



Alabama Small Business Development Center Network

Strengthening Alabama's Economy, One Small Business at a Time.

www.asbdc.org

AW 108:

Nonprofit Strategy: Charity versus Social Change

This presentation will be given by John Whitman, UAH College of Business ICE Lab Director. This two-hour workshop is designed to describe the role of public charities in undertaking charitable work in contrast to undertaking social change.

Course Objectives: By the end of the workshop, participants should understand how philanthropic giving has evolved from charity to social change in historic context, beginning with ancient Judaism, through the Statute of Elizabeth of 1601 (Statute of Charitable Uses), through the emergence of the modern philanthropic foundation, and up to the present day, with an increasing pressure for accountability in an increasingly complex society. more specifically, participants should be able to apply a conceptual framework for understanding social change, the role of social values, and how to allocate financial resources to achieve social change.

Who Can Benefit: The workshop is specifically designed for current and prospective board members, executive directors and chief executive officers, and funders of nonprofit organizations, whether private, community, corporate, operating, or family foundations, specifically those in the role of foundation board members, program managers, or individual philanthropists.

Friday, November 21, 2014
2:00 p.m. – 4:00 p.m.

Huntsville Chamber of Commerce, 225 Church Street , Huntsville, AL 35801

Visit our website for registration <http://www.uah.edu/sbdc>

Registration is required as seating is limited - Registration fee is \$20.00 per person.

GUEST SPEAKER: John R. Whitman, PhD is Visiting Assistant Professor of Entrepreneurship and Leadership and Interim Director of the Innovation, Commercialization, and Entrepreneurship Lab (ICE Lab) at the UAH College of Business Administration. In addition to teaching he is building the entrepreneurial ecosystem in Huntsville, serves on small company boards, mentors start-up CEOs, and judges and coaches students in business plan competitions.

Prior to moving to Huntsville in 2013 he taught at Northeastern University, Babson College, Harvard University, Georgetown University and American University. Also, Dr. Whitman founded and sold an international software company, consulted to business school deans in assessment and evaluation, and developed international environmental programs.

John has served on the US Research Team for the Global Entrepreneurship Monitor, published peer-reviewed articles in Nonprofit Management & Leadership, authored book chapters in textbooks on the social economy, entrepreneurship, and intellectual property law, and co-authored a peer-reviewed book, The Social Economy of the United States (University of Toronto Press, forthcoming), and an earlier book, Creating Service Quality in Libraries (American Library Association, 2001).



Reasonable accommodations for persons with Disabilities will be made if requested at least two weeks in advance.
Contact: Magdaline Braxton Staff Assistant , 301 Sparkman Drive, Huntsville AL 35899 (256-824-6422).

The SBDC at UAH is a member of the Alabama SBDC Network, funded in part through a cooperative agreement with the U.S. Small Business Administration.