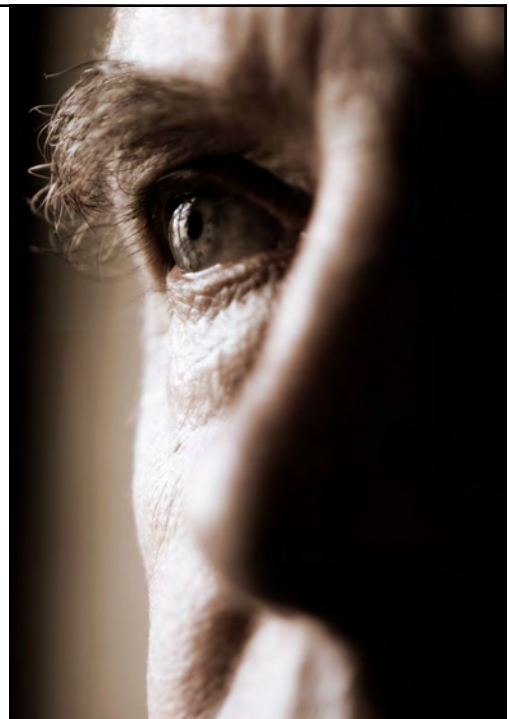


P5's Story

Identity Ceding is not the diminishing of the self

"Because we are who we are and we had access, we were able to do things that they couldn't."

-P5



How can identity ceding create the most meaningful philanthropic experience?



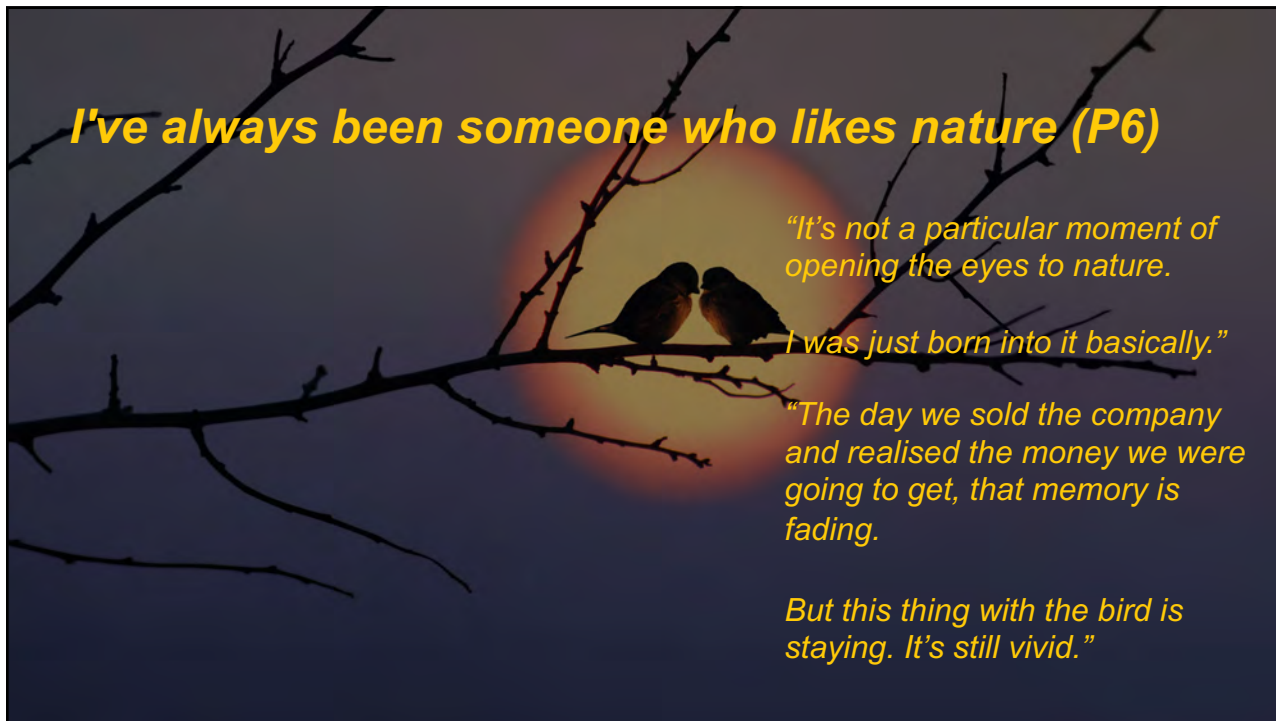
I've always been someone who likes nature (P6)

"It's not a particular moment of opening the eyes to nature.

I was just born into it basically."

"The day we sold the company and realised the money we were going to get, that memory is fading.

But this thing with the bird is staying. It's still vivid."



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*"It's not a particular moment of opening the eyes to nature.
I was just born into it basically."*

*"The day we sold the company and realised the money we were going to get, that memory is fading.
But this thing with the bird is staying. It's still vivid."*

I thought I was going to view wildlife (P6)

But I came away with a completely overwhelming people experience

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 But I came away with a completely overwhelming people experience

“You may fight an uphill battle but, for me, who am I, if I don’t do it.”

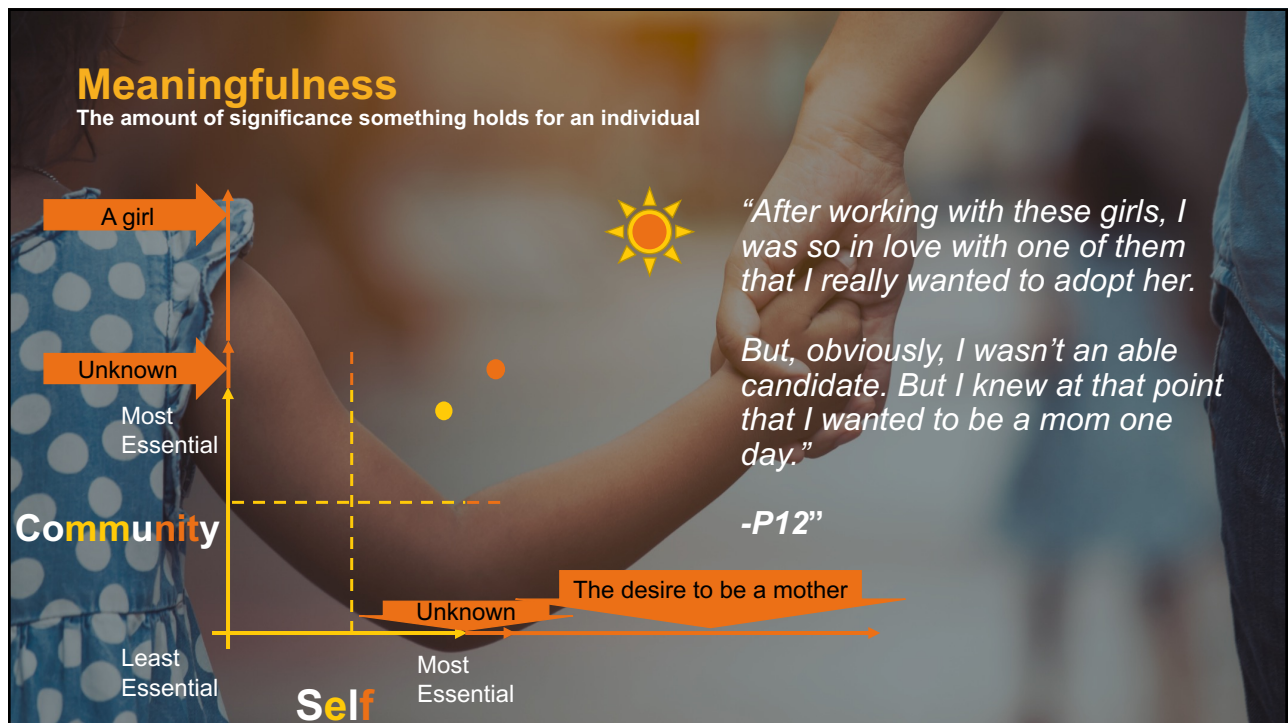
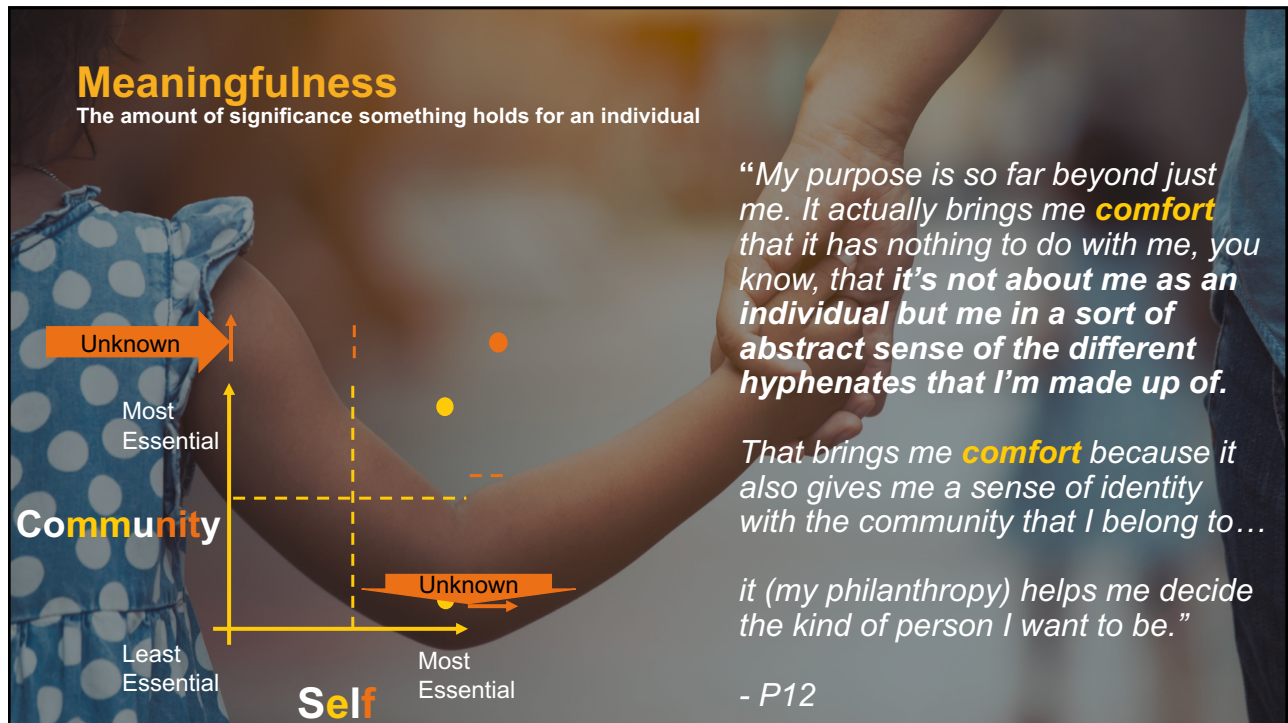
- P6

Meaning
 The ‘output of having made sense of something or what it signifies’

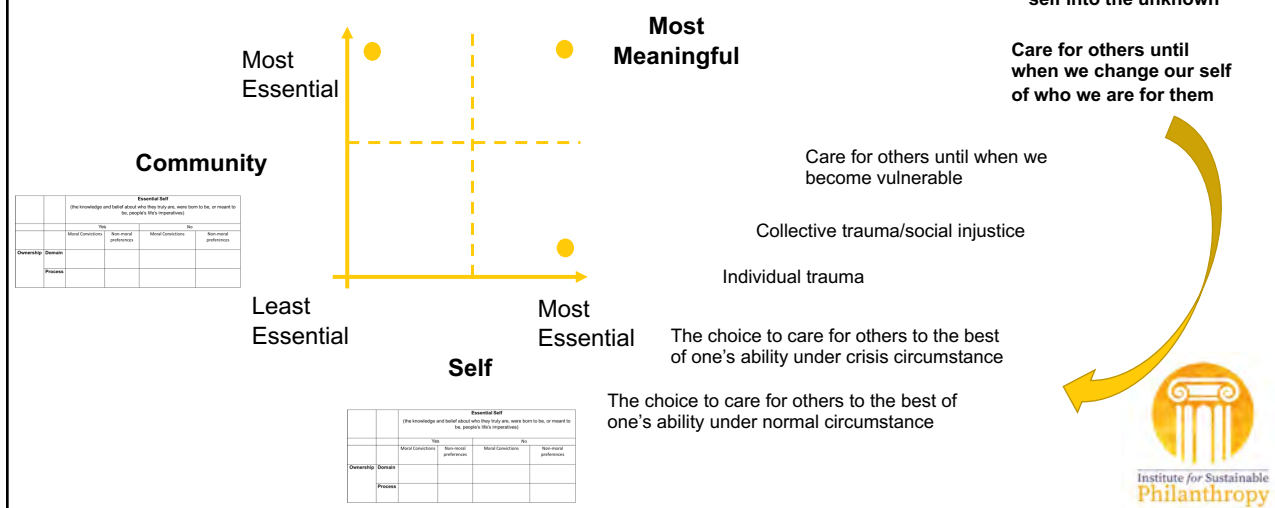
“I could compare and contrast living in San Francisco as a student with endless pocket money versus living in Mexico as a social worker. There has to be a reason why I made the choice I did.

I just knew that I wouldn’t be able to live with myself if I had left them.”

- P12



How can identity ceding create the most meaningful philanthropic experience?

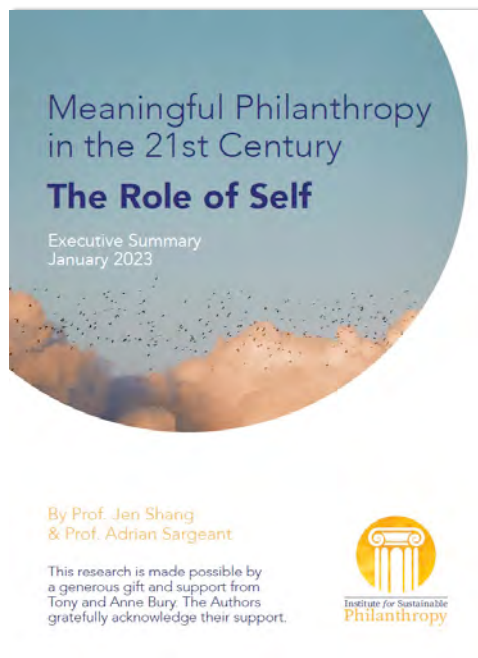


Q&A

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Additional Questions

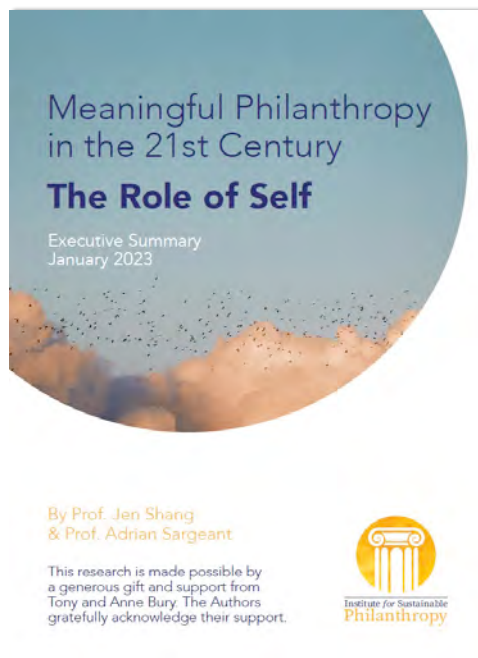
jen@philanthropy-institute.org.uk

nathan@stelter.com

jen.lennon@stelter.com

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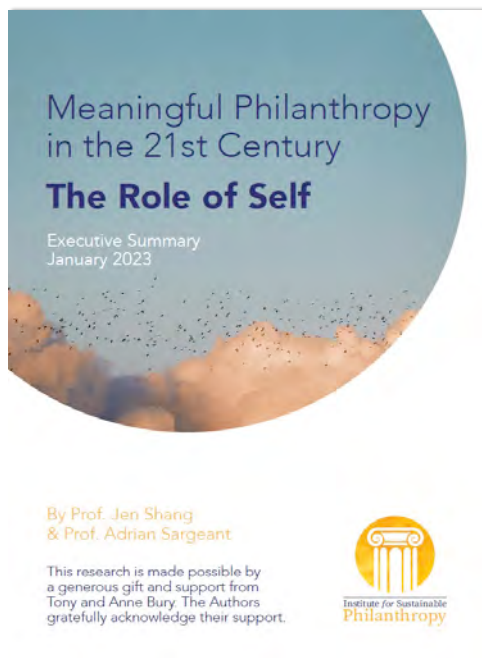
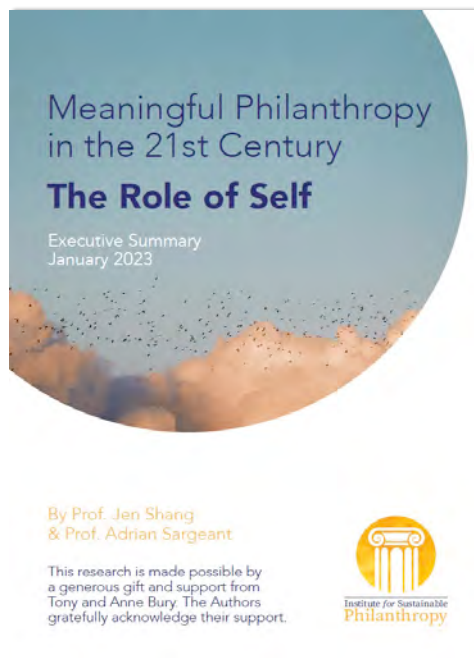
Webinar Resources

- Recording
- Presentation handouts

www.stelter.com/webinars

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Thanks for attending!

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