



UNIVERSITÉ
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GENEVA CENTRE
FOR PHILANTHROPY

unige.ch/philantropie

WHY DO PEOPLE GIVE?



EDMOND
DE ROTHSCHILD
FOUNDATIONS



FONDATION
LEENAARDS



LOMBARD ODIER
FONDATION



PICTET
Fondation de bienfaisance
du groupe Pictet



SwissLife
Stiftung Perspektiven



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INTRODUCTION

Prof. **Henry Peter**

Head, Geneva Centre for Philanthropy



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PANEL

MODERATED by

Prof. **David Sander**

Head, Swiss Institute for
Affective Sciences (CISA), UNIGE

Prof. **Giuseppe Ugazio**

Assistant Professor,
Edmond de Rothschild Foundations Chair
in behavioural philanthropy

Prof. **Florian Cova**

Lauréat FNS Eccellenza Professorial
Fellowship 2018 in philosophy,
Faculty of Humanities and CISA, UNIGE

Dr. **Emma Tieffenbach**

Lecturer in Philosophy of Philanthropy
Academic fellow of the GCP



Moral and Financial Values in the Brain

Giuseppe Ugazio, PhD

Edmond de Rothschild Foundations Chaired Assistant
Professor in Behavioral Philanthropy

Geneva Finance Research Institute, University of Geneva



What Motivates Philanthropy?



Material (e.g. financial) preferences

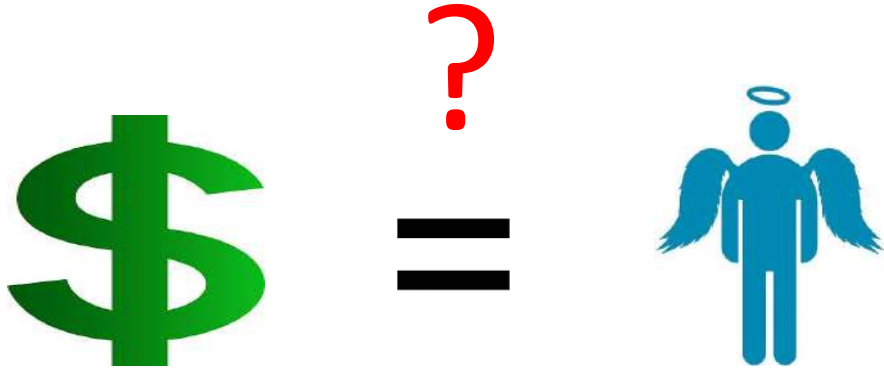


Moral Preferences

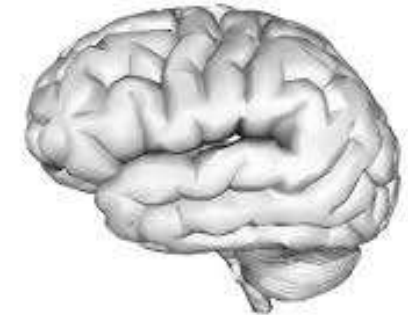
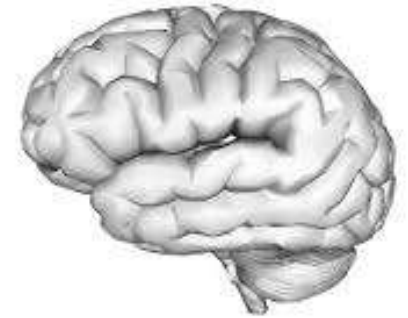
THE GLOBAL GOALS For Sustainable Development



Are Moral and Material Values Equivalent?



What Money Can't Buy



Crowding Out

$$\text{\$} < \text{\$} + \text{\$}$$

$$\text{Angel} < \text{Angel} + \text{\$}$$

$$\text{Sandwich} < \text{Sandwich} + \text{5FR coin}$$

?

Crowding Out



50.8 %

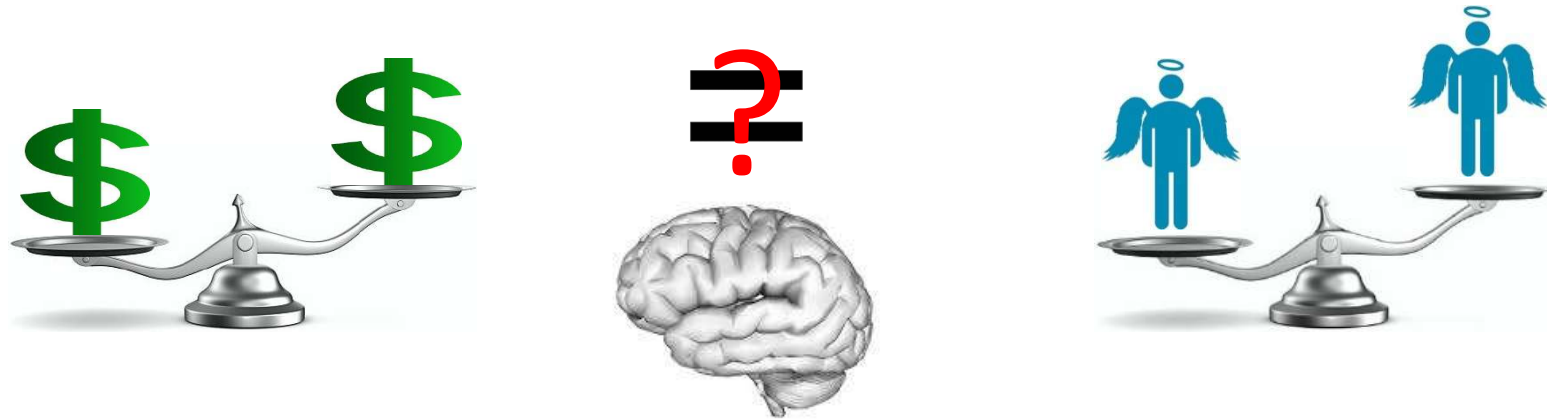


24.6 %



Frey & Jegen (2000)

How does the Brain represent Material and Moral Values?



Material and Moral Values in the Brain

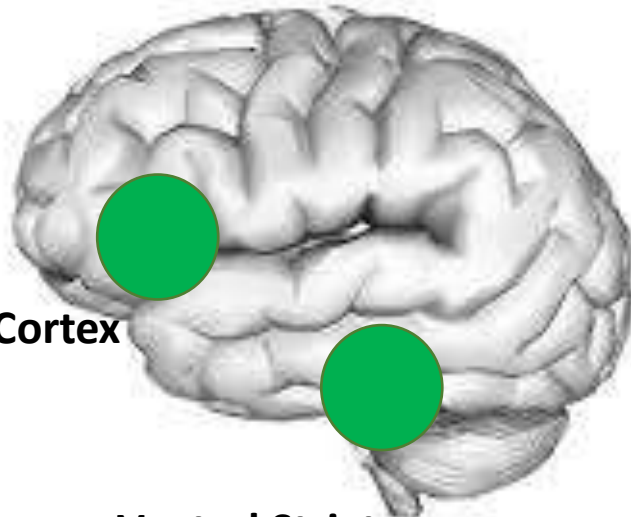
- Money
- Food
- Beauty
- ...



- Value of Human Life



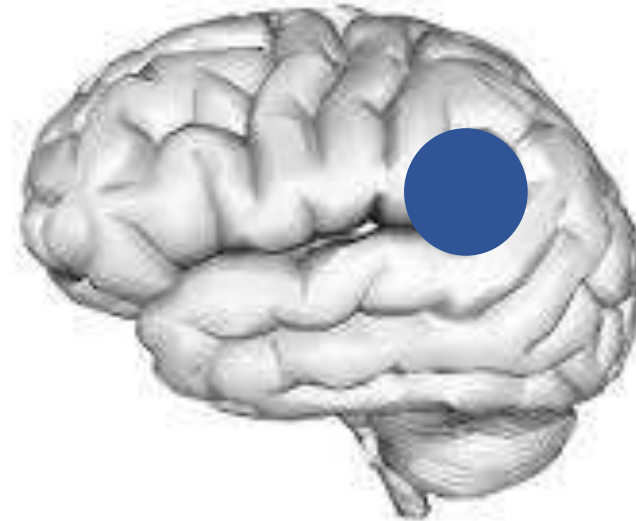
Medial Prefrontal Cortex



Ventral Striatum

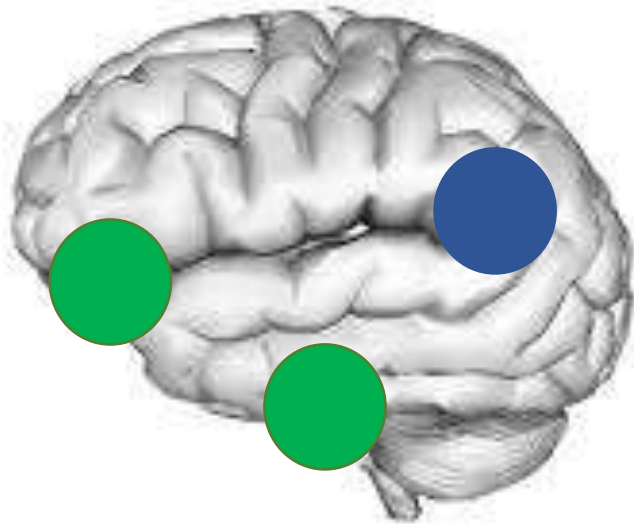
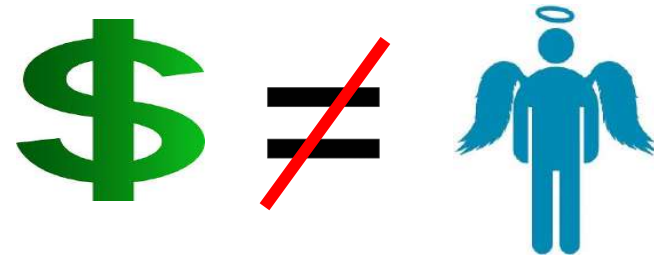
Clithero and Rangel (2014)

Temporal
Parietal
Junction



Ugazio et al., (submitted)

Material and Moral Values are Different



Implications for Philanthropy

- Targeting individual differences in sensitivity to different types of incentives
- Studying how to complement different kinds of incentives
- Anticipating and avoiding crowding-out effects

Thanks!

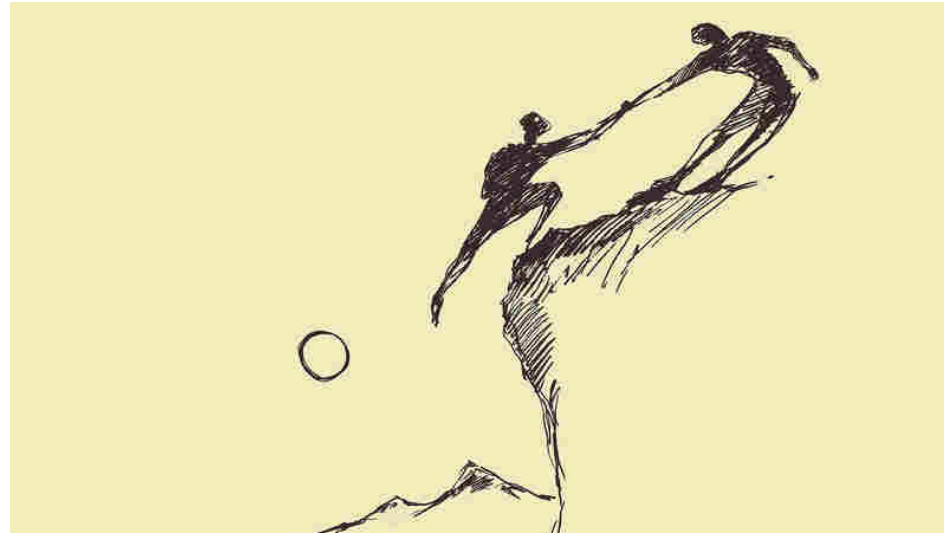
GENEVA FINANCE
RESEARCH INSTITUTE



UZH -Forschungskredit Candoc

Transcending the self?

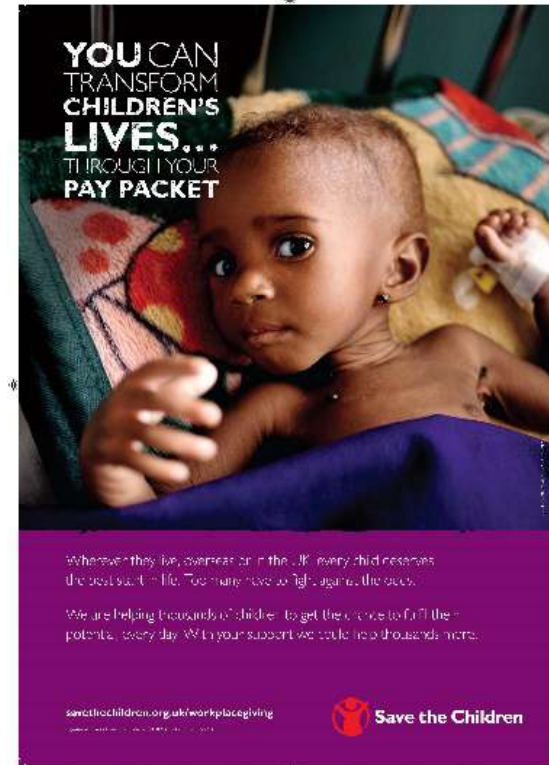
Positive emotions and philanthropic behavior



Florian Cova
Swiss Center for Affective Sciences

Emotions and motivation to give

- **Motivation** (or **action tendencies**) is an essential component of emotions.
- Emotions play a crucial role in **motivating human behavior**, including **altruistic** and **philanthropic behavior**.
- Emotions such as **empathy** or **pity** have been shown to underlie and motivate **altruistic behavior** and **giving to help people in need**.



The need to go beyond charity and negative emotions

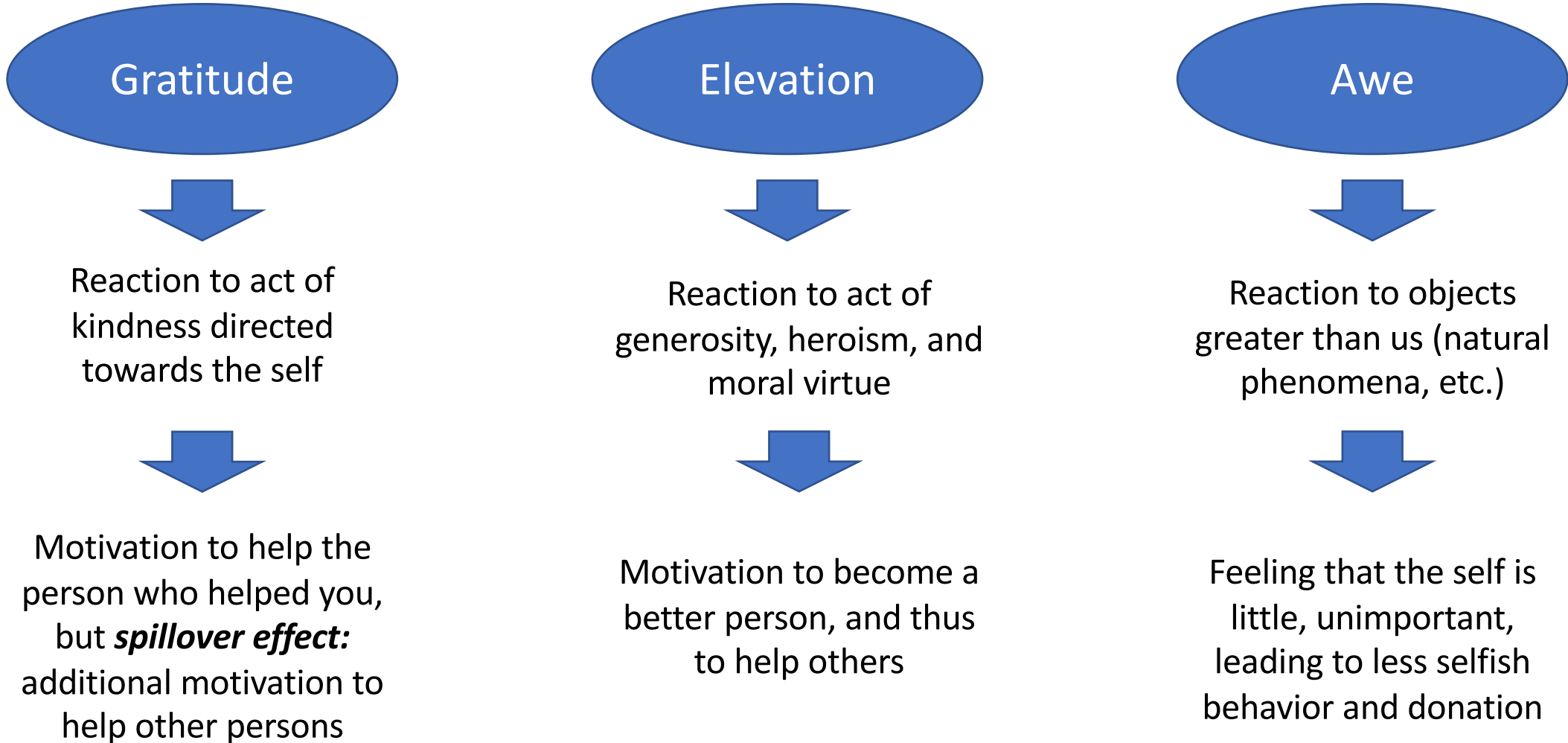
- However, this focus on empathy and pity (= **negative reactions to the suffering of people in need**) have led researchers to focus on one particular kind of philanthropy: **charities**.

CLASSIFICATION DES BUTS DES FONDATIONS D'UTILITÉ PUBLIQUE
POUR L'ENSEMBLE DES FONDATIONS AINSI QUE POUR CELLES CONSTITUÉES
PLUSIEURS RÉPONSES POSSIBLES

	TOTAL DES BUTS INSCRITS	BUTS DES FONDATIONS CONSTITUÉES DEPUIS 2006
 CULTURE, SPORT & LOISIRS	3780 29,2 %	1190 31,7 %
 ÉDUCATION & RECHERCHE	3292 25,4 %	1133 30,1 %
 SANTÉ	1609 12,4 %	479 12,7 %
 SERVICES SOCIAUX	3536 27,3 %	1070 28,5 %
 ENVIRONNEMENT	971 7,5 %	415 11,0 %
 DÉVELOPPEMENT LOCAL & LOGEMENT	854 6,6 %	279 7,4 %
 SERVICES JURIDIQUES & DÉFENSE DES DROITS	272 2,1 %	115 3,1 %
 INTERMÉDIAIRES PHILANTHROPIQUES	19 0,1 %	12 0,3 %
 ACTIVITÉS INTERNATIONALES	836 6,4 %	365 9,7 %
 ACTIVITÉS RELIGIEUSES	617 4,8 %	148 3,9 %
 ACTIVITÉS RELIGIEUSES ET SYNDICATS	296 2,3 %	73 1,9 %
 AUTRES	151 1,2 %	28 0,7 %
NOMBRE DE BUTS PAR FONDATION	1,23	1,42
Nombre de fondations	13 172	3748

Rapport sur les fondations en Suisse 2017/ base de données du CEPS

Three examples of 'transcendent' positive emotions



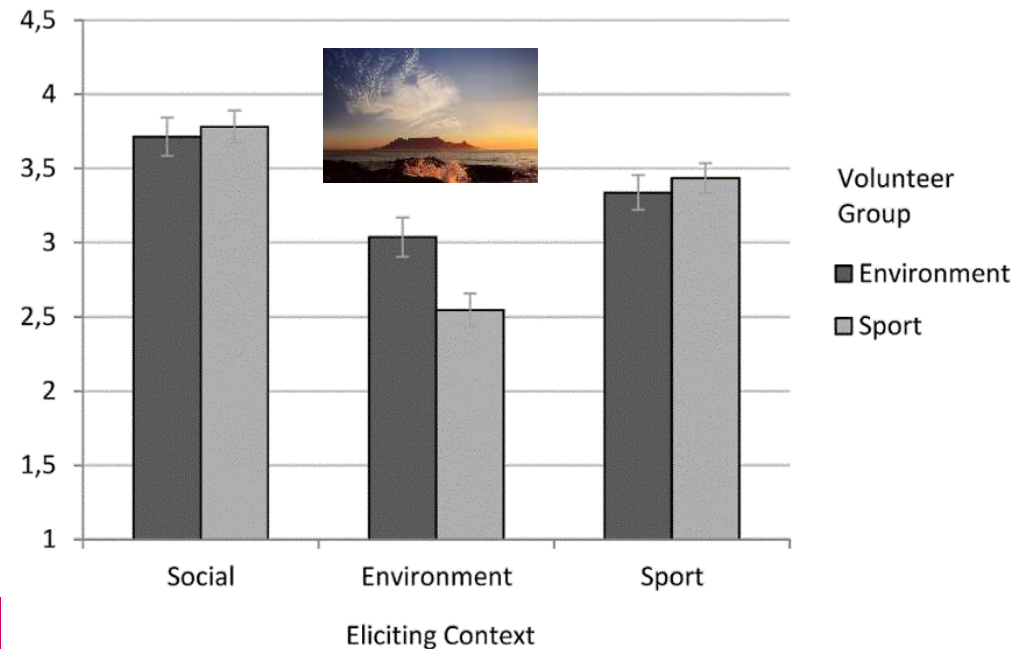
A fourth candidate: Being Moved

- The expression '**being moved**' is not a generic expression. It actually refers to a particular positive emotion.
- This emotion is (i) elicited by **core, important values**, (ii) accompanied by a warm feeling in the heart, a **lump in the throat, tears**, (iii) a motivation to **focus on what really matter to us**.



Being moved and values

- Prior studies suggest that what moves us depends on **our own personal values**. E.g. people who care more about being moral are more likely to be moved by stories of moral actions.
- For exemple, past studies have shown that people who volunteer in pro-environmental organizations are more likely to be moved by stories about environment.



Current project: being moved as predictor of donations to specific charities

- **Hypothesis:** The tendency to be moved by a given value predicts real-life donations non-profit organizations promoting this value.
- E.g. being moved by art predicts real-life donation to organizations that promote art manifestations, fund artists, protect and restore past works of art, etc.
- **What we need:**
- A measure of people's tendency of being moved by different topics.

Constructing the scale

- **General items:** I often feel moved ; I often feel touched ; I often shed tears of joy ; etc.
- **Specific items, moved by...**
 - *Social contexts* (e.g. I find weddings to be moving)
 - *Moral contexts* (e.g. I'm often moved when I see somebody go out their way to help someone else; either in real life or in a fiction)
 - *Effort and perseverance* (e.g. I am easily moved by stories about people who are born in difficult circumstances (handicap, poverty, etc.) but who nevertheless succeed in overcoming these challenges to realize their dreams)
 - *Nature* (e.g. Thinking about how diverse life is and how many different animal and plant species actually exist makes me feel moved)
 - *Art* (e.g. Certain works of art are so beautiful that they make me cry)

Pilot experiment

- 300 participants (US residents) recruited online (236 after exclusion)
- Participants interrogated about the kind of organizations they give to:
 - Ones that seek to **help people in need** (e.g. by giving food, shelter, or providing medical care)
 - Ones that help people **reach their goal or realize their projects** (e.g. support for education, young artists, young athletes, etc.)
 - Ones that promote **science and knowledge** (e.g. by funding research or promoting popular science events)
 - Ones that promote **art and culture** (e.g. by funding artists, exhibition, concerts, art festivals, restoring works of art)
 - Ones that seek to **protect or restore nature** (e.g. fighting pollution, saving endangered species, preserving natural landscapes)

Results – Specific instances of being moved

<i>Moved by...</i>	Need	Project	Science	Art	Nature
Social					*
Moral					
Effort			*		
Art				**	
Nature					**
EMPATHY	***				*

Tentative conclusion

- If negative reactions to the suffering of others are indeed good predictors of participants' giving to charities, **positive emotions such as being moved** seem to play a more important role in **other domains (art and nature)**.
- A better understanding of **why people give** thus need to take into account positive emotions. We can **react to the negative**, but also be **inspired by the positive**.
- Next steps: (i) **improving the survey methods**, (ii) **use it to study other populations (donors)**, (iii) **in-lab studies**.

Thank you for your attention!

Appendix – Results for different positive emotions

<i>Emotion</i>	Need	Project	Science	Art	Nature
Being moved					
Joy					*
Contentment					
Pride				*	
Love					
Compassion	***				*
Amusement					
Awe					*

warm glow
altruism

- Emma Tieffenbach
- Academic fellow of the Geneva Centre for Philanthropy
- Chargée de cours, Department of philosophy, University of Geneva

I recognise that I can use part of my income to do a significant amount of good. Since I can live well enough on a smaller income, I pledge that for the rest of my life or until the day I retire, I shall give at least ten percent of what I earn to whichever organisations can most effectively use it to improve the lives of others, now and in the years to come. I make this pledge freely, openly, and sincerely.



GIVING
what we can



"I've made some simple material sacrifices but sufficiently small that I don't really care about them. In terms of emotional comfort, you feel more satisfied with what you're doing with your life."

Toby Ord, "Why I'm giving £1m to charity", BBC News Magazine, 13 December 2010



”Taking the Pledge has been found to be incredibly rewarding... [and what makes it so] is “having a community, having a greater purpose in life, the feeling of making a difference”

William MacAskill, *The Joe Rogan Experience*, 13 mars 2017

“Our intuitions about what will make us happy are sometimes wrong.”

Julia Wise, Blog “Giving Gladly”, Feb, 2012



“You’ve got to enjoy what you’re doing to be effective: I feel best when I’m doing something that’s going to make a difference... it’s not a sense of duty, rather this is what I want to do... I feel best when I’m doing it well.”

Henry Spira (in Peter Singer, *Ethics Into Action: Henry Spira and the Animal Rights Movement*, 1999)



What does the science say ?

- Spending money on others is more rewarding when:
 - It is voluntary (Cutler 2019)
 - One believes that one is making a difference (Aknin 2013).
 - It is given to charity that is near one's heart (Berman *et al.* 2018; Breeze 2010).
 - One can identify the recipient of one's donations specifically rather than statistically (Small and Loewenstein, 2003, 2007; Fetheronhaugh *et al.* 2007).
 - Done *often*, benefiting *many* charity organisations (Null 2011).

The warm glow is the goal

- Consider the following question : “Can private charity eliminate world poverty – *or* is it about making the givers feel better about themselves?” (cf. Eliot Marriott, 2012, Aeon)
- Either: [A] Donors are motivated by the warm glow
- Or: [B] Donors are motivated by the prospect of doing good to others.
- [B] makes wrong prediction: crowding out
- Therefore [A]

The warm glow is a side-effect

- If donors had not cared at all for the welfare of their beneficiaries, how could they derive any pleasure from having made these donations ?
- The very fact that they feel the warm glow from giving shows that they have a pre-existing desire for something other than their own pleasure.
- It is when that desire for something else than their own satisfaction is satisfied that they experience the warm glow.
- If anything, the warm glow is a side-effect of giving — not the goal.

Why is it so important to resolve the question?

- Whether the warm-glow is a goal, or a side-effect, of giving has implications regarding:
 - Whether it should be used as a rule of thumb in fund-raising —or not.
 - Whether it provides an answer to the question: “Why do people give?” —or not.
 - Whether warm-glow donors do deserve less praise than other kind of donors—or not.



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CONCLUSION
Prof. **David Sander**



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UPDATE ON THE GENEVA CENTRE FOR PHILANTHROPY

Laetitia Gill

Executive Director of the GCP





RESEARCH AND PUBLICATIONS

- ▶ **8 Academic fellows** of the Centre focussing on research areas:
 - Hybrid entities
 - Shareholders foundations
 - Social Impact Bonds
 - Warm-glow effect of Philanthropy
 - Morale
 - CSR/ SDGs and Philanthropy
 - Philanthropy giving for arts and cultural heritage

- ▶ Expert Focus, **21 articles published** last March 2019

- ▶ **Other publications** referenced on the GCP website

- ▶ **Other research projects:**

- «**Swiss Philanthropic Vitality Index**» - Pilot project in Romandie
- **Beyond charity: the varieties of value-driven emotions in philanthropic behavior**
- **Philanthropy and taxation**



TEACHING

- ▶ Semester course **“Philanthropy and its main legal implications” - Autumn 2019**
Every Thursday, 4.15 - 6.00 p.m., from 19.09 to 19.12.2019- Uni Mail (room MR 030)
- ▶ **New** - Semester course **“The Ethics of Philanthropy”**. **Automne 2019** (in english)
Every Monday, 4 to 06:00 p.m. from 16.09 to 16.12. 2019, Uni Bastions (room B109)
- ▶ **New** - Semester course **«La philanthropie culturelle et le droit»**. **Spring 2020**
Every Wednesday 4:15 -06:00 p.m, from 17.2.2020 au 23.5.2020, Uni Mail (room 1150)
- ▶ **Courses** as part of the Edmond de Rothschild Foundations Chair in Behavioural Philanthropy



NEXT EVENTS

- ▶ **11.9.2019**: Philanthropy Lunch «**Philanthropic organization and business activity: what are the tax issues?**»
- ▶ **01.10.2019**: Forum des fondations, organized by Swissfoundations, in partnership with proFonds, AGFA and IMD
- ▶ **15.10.2019**: Inaugural lecture of the Edmond de Rothschild Foundations Chair in Behavioural Philanthropy «**Philanthropy meets neurosciences**»
- ▶ **17.10.2019**: Colloque «**Philanthropy and Art law**»
- ▶ **26-27.11.2020**: International conference «**Philanthropy and taxation**»



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