



# Postgraduate Diploma in Philanthropy and Resource Mobilisation



**Expand** your knowledge and develop your expertise in managing people and resources in the field of **philanthropy in Africa**.



**Grow** your resources by learning the art of resource mobilisation.



WITS BUSINESS SCHOOL

South African case studies produced by our Case Centre

350



Faculty with PhDs

95%



Academic articles by our faculty published every year (+/-)

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WITS UNIVERSITY

28

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4

Nobel Laureates



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Postgraduate Diploma in Philanthropy and Resource Mobilisation



MESSAGE FROM THE PROGRAMME DIRECTOR

More often than not, professionals in the fundraising and advancement fields find themselves learning on the job. Very few in Africa have been trained in fundraising, resource mobilisation and advancement. Yet the institutions that they run or work for require these competencies.

Postgraduate Diploma in Philanthropy and Resource Mobilisation is designed for students who are seeking specialisation in fundraising, advancement and partnership building. This qualification aims at improving the skills of professionals and also sharpening the analytical and critical thinking skills of those whose career trajectory is towards academia and research.

WitsBusiness School is a highly reputable institution known for its rigorous research and exciting academic programmes. You are therefore in the right place if you are looking to further your studies. CAPSI offers this diploma and several other academic and professional programmes. Not only will you receive good quality teaching and research, you will also be introduced to the broader world of philanthropy and social investment.

I am very excited to introduce this first-of-its-kind programme for the academic year 2021.

**Bhekinkosi Moyo**  
Adjunct Professor and Director: CAPSI

## WHAT IS THE CENTRE ON AFRICAN PHILANTHROPY AND SOCIAL INVESTMENT ?



The Centre on African Philanthropy and Social Investment (CAPSI), the first of its kind in Africa, has been structured to promote social change by building a culture of effective giving and corporate social and civic responsibility.

It serves as a source of knowledge, a cultivator of partnerships, and a catalyst for innovation and community engagement. The Centre aspires to build a new cadre of African experts, researchers and academics in African Philanthropy, Social Investment, and related disciplines.

Postgraduate Diploma in Philanthropy and Resource Mobilisation is a one-year block release (full-time) programme.

### PROGRAMME BASICS

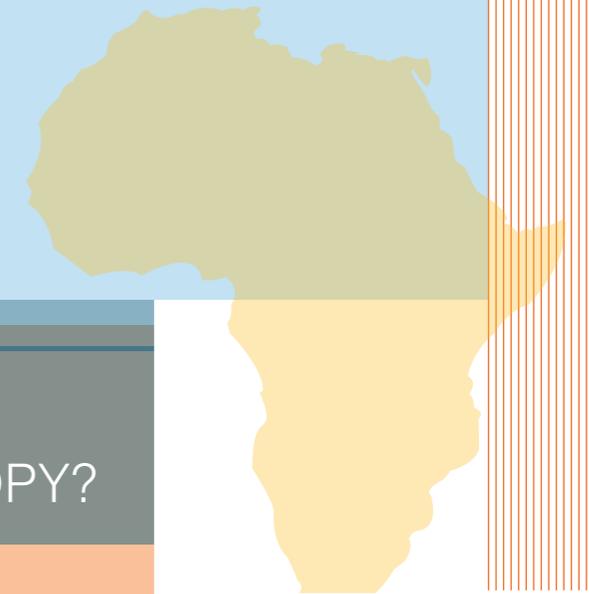
<b>Duration:</b>	<b>1 year (12 months)</b>
<b>Level:</b>	<b>NQF 8</b>
<b>Study mode:</b>	<b>Full time block release (classes on Saturdays)</b>
<b>Programme starts</b>	<b>January</b>

## ACKNOWLEDGEMENTS

The Postgraduate Diploma in Philanthropy and Resource Mobilisation is the first academic qualification of its kind on the African continent. It is the culmination of a long-term goal by the Kresge Foundation, Inyathelo: the South African Institute for Advancement and the Centre on African Philanthropy to professionalise the field of Philanthropy, Advancement and Resource Mobilisation.

The Diploma introduces the fields of Philanthropy and Advancement and provides a comprehensive overview of the complex world of grant-making and grant seeking. It allows learners to understand the thinking that shapes resource mobilisation and donor decision-making. The structure of the course is the product of a stakeholder workshop organised by Inyathelo and the Centre on African Philanthropy and Social Investment. The workshop included key role players in the field and we are enormously grateful to all the participants in the workshop for their contributions.

We would like to thank Bill Moses, managing director for the Kresge Foundation's Education Program for his wisdom, intellectual contribution and compassion and care in his partnership with Inyathelo and CAPSI. Finally, we are deeply appreciative of the financial support provided by the Kresge Foundation to the field of Advancement in South Africa.



## WHY AFRICAN PHILANTHROPY?

Philanthropy is an integral element in advancing the development agenda on the continent. African philanthropy, by its very definition, is the foundation upon which transformational development takes place. African philanthropy – a term that was once foreign in Africa, even though its practice has always been a reality, and one that scholars have grappled with years to make contextually relevant – is at the heart of Africa's development trajectory.

There are a number of challenges with documenting and encouraging the broad set of activities that can be described as African philanthropic practice. Most literature about philanthropy on the African continent is concerned with external or Western-based philanthropy directed towards the continent, or focuses only on South Africa, Kenya and Northern Africa.

Development ought to be transformative, sustainable, and essentially based on Africa's own institutions, informed by its own knowledge systems, and supported by its resources. Rigorous and independent academic research and scholarship is required to further develop the conceptual framework of African-led development, anchored in principles and values enshrined in both pan-Africanism and African philanthropy. Although there is now an increased amount of literature on philanthropy in Africa, compared to ten years ago, there is still a big gap that exists as far as knowledge on philanthropy is concerned. The Centre's central aim is to contribute to this knowledge gap through its research and publication agenda on philanthropy as well as through dialogue and best practice.



## WHO IS IT FOR?

The Postgraduate Diploma in Management in the field of Philanthropy and Resource Mobilisation is for individuals with relevant three-year undergraduate degrees or equivalent and a minimum of two years' work experience. Many will be officers and managers in the non-profit sector seeking to improve their competencies and develop professionalism as demanded by the rapidly growing sector, while others are relatively new graduates who seek enhanced career prospects. Candidates are expected to hold positions such as: senior education officers (including principals and officers of educational institution); officials of advancement units at higher education institutions; non-profit sector managers; grant-makers fund-raisers; development practitioners; public policy officials; community foundation managers; corporate social investment/responsibility managers; and consultants.

### APPROACH TO LEARNING

The programme draws on philosophies, concepts and strategies from a team of discipline experts and experienced practitioners from academia and the sector who have been engaged in the design of the overall programme, as well as in the development of the content at course level.

Courses will be delivered to candidates through classroom engagement including lectures, directed study of text books, use of open-learning materials, individual reports on published research studies, class discussions, formal debates, group activities and presentations by industry experts. A student-centred approach will be taken with the lecturers facilitating and mediating candidate engagement.

# CURRICULUM

There are two components of the Postgraduate Diploma in Philanthropy and Resource Mobilisation

▶ 1. CORE COURSES

▶ 2. ELECTIVES

## CORE COURSES

### 1. Landscaping African Philanthropy

This module develops the theoretical basis for understanding the role and characteristic features of African philanthropy by enabling students to appreciate the distinction between indigenous and foreign forms of philanthropy within the African social political, economic and ethical milieu. It examines philanthropy through theories, concepts and constructs and provides a critical appreciation of multi-disciplinary perspectives of giving, philanthropy and social investment in Africa.

### 2. Organising and Managing Resource Mobilisation

The module introduces candidates to the foundational principles and practices of fund-raising and resource mobilisation. It provides the knowledge required for universities and non-profit organisations to effectively manage their fundraising process and opportunities. Working within an Advancement framework, the module aims to create a fundamental shift in thinking around organisational and institutional mission, objectives and delivery – and how to attract donor resources in support of the latter. The module is designed to strengthen the capacity of participants to increase their organisation/institution's potential for long-term financial sustainability. In addition, ethical issues that arise during such activities are addressed. Candidates will develop a self-critical perspective on the basic concepts, types, sources and definition of resources, and the need to effectively manage existing resources to ensure the most favourable outcome.

### 3. Measuring and Reporting Performance of Not-for-Profit Organisations

This course examines measuring and reporting performance conventions and best practice from both African and global perspectives. Financial reporting and impact investing in the African context are reviewed. The course enables candidates to appreciate the various forms of measuring and reporting performance of philanthropy within the African milieu.

### 4. Marketing and Communication in Contemporary Philanthropy

This module provides a thorough examination of marketing and communication in contemporary philanthropy. Principles and strategies of marketing, communications, branding and risk management are infused into the philanthropic milieu to offer a comprehensive assessment of its interaction in civil society. Marketing, public relations, branding and practical issues related to marketing and communication, specifically in Africa, are presented to candidates.

### 5. Working with Communities

This course is designed to provide a comprehensive account of practical and theoretical matters related to working with communities. Case studies are employed to provide evidence-based learning and a practical, empirical approach to this course. This forms the basis for lessons to be learnt and applied to the African context. It critically assesses best practices underlying working with communities and philanthropy in Africa and provides an essential understanding of community dynamics and capacity building.

### 6. Ethical Leadership and Governance

This course is designed to provide a comprehensive account of practical and theoretical matters related to ethical leadership in philanthropy. It covers the following areas: concepts and dimensions of ethics; the decision-making dilemma; values; influence of culture on ethics; governance; stakeholder-engagement; and the ethical responsibilities of NPOs. It equips candidates with a critical appreciation of ethical leadership influences on various stakeholders and places emphasis on the effect of external factors on ethical decision processes.

## ELECTIVES

### ▶ CHOOSE THREE FROM THE LIST BELOW

#### **1. Philanthropy and Fundraising in African Educational Institutions**

This course is designed to provide a comprehensive account of practical and theoretical matters related to philanthropy and fundraising in African educational institutions. It will equip candidates with a critical appreciation of fundraising in Africa within the educational field and provide them with a practical understanding of the processes required to establish a fund raising and advancement office.

#### **2. Philanthropic Foundations**

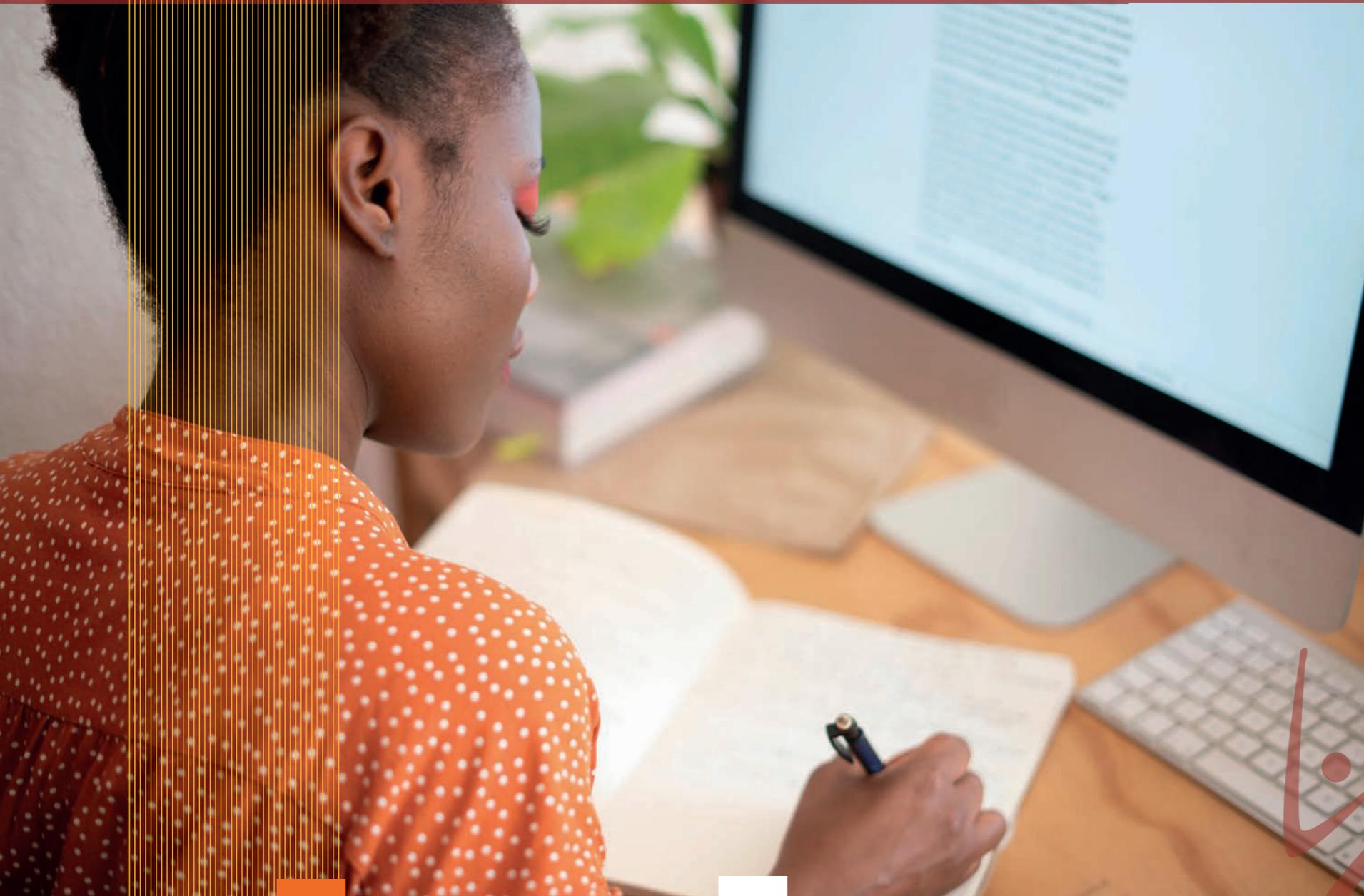
This course is designed to provide a comprehensive account of practical and theoretical matters related to philanthropic foundations in the African context. It provides an introductory examination of various foundations including the following types: international public and private, individual family, community, religious and presidential, corporate, diaspora and venture foundations.

#### **3. Innovations in Philanthropy**

This course examines the fundamental concepts in philanthropic innovations in a rapidly changing world which requires new ideas and creative thoughts to sustain business. It is designed to provide a comprehensive account of meaning and characteristics of modern philanthropy in order to develop candidates' critical appreciation of innovations in philanthropy in the African context.

#### **4. Philanthropy and Public Policy**

This course is designed to provide a comprehensive account of practical and theoretical matters related to philanthropy and public policy. It equips candidates with a critical appreciation of philanthropy and public policy in the African context and provides them with a solid and practical understanding of the inter-relationships among philanthropy, democracy and public policy.



## APPLICATION PROCESS

- Only online applications are accepted. Please go to [www.wbs.ac.za](http://www.wbs.ac.za) and click on the apply now button and follow the links.
- Please ensure that all information is correct and that you have uploaded everything on the checklist.
- Should your application be successful, an amount of R15 000 will be payable on acceptance. This amount is non-refundable and will be offset against the registration fee payable in your first year.

**Deadline for applications:  
Check website for update**

### REQUIREMENTS FOR ADMISSION

- A Bachelor's degree (NQF 7).
- Working experience an advantage but not a requirement.
- A level of competence in Mathematics equivalent to the South African NSC level.
- Non-degreed individuals with working experience are considered in exceptional cases via RPL.
- Candidates may be required to undergo the Wits Business School Admission Test.

### FEES

Fees for the Postgraduate Diploma in Philanthropy and Resource Mobilisation 2024 are quoted as:

**R94 470\***

\* Subject to review in 2025

### ENQUIRIES

+27 (0)861 000 927

[wbs.marketing@wits.ac.za](mailto:wbs.marketing@wits.ac.za)

### Checklist

- Online application form
- Faculty of Management Part III form
- Copies of all degree certificates
- Academic transcripts in English
- Your CV including places of work to substantiate work experience
- Letter of motivation in support of application
- Non-refundable application fee of R200

#### INTERNATIONAL STUDENTS

Students whose prior degrees were not awarded by a South African university must submit a South African Qualifications Authority (SAQA) evaluation certificate.

(Note: this process can take up to three months to finalise.)

UNIVERSITY OF THE  
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**WBS** Wits  
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## WITS BUSINESS SCHOOL

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**INYATHELO**  
The South African Institute  
for Advancement

This programme was developed through a strategic partnership with Kresge Foundation, Inyathelo: the South African Institute for Advancement