

# Promoting Philanthropic activities in Education through National incentives: The Case of Sultan Qaboos Award for Voluntary Work



Dr. Wajeha Al-Ani

[wajehaalani@gmail.com](mailto:wajehaalani@gmail.com)

[wajeha@squ.edu.om](mailto:wajeha@squ.edu.om)

Department of Educational Foundations and Administration

College of Education

Sultan Qaboos University

# Introduction

- In recent years, many organizations strive to maximize their efficiencies by investing in their human resources.
- Many countries around the world, a special day is set aside to recognize and honor the great contributions of **philanthropy**.
- In Oman, many people volunteer for various causes and for different organizations.
- People in Oman strive to identify, recruit and orient others towards volunteering each year. These people are committed to stimulate volunteer engagement among their friends, colleagues, and their community and as well as their society.

## The Need for philanthropy in education

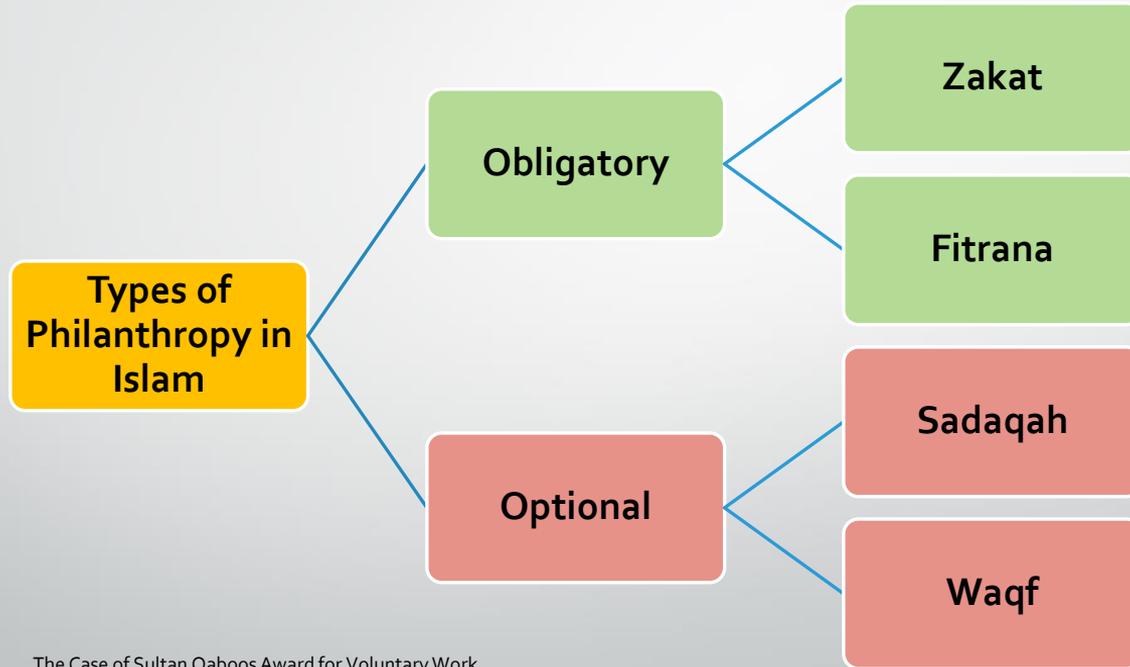
- There is an increasing reliance on private philanthropy to meet the basic human needs of societies around the world.
- Today, there are a wide range of philanthropy on offer, also ones that consider private donations of money, property, and time. Philanthropy today is largely directed toward non-profit organizations

- Volunteer work enables people to be more oriented, and concerned about their society. Stein (2011) indicates that volunteerism is an essential component of a non-profit workplace today, especially in light of diminishing financial resources faced by many non-profit organizations.
- Volunteers have demonstrated their value to non-profit organizations and play an important role in all operations for non-profit organizations.

# Professional fundraising

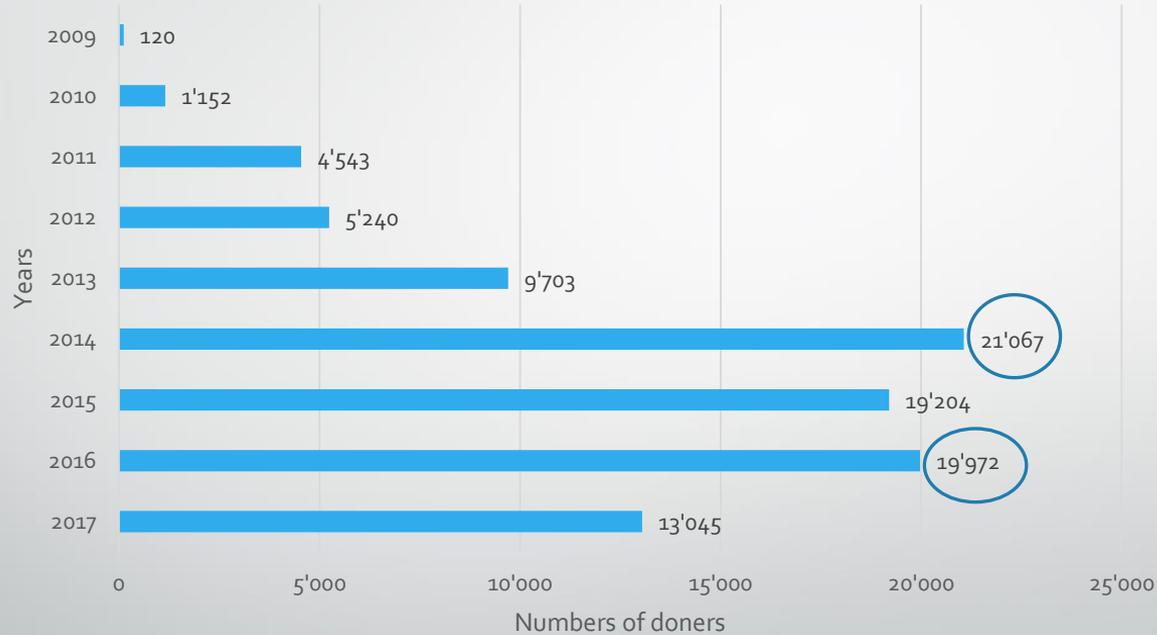
- Roger (2013) draws our attention to the Association of Fundraising Professionals (AFP) which advances philanthropy by enabling people and organizations to practice ethical and effective fundraising.
- AFP believes philanthropy is so powerful and inspiring because it is voluntary - that through the goodness of our hearts, our need to connect, and our desire to see a better world, we come together to improve the quality of life for all people.
- In Islam for example there are two types of philanthropy:
  - 1- Obligatory
  - 2- Voluntary.

# Types of philanthropy in Islam

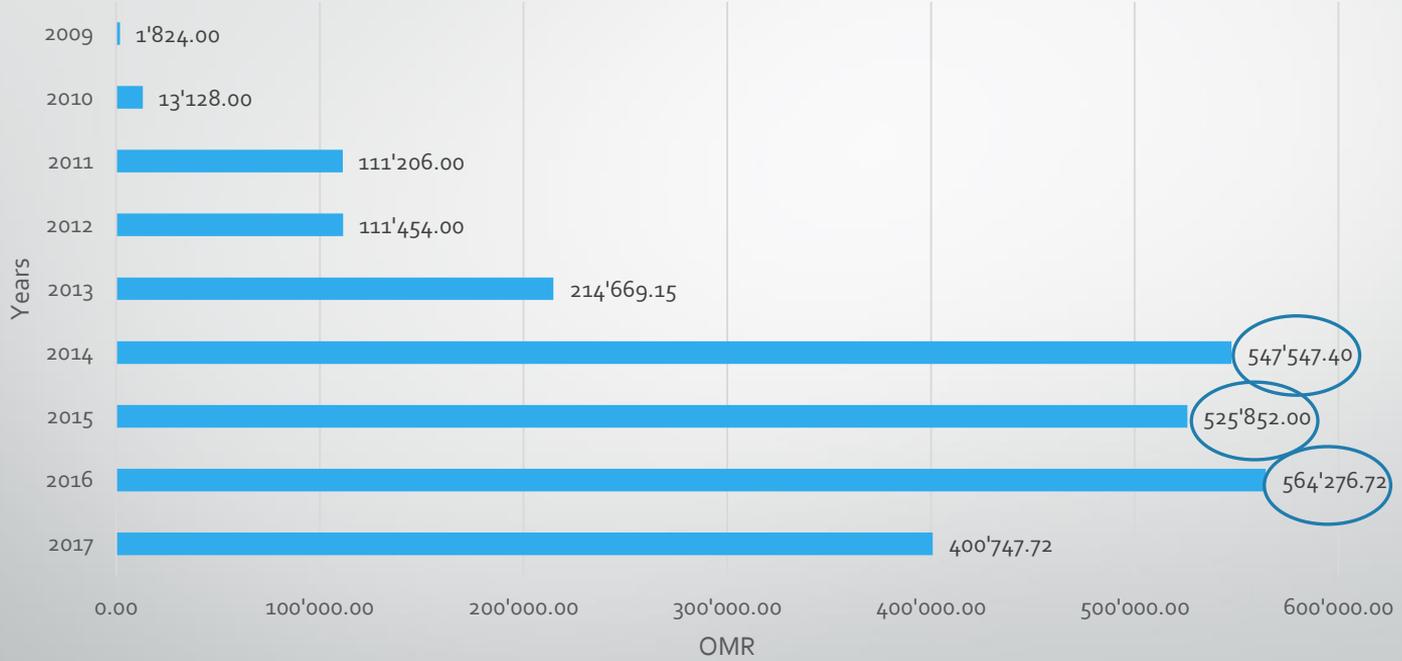


## Types of philanthropy in Oman

Number of donors (From 2009-2017) in Oman



Total Amount Raised per Charity (From 2009-2017) in Oman



# This research answers the following questions:

- What are the type of fields that the SQAVW distributes the awards to during the four award cycles?
- What is the effectiveness of the Sultan Qaboos Award for Voluntary Work in promoting philanthropy in social development related to education?

## Brief Glance at the Sultan Qaboos Award for Volunteerism

- The Sultan Qaboos Award for Volunteerism is one of the first awards to promote volunteerism in the Sultanate of Oman.
- It is also an important event for the promotion and encouragement of volunteerism in all forms, especially at a stage where support and cooperation with voluntary work is needed.
- The Award's vision is to activate voluntary work, deepen its reach to its target audience and extend its reach to include new categories and innovative activities in the Omani society and to build a national heritage in the field of voluntary work.

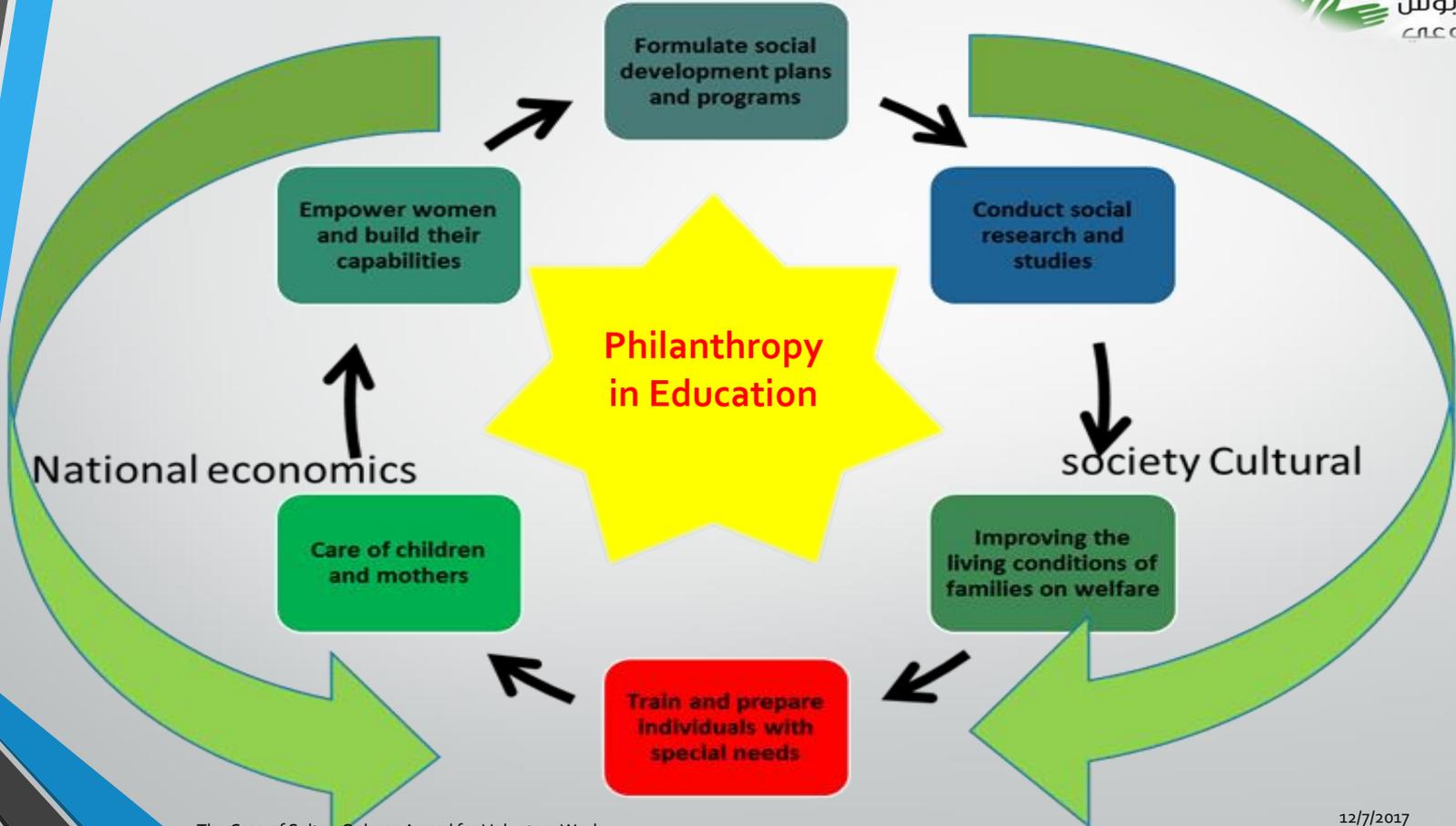
## The book



اصدار ٢٠١٤-٢٠١٥

<http://www.mosd.gov.om/HMV/index.php/ar/2017-04-10-17-54-29>

# The Study Conceptual Framework



# Study methodology and procedures



- The purpose of this study was to examine the promotion of philanthropic activities in education through national incentives by highlighting the case of the Sultan Qaboos Award for Voluntary Work.
- It focused on the participants who were winners of the Sultan Qaboos Award between **2011 and 2015** and whether their voluntary projects are still active to promote philanthropy in social development related to education.
- The material for the study was gathered through quantitative and qualitative interviews conducted with **17 award winners**, who were individuals, groups and societies.
- This study also attempted to investigate the role of the Sultan Qaboos Award for Voluntary Work in promoting philanthropy in various social development aspects.

- This research is a quantitative study and the main instrument of this study is a questionnaire developed by generating a list of factors derived from various literature. These factors are related to the importance and effectiveness of the awards for philanthropic practice.
- The instrument of the study was validated.
- A sample of 17-responses was gathered from winners of the Sultan Qaboos Award.



The opening  
workshop  
ceremony of  
the project





## Some of the field visits and observations



## Study sample description

Variables	Type	Frequency	%
Provinces	Muscat	9	52.9
	AL Dhahirah	1	5.9
	AL Dakhiliyah	5	29.4
	AL Sharqiyah	1	5.9
	Dhofar	1	5.9
Experience in volunteer work	1-4 years	9	52.9
	5 years and more	8	47.1
Total		17	100%

## Study Results

- According to the first question that aim to analyze the type of fields that the SQAVW distributes the awards to during the four award cycles.
- The result of the study shows in the following table

Award cycle	Year	Award fields	Number of the Winners		Total OMR	
			Groups/ societies	Individuals		
1 <sup>st</sup> cycle	2011	Philanthropic, social, handicapped, health	4	3	120,000.00	
2 <sup>nd</sup> cycle	2012	Culture, social, education, health, environment, information technology	4	3	100,000.00	
3 <sup>rd</sup> cycle	2013	Information technology, health, social, philanthropic	3	4	108,000.00	
4 <sup>th</sup> cycle	2015	Children and youths, social, philanthropy, handicapped	4	2	122,000.00	
Total			15	12	*450,000.00	
*One OMR equals to 2.60 \$						

Question number 2:

What is the effectiveness of the Sultan Qaboos Award for Voluntary Work in promoting philanthropy in social development related to education?

- To meet the objectives of this question, data was analyzed using a SPSS package which computed the means and standard deviation for each domain and the total that reflected the respondents point of views. The result of this study identified the importance and effectiveness of the Sultan Qaboos Award for Voluntary Work (SQAVW) in promoting philanthropy in social development related to education. This is shown in the following Table.

The result of this study identified the importance and effectiveness of the Sultan Qaboos Award for Voluntary Work (SQAVW) in promoting philanthropy in social development related to education. This is shown in Table 4.

Domains	Mean	S.D
Importance of the award	4.28	0.450
Effectiveness of the award	4.18	0.457
Total	4.24	0.385

<i>Importance of the award</i>	Means	SD
Promoting the culture of volunteerism in the Omani society	4.76	0.437
Encouraging young people to volunteer	4.70	0.469
Attracting new individuals to voluntary work	4.47	0.799
Increasing a sense of loyalty and belonging to the homeland	4.41	0.870
Promoting positive competition among volunteers	4.41	0.507
Promoting the principles of positive voluntary work	4.29	0.587
Achieving humanitarian goals through caring for others	4.29	0.771
Promoting constructive competition between voluntary institutions in the community	4.29	0.771
Activating cooperation between voluntary institutions and civil society associations	4.23	0.970
Developing positive community service values in young people	4.23	0.831
Encouraging voluntary initiatives to contribute in the development process	4.23	0.970
Developing a social sense and adaptation with others	4.17	0.635
Developing social responsibility values in young people	4.11	0.696
Developing a sense of faith in the individuals through philanthropic actions	4.05	0.899
Creating a generation of young people who are able to deal with crisis and solve problems	4.05	0.658
Inculcating noble values related to philanthropy in local individuals in society	4.05	0.747

Effectiveness of the award	Means	SD
The project should have a social benefit impact	4.88	0.332
The project should have clear executive procedures	4.58	0.618
The project should be characterized as philanthropic volunteer work	4.52	0.799
The project should be beneficial for large segments of society	4.23	0.831
There should be a guarantee for the continuity of the project	4.23	0.903
The cost of the project should be suitable for its executive resources	4.17	0.882
The project should be consistent with the country's sustainable development plans	4.17	1.074
The idea of the project should be innovative	4.11	1.053
The project should have qualified and excellent trained human resources	4.11	0.927
The project should have sponsors (government, private)	3.82	1.131
The project should work under an authorized organization to maintain its continuity	3.70	1.311
The project should produce an added value to the national economy	3.58	1.121

# Results of the study

- The result of the study revealed that the SQAVW has a truly significant national scope to establish basic knowledge of philanthropy in the Omani society . This knowledge will be able to assist non-governmental organizations focus on philanthropic activities by leveraging on the activities of extant groups, identifying best practices, and suggesting new areas of volunteer work and operations.
- Most participants indicated that the SQAVW promotes a culture of volunteerism in the social fabric of Oman

- The award encourages young people to participate in volunteer work and also promotes constructive competition between voluntary institutions in a community.
- The award plays a vital role in developing young people's attitudes toward the positive value of community services.
- The award also encourages volunteer initiatives to contribute in the development process of philanthropy and develops a social awareness of others.
- The award demonstrated the value of philanthropy and allowed philanthropic work to be seen as a noble job amongst people in society

# Indicators of the Sultan Qaboos Award of Voluntary Work



Looking at the importance of the award, many indicators have been classified:

- **Indicators of the promotion of a culture of philanthropy among youths:** These focus on encouraging young people to volunteer; attract new individuals to voluntary work; promote positive competition among volunteers; develop positive community service values in young people.
- **Indicators of national increasing sense of belonging:** These focus on increasing a sense of loyalty to the homeland; achieving humanitarian goals through caring for others; and activating cooperation among civil society organizations and voluntary institutions.
- **Indicators of social development:** These focus on developing social responsibility values; developing a sense of faith in the individual through philanthropic actions; and inculcating noble values relating to philanthropy in the community.
- **Indicators of volunteer work management:** These focus on raising a new generation who are better able to deal with a crisis and solve problems; and activate the participation of civil society institutions in the sustainable development plans of Oman.

The effectiveness of the award, many indicators have been classified:

- **Indicators of the project's social benefits:** These focus on the project beneficiaries and the consistence with the country's sustainable development plan.
- **Indicators of projects' ideas:** These focus on the projects' innovative ideas and its impact on social benefits.
- **Indicators of projects' economic efficiency:** These focus on the project's value add to the national economy; the authority the project has to protect its continuity; and its cost should not over exceed the average level of project costs.

## Recommendations and suggestions

- Foster the concept of volunteerism in the school curriculum from an early stage to increase peoples' awareness of its social return in society.
- The award should be offered for projects that aim to serve sustainable development plan domains (health, living expenses, and education).
- Establish a national independent association for volunteerism to pool together all NGOs to cooperate and work together. This will help organize their efforts to apply for a good project which deserves the volunteer work award.

## Recommendations and suggestions continue..

- Introduce the modern concept of volunteerism in to the vision and mission of NGOs through developing their activities around sustainability and the development of social services. This will help to disseminate the social and economic values of volunteerism among young people in society.
- The volunteer award should be directed toward adding value to the social economy as well as diversifying the economy in Oman so it can overcome a national economic crisis.



THANK YOU  
FOR YOUR ATTENTION