

Steering Committee

- **Prof. Giuseppe Ugazio**, Geneva School of Economics and Management (GSEM) and Geneva Finance Research Institute (GFRI), UNIGE
- **Laetitia Gill**, Executive Education Associate, GCP, UNIGE
- **Danièle Castle**, CEO, Genevensis
- **Prof. Giulia Neri-Castracane**, Faculty of Law, Professor, UNIGE
- **Prof. Henry Peter**, Head, Geneva Centre for Philanthropy (GCP), UNIGE

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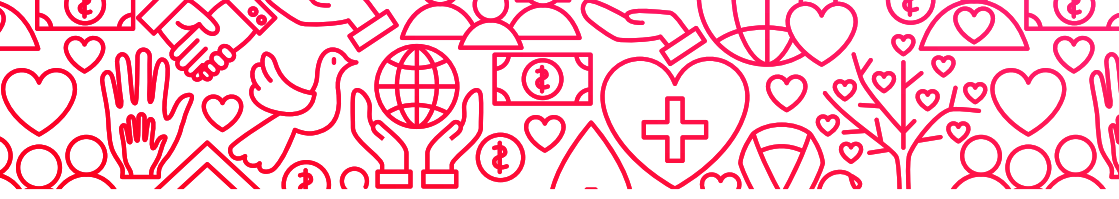
- **Cheryl Chang**, Chief of Staff, Oak Foundation
- **Alexandre Epalle**, General Director of Economic Development, Research, and Innovation of the Republic and Canton of Geneva represented by Catherine Zimmermann, Scientific Officer
- **Carla Haddad Mardini**, Director, Private Fundraising and Partnerships Division, UNICEF
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- **Isabella Ries-Bowman**, Head of Foundations, The Ocean Cleanup
- **Stefan Schoebi**, Director, Stiftung Schweiz

Contact

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Speakers

UNIGE professors, lecturers and researchers; professionals in the practice of philanthropy from Switzerland and abroad.



Switzerland is home to a robust philanthropic sector, with over 13,500 foundations collectively holding significant assets, estimated at around 100 billion Swiss francs (three times as much as Germany), which spend about 1 to 2 billion a year on philanthropic projects. Despite these figures, the ratio of assets to donations remains relatively low compared to other countries: in Switzerland the ratio between assets under management and donations is under 2%, while for instance in England it is 16%.

New philanthropists risk reinventing the wheel with each one of their actions or wasting a lot of time looking for information (legal, marketing, etc.) to create and develop their activity, while existing philanthropists and philanthropic organisations are increasingly required to adapt to market needs and evolving practices to support more social justice and more common good.

This professional training programme is a pioneering continuing education offering, including the first Master of Advanced Studies (MAS) in Philanthropy to be launched in Europe. With an interdisciplinary approach it is composed of three specialised Certificates of Advanced Studies (CAS): two well-established CAS in Strategic Philanthropy and Operational Philanthropy, respectively, and the new CAS in Frontiers in Philanthropy. Two combined CAS (with a final report) give eligible participants a Diploma of Advanced Studies (DAS); three CAS together with a supervised research project or a practical Master's thesis, will give eligible participants the opportunity to earn a Master of Advanced Studies in Philanthropy (MAS). In this flagship programme, participants will have the opportunity to get in-depth, hands-on experience, working closely with the Geneva, Swiss, and international philanthropic sectors - a unique opportunity that opens doors to a future philanthropic engagement.

Eligible participants who have already completed formal university training in philanthropy can ask for qualifying ECTS credits to be validated for the obtention of the Master of Advanced Studies (MAS) degree in Philanthropy, on a case-by-case basis.

Each CAS defines a theoretical framework to conceptualise philanthropy and offers numerous tools to help practitioners understand the nuances of the philanthropic sector, learn how to develop successful strategies and to put them into place. Participants will thus be able to efficiently measure philanthropic impact in a systemic perspective, while being aware of the dynamics of this sector and its evolutions. With the acquisition of this knowledge, the goal of these programmes is to form professionals who are empowered to maximise the effectiveness of philanthropic endeavours, particularly in addressing complex societal challenges and driving policy through collaboration, innovation, and inclusiveness.



Audience

These training programmes are designed for mid-level and experienced professionals involved in national and international philanthropic organisations, corporate philanthropy, single and multi-family offices, as well as those interested in pursuing a career in philanthropic organisations.

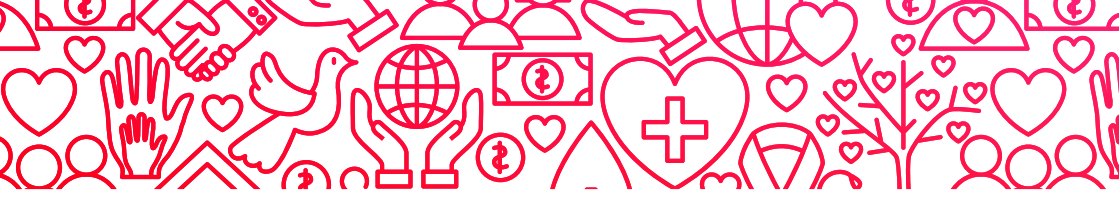
Programme alumni are employed by a wide range of for profit and non-profit organisations including large foundations, family offices, banks, INGOs.

Objectives

- Master the complex, multifaceted context of contemporary Swiss and international philanthropy.
- Understand philanthropy from a critical perspective.
- Learn about the principles, best practices, and key strategic elements to operate within a complex and international ecosystem.

Pedagogical Approach

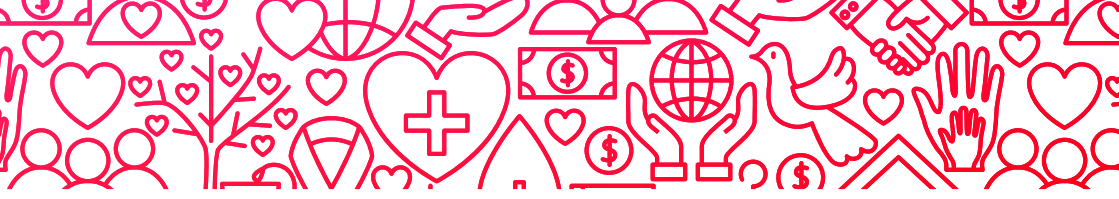
- Blended learning, each CAS entails 5 hybrid-learning modules (2 days in person, one day asynchronous online), except for one module in the CAS in Frontiers in Philanthropy which is offered exclusively online (self-paced).
- Interactive experience-based learning embedding theoretical and practical knowledge.
- Emphasis on exchange and networking with lecturers and participants through in person modules. On-site visits of key institutions.
- Online learning consisting of a combination of short, pre-recorded videos and interactive webinars.
- Guided personal research work developing critical thinking skills.
- Learning from leading international academics and professional experts.



Learning Outcomes

At the end of this course the participants will be able to:

- Understand and master conceptual philanthropy frameworks, including novel financial instruments aligned with the U.N. SDG agenda 2030 and ESG metrics.
- Develop an effective theory of change using state-of-the-art tools to implement, monitor, and evaluate the financial and social impact of a philanthropic endeavor.
- Design philanthropic strategies aligned with organisational missions, legal and tax parameters, general goals, and specific objectives.
- Master cutting-edge approaches to philanthropy, including emerging digital technologies.
- Become inclusive leaders who harness the potential of staff and volunteers, develop partnerships with public and private actors, and understand both the funder and grantee sides of philanthropy.
- Put into practice an effective approach to collaborative and inclusive philanthropy.
- Plan advocacy and influence within the overall strategy of a philanthropic organisation.
- Master novel financial instruments and assess their relevance to daily practice.
- Navigate the extensive philanthropic ecosystem in and around International Geneva.

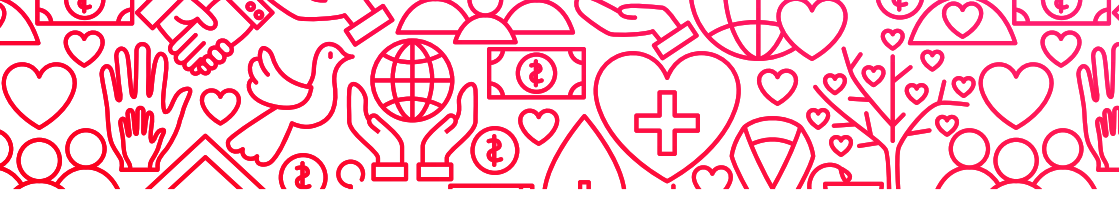


Structure

- **MAS:** 60 ECTS including 15 modules for a total of 45 ECTS and a final project of 15 ECTS • 360 hours of teaching in class and online* • 1'140 hours of personal work • Total 1'500 hours
- **DAS:** 10 modules for a total of 34 ECTS • 240 hours of teaching in class and online* • 510 hours of personal work • 100 hours for the final project • Total 850 hours
- **3 CAS, each:** 5 modules for a total of 15 ECTS each • 120 hours of teaching in class and online* • 255 hours of personal work • Total 375 hours

* The number of hours of in class and/or online teaching may vary.





CAS Frontiers in Philanthropy (15 ECTS) | 3 ECTS per module

September - December 2024

- Module 1 | **Looking back to move forward: history in philanthropy and new perspectives**
- Module 2 | **Collaborative and inclusive philanthropy (Fully Online Asynchronous)**
- Module 3 | **Strategies for influence**
- Module 4 | **Philanthropy and innovative financial instruments**
- Module 5 | **Philanthropy and International Geneva**

CAS Strategic Philanthropy (15 ECTS) | 3 ECTS per module

September - December 2025

- Module 1 | **Introduction to philanthropy**
- Module 2 | **Exploring the diversity and strategies of philanthropic foundations**
- Module 3 | **Legal structuring of philanthropic projects**
- Module 4 | **Philanthropic project management**
- Module 5 | **Theory of change and impact measurement**



CAS Operational Philanthropy (15 ECTS) | 3 ECTS per module

January - June 2026

- Module 1 | **Inclusive leadership and governance**
- Module 2 | **Talent management and development**
- Module 3 | **Philanthropic financial management and accountability**
- Module 4 | **Resource mobilisation and fund management**
- Module 5 | **Regional philanthropic realities, building alliances and joining local networks**

**module order and dates subject to change for the CAS Strategic and Operational Philanthropy.*

DAS Final Report

The obtention of two CAS (in any order), coupled with writing a final report (4 ECTS), makes up a Diploma in Advanced Studies (DAS). Participants must succeed in all modules and in the written report to obtain the DAS.

MAS Final Project

Once the 3 CAS are completed, participants obtain the ECTS credits that make them eligible to obtain a MAS in Philanthropy. For this, participants will have to complete a final project (15 ECTS). Participants may choose the format of their final work: thesis, practical experience, or capstone project.

For participants who have already completed the DAS by **July 2024**, their work will count for the final project.



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Evaluation Methods

The programme has a modular structure with an evaluation at the end of each module. Participants are required to earn a sufficient grade to pass each module (min. of 4/6) in order to obtain the certificate/diploma. The programme relies on a wide variety of evaluation methods to assess participants' understanding of the course content, which includes open-answer exams, essays, case studies, in-class presentations, and reports. Participants are required to complete both individual and group work.

In-person participation is mandatory.

To obtain a DAS and/or a MAS, participants have to write a final report.

Diploma Awarded

- Master of Advanced Studies (MAS) in Philanthropy (built on 3 CAS with a final project)
- Diploma of Advanced Studies (DAS) in Philanthropy (built on 2 CAS with a final report)
- Certificate of Advanced Studies (CAS) in Frontiers in Philanthropy
- Certificate of Advanced Studies (CAS) in Strategic Philanthropy
- Certificate of Advanced Studies (CAS) in Operational Philanthropy

Practical Information

Admission Criteria

A minimum of three years' professional experience is required, Bachelor's degree or equivalent. English proficiency is mandatory.

No prior responsibilities in philanthropy required.

The course is particularly suitable for:

- Family office philanthropy managers
- Managers in philanthropic giving organisations
- Managers in organisations who receive philanthropic giving
- Project managers
- Operational and strategic foundation managers
- Social entrepreneurs
- People desirous to enter the field of philanthropy
- Wealth managers interested in integrating philanthropic instruments to their (sustainable) investment portfolios (e.g. blended finance)

BIENVENUE

Rolling Registration

To participate in the 2024/2025 edition of the training programme, applications must be submitted by **31 July 2024**. Registrations received after this date may be considered for the following edition.

Early bird (10% discount) offered for applications received before 30 June 2024.

The next full edition of the MAS in Philanthropy comprising three CAS will start in **September 2025**.

www.unige.ch/formcont/en/courses/philanthropy

Number of participants: 25 max.

Tuition Fees

- CHF 20,000 for 3 CAS and a final project to obtain the MAS in Philanthropy
- CHF 14,000 for 2 CAS and a final report to obtain the DAS.
- CHF 7,500 for each CAS.
- CHF 3,000 for any single module of any CAS.

CAS in Frontiers in Philanthropy: CHF 6,000 one-off special price for those enrolling in the 2024 edition who have already completed a DAS and are members of the association Le Cercle de la Philanthropie.

Tuition discounts: 10% discount for early bird registration or for members of *Le Cercle de la philanthropie*, Swiss Foundations, or Pro Fonds; courses eligible for the *chèque annuel de formation* from the State of Geneva.

Withdrawal before the start of the training programme will incur an administration fee of CHF 400.



Time Schedule and Location

Fridays and Saturdays from 08:30 to 17:30

- University of Geneva

Contact

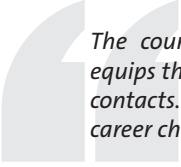
Philanthropy-gsem@unige.ch

Partnership

Genevensis

The fully online module on Collaborative and Inclusive Philanthropy was supported and co-created with Porticus, a global philanthropic organisation that works to promote human dignity, social justice, and sustainability.

Testimonials



The course undoubtedly consolidates a participant's knowledge and equips them with a versatile set of skills, and opens new perspectives and contacts. I encourage people working in other fields to apply in view of a career change or just because of an appetite for philanthropy.

Nicolas C.

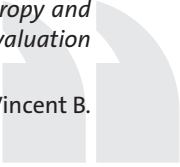
Following the Operational Philanthropy CAS in Geneva has given me access to course material and presentations from hands-on specialists providing in-depth and very tangible analysis of contemporary Philanthropy. This exhaustive curriculum coupled with the rich exchanges from the professionally diverse student body is for me the perfect match. I definitely recommend this to anyone wanting real-life Philanthropy exposure and training.

Ilham S.

The DAS programme has enabled me to leverage my banking background with my strong involvement in social organisations. How exciting to better understand opportunities, challenges and the evolution of philanthropy while developing a network of professionals who want to make a lasting impact!

Marie-Luce C.

Philanthropy is evolving and it changes the way we work for the public good: more strategic, more inclusive, more collaborative. Whilst I have more than 20 years experience in this sector, the DAS not only allows me to understand and master the fast-changing world of philanthropy and social innovation, it also strengthens my skills in management, evaluation or planning.



Vincent B.