

ARTS AND PHILANTHROPY

藝術和慈善

On January 17th, 2011 the ACC in Hong Kong presented a round-table discussion on “**Philanthropy and the Arts**” led by speaker Melissa Berman, President and CEO of Rockefeller Philanthropy Advisors in New York.

今年一月十七日，Rockefeller Philanthropy Advisors 總裁梅麗薩·伯曼主講「藝術和慈善事業的關係」的午餐研討會。

Speaking to a group of ACC supporters and representatives of local arts organizations, Dr. Berman presented a rich overview of current trends in global philanthropy while entertaining the group with facts and figures accumulated throughout a distinguished career in the field.

“Being generous causes our brains to light up and release a chemical that makes us feel good” she reported. “Eating chocolate has the same effect.” This scientific finding was followed by considerably more sobering realities, but her talk was also filled with practical advice and encouraging support for the non-profit sector. Below are some of the highlights:

Current Trends in Philanthropy

- Governments all over the world are decreasing support of charities and the private sector is taking on a bigger share of this work.
- Both corporate and private donors are looking for more hands-on involvement in the causes they support and are no longer interested in simply writing a check.
- There is increased interest in “Solution-oriented philanthropy”. Many families are beginning to take on the image of the causes they support, thus making choices of charities to support even more important.
- Corporate giving now demands charities to tie into their strategic interests, such as employee involvement, community outreach to underprivileged populations and microfinance.
- The average age of donors is rising, which means that there is a lack of giving in the younger generation.
- In the United States USD 300 billion is annually donated to charity, mostly to religious organizations and very little of that pie goes to the arts. To meet the challenge, arts organizations must position the arts as a means of solving global problems.

研討會上伯曼向參加者介紹環球慈善事業的概況，同時分享個人累積多年經驗所得的數據和實況。

慈善事業發展趨勢

- 綜觀環球各地政府正陸續減少對慈善團體的資助，意味私人企業在這方面的承擔正逐漸擴大。
- 企業和獨立捐款人多要求一些可以讓他們親身參與的慈善項目，漸漸遠離以往那種「自動送上支票」的關係。
- 由於這「親身參與」的條件，慈善家族會謹慎挑選和支持能配合和建立家族慈善事業形象的慈善項目。
- 企業捐助也要求受惠團體可以配合企業的社會責任策略，如項目是否容許員工參與和社區外展覆蓋度等元素。
- 捐款人的平均年齡正在老化，慈善界需要年青一代的捐款新力軍。
- 在美國，平均每年有三千億慈善捐款收入，大部分都是捐給宗教團體，只有很少部分是歸屬藝術旗下。藝術團體的挑戰因此須重新把藝術定位成可以解決環球危機的必要法門之一。

「慷慨可以刺激大腦釋放一種令人舒暢的物質，」伯曼如是說。「感覺就如吃巧克力般暢快。」



Lady Ivy Wu, Melissa Berman and Kenneth H.C. Fung