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**Author**

GALLO, Maria L.

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**Abstract**

Philanthropy in Irish higher education has an interesting historical reference point, with the role Atlantic Philanthropies played in steering the agenda for philanthropy in higher education institutions. To investigate the question of philanthropic culture in Ireland, this research draws on policy documents and academic literature related to Ireland to analyse how creating and fostering a philanthropic culture (in particular for giving) is discussed. An illustrative case study of an Irish higher educational institution is presented to explore the culture of giving. The case study findings suggest that the university's philanthropic infrastructure educate students and alumni on the role of philanthropy in developing the campus, while identifying future strategic giving opportunities. The wider literature reinforces the need to build infrastructure, to expand national policy and to extend this education on the value of philanthropy in the public discourse. (HRK / Abstract übernommen)