

Strategické darcovstvo v kontexte premeny Nadácie Českej sporitel'ne: Popis dvoch rozličných darcovských stratégií

Abstract

This thesis deals with the issue of corporate philanthropy and its challenges in a case study of the transformation of the donor strategy of the Česká sporitel'na Foundation after its merging with the Depositum Bonum Foundation. The outcome of this study is a description of the merger of these foundations, and the aspects of the strategy in which the change took place. It is an assessment of the foundation's giving style, its relationship with the state, and the level at which it seeks to achieve social change. A further objective is to identify whether the new strategy shows signs of effective philanthropy or other approaches that might aid it in dealing with the challenges, that foundations of this type face, particularly the issues of legitimacy, effectiveness and accountability to stakeholders.

Keywords: civil society, non-profit organisation, corporate foundation, corporate philanthropy, effective philanthropy, strategic giving, venture philanthropy.