

Title	Philanthropy and art patronage
Codes	M-KF-E-301-FS-262701-10 / M-KF-301-FS-262701-10 / B-KF-401-FS-262701-10
Host	MA School
Location	Online + in-person (week of 3, 8 and 14)

Basic info						
Course type	Credit	Contact hours	Student working hours	Unit type	Semester	Unit
webinar	5	48	100	RDI	2026 autumn	

Recommendation
A comprehensive approach to shaping perspectives on giving, philanthropy, and selflessness in support of a values-driven, long-term, and sustainable future. It is designed for those who would like to develop a long-term personal strategy based on their values and interests, while gaining opportunities to connect with and engage in different social causes.

Short description
During this hybrid course (12 weeks of online work combined with in-person sessions), students become familiar with the basic concepts of philanthropy and its current state in the world, with a particular focus on Hungary. They explore the positive impacts of philanthropy on both individuals and society, and examine their own motivations and values. Students develop an understanding of the system of social causes and the different opportunities for active engagement. They also reflect on their own responsibility and potential impact, gaining firsthand experience of how even small actions can create a wide-ranging effect.

Teachers			
Name	Contact information	Short BIO	Office hours
Alexandra Tóth	alexandra@bridgebudapest.org	https://www.linkedin.com/in/szandratoth	by email appointment
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Course scheduling	
Course format	Weekly class appointments
A weekly structured online curriculum, complemented by individual and group consultations held both online and in-person.	weekly online work by students' individual timing
Details of each session's type and schedule, showing the teacher's role	

Week	Date	Weekly educational content	Studio/workshop
1	Week of Sep 7	What is Philanthropy? Theory: Origins, development, and cultural roots of philanthropy. Clarification of concepts such as philanthropy, charity, patronage, and related fields. Religious embeddedness and psychological factors. The role of philanthropy in addressing social inequalities. The actors and ecosystem of philanthropy. Practice: What type of philanthropist are you? Exploring our privileges through a creative drawing exercise. Concept matching (pity, empathy, compassion). “Think further” exercise – what would you do? Processing a real-life story (the inspiring story of an Austrian heiress).	online
2	Week of Sep 14	Online: The physiological effects of philanthropy Theory: Social impact (from micro-communities to global challenges). Everyday philanthropy: the power of kindness and personal responsibility. Personal values and motivations, i.e. the giving mindset as an internal compass. Motivations, emotional mechanisms, and barriers: why do (or don't) we give? Practice: Mapping gratitude and values, self-reflection techniques and exercises. Random act of kindness exercise, concept matching (altruism, self-interest, reciprocity, etc.).	online
3	Week of IX. 21	Social and global issues Theory: What do we mean by “causes”? What kind of world do we live in and what are our fundamental challenges? Current global causes (UN Sustainable Development Goals). Criteria for differentiating causes. The iceberg model and systems change. The House of Giving approach and perspective. Practice: “What could be your cause?” exercise. Selecting a personal cause through previously identified values and personal connection, from the list of key social and global issues. Iceberg model exercise related to the chosen cause.	in-person + online
4	Week of Sep 28	What can we give? Theory: The diversity of giving – what can we give? Financial donations, in-kind donations, time and volunteering, knowledge sharing and skill development, sharing social capital and influence. Strategic approaches to giving, challenges and misconceptions. Practice: Mapping personal resources. Ripple effect of impact – reverse storytelling exercise. TED Talk: Derek Sivers – “How to Start a Movement”.	online
5	Week of Oct 5	Personal session – group processing Online: What is my cause? Theory: Importance of choosing a cause, personal	online

		connection and values, information gathering and research, criteria for selecting a cause, balance of emotional and rational factors, challenges and pitfalls, connection between personal and collective causes. Practice: Expanding the chosen cause through guided questions (where do you feel commitment, where can you help most effectively, etc.). Focus statement exercise: What is your cause in one sentence? (Preparation for the Heart Cause Planner)	
6	Week of Oct 12	course week	-
7	Week of Oct 19	Collaboration and communication Theory: Understanding the recipient side: NGOs and foundations, and collaboration with them. Who are NGOs and why are they important? The power of diversity. How to communicate and cooperate within this system. The dignity of NGOs, importance of operational costs, transparency and measurability in the civil sector. Practice: Quiz on NGOs – common misconceptions and how to dispel them. Introduction to ethical fundraising. Who seems trustworthy and why?	online
8	Week of Oct 26	Forms of giving Theory: The many roles of giving – strategic and occasional giving. Effectiveness and responsibility, partnerships with NGOs. New directions in philanthropy. The role of donors in a community. Practice: Donation checklist (common pitfalls – what NOT to give). What should we give? Practical tips for effective giving. Applying the checklist across 15 criteria. Introduction to Adjukössze.hu – how can it be linked to the chosen cause?	in-person + online
9	Week of Nov 2	About volunteering Theory: Personal forms of direct support. Definition of volunteering, historical and social context. Types of volunteering, motivations and individual benefits. Social impact, challenges and opportunities. Practice: Quiz – What type of volunteer are you? Understanding and applying the 5 impacts of volunteering. Exploring volunteering opportunities related to the chosen cause.	online
10	Week of Nov 9	What will I leave behind? Theory: Meaning of legacy and long-term thinking. What do we leave behind? Individual vs. collective responsibility. The concept of legacy leadership. Practice: The 5 levels of leadership legacy exercise. How many people do we impact? How do we spend our 4,000 weeks? What change do I want to see in 30 years? Reflection exercises related to the chosen cause.	online

11	Week of Nov 16	Corporate philanthropy Theory: The role of corporations, business actors, and leaders in philanthropy. Value-based leadership. Role of employees. Ethical capitalism. Alternative economic approaches. Social enterprises and sustainable investments. Long-term responsibility challenges and opportunities. Practice: Defining concepts (CSR, ESG, etc.). Quiz: Philanthropy or responsibility? Good company or good marketing? Finding a corporate partner related to the personal cause. Manifesto of responsible business actors.	online
12	Week of Nov 23	How should we give? Theory: GIVING manifesto – why, what, and how should we give? Diversity of resources. Who should we give to – role of trustworthy organizations. Principles of conscious giving. Community dialogue and intergenerational involvement. Role of networks in philanthropy. Practice: Exploring the GIVING manifesto, individual reflections. Evaluating organizational trustworthiness – criteria and application. Legal and conceptual foundations of civil organizations.	online
13	Week of Nov 30	What is your heart cause? Theory: Summary of the previous 11 weeks, key insights. Practice: Preparation of the Heart Cause Planner (final assignment). Completing the 3.1% Planner. Defining cause and goal in one sentence. Reflection on personal cause selection. Writing a message to the future self and making a commitment. Reflection on the entire course.	online
14	Week of Dec 7	Personal session – group closing	in-person
15	-		

Course completion requirements, prerequisites, and evaluation				
Students' duties				
Requirements, assignments	Form of evaluation	Evaluation criteria	Deadline	% in evaluation
1. Completion of mandatory workbook tasks	online	indicated online	first 5 workbooks by Week 6; remaining 5 workbooks by Week 14	70 %
2. Heart Cause Planner submission			uploaded to Teams 1 week before the Week 14 session	30 %
General requirements				

Active participation in in-person sessions

Course materials and literature

Mandatory literature

1. Margaret Heffernan (2015) – *Beyond Measure: The Big Impact of Small Changes*. HVG Books
2. Rutger Bregman (2025) – *Moral Ambition: A Practical Guide for Active Idealists*. HVG Publishing, Budapest

Course notes and presentations

The videos and summaries related to the course will be uploaded to Teams.

Recommended literature

1. David Callahan: *The Givers: Wealth, Power, and Philanthropy in a New Gilded Age*. Alfred A. Knopf, 2018.
2. Anand Giridharadas: *Winners Take All. The Elite Charade of Changing the World*. Alfred A. Knopf, 2018.
3. Edgar Villanueva: *Decolonizing Wealth: Indigenous Wisdom to Heal Divides and Restore Balance*. Berrett-Koehler Publishers, 2018.
4. Rob Reich: *Just Giving. Why Philanthropy Is Failing Democracy and How It Can Do Better*. Princeton University Press, 2018.

Learning outcomes

Knowledge	Students gain an understanding of the basic concepts of philanthropy and its current global context, with a particular focus on Hungary. They explore its positive effects on both individuals and society, while also mapping their own motivations and values.
Skills	They develop the ability to understand the system of social issues and the opportunities for active engagement. In the process, the following skills are strengthened: humility, responsibility, self-esteem, satisfaction, community integration, and improved quality of life.
Attitude	Students develop a long-term personal strategy based on their values and interests (such as solidarity, empathy, and the reduction of social inequalities), and are given the opportunity to connect with various social causes.
Autonomy and Responsibility	They also become aware of their own responsibility and impact, gaining firsthand experience of how even small actions can create a wide-ranging effect.

Exemption

No exemption may be granted from participation in, or completion of, the course.

Curricular connections		
Unit	Parallel courses	Course proportion in unit
	-	100%
Course prerequisites	Is it available as an elective?	If elective, specific prerequisites
-	No	-

Guidelines and rules for the use of artificial intelligence in the course
General regulations: According to the Moholy-Nagy University of Art and Design's Artificial Intelligence and Plagiarism Policy.

Equipment and materials needed from TechPark	Does TechPark provide this?
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Other information, comments
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