

**Nordic Association of Agriculture Science (NJF)**  
**Continuous international scientific conference**  
**“Challengers of Economics, Education and Society Development in the Nordic – Baltic Countries and beyond” organised by Section of Economy, Education and Society**  
**Programme for the virtual seminar on March 5<sup>th</sup>, 2025 (Wednesday)**  
**13:00 to 14:30 Eastern European time (12:00 to 13:30 Central European time)**  
*The link for joining the conference event presented at the end of this programme*

**Presentation 1**

**Title: HISTORICAL, THEORETICAL AND FORMATIVE ASPECTS AND TENDENCIES OF THE PHILANTHROPICAL ORGANISATION OPERATION**

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**Annotation:** The origins of philanthropy can be traced back to the ancient world, when giving was based on altruism. The church played an important role in the formation of philanthropic traditions by establishing collection after services. This tradition of supporting religious philanthropic organizations continues today.

During the last 35 years, Latvian university philanthropy organizations have taken into account the experience of university philanthropy organizations in developed countries of the world, adapting some of the lessons learned to Latvia's needs.

A significant role is also played by the willingness of universities to develop strategies for attracting donations, which list target audiences and ways to address them - various communication models between universities and patrons, graduates, students, society in general. The impact of philanthropy on university development needs to be measured.

Graduates are an extremely important resource for the existence and development of universities. Universities should work more actively, strengthening the loyalty of these potential donors already during their studies, involving existing students in various university events, their creation, thus deeply developing the students' sense of belonging to the university. As a result, students will be more motivated to donate to their university when they become graduates. Universities should offer graduates diverse opportunities to get involved in university life, not only by donating, but by supporting them with pro bono professional consultations or volunteer work.

Universities must work very purposefully with both existing and future patrons. University management, administration and philanthropy staff should actively work to ensure that cooperation with existing and potential patrons is structured and that they are satisfied with the cooperation. The motivation of patrons to donate is different, for example, it can be the desire to support their university, a connection with the university they graduated from, prestige, the desire to offer internship opportunities in companies that are patrons, as well as the satisfaction and joy of donating.

It should be emphasized once again that cooperation with graduates is extremely important. On the other hand, the quality of the study environment is important for the graduates, so that it encourages the university graduates to develop it even better with donations. Alumni are happy to volunteer their time or as pro bono experts; informing existing students about the possibilities to donate and ensuring feedback between the university and alumni is the key to successful fundraising. Donation opportunities in the "grain" and the possibility of support by becoming a mentor allow you to maintain and strengthen the connection with alumni. If the graduates are satisfied with the existing cooperation, it becomes the basis for donations, especially if the university is proud of its success stories. It is essential that the goals of the donation are understandable and clear. In addition, it should be taken into account that more support is expected from those graduates who themselves received support from patrons while studying. One of the cornerstones of successful fundraising is the day-to-day work of outstanding, professional philanthropic practitioners with current and future patrons. The quality and diversity of university study programs is also important. Philanthropy practitioners conduct an audit of existing needs, prioritizing needs, and also ensure transparency of the philanthropic organization's operations by encouraging patrons to think long-term when drafting testamentary wishes.

**Keywords:** philanthropic organizations, donation opportunities, universities, graduates, students, Latvia.

**Link to Google Meet platform:**

**[meet.google.com/xqg-bnak-gae](https://meet.google.com/xqg-bnak-gae)**