



**CGAP**

Centre for Charitable Giving  
and Philanthropy

# The Tail Wagging the Dog?

Co-producing a pilot on donor  
education

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Co-production  
**THE IDEA**

## *From Ivory Tower...*



*‘The great scientists have all the qualities of the gods; they have ways of knowing things that we ordinary mortals could never acquire’*

*Adam Phillips, Big Science and Little White Lies*

*...to multiple  
realities*



Co-production

# THE CONCEPT

# Clear theory...

	Design				Evidence gathering		Analysis		Dissemination	
	Initiation	Scoping and specification	Commissioning	Methodology	Literature review	Data gathering	Processing evidence	Reporting	Publication	Learning
<b>Informant</b>						X				
<b>Recipient</b>						X				X
<b>Endorser</b>		X				X				X
<b>Commissioner</b>	X	X	X	X		X			X	X
<b>Co-researcher</b>	X	X	X	X	X	X	X	X	X	X

Utilisation ↓ Academic independence ↑

Martin S, 2010, *Co-production of social research: strategies for engaged scholarship*, Public Money and Management, 30:4, p 214

## ...messy and difficult reality



- Overcoming diverse ‘cultures’ and ‘languages’ – real and stereotypical
- Professional challenges and scepticism
- Resources, rewards, recognition
- ‘Knowledge’ vs ‘advocacy’
- Deep insights vs lack of critique

Co-production

# OUR WORK



# The Idea...



- gauge broader interest in the co-production approach within third sector organizations
- identify potential research co-producers with whom we will undertake pilot work related to CGAP's research areas
- organise an informal and open seminar for Scottish third sector organizations.

## ...where we are...



- Open call launched at *The Gathering 2010*
- Ongoing discussions with key players across Scotland
- Identified 'donor education' as an initial research project
- Official launch of the first pilot in September 2010

## ...and where we are going

### Donors as 'Philanthropy's Forgotten Resource? (Siegel and Yancey 2003)

#### Aim:

- Gain a better understanding of the field
- Identify and map existing donor education programmes
- Explore lessons and knowledge that have emerged across space and time and the relevance to the UK context
- Examine existing and future challenges to and opportunities for donor education
- Develop and advance co-production as an area of research design
- Identify ways of dealing with co-production challenges



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