CASE Insights℠ on Philanthropy (United Kingdom and Ireland)

2022–23 KEY FINDINGS

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

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CASE INSIGHTS℠ ON PHILANTHROPY (UNITED KINGDOM AND IRELAND) EDITORIAL BOARD

The Editorial Board members helped manage the project by contributing their time and expertise at each stage of developing this report. They were involved with survey review, script creation, survey promotion, data collection, data verification, analysis, report writing, and dissemination.

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NOTE FROM THE CASE PRESIDENT AND CEO

I am pleased to introduce the 2022-23 edition of CASE Insights℠ on Philanthropy (United Kingdom and Ireland), where we see the generosity of nearly 170,000 donors who gave £1.37 billion in philanthropic support during the year to higher education institutions in the United Kingdom and Ireland. This support demonstrates the deep respect these donors have for the institutions that transform lives and society through their vital work in advancing education and research. It also reflects considerable generosity on the part of those who give.

The Editorial Board's Foreword and the Executive Summary provide good summary detail on the data in the enclosed report. That noted, I would like to focus on why this, and other annual CASE surveys are vital to advancing understanding of the role of philanthropy in higher education in the region. Just last August, CASE, in collaboration with More Partnership, published the *CASE-More UK Philanthropy in Higher Education report* based in part on ten years of data collected through the CASE Insights on Philanthropy survey, formerly the CASE-Ross survey. Key takeaways from that thorough review of a decade of giving continue to be true today with the publishing of this report:

- Leadership matters – partnership between advancement professionals, academic leaders, and the vice-chancellor is critical to ongoing success in championing our institutions.
- Universities are charitable causes – and we need to continue to educate our communities about the role of our institutions as active players in the charitable sector.
- Our teams should reflect their communities: diversity within advancement teams enables better connection as institutional communities become more diverse. Our work is better when we see it from multiple perspectives.
- Corporate collaborations warrant strategic thought and engagement. As you will see in this year's key findings, 73.0% of new funds committed come from organisations and 27.0% from individuals. Both types of partners matter; strategic engagement of each group is vital.
- More opportunity can be gained from regular giving and expanding alumni giving. In the 2022-23 key findings, we see that alumni donors decreased by 1.8%. However, on average, less than 1.0% of contactable alumni across the region made contributions during the year.

These are a subset of the overall recommendations advanced in the CASE-More Report. I share them here as they reflect the findings in the 2022-23 CASE Insights℠ on Philanthropy (United Kingdom and Ireland) and provide a path for even greater success.

Benchmarking builds better insights for all. This survey, which is rooted in the CASE Global Reporting Standards, allows us to see trend data to better understand the impact of our work and to determine how to increase philanthropic investment in educational institutions in the United Kingdom and Ireland and in other parts of the world. Your engagement in this and other CASE surveys helps us build the rich global repository across CASE Insights℠ that informs the profession.

CASE extends our gratitude to the Editorial Board and to all the institutions that have made this report possible. Advancement teams champion their institutions to their many constituencies; we acknowledge that participating in surveys adds an additional level of activity for advancement professionals, but we firmly believe that what we learn from these data informs our work today and our success in the future. To learn more about the CASE Insights℠ benefits available as part of your membership, visit *www.case.org/case-insights*.

Sue Cunningham
President and CEO
Council for Advancement and Support of Education (CASE)

FOREWORD

Steady: a key word for UK and Irish higher education. In uncertain and challenging times, it is heartening that the CASE Insights℠ view of philanthropy for the sector is that we are—largely—holding steady as we raise vital funds to advance research and support students across England, Scotland, Wales, Northern Ireland, and Ireland. Headline figures are comforting. Higher education institutions recorded £1.43 billion of new funds committed (down fractionally from last year's all-time high, which included several nine-figure gifts) and a new all-time high of £1.37 billion in funds (cash) received.

We are delighted that survey participation rose slightly to include 92 participating institutions (the handful that did not submit this year was balanced by a bigger handful of returners and newcomers). Both the survey Editorial Board and CASE hope that this increase signals a turning point and that we may edge back towards the heady years when more than 100 higher education institutions submitted data. This growth also helps explain the slight expansion of the Fragile cluster from 11 to 13 institutions. We welcome these new Fragile institutions because their willingness to share their journeys reflects realities faced across the sector. (However, it gives us pause that some institutions that began an advancement programme in the 1990s are in the Fragile cluster.)

Participation matters hugely, as philanthropy provides a welcome injection of funding that offers growth potential to a sector with mostly flat and highly competitive income streams and rapidly increasing cost bases. The CASE Insights℠ survey provides the most comprehensive data set to help us analyse and understand both sector trends and which institutions succeed at fundraising. This, in turn, enables us to identify best practices and learn from one other. A rising tide has the potential to float many boats, even the smallest ones.

The report shows that some sector trends we have referenced for years continue apace. The decline of "mass" fundraising seems inexorable, with the number of overall alumni donors reducing yet again, whilst the (much smaller) set of organisation donors continues to rise. Both the mean and median investment in alumni magazines are up yet again—suggesting that a surprise overall increase in alumni magazine investment results from investment by just a few large institutions that are bucking a general sector move towards digital rather than paper materials for alumni engagement. This shift, sadly, can risk disenfranchising the less digitally comfortable members of alumni populations. (The inflation of print and postage costs puts paper magazines out of reach for many institutions.)

For the second year in a row, the number of institutions raising more than £20 million each (new funds committed) has remained the same, an all-time high of 12 institutions. Ten more institutions received funds ranging from £10 to £19.9 million, and 14 institutions received between £5 and £9.9 million. Institutions in the Moderate, Developing, and Emerging clusters, however, continue to jockey for position in the peloton (*CASE-More UK Philanthropy Report, August 2023*), but many of the data points we measure held steady for these institutions. The change we observed last year, of a reducing dependency on the top three gifts for these clusters, held steady. It seems that attention is still being paid to donor pipelines, and this attention continues to pay dividends.

Some other trends are harder to mark accurately, in part because this year we introduced some new questions. Some of these questions mark the maturity of the sector; others will help our UK and Ireland findings better align with those of other CASE regions.

For instance, far greater detail is now available (where participants were able to enter data) in relation to the purpose of funds donated. More detail is also available about the number of donors based on both donor type and levels of giving. Over time, this increased level of detail will unlock insights into how the sector moves and adapts.

We caution against comparisons with previous years, however, in one specific area: the analysis of costs, or institutional investment in fundraising, alumni relations, and (new this year) development services. (In past years, investment and staff numbers in the latter category were meant to be divided evenly between the first two categories.)

We observe that the change in *total* investment across all three areas, from one year to the next, may be too significant to be fully accurate. Overall investment, using the baseline charts, seems to have risen from just more than £171.1 million last year to more than £209.8 million this year (a 17.6% increase), with total staff numbers rising by 9.6% from 2,395 to 2,712. We cannot be sure whether factors such as a relaxation of COVID-19 recruitment freezes may be in play; whether last year was underreported; or whether this year is overreported—or some combination thereof. It is a substantial whole-sector shift.

More generally, we celebrate the clarity afforded by separate reporting of the costs of development services, and we await next year's data so we can be more assured about the accuracy of reporting. Indeed, long-standing, loyal readers of this survey will know that questions, parameters, and choice of analysis flex over time.

Audiences for the survey and this report vary widely—from practitioners and vice-chancellors who value benchmarking to compilers of league tables to analysts of the health and success of the higher education sector and others. Our ultimate aim is to serve all of these groups and more by asking the right questions for the sector at this moment in time and providing useful observations about some of the things we see.

With this goal in mind, we are delighted that CASE will soon update the platform that institutions use to record data. This change will streamline data entry and flag potential reporting errors right away. The update will also facilitate the holy grail of philanthropy analysis for education: our ability to benchmark with other institutions globally. We also plan to work with CASE to review the criteria we use to perform our cluster analysis each year, possibly to take advantage of new data points available, and crucially to ensure that our analysis remains relevant to the sector.

Last year, we reflected on 21st-century issues for our profession: our ability to stay in touch with (and our relevance to) alumni, as well as concerns related to due diligence and relationships. This year, we remind ourselves that—for institutions across the spectrum in higher education—the value that fundraising and alumni relations drive into our sector is significant. This value continues to grow and to impact our ability to change the world for the better through research and students' learning. Numbers alone never tell the full story of our work's impact.

Finally, we celebrate—as ever—the professional staff across the advancement spectrum who contribute to this survey each year. The investment of time you give to telling the story of our sector helps us all achieve more and thereby builds investment in teaching and research. We extend our warmest thanks to everyone who helps to strengthen advancement through the survey.

With thanks,
CASE Insights[SM] on Philanthropy (United Kingdom and Ireland) Editorial Board

EXECUTIVE SUMMARY

TOTAL NEW FUNDS COMMITTED IN 2022–23 WAS £1.43 BILLION

- The total new funds committed in 2022–23 was £1.43 billion.
- The average philanthropic funds[1] committed in 2022–23 decreased by 3.5% from the amount in 2021–22.
- On average, institutions sourced 27.0% of their new funds from individuals (including alumni and non-alumni), whilst organisations (including trusts and foundations, companies, lottery, and other organisations) contributed the remaining 73.0%.
- In 2022–23, individuals (alumni and non-alumni) constituted the majority of the donors of new funds committed (94.4%), whilst trusts and foundations contributed the majority of the total new funds committed (in £) (56.0%).
- In 2022–23, most donors of new funds committed (93.3%) contributed between £1 and £4,999.
- More than half (58.7%) of the total new funds committed were for restricted current use, followed by 18.5% for endowments, 18.0% for capital purposes (including property, buildings, and equipment), and the remaining 4.9% for unrestricted current use.
- Amongst 66 institutions that provided data, 232 donors made gifts or pledges of £500,000 or more during 2022–23 (institutions in the Elite cluster did not provide data).

TOTAL FUNDS RECEIVED IN 2022–23 WAS £1.37 BILLION

- The total funds received in 2022–23 was £1.37 billion.
- The average funds received in 2022–23 increased by 25.1% from the amount in in 2021–22.
- On average, institutions received 40.0% of funds from individual donors (both alumni and non-alumni individuals), whilst organisations (including trusts and foundations, companies, lottery, and other organisations) contributed 60.0%.
- In 2022–23, alumni constituted the majority of the donors of funds received (66.0%), whilst trusts and foundations made the majority of the contributions towards total funds received (in £) (44.6%).
- In 2022–23, most donors of funds received (89.9%) contributed between £1 and £999. On the other hand, the majority of funds received (40.4%) came from the £1m+ gift band. In other words, a small segment of donors provided most of the total funds received.
- The majority (59.8%) of the total funds received were for restricted current use, followed by 17.2% for capital purposes (including property, buildings, and equipment), 15.1% for endowments, and the remaining 7.8% for unrestricted current use.
- Funds received from legacy donations totalled £134 million in 2022–23.

AVERAGE NUMBER OF DONORS INCREASED BY 0.2%

- Ninety-one (91) participating institutions reported a total of 169,310 donors overall.[2]
- For the consistent cohort, the average number of donors increased by 0.2% from the number in 2021–22, and the average number of alumni donors decreased by 1.8%.
- Amongst institutions that provided breakdowns of donor types,[3] 96.5% were individuals and 3.5% were organisations (including trusts and foundations, companies, lottery, or other organisations).
- A small portion (0.7%, or 118,232) of the reported 16.9 million total alumni made contributions during the year.

AVERAGE TOTAL INVESTMENT (IN FUNDRAISING, ALUMNI RELATIONS, AND DEVELOPMENT SERVICES) INCREASED BY 17.6%

- In 2022–23, the total investment (for fundraising, alumni relations, and development services) was £209.8 million.
- Of the average total investment, 55.8% was on fundraising, 26.1% was on alumni relations, and 18.0% was for development services.
- Average total investment (for fundraising, alumni relations, and development services) increased by 17.6% from the amount in 2021–22.

[1]All average trend figures are for institutions that participated in the survey for all four years 2019–20, 2020–21, 2021–22, and 2022–23.
[2]Note that a member of the Elite cluster did not provide these data.
[3]Not all participating institutions provided a breakdown of total donors into subcategories.

- Staff costs accounted for 76.6% of average fundraising investment, 68.6% of average alumni relations investment, and 78.5% of development services investment.
- Non-staff costs accounted for 23.4% of average fundraising investment, 31.4% of average alumni relations investment, and 21.5% of development services investment.
- At an overall level, average fundraising staff constitute 50.2% of total staff, alumni relations staff constitute 27.7%, and development services staff constitute 22.1%.
- The average total staff (including fundraising, alumni relations, and development services staff) increased by 9.6% from the average in 2021–22.

The CASE Insights℠ on Philanthropy (United Kingdom and Ireland) survey supporting document provides definitions for recording philanthropic income, guidance on eligible funding, and general guidance for completing the survey. Philanthropic income includes gifts and donations or grants that are eligible and fall within the boundaries of philanthropic intent (i.e., the source of the funds is eligible, and the nature of the gift meets the survey's definition of philanthropic intent). Philanthropic support is reported in two ways:

- New funds committed (formerly "new funds secured") in a year are new monies and property committed in the reporting year from any individual or qualified organisation. This includes new outright gifts, new documented pledges for up to five years, and new qualified and documented bequests and legacy intentions if the donor is age 65 or older (*CASE Global Reporting Standards* 4.1). New funds committed exclude legacy payments and cash payments made against pledges committed in previous years. New funds committed reflect the success of current fundraising activity.
- Funds received (formerly "cash income received") are monies and property received within the reporting year from any individual or qualified organisation. This includes outright gifts, payments received to fulfil pledges made in the current or previous years, and realised legacy intentions (*CASE Global Reporting Standards* 4.1). Funds received exclude new pledges where payment has not been received. Funds received reflect the success of the current year's and past years' fundraising activity.

INTRODUCTION

The first CASE Insights℠ on Philanthropy (United Kingdom and Ireland), formerly the CASE-Ross survey, was carried out in 2002 (for 2001–02 data) and built on previous surveys undertaken within the Ross Group; the survey has been conducted annually since then.

The survey methodology has been adapted for use in other CASE Insights℠ surveys on philanthropy for Australia and New Zealand, Canada, continental Europe, and South Africa.

The survey for CASE Insights℠ on Philanthropy (United Kingdom and Ireland), 2022–23, was open to participants from 15 September through 24 November 2023. Invitations to participate were sent to 161 higher education and specialist institutions in the United Kingdom alone that are involved in some form of fundraising or alumni relations activity. Eighty-seven (87) institutions across the United Kingdom participated, yielding a response rate of 54.0% (see the appendix for details). Four higher education institutions from Ireland and the Institute of Cancer Research in the United Kingdom also took part in the survey, for a total of 92 institutions across the United Kingdom and Ireland that participated in 2022–23.

Participating institutions provided data for the 12-month period covering 1 August 2022 through 31 July 2023. Data have not been reweighted to estimate funds raised and other data for non-participating institutions, so reported totals only account for a portion of the total philanthropic support for higher education in the United Kingdom and Ireland.

CASE Insights℠ staff, with the support of the Editorial Board, queried data submitted by institutions against an exhaustive set of logic, ratio, arithmetic, and substantive tests, and survey participants were asked to confirm or correct their responses. Benchmarking data were made available to participating institutions at the time the report was released.

Cluster Analysis

Latent Class Analysis (LCA) was first conducted in 2013 on data from the CASE Insights℠ on Philanthropy (United Kingdom and Ireland) survey in 2011–12 to explore the possibility of uncovering groups of institutions that had similar fundraising profiles, and the analysis has been repeated every year since then. LCA was used to group institutions into different clusters based on certain defining variables that provided the most information about key characteristics of fundraising activities and for which there was sufficient variation between institutions to offer distinct patterns and differentiating factors. These variables include the following:

1. Average funds received over three years
2. Average largest cash gift received over three years
3. Average number of donors over three years
4. Average proportion of contactable alumni making a gift over three years
5. Average fundraising costs per pound received over three years
6. Average number of fundraising staff (full-time equivalent) over three years

Average figures for these variables across a three-year period were used to ensure that comparisons were based on performance over time rather than any single year. In earlier years, a five-cluster solution offered a good statistical fit for the data and made substantive sense. However, since 2015–16, additional analysis on the Emerging cluster was conducted. It was found that the institutions in this cluster could be further divided into two subclusters, producing a total of six clusters in recent years. The same process was first applied to the 2022–23 dataset of 92 institutions using Latent GOLD® 6.0 software. However, this did not yield clear clusters. Further analysis showed that the best fit was a five-cluster solution in which the largest cluster was then divided into two clusters: the Developing cluster and another larger cluster, which then divided naturally into a group of 17 Emerging and 13 Fragile institutions. Through most of this report, data are broken down into the following six clusters of institutions:

1. Elite (2 institutions)
2. Established (10 institutions)
3. Moderate (30 institutions)
4. Developing (20 institutions)
5. Emerging (17 institutions)
6. Fragile (13 institutions)

Interpreting the Charts and Tables

- Through most of this report (other than trends by key indicators), data are broken down into the six clusters of institutions.
- Descriptive statistics, mainly using the measures of central tendencies (e.g., arithmetic mean or average and median), were used to analyse the data and report on key variables on a confidential and aggregated basis.
- Mean figures provide a snapshot of the overall group's performance, including outliers, whilst median figures highlight the exact midpoint in fundraising figures across participating institutions.
- A normally distributed cluster has mean and median figures that are quite similar. Differences in mean and median figures may reflect the outliers in the data reported by a cluster, or they could reflect the varied nature of fundraising operations and/or the maturity of fundraising operations across participating institutions.
- The number of institutions given as the base (*n*) for a chart or table indicates the number of institutions that provided data for a response to a question or for the given variable or variables.
- For variables that were calculated based on the responses to more than one question in the survey, the variable was first calculated for each institution, then the mean was calculated at a cluster level and at an "all institutions" level.
- Aggregates reported for "all institutions" are calculated for all participating institutions that provided a response.
- All income figures in this report are reported in pound sterling (£ or GBP). Data reported in euros were converted to pound sterling using an average of the conversion rate for the survey period (€1 = 0.87029, or £0.87). Data from the 2023 edition of CASE Insights[SM] on Philanthropy (Canada) in partnership with CCAE that were reported in Canadian dollars (CAD) were converted to pound sterling using an average for the year through 31 March 2023 (1 CAD = £0.625). Data from the 2022 edition of CASE Insights[SM] on Philanthropy (Australia and New Zealand) that were reported in Australian dollars (AUD) were converted to pound sterling using an average for the year through 31 December 2022 (1 AUD = £0.5598).

KEY INDICATORS

The following section reports on new funds committed, funds received, contactable alumni, donors and investment in fundraising, alumni relations, and development services, investment in staff and activities. These key indicators provide a broad overview of the return on investment and economic impact of fundraising across institutions in the United Kingdom and Ireland.

Figure 1: Key Indicators, 2022–23

	n	Total	Mean	Median
Philanthropic Income				
New funds committed	90	£1,428,241,235	£15,869,347	£2,591,839
Funds received	92	£1,372,820,634	£14,921,963	£2,685,221
Alumni				
Total alumni	90	16,878,060	187,534	172,715
Contactable alumni	90	12,179,798	135,331	125,682
Alumni donors#	88	118,282	1,344	502
Donors				
Total donors*	91	169,310	1,861	809
Individual donors†	90	162,537	1,806	810
Organisational donors‡	90	6,046	67	42
Costs				
Fundraising costs	90	£118,503,860	£1,316,710	£531,802
Alumni Relations Costs	90	£55,512,253	£616,803	£316,564
Development services costs	84	£35,734,944	£425,416	£257,768
Alumni magazine costs	45	£3,992,748	£88,728	£59,484
Staff				
Fundraising staff (FTE)	90	1,377	15	7
Alumni relations staff (FTE)	91	768	8	5
Development services staff (FTE)	84	566	7	4

Note: All figures in this table are for all institutions that provided the data; this table has been compiled using responses to multiple questions, and hence the sample size varies. FTE = full-time equivalent.

#Many institutions (including one institution from the Elite cluster) did not provide data for this question.

*Includes individual and organisational donors; one institution from the Elite cluster did not provide data for this question.

†Includes alumni donors and non-alumni donors; one institution from the Elite cluster did not provide a breakdown of total donors into these subcategories.

‡Includes trusts and foundations, companies, lottery, and other organisations; a few institutions (including one institution from the Elite cluster) did not provide a breakdown of total donors into these subcategories.

A clear progression of fundraising capacity and performance is apparent, ranging from the nascent programmes in the Fragile cluster to the long-established, well-resourced, and highly productive programmes in the Elite cluster.

It should be noted that the fundraising performance of institutions with less mature programmes and fewer staff may fluctuate more from year to year as a result of discontinuities in staffing and investment and may be disproportionately impacted by changes in operations, programmes, or donor interests. It should also be noted that even in mature institutions, fundraising can vary widely from one year to the next.

Figure 2: Age of Development and Alumni Relations Programme by Cluster, 2022–23
(*n* = 92; number of institutions)

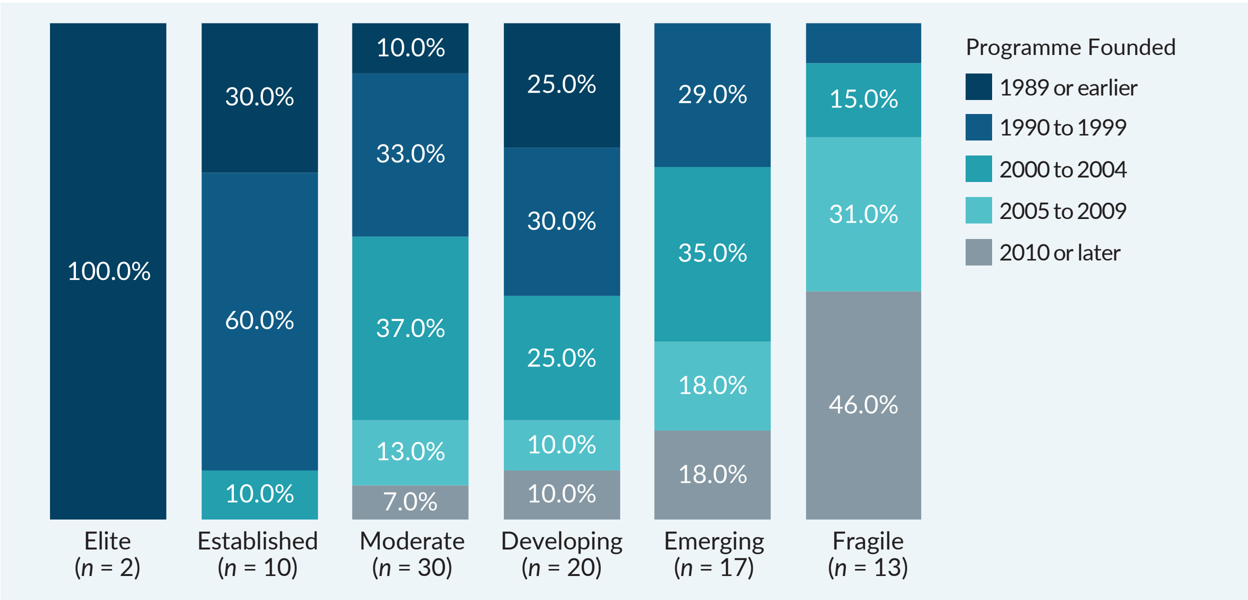
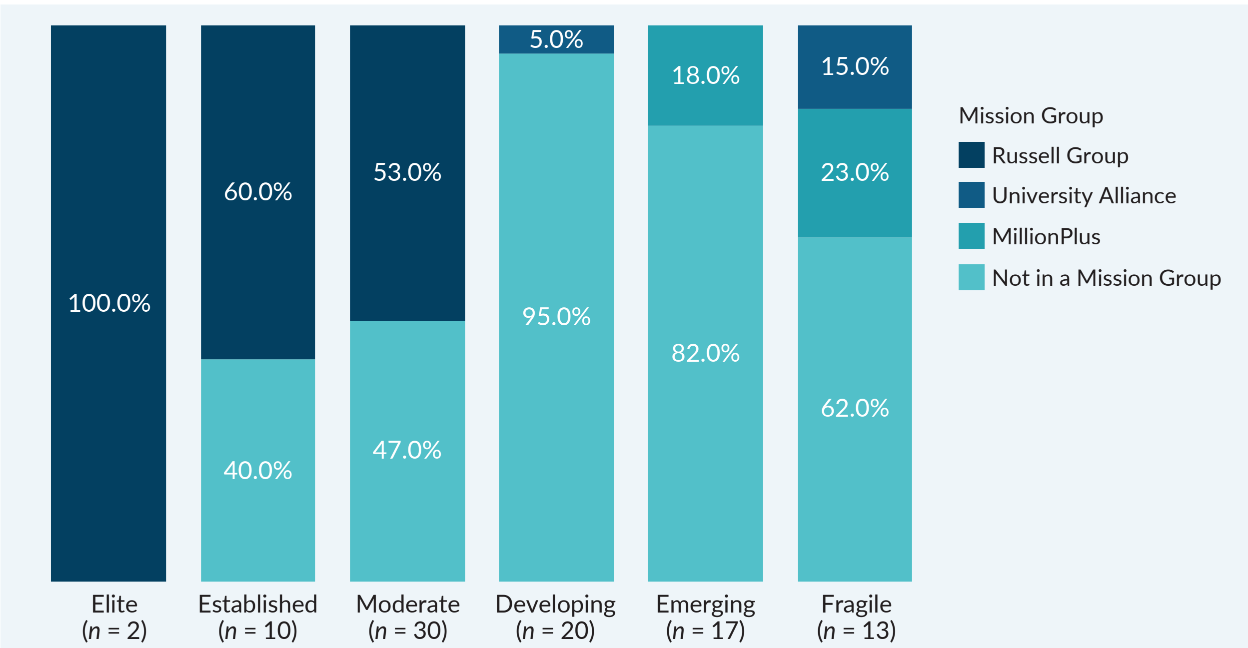


Figure 3: Mission Groups[4] by Cluster, 2022–23
(*n* = 92; number of institutions)



[4]Including Russell Group, University Alliance, and MillionPlus.

New Funds Committed

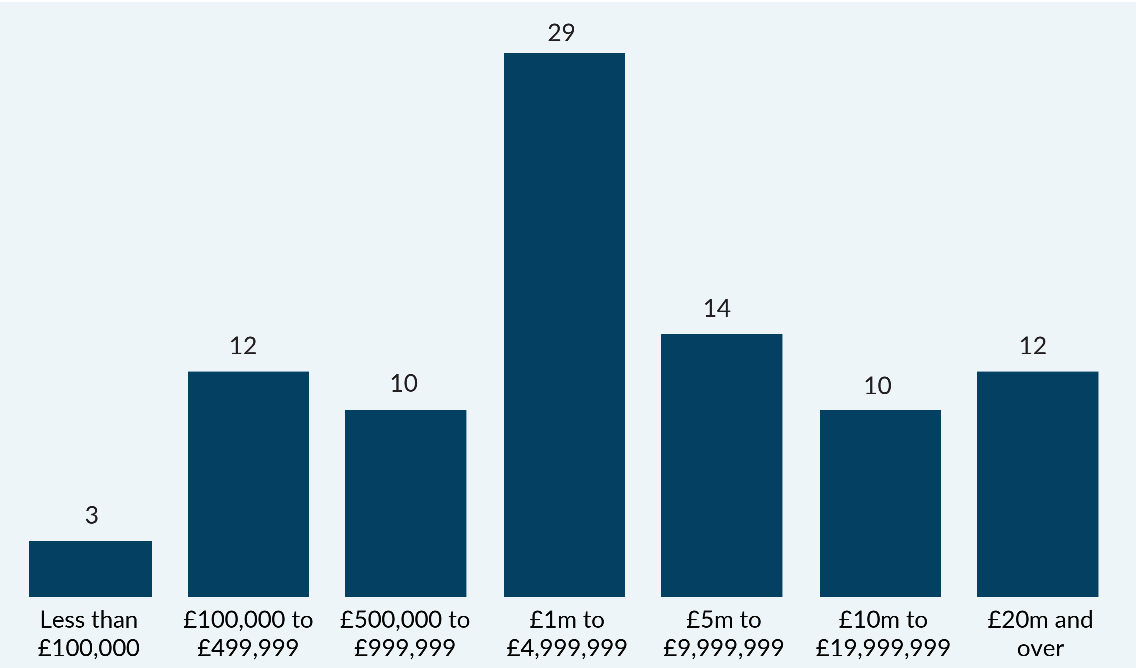
New funds committed in a year are new gifts and donations received and new documented pledges, including legacies,[5] for up to five years, as well as new qualified and documented bequests and legacy intentions if the donor is age 65 or older that are made during the year. The funds pledged may not have been received during the year. New funds committed *include* all legacy gifts where the funds have been received during the year and *exclude* cash payments made against all other gift pledges committed in previous years. Thus, the amount of new funds committed reflects the success of current fundraising activities and demonstrates the true impact of development efforts inclusive of new gift funds received in a year and the value of future commitments.

The total value of new funds committed for all institutions was £1.43 billion.[6]

Figure 4: Mean New Funds Committed, 2022–23

	New Funds Committed (*n* = 90)	Largest Pledge (*n* = 92)
Elite	£353,959,514	£60,168,332
Established	£34,686,991	£12,018,122
Moderate	£10,039,861	£3,727,106
Developing	£2,750,735	£817,358
Emerging	£767,352	£637,515
Fragile	£440,883	£328,455
All	£15,869,347	£4,171,586

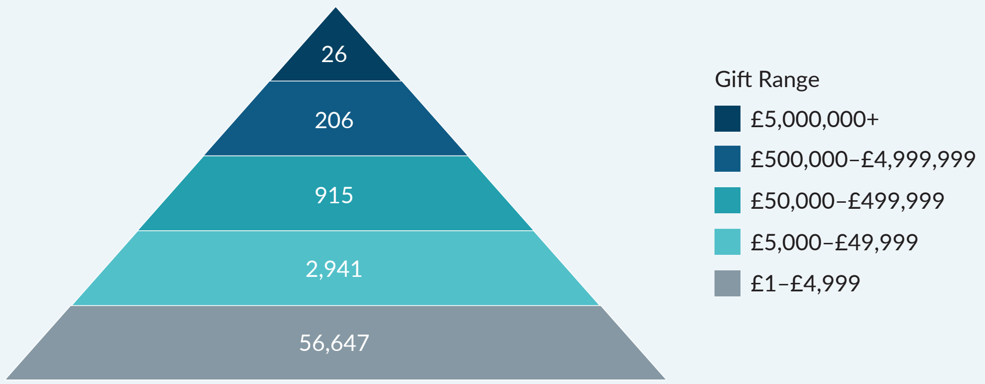
Figure 5: Total Number of Institutions That Committed New Funds at Different Income Levels, 2022–23
(*n* = 92; number of institutions)



[5]Legacies are donations received from a donor's estate.
[6]See the table on page 11 for more information on key indicators.

Note that participating institutions (excluding Elite institutions, which did not provide this data) secured 232 confirmed pledges of more than £500,000 each. Of these pledges, 91.8% were secured by Established and Moderate institutions, whilst the remaining 8.2% were secured by Developing, Emerging, and Fragile institutions.[7]

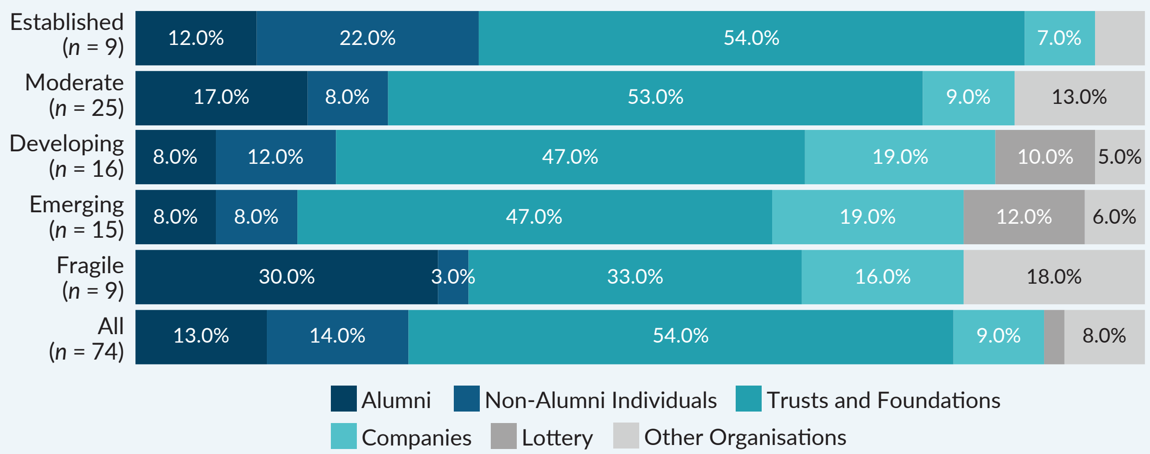
Figure 6: Number of Donors That Gave or Committed New Funds at Various Contribution Levels, 2022–23 (*n* = 66)



Note: Many institutions, including both members of the Elite cluster, did not provide data for this question.

Individuals contributed 27.0% of the total new funds committed, and organisations[8] contributed 73.0%.

Figure 7: Sources of Mean New Funds Committed, 2022–23 (% of income)

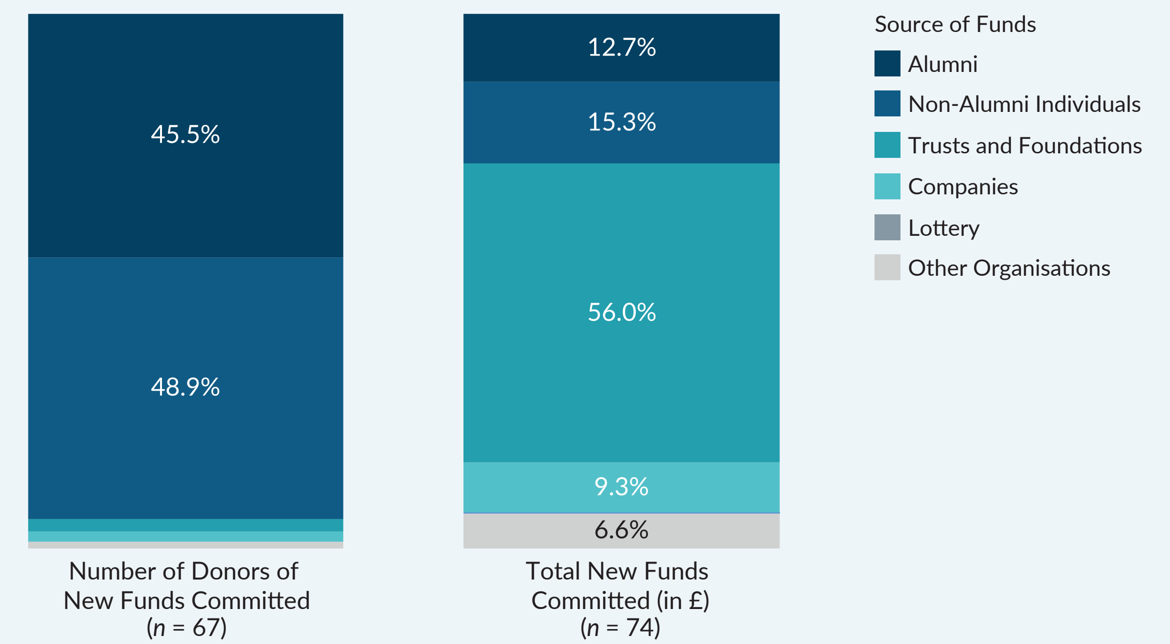


Note: Some institutions did not provide data for this question including both members of the Elite cluster.

[7]Institutions from the Elite cluster did not provide data for this question.
[8]The Organisations cohort includes trusts, foundations, companies, lottery, and other organisations.

In 2022–23, individuals (alumni and non-alumni) constituted the majority of the number of donors of new funds committed (94.4%), whilst trusts and foundations contributed the majority of the total new funds committed (in £) (56.0%). Thus, the average gift from an individual (alumni, or non-alumni) is relatively small.

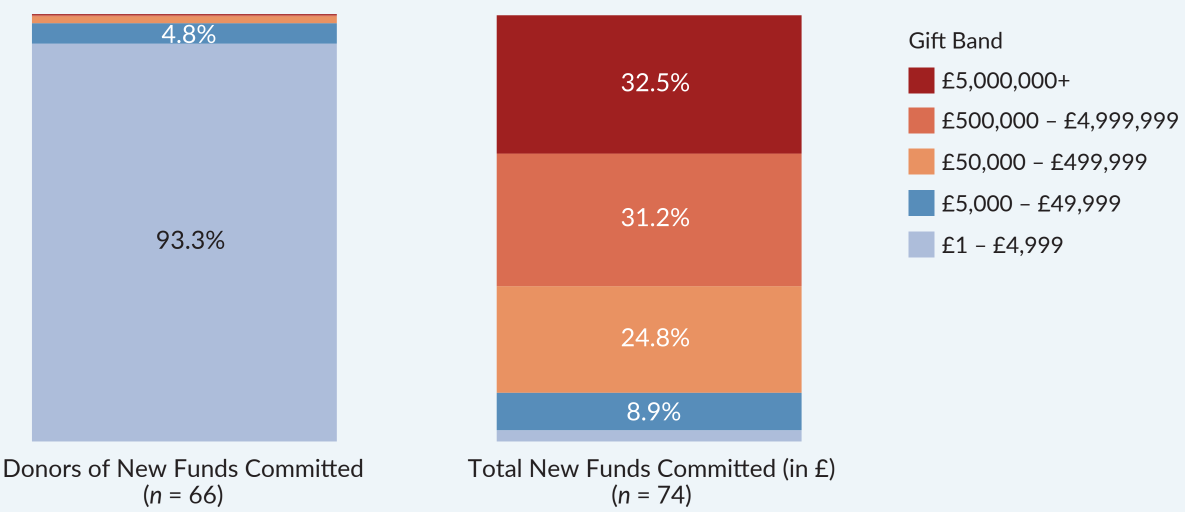
Figure 8: Number of Donors of New Funds Committed and Percentage of Total New Funds Committed (in £) by Source, 2022–23
(% of donors, income)



Note: This is a new figure this year and reflects new data collected from participants.

In 2022–23, most donors of new funds committed (93.3%) contributed between £1 and and £4,999.

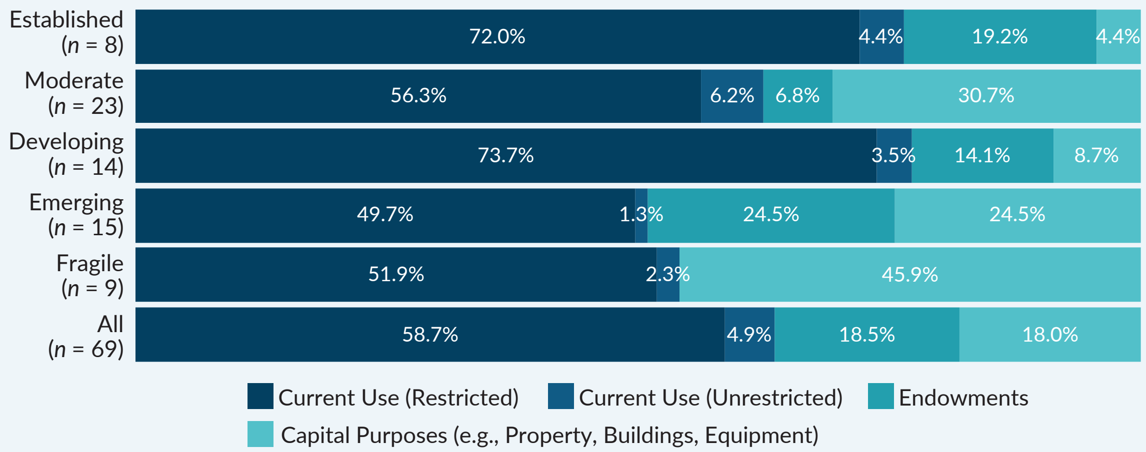
Figure 9: Number of Donors of New Funds Committed and Percentage of New Funds Committed Committed (in £) by Gift Bands, 2022–23
(% of donors, income)



Note: This is a new figure this year and reflects new data collected from participants.

Gifts play a crucial role in supporting students financially and funding research, faculty support, program development, and facility maintenance. Donors often designate their contributions to be used for specific causes that have meaning for them, yet unrestricted gifts offer institutions the flexibility to address areas with the greatest needs more effectively. More than half (58.7%) of the total new funds committed were for restricted current use, followed by 18.5% for endowments, 18.0% for capital purposes (including property, buildings, and equipment), and the remaining 4.9% for unrestricted current use.

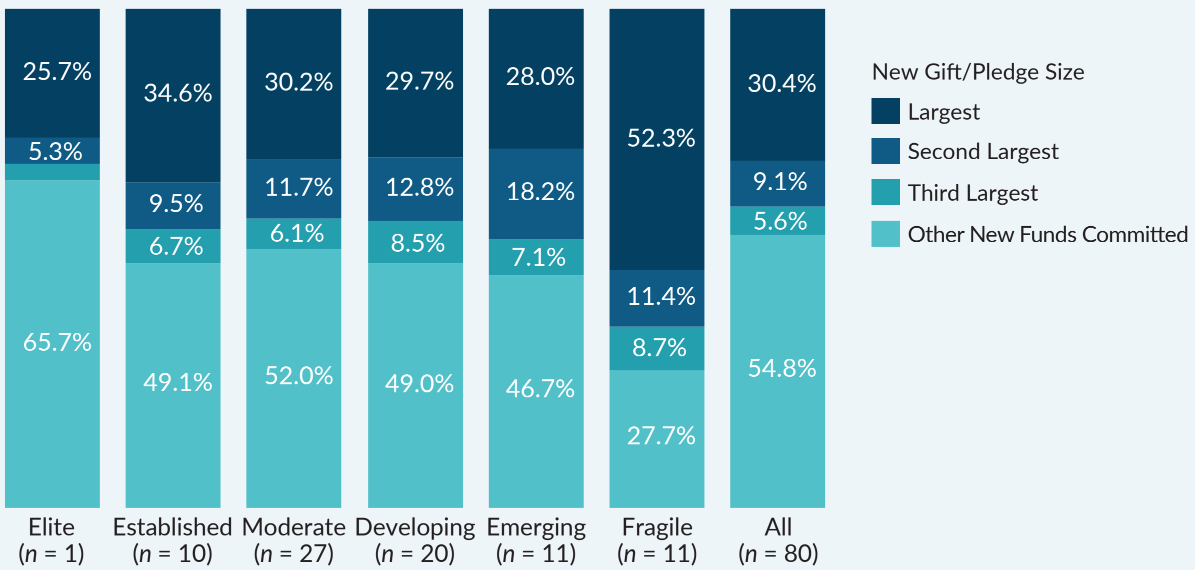
Figure 10: Mean Purposes of New Funds Committed, 2022–23
(% of income)



Note: Some institutions did not provide data for this question including both members of the Elite cluster. This is a new figure this year and reflects new data collected from participants.

On average, the largest single new gift or pledge accounted for 30.4% of average funds committed by all institutions; a higher dependency on the largest gift can be an indication of the programme being overly dependent upon the largest gift, whilst a smaller proportion can indicate more sustainability.

Figure 11: Three Largest Gifts or Pledges as a Percentage of New Funds Committed, 2022–23
(% of income; chart shows mean figures)

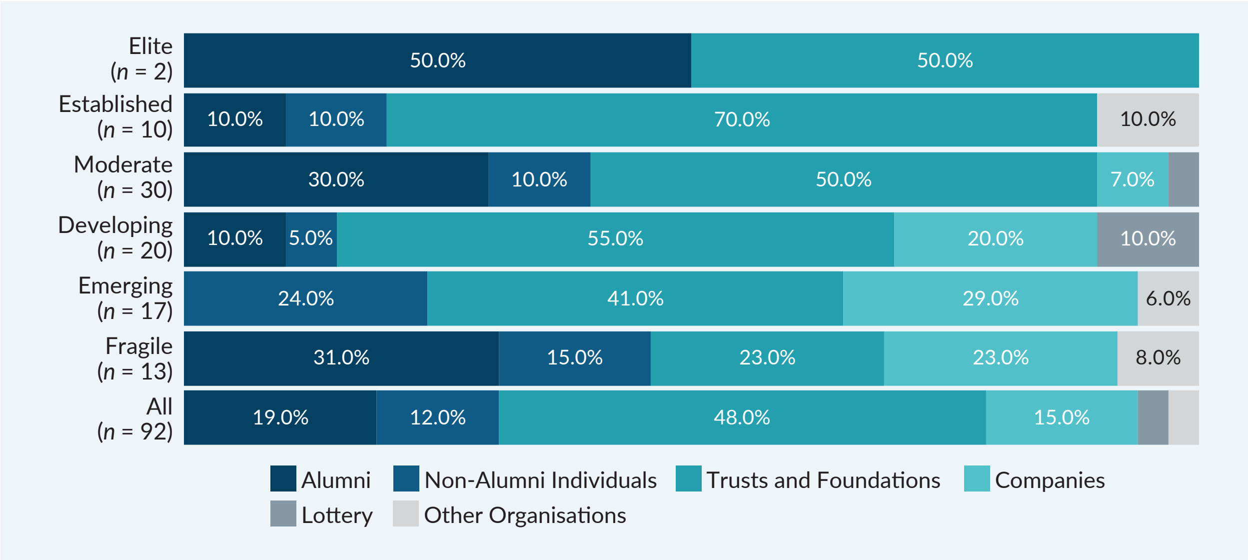


Note: This chart has been compiled using responses to multiple questions, and hence the sample size varies. Some institutions in the Fragile, Emerging, Moderate, and Elite clusters did not provide data for this question.

Individuals contributed 31.0% of the largest gifts and pledges received by all institutions. Nearly half (48.0%) of participating institutions secured their largest new gift or pledge from a trust or foundation.

As noted earlier, gifts given by individuals via other vehicles (such as their personal trust or foundation or their own company) were recorded as gifts from an individual.

Figure 12: Sources of Largest Gifts and Pledges, 2022–23
(% number of institutions)



Funds Received

Funds received are all donations received during the year, including new single cash gifts, funds received against pledges secured in the current or previous years, and cash from legacies[9]. The amount excludes new pledges for which payment has not yet been received. The amount of funds received reflects the success of the current and past years' fundraising activities.

The total funds received by all institutions in 2022–23 was £1.37 billion[10].

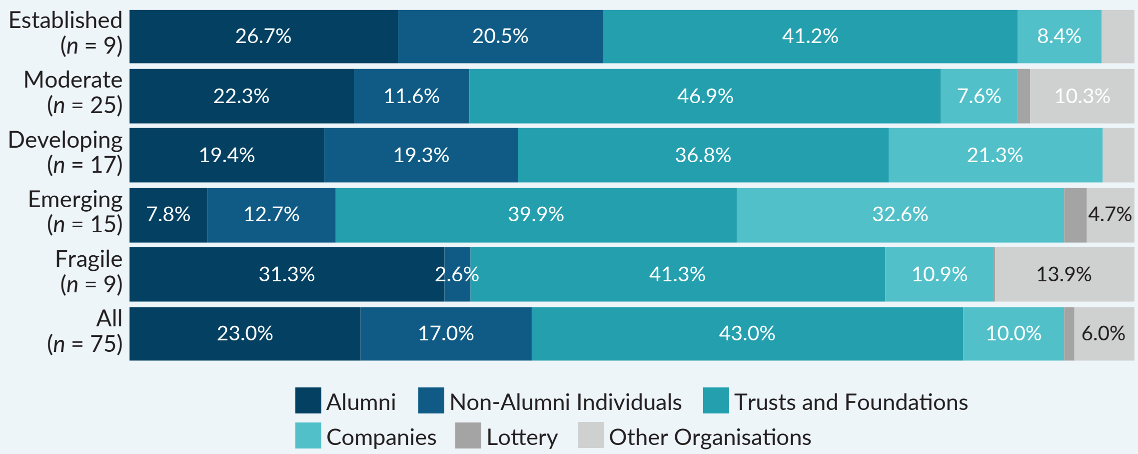
Figure 13: Mean funds received 2022–23

	Funds Received (*n* = 92)	Largest Cash Gift* (*n* = 91)
Elite	£355,387,604	£32,711,026
Established	£32,331,753	£10,517,775
Moderate	£8,883,049	£1,587,730
Developing	£2,578,253	£598,541
Emerging	£856,916	£364,506
Fragile	£469,523	£171,010
All	£14,921,963	£2,262,761

Note: This table has been compiled using responses to multiple questions, and hence the sample size varies.
*One institution in the Elite cluster did not provide data for this question.

Individual donors contributed 40.0% of all mean funds received.

Figure 14: Sources of Mean Funds Received, 2022–23 (% of income)

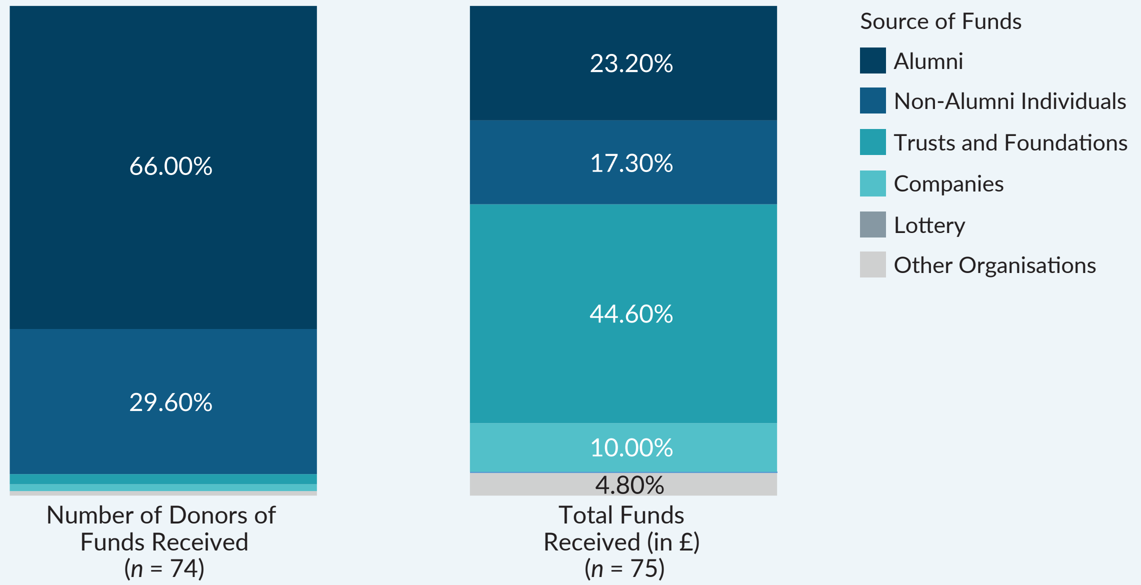


Note: Some institutions did not provide data for this question including both members of the Elite cluster. This chart has been compiled using responses to multiple questions, and hence the sample size varies.

[9]Legacies are donations received from a donor's estate.
[10]See the table on page 11 for more information on key indicators.

In 2022–23, alumni constituted the majority of the donors of funds received (66.0%), whilst trusts and foundations made the majority of the contributions towards total funds received (in £) (44.6%).

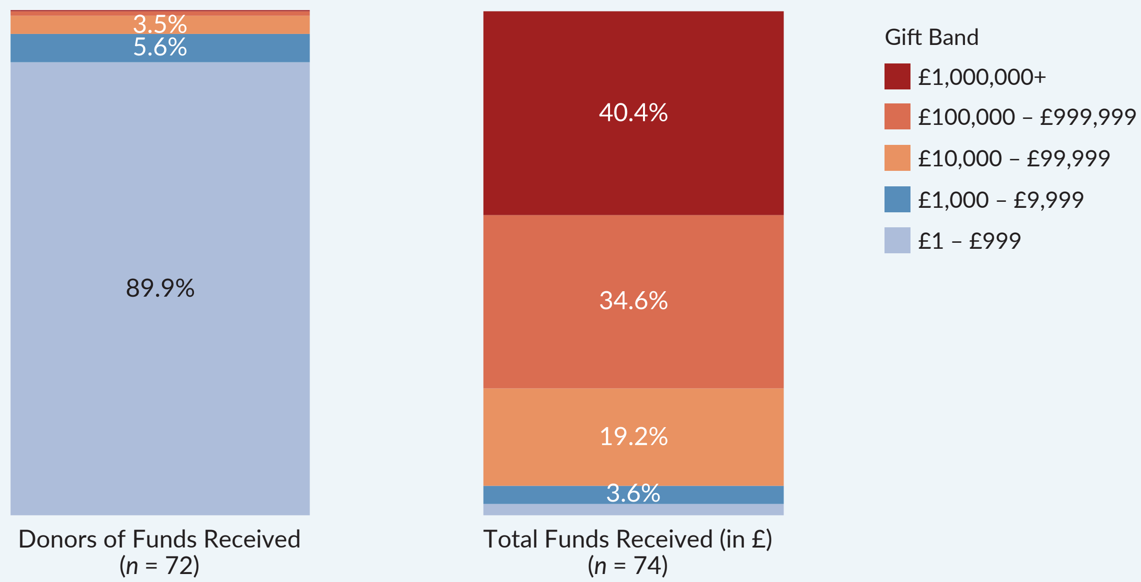
Figure 15: Number of Donors of Funds Received and Percentage of Funds Received (in £) by Source, 2022–23
(% of donors, income)



Note: This is a new figure this year and reflects new data collected from participants.

In 2022–23, most donors of funds received (89.9%) contributed between £1 and £999. On the other hand, the largest amount of funds received was from the £1m+ gift band (40.4%). In other words, a small segment of donors provided most of the total funds received.

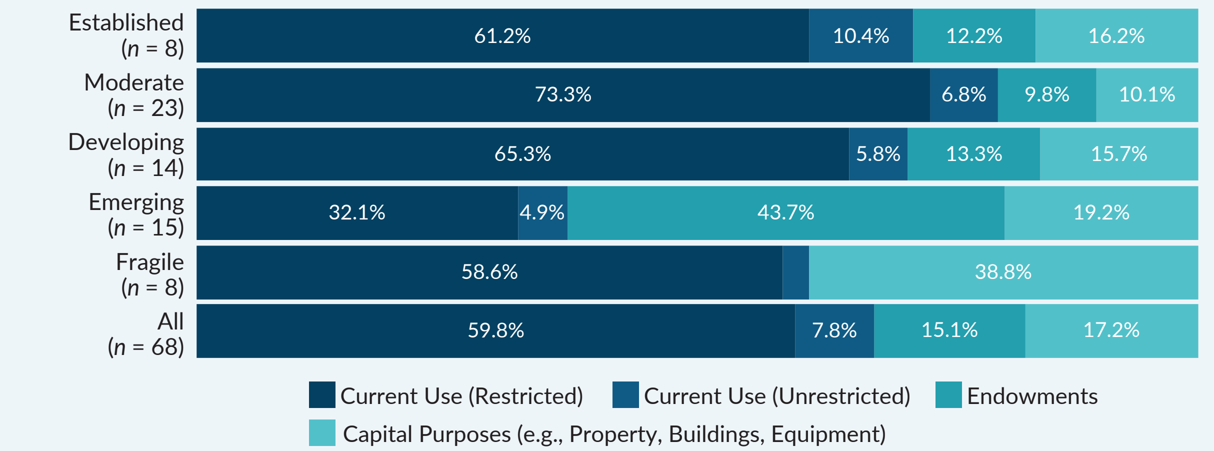
Figure 16: Number of Donors of Funds Received and Percentage of Funds Received (in £) by Gift Bands, 2022–23
(% of donors, income)



Note: This is a new figure this year and reflects new data collected from participants.

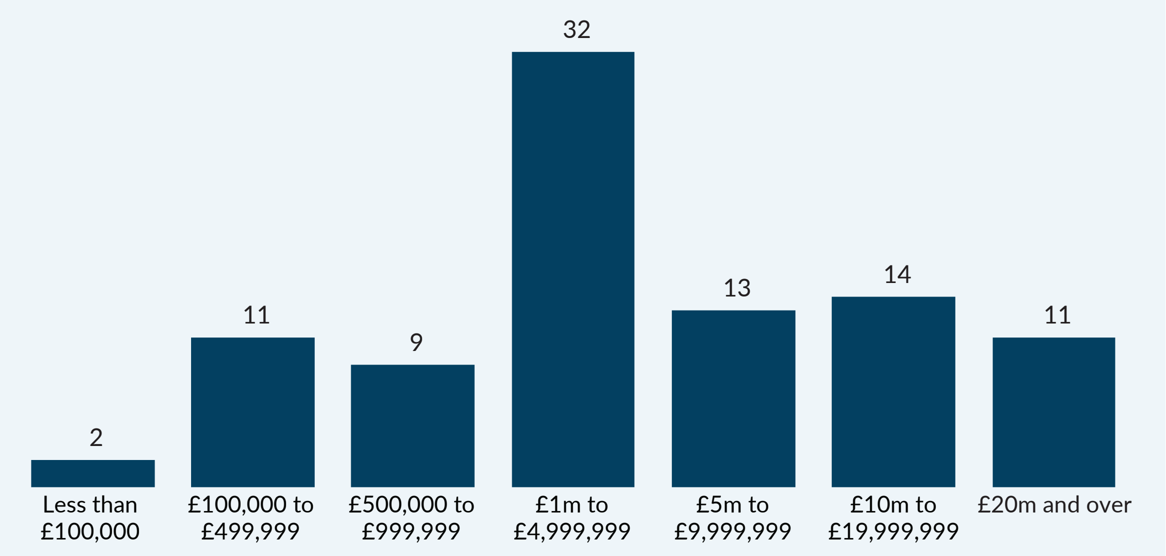
More than half (59.8%) of the total funds received were for restricted current use, followed by 17.2% for capital purposes (including property, buildings, and equipment), 15.1% for endowments, and the remaining 7.8% for unrestricted current use.

Figure 17: Mean Purposes of Funds Received, 2022–23
(% of income)



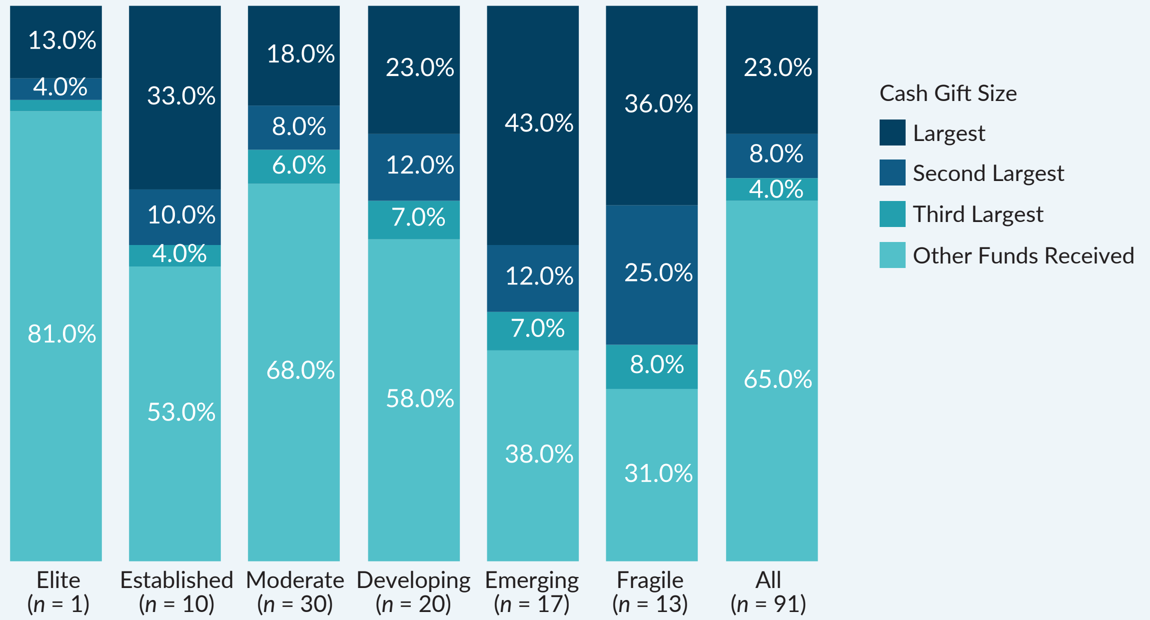
Note: Some institutions did not provide data for this question including both members of the Elite cluster. This is a new figure this year and reflects new data collected from participants.

Figure 18: Total Number of Institutions That Received Funds at Different Income Levels, 2022–23
(*n* = 92; number of institutions)



On average, an institution's largest cash gift accounted for 23.0% of its average funds received.

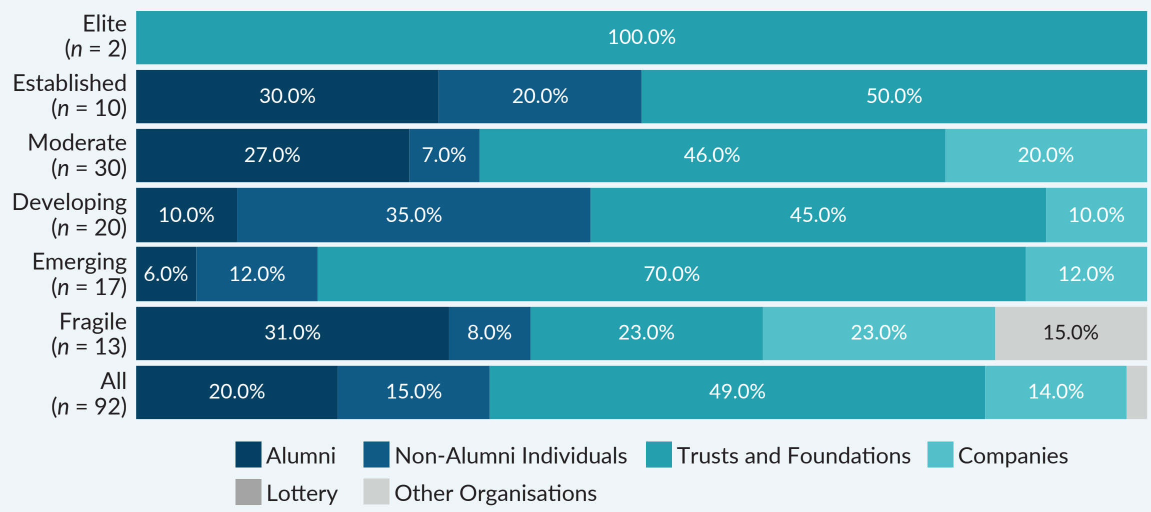
Figure 19: Three Largest Gifts as a Percentage of Mean Funds Received, 2022–23
(% of income; chart shows mean figures)



Note: One institution in the Elite cluster did not provide data for this question.

Individuals contributed 35.0% of the largest cash gifts received by all institutions.

Figure 20: Sources of Largest Cash Gifts, 2022–23
(% of income)



The mean amount of funds received from legacies was £2.09 million across 64 institutions that provided the amount received via legacy gifts. On average, the value of a legacy gift received was £104,439 (by institutions that provided both the amount received via legacy gifts and the number of legacy gifts).

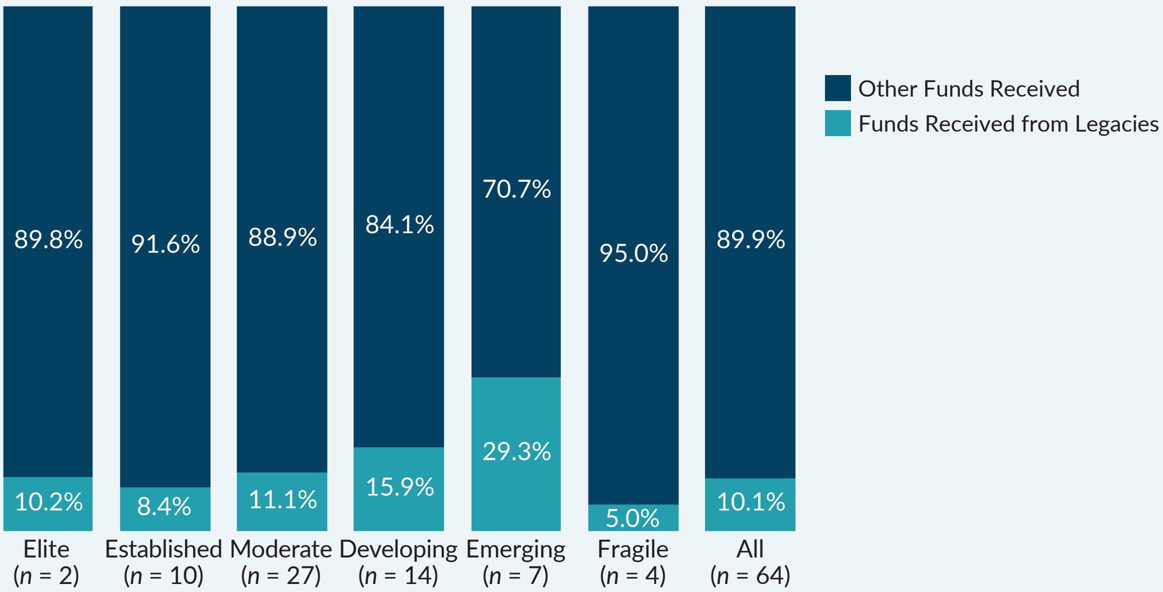
Figure 21: Mean Funds Received from Legacies, 2022–23

	Funds Received from Legacy** (*n* = 64)	Funds Received per Legacy* (*n* = 63)
Elite	£36,141,924	£10,570
Established	£2,701,773	£109,935
Moderate	£1,024,298	£88,311
Developing	£376,289	£109,934
Emerging	£233,913	£196,978
Fragile	£44,383	£41,851
All	£2,094,384	£104,439

Note: This table has been compiled using responses to multiple questions.
*Many institutions (including one institution in the Elite cluster and most of those in the Fragile cluster) did not provide data for this question.
**Many institutions (including most of those in the Fragile cluster) did not provide data for this question.

Overall, 10.1% of funds received came from legacies.

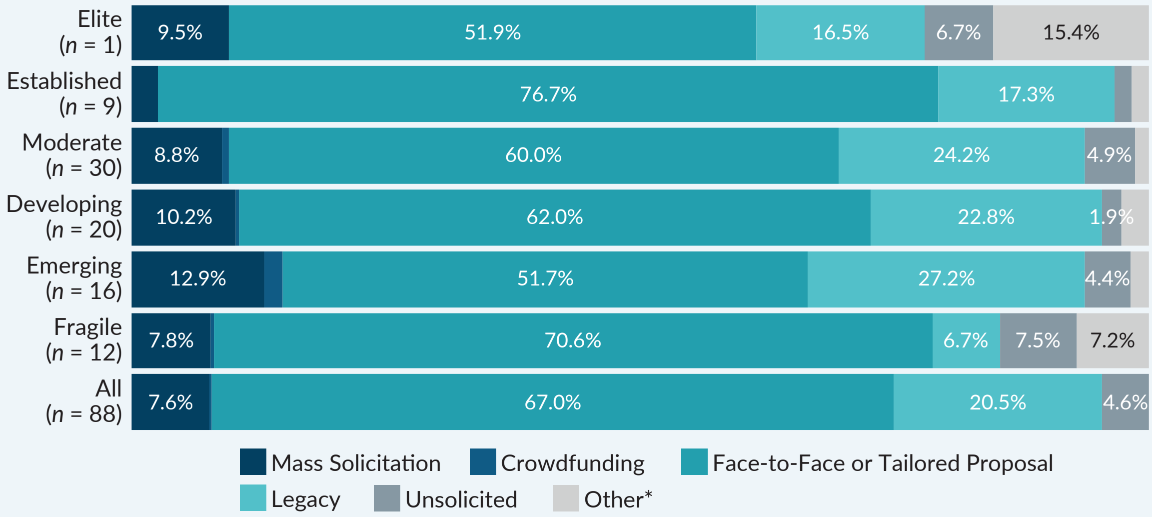
Figure 22: Funds Received from Legacies as a Percentage of Total Funds Received, 2022–23
(% of income)



Note: This chart has been compiled using responses to multiple questions. Only institutions that provided figures for funds received from legacies have been included.

Sixty-seven percent (67.0%) of funds received from individuals were received as a result of face-to-face meetings or tailored proposals.

Figure 23: Funds Received from Individuals as a Result of Communication Trigger, 2022–23
(% of income)



Note: Some institutions (including one institution from the Elite cluster) did not provide data for this question.
*Includes unknown and other types of communication triggers.

Alumni and Donors

"Contactable alumni" refers to addressable living alumni (i.e., former students of the institution), meaning those who have reliable postal or mailing addresses, an active email address, or a valid telephone number anywhere in the world and who have not opted out of communications.

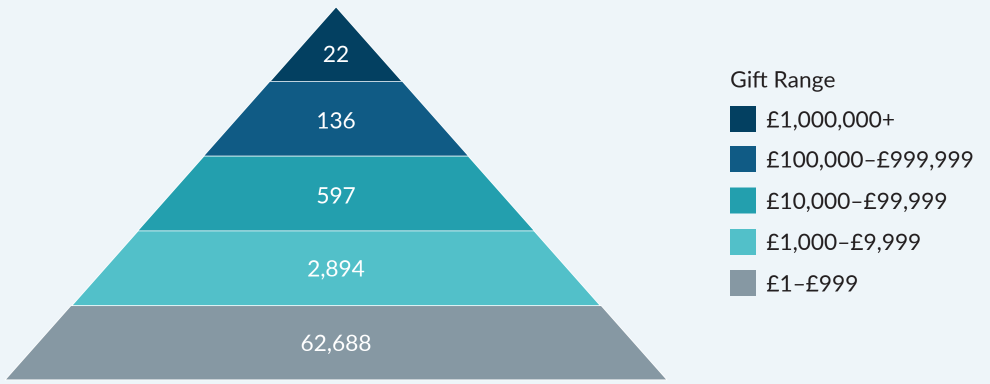
The average number of total donors across all participating institutions was 1,861.

Figure 24: Mean Number of Alumni and Donors, 2022–23

	Total Alumni* (*n* = 90)	Contactable Alumni* (*n* = 90)	Total Donors† (*n* = 91)	Alumni Donors‡ (*n* = 88)	Number of Legacies (*n* = 63)
Elite	345,908	302,440	39,985	34,893	2,854
Established	253,734	196,369	3,437	2,152	45
Moderate	195,283	149,974	2,295	1,607	11
Developing	181,033	114,247	711	460	5
Emerging	148,131	101,664	580	392	2
Fragile	166,077	114,731	157	130	2
All	187,534	135,331	1,861	1,344	59

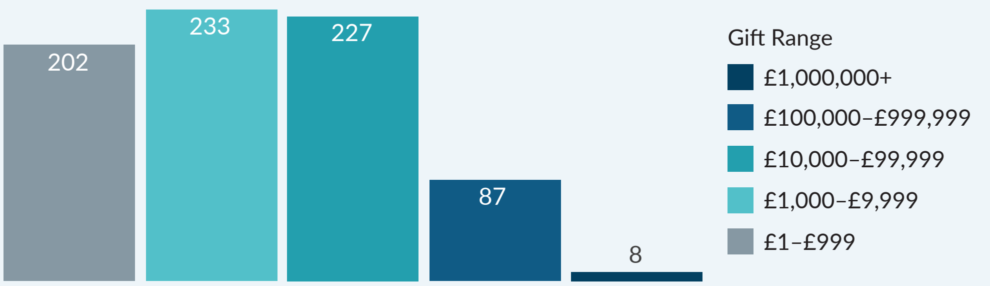
Note: This table has been compiled using responses to multiple questions, and hence the sample size varies.
*This category includes institutions that provided both alumni figures and contactable alumni figures.
†This category includes individual and organisational donors; one institution from the Elite cluster did not provide data for this question.
‡Many institutions (including one institution from the Elite cluster) did not provide data for this question.

Figure 25: Number of Alumni Donors Making Cash Contributions by Gift Range, 2022–23 (*n* = 69)



Note: Many institutions (including both institutions from the Elite cluster) did not provide data for this question.

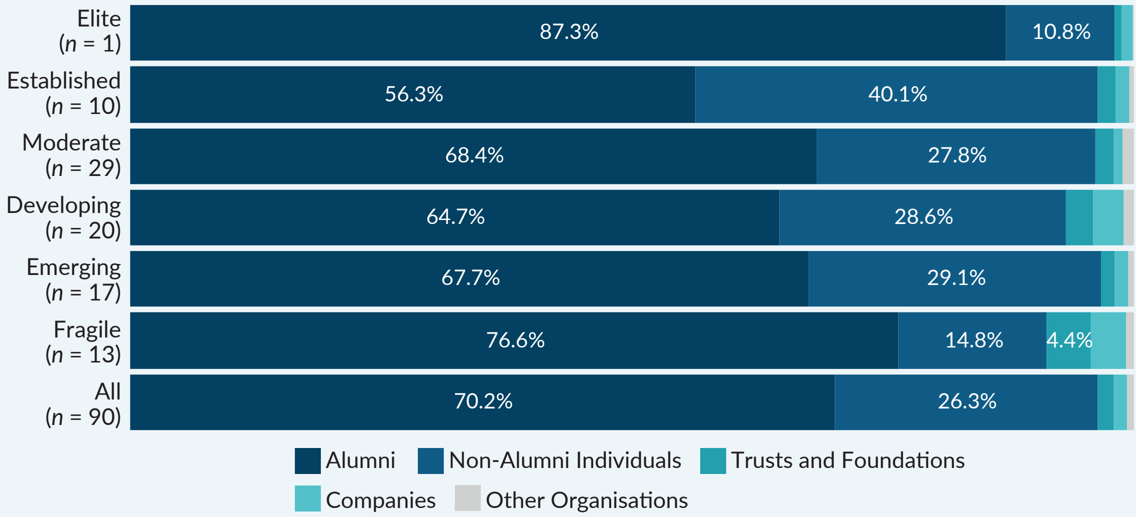
Figure 26: Number of Legacies Received, by Gift Range, 2022–23 (*n* = 54)



Note: Many institutions (including both institutions from the Elite cluster) did not provide data for this question.

Individuals accounted for 96.5% of total donors.

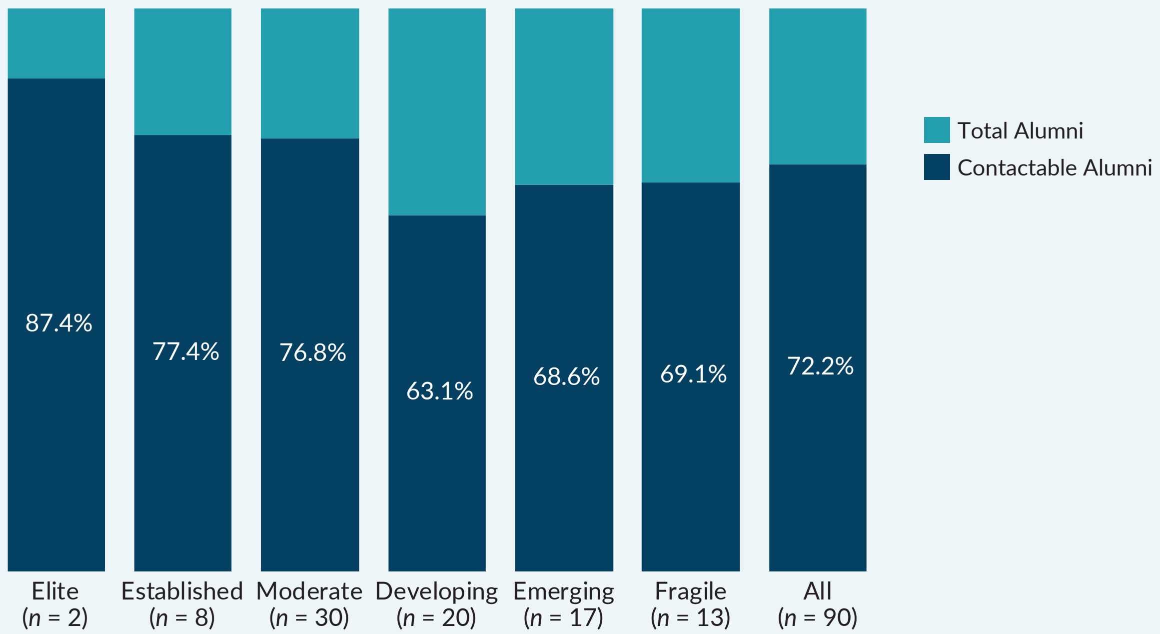
Figure 27: Composition of Donor Population, 2022–23
(% number of donors)



Note: This chart has been compiled using responses to multiple questions, and hence the sample size varies. The Other Organisations category includes lottery and other types of organisations. One institution in the Elite cluster did not provide data for this question.

Institutions reported that they could contact 72.2% of their alumni via at least one of the following contact methods: email, post, or telephone.

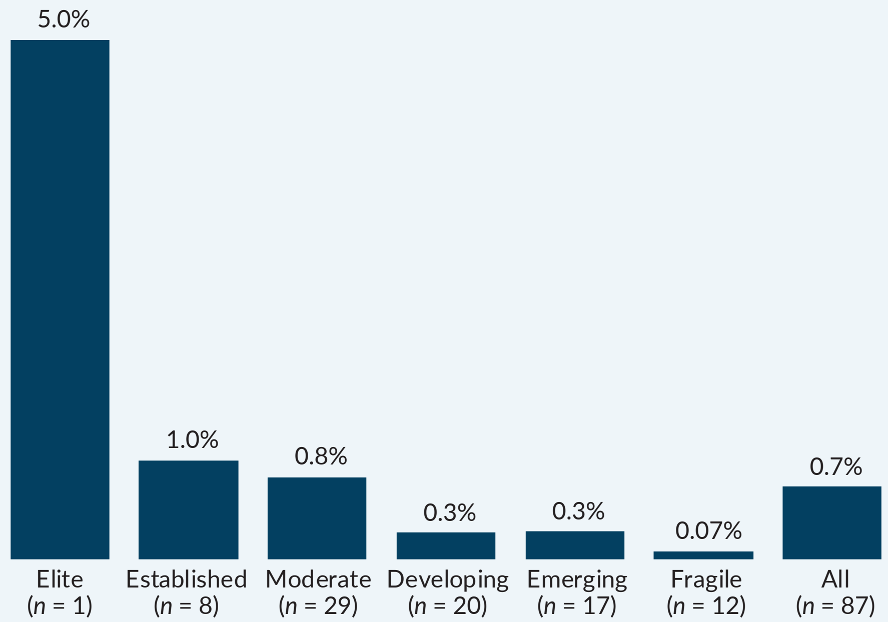
Figure 28: Contactable Alumni as Percentage of Total Alumni, 2022–23



Note: This chart has been compiled using responses to multiple questions.

On average, across all participating institutions, 0.7% of contactable alumni made a gift.

Figure 29: Percentage of Contactable Alumni Who Donated, 2022–23
(alumni donors as a percentage of the contactable alumni)



Note: Only institutions that provided both alumni donor and contactable alumni figures are included in these calculations.

Total Investments

Total investments include investments in fundraising, alumni relations, and development services.

Fundraising costs include only the staff and non-staff fundraising costs that constitute the institution's fundraising function and are generally the responsibility of the development director (or the equivalent appointment).

Alumni relations costs include only the staff and non-staff alumni relations costs that constitute the institution's alumni relations function and are generally the responsibility of the head of alumni relations (or the equivalent appointment).

Development services costs include only the staff and non-staff development services costs that constitute the institution's development services function and are generally the responsibility of the head of development services (or the equivalent appointment).

The return on investment in fundraising and alumni relations could, in theory, be calculated based on total advancement costs and total funds committed. Numerous factors, however, influence charitable giving decisions and impact an institution's ability to secure philanthropic support. As an example, the value of institutional leadership and other academic time invested in fundraising can be substantial, and the cost of this time is outside the scope of this report. Similarly, advancement activities benefit institutions in multiple ways and yield returns in the form of alumni engagement, annual and major giving, and legacies over the course of years or decades.

Overall, the total investment (including fundraising, alumni relations, and development services investments) across all institutions was £209.8 million. More than half (55.8%) of the average total investment was for fundraising, 26.1% was for alumni relations, and 18.0% was for development services. Institutions spent about £4.0 million on alumni magazines annually.

Figure 30: Mean Total Investments, 2022–23

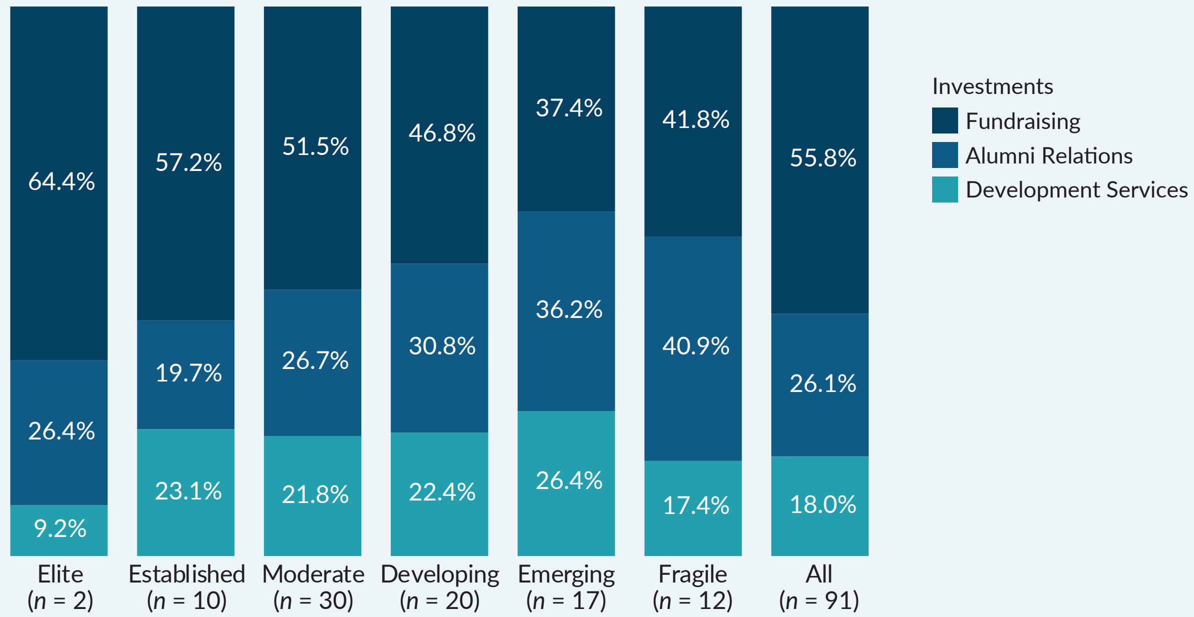
	Fundraising Investment (*n* = 90)	Alumni Relations Investment (*n* = 90)	Development Services Investment (*n* = 84)	Total Investment[11] (*n* = 91)	Alumni Magazine Investments (*n* = 45)	Institutional Expenditure (*n* = 87)
Elite	£20,916,193	£8,566,313	£3,003,346*	£30,984,179	£523,465*	£2,015,761,000
Established	£2,689,694	£928,227*	£1,083,786	£4,608,884	£204,866*	£657,328,011*
Moderate	£1,126,433	£584,972	£476,949	£2,188,354	£99,105*	£425,725,957*
Developing	£520,593	£343,150	£249,552*	£1,100,817	£39,296*	£210,947,067
Emerging	£196,890	£190,719	£139,197*	£510,430	£35,347*	£189,391,692*
Fragile	£202,050*	£197,601	£83,980*	£411,506*	£11,739*	£185,437,875
All	£1,316,710*	£616,803*	£425,416*	£2,279,903*	£88,728*	£357,493,974*

Note: This table has been compiled using responses to multiple questions and hence the sample size varies.
*Some institutions in the cluster did not provide data for these questions.

[11] Includes fundraising, alumni relations, and development services investments.

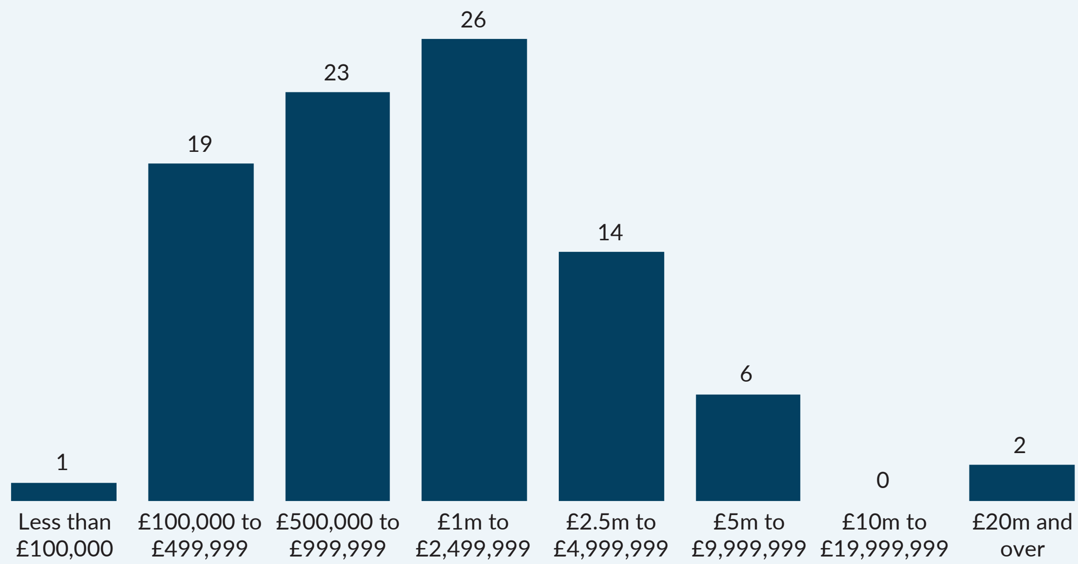
When we look at mean total investments, 55.8% was spent on fundraising, 26.1% on alumni relations, and 18.0% on development services.

Figure 31: Mean Investments in Fundraising, Alumni Relations, and Development Services by Cluster, 2022–23
(% of fundraising and alumni relations investments)



Note: The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

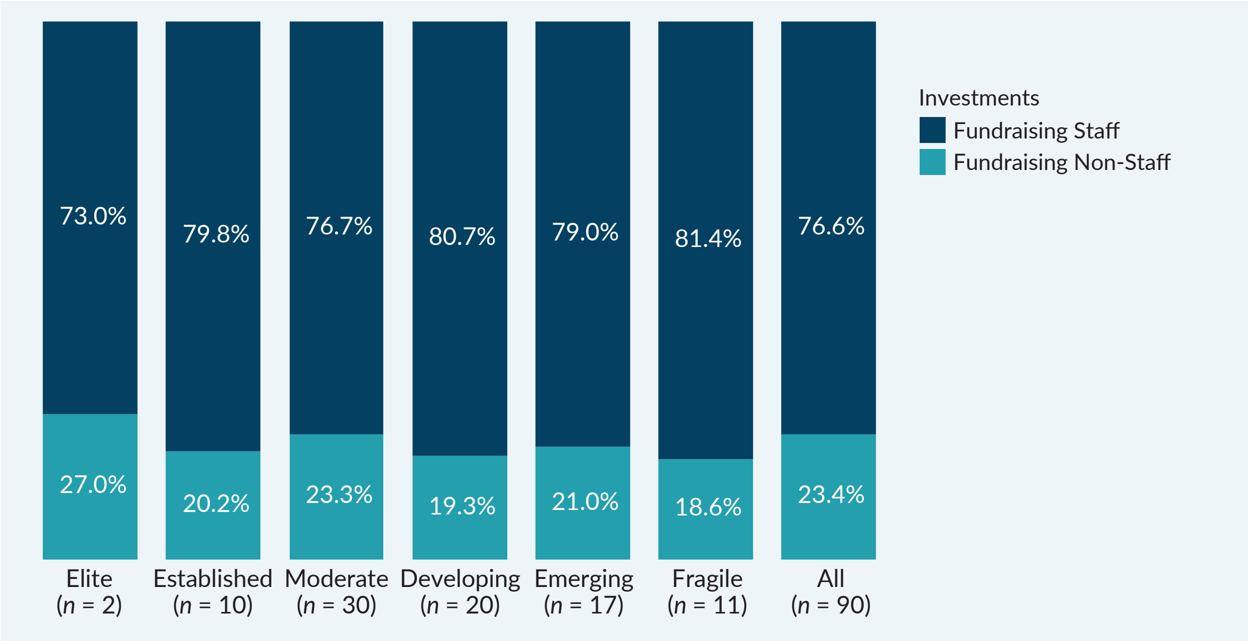
Figure 32: Total Number of Institutions That Made Fundraising, Alumni Relations, and Development Services Investments at Different Levels, 2022–23
(*n* = 91; number of institutions)



Note: This figure includes investments in fundraising, alumni relations, development services, and alumni magazines. The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

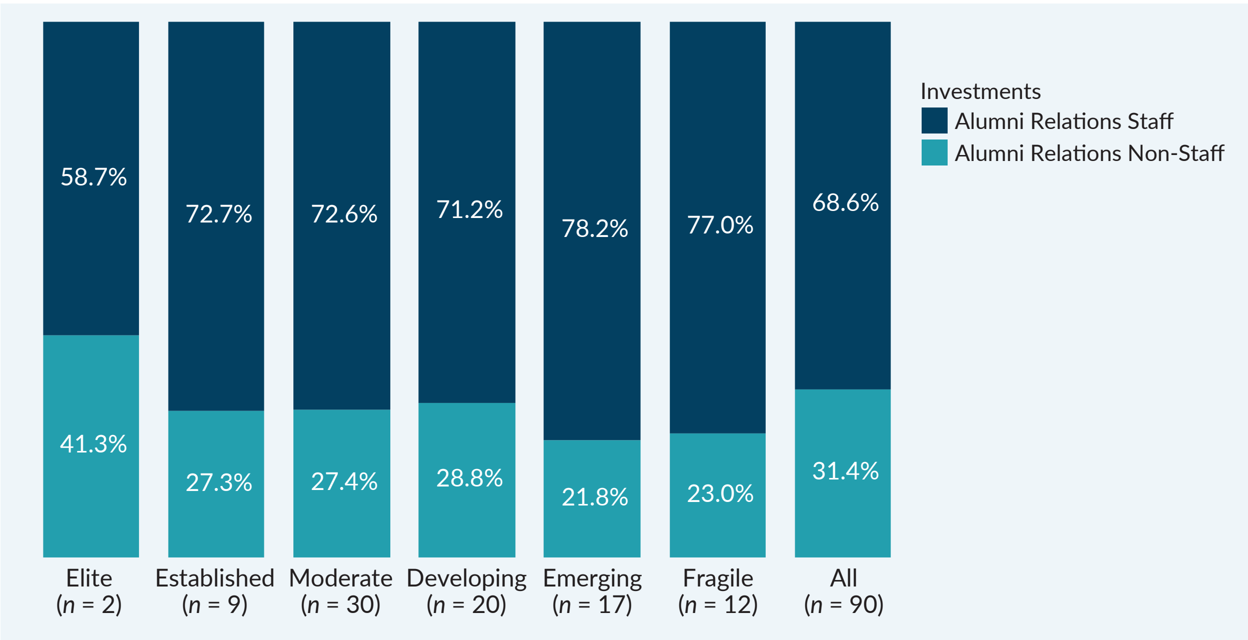
On average, staff costs accounted for 76.6% of total fundraising costs, whilst 23.4% went to non-staff costs.

Figure 33: Mean Staff and Non-Staff Fundraising Investments, 2022–23
(% of fundraising investments)



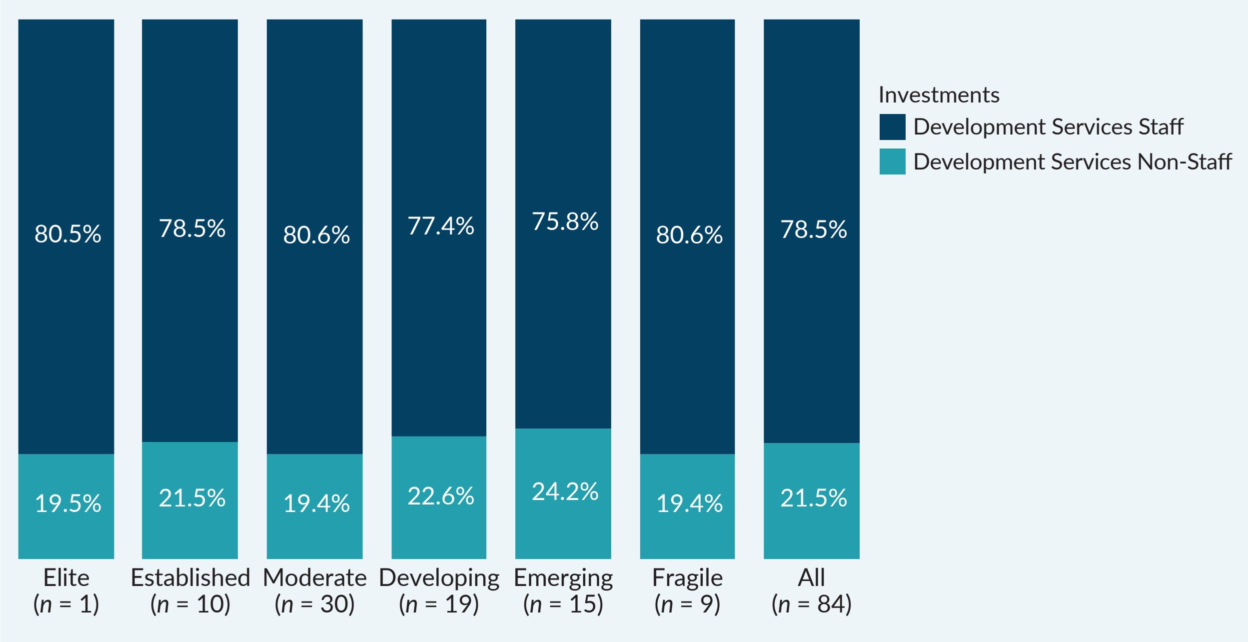
Of the average alumni relations costs, 31.4% was spent on non-staff costs and 68.6% on staff costs.

Figure 34: Mean Staff and Non-Staff Alumni Relations Investments, 2022–23
(% of alumni relations investments)



On average, staff costs accounted for 78.5% of total development services costs, whilst non-staff costs accounted for 21.5%.

Figure 35: Mean Staff and Non-Staff Development Services Investments, 2022-23
(% of development services investments)



Total Staff

A total of 2,712 staff (full-time equivalent, or FTE) were employed in fundraising, alumni relations, and development services roles across the sector.[12]

Forty-six percent (46.0%) of these staff members were employed at Elite and Established institutions.

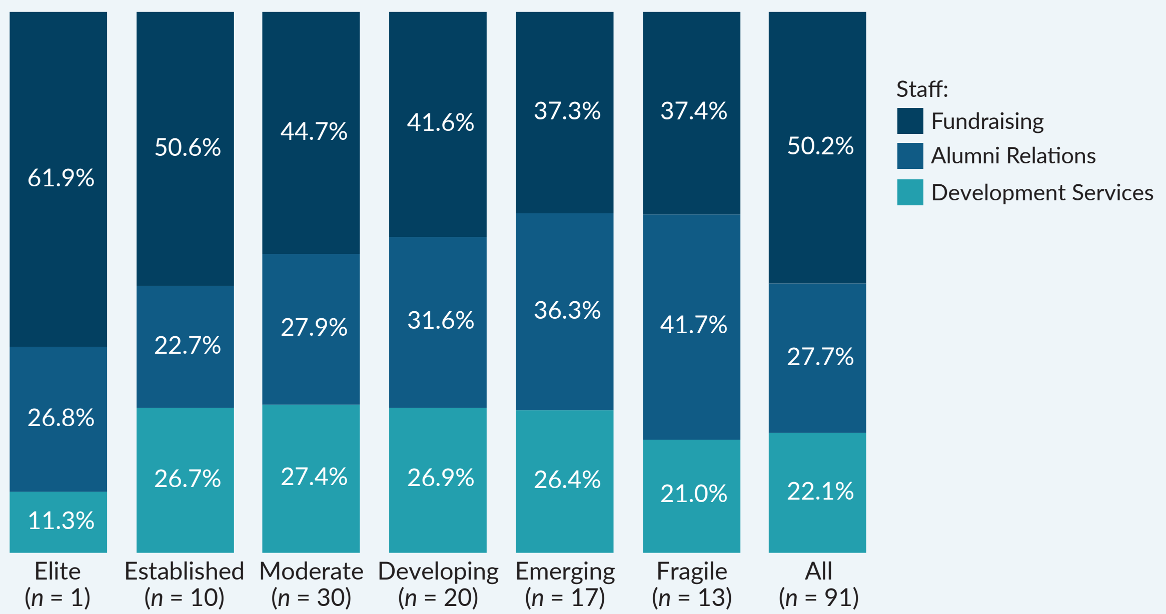
Figure 36: Mean Fundraising, Alumni Relations, and Development Services Staff, 2022–23

	Fundraising Staff (*n* = 90)	Alumni Relations Staff (*n* = 91)	Development Services Staff (*n* = 84)
Elite	241.6	104.5	44.0
Established	26.2	11.7	13.9
Moderate	13.9	8.7	8.5
Developing	6.5	4.9	4.2
Emerging	3.2	3.1	2.3
Fragile	2.8	3.2	1.6
All	15.3	8.4	6.7

Note: The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

At an overall level, mean fundraising staff constitute 50.2% of total staff, alumni relations staff constitute 27.7%, and development services staff constitute 22.1%.

Figure 37: Mean Fundraising, Alumni Relations, and Development Services Staff by Cluster, 2022–23
(% of staff)



Note: The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

[12]See the table on page 11 for more information on key indicators.

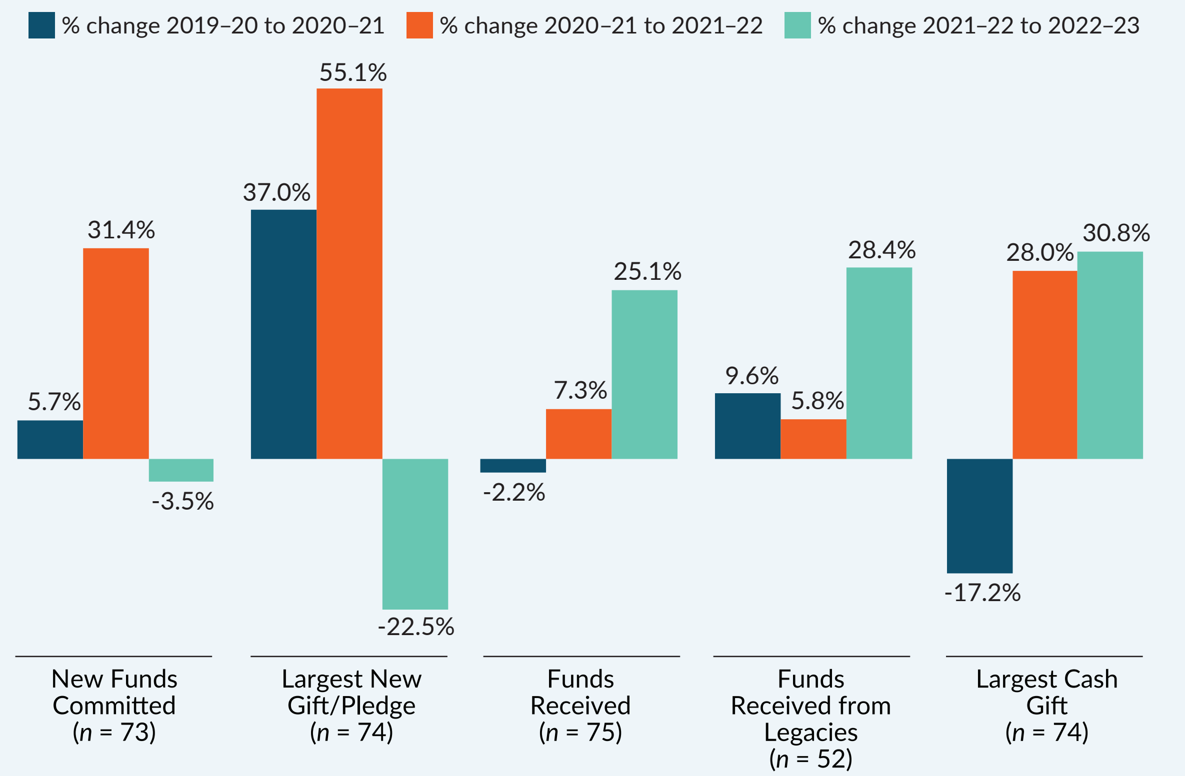
TRENDS IN KEY INDICATORS

Trends are calculated using data from a base of 75 institutions that provided information for a key set of variables for all four years (2019–20, 2020–21, 2021–22, and 2022–23). The following charts show the percentage change for the variables from one year to the next over the past three years. Trends are based on consistent year-over-year samples. Because institutions did not provide data for all key indicators for all years, samples sizes vary.

Philanthropic Income

- Mean new funds committed decreased by 3.5% over 2021–22 figures.
- The largest new gift or pledge committed also decreased, by 22.5% over 2021–22 figures.
- Mean funds received increased by 25.1% over 2021–22 figures.
- Mean funds received from legacies increased again for the third year, by 28.4% since 2021–22.
- In the case of the largest cash gift received, the mean percentage increase was 30.8% over 2021–22.

Figure 38: Percentage Change in Mean Philanthropic Income, 2019–20, 2020–21, 2021–22, and 2022–23

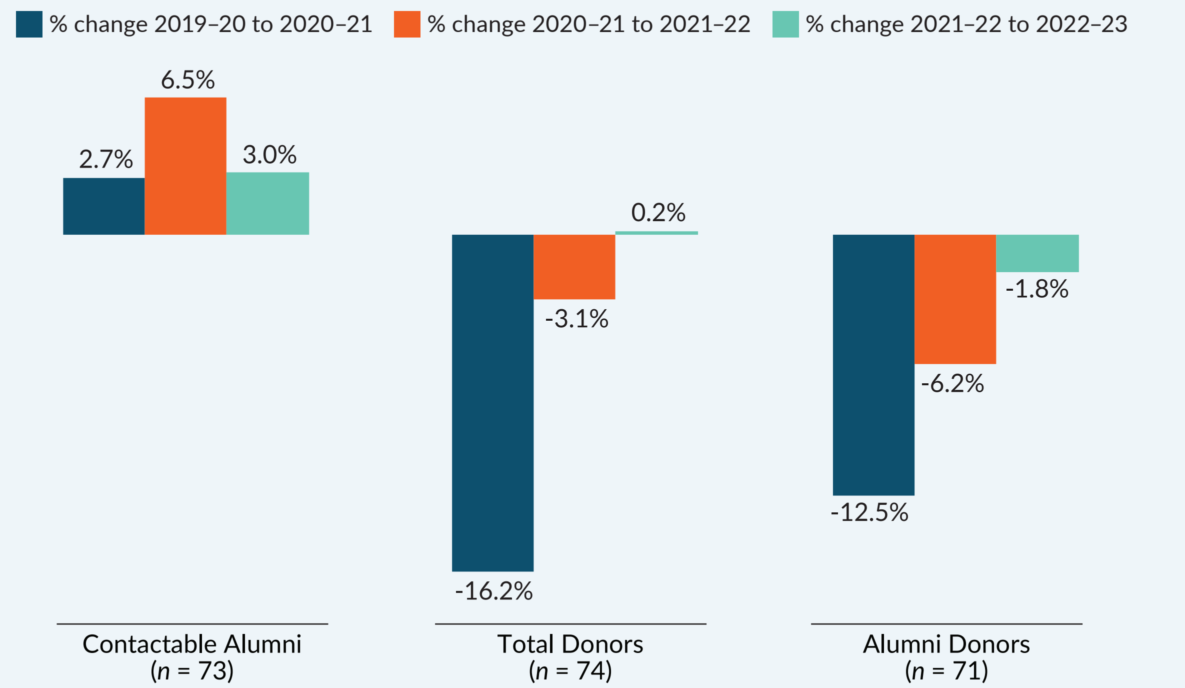


Note: This chart has been compiled using responses to multiple questions and hence the sample size varies.

Alumni and Donors

- The mean number of contactable alumni increased again for the third year, by 3.0% from 2021–22 figures.
- The mean number of total donors increased, after two years of decreases, by 0.2% from 2021–22 figures.
- The mean number of alumni donors decreased for the third consecutive year, by 1.8% from the previous year's figures.

Figure 39: Percentage Change in Mean Number of Alumni and Donors, 2019–20, 2020–21, 2021–22, and 2022–23

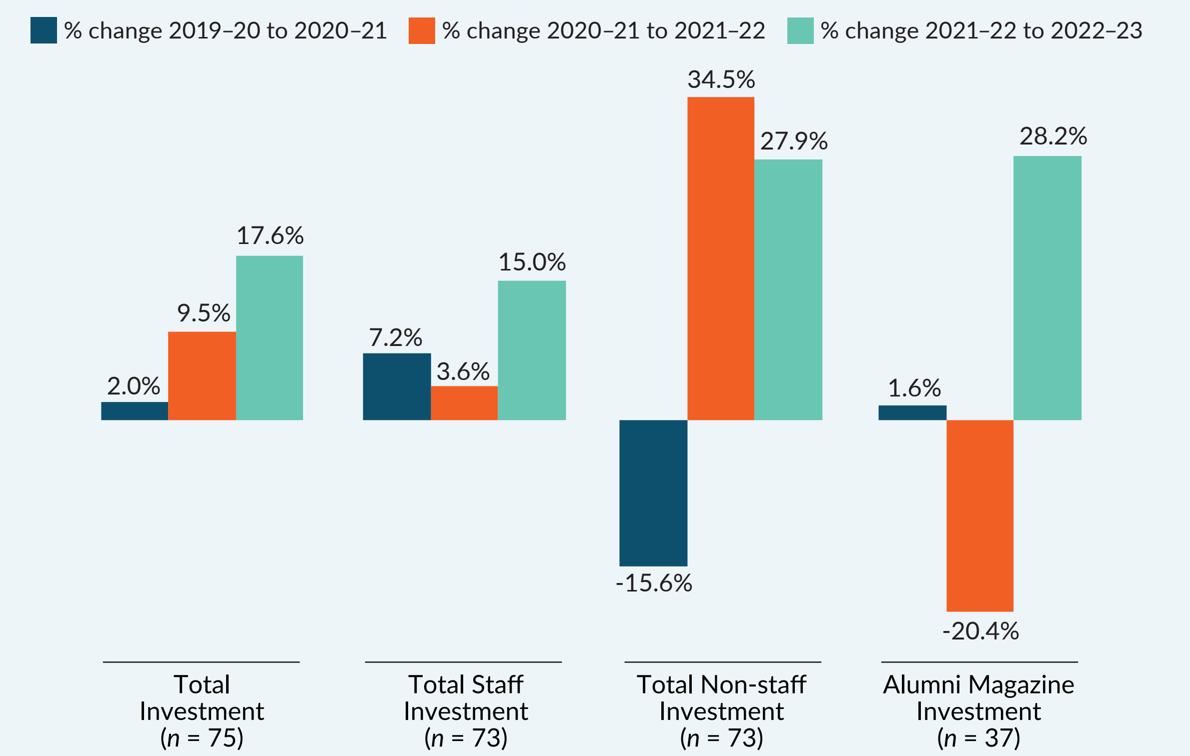


Note: This chart has been compiled using responses to multiple questions, and hence the sample size varies.

Total Investments

- The mean total investment (including for fundraising, alumni relations, and development services) increased by 17.6% over 2021–22.
- Mean total staff investments increased by 15.0% from the previous year.
- Mean total non-staff investments increased by 27.9% from the previous year.
- Mean alumni magazine investments increased by 28.2% over 2021–22.

Figure 40: Percentage Change in Mean Fundraising and Alumni Relations Investments, 2019–20, 2020–21, 2021–22, and 2022–23

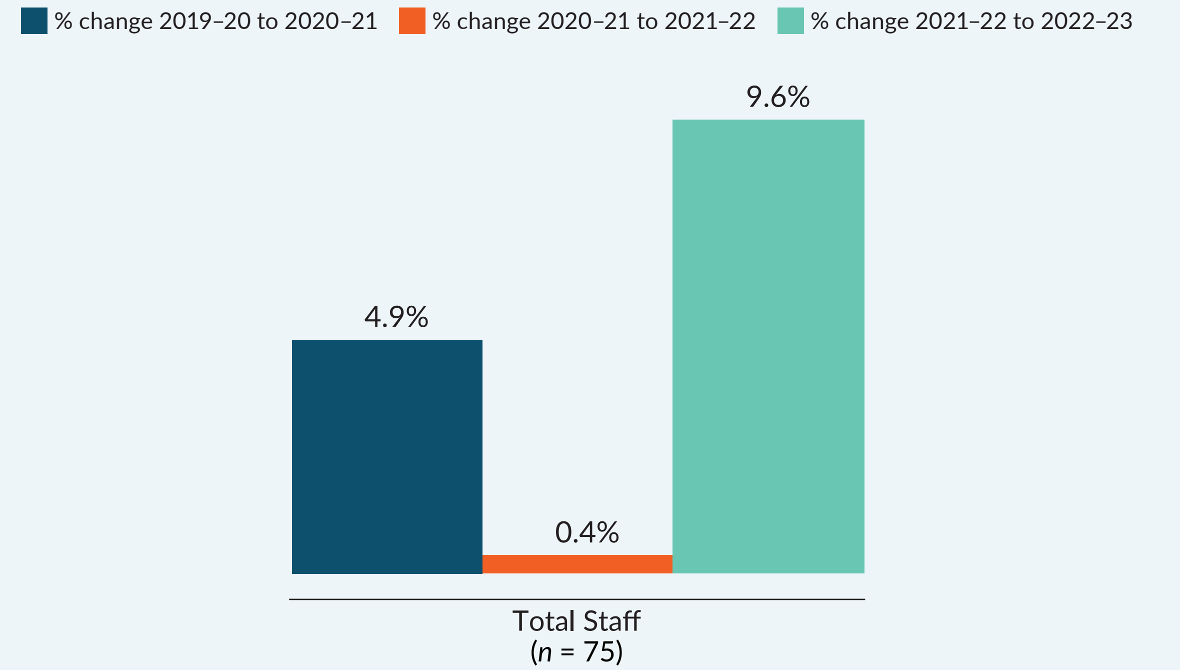


Note: This chart has been compiled using responses to multiple questions, and hence the sample size varies. Total investment includes fundraising, alumni relations, and development services costs The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

Total Staff

- The mean number of total staff (including fundraising, alumni relations, and development services staff) increased by 9.6% from 2021–22.

Figure 41: Percentage Change in Mean Total Staff, 2019–20, 2020–21, 2021–22, and 2022–23



Note: This chart has been compiled using responses to multiple questions, and hence the sample size varies. Total staff includes fundraising, alumni relations, and development services staff. The criteria for this question have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

Trends by Cluster

The composition of clusters, as determined by the cluster analysis described on page 9, varies from year to year. To provide accurate year-over-year comparisons, the following trends have been calculated using clusters consisting of the same 75 institutions for each year. For example, an institution identified as Moderate in 2022–23 would be included in the Moderate cluster for the three years prior even if it had been identified as Developing in prior-year cluster analyses. Because institutions did not provide data for all key indicators for all years, samples sizes vary.

Figure 42: Percentage Change in Mean Philanthropic Income by Cluster, 2019–20, 2020–21, 2021–22, and 2022–23

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
New Funds Committed (*n* = 73)	2019–20 to 2020–21	28.3%	-23.0%	2.8%	-3.5%	10.4%	37.3%
	2020–21 to 2021–22	35.2%	42.2%	15.2%	7.3%	30.3%	-43.6%
	2021–22 to 2022–23	-9.9%	-3.6%	2.0%	-6.4%	-9.8%	44.9%
Funds Received (*n* = 75)	2019–20 to 2020–21	10.4%	-25.4%	-0.9%	7.1%	8.5%	8.6%
	2020–21 to 2021–22	-1.8%	20.3%	19.3%	-6.5%	-8.9%	10.5%
	2021–22 to 2022–23	41.1%	28.4%	-8.5%	11.2%	42.8%	54.1%

Figure 43: Percentage Change in Mean Donor Numbers by Cluster, 2019–20, 2020–21, 2021–22, and 2022–23

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
Total Donors (*n* = 74)	2019–20 to 2020–21	-13.7%	-12.3%	-18.0%	-25.9%	-20.9%	-6.0%
	2020–21 to 2021–22	-4.8%	-11.6%	5.1%	-3.8%	-15.2%	-13.4%
	2021–22 to 2022–23	8.3%	-6.6%	-1.1%	0.2%	10.1%	-7.3%
Alumni Donors (*n* = 71)	2019–20 to 2020–21	-0.7%	-16.7%	-16.2%	-35.4%	-16.0%	19.1%%
	2020–21 to 2021–22	-6.1%	-6.6%	-2.8%	0.3%	-16.1%	-20.4%
	2021–22 to 2022–23	8.7%	-10.7%	-5.3%	1.5%	-4.1%	-3.5%

Figure 44: Percentage Change in Mean Total Investments and Mean Total Staff by Cluster, 2019–20, 2020–21, 2021–22, and 2022–23

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
Total Investment (*n* = 75)	2019–20 to 2020–21	-2.2%	16.2%	3.6%	-4.0%	-6.5%	-1.8%
	2020–21 to 2021–22	5.0%	6.7%	12.3%	6.8%	2.2%	-0.7%
	2021–22 to 2022–23	18.8%	14.9%	23.5%	10.0%	19.5%	17.2%
Total Staff (*n* = 75)	2019–20 to 2020-21	-0.2%	12.7%	6.8%	-0.2%	9.0%	3.8%
	2020–21 to 2021–22	-4.9%	-0.4%	5.7%	2.1%	-4.8%	9.4%
	2021–22 to 2022–23	8.7%	9.6%	12.9%	3.3%	9.8%	-0.3%

Note: Total investments include fundraising, alumni relations, and development services investments. Total staff includes fundraising, alumni relations, and development services staff. The criteria for these questions have changed in this year's survey, therefore we would advise caution when comparing these figures with previous years' and identifying trends until we have more years' data using the new criteria.

FINDINGS BY MISSION GROUPS

- The Russell Group is an association of 24 research-intensive institutions in the United Kingdom.
- The University Alliance represents institutions in the United Kingdom that are leaders in technical education, professional training, research and development, enterprise, and innovation.
- The MillionPlus is the Association for Modern Universities in the United Kingdom and the voice of 21st-century higher education.

Figure 45: Key Indicators for Mission Groups, 2022–23
(mean figures)

	Russell Group (*n* = 24)	Russell Group excluding Oxbridge (*n* = 22)	University Alliance (*n* = 3)	MillionPlus (*n* = 6)
Philanthropic Income				
New funds committed	£49,301,297	£21,605,095	£743,774	£652,589#
New funds committed from individuals	£6,237,129*	£6,237,129†	£229,860‡	£52,799#
New funds committed from organisations	£16,161,803*	£16,161,803†	£251,225‡	£815,665#
Largest new gift/pledge	£11,250,936	£6,803,900	£624,000	£364,735
Funds received	£46,791,007	£18,736,771	£940,170	£647,714
Funds received from individuals	£6,936,851*	£6,936,851†	£1,030,780‡	£92,783#
Funds received from organisations	£12,241,025*	£12,241,025†	£303,464‡	£759,939#
Funds received from legacies	£4,649,064	£1,786,076	£579,324‡	NA
Largest cash gift	£5,892,231*	£4,673,195	£394,042	£366,197
Number of legacy gifts	140*	16	2‡	NA
Alumni				
Total alumni	289,919*	284,587†	244,528	109,436
Contactable alumni	230,601*	223,760†	149,191	81,277
Donors				
Total donors	4,639*	3,033	949	261
Individual donors	4,491*	2,913	934	247
Alumni donors	3,595*	2,172	749	216
Organisation donors	148*	120	15	13
Costs				
Fundraising costs	£3,433,190	£1,843,826	£281,790	£142,660
Alumni relations costs	£1,527,703	£887,829	£168,238	£140,739
Development services costs	£921,975*	£827,368	£152,668	£88,529
Non-staff production and distribution costs for alumni magazine	£174,638*	£151,383†	£4,000‡	£40,735#
Staff				
Fundraising staff	40	22	4	2
Alumni relations staff	21	13	2	2
Development services staff	14*	13	3	2

*n < 24, †n < 22, ‡n < 3, #n < 6

FINDINGS BY OTHER GROUPS

GuildHE is an officially recognised representative body for UK higher education. Member institutions include major providers in professional subject areas such as art, design and media, music and the performing arts, agriculture and food, education, maritime, health, and sports.

Figure 46: Key Indicators for Other Groups, 2022–23
(mean figures)

	Arts (*n* = 6)	Medical (*n* = 4)	Specialist†† (*n* = 13)	GuildHE (*n* = 3)
Philanthropic Income				
New funds committed	£6,534,749	£6,124,200	£6,266,525	£218,438
New funds committed from individuals	£2,067,696	£430,991†	£2,220,677‡	£18,208#
New funds committed from organisations	£4,473,080	£5,310,102	£4,724,540‡	£227,201#
Largest new gift/pledge	£2,744,485	£2,181,318	£2,241,706	£95,833
Funds received	£6,275,586	£5,554,810	£5,587,761	£605,153
Funds received from individuals	£2,750,459	£2,214,844	£2,662,013‡	£15,007#
Funds received from organisations	£3,495,527	£3,339,966	£3,282,835‡	£877,464#
Funds received from legacies	£1,334,735*	£2,493,851†	£1,531,251‡	£2,500#
Largest cash gift	£2,433,016	£863,757	£1,554,100	£242,500
Number of legacy gifts	10*	132†	41‡	1#
Alumni				
Total alumni	58,732	29,427†	43,551‡	55,095
Contactable alumni	33,849	25,073†	28,378‡	40,959
Donors				
Total donors	507	3,183	1,397	71
Individual donors	436	3,131	1,342	64
Alumni donors	126	422†	256‡	49
Organisation donors	71	53	54	7
Costs				
Fundraising costs	£519,039	£1,112,454	£826,886	£57,504
Alumni relations costs	£184,230	£215,804†	£285,631‡	£70,977
Development services costs	£299,400	£241,242†	£375,494‡	£80,747#
Non-staff production and distribution costs for alumni magazine	£28,034*	£70,014†	£32,013‡	£7,328#
Staff				
Fundraising staff	8	9	9	1#
Alumni relations staff	3	2†	3‡	1
Development services staff	4	3†	5‡	2#

*$n < 6$, †$n < 4$, ‡$n < 13$, #$n < 3$
††Includes institutions grouped under the categories of arts and medical.

FINDINGS BY PEARCE REVIEW GROUPS

In 2023, the *CASE-More UK Philanthropy Report* looked at updating the sectorwide recommendations given in the 2012 *Review of Philanthropy in UK Higher Education* (Pearce Report) supported by the Higher Education Funding Council for England (HEFCE). The 2012 review had looked at how fundraising had changed over the previous 10 years and how the sector had responded during that time to the *Thomas Report on Voluntary Giving to UK Universities* (2004).

Figure 47: Key Indicators for Pearce Review Groups,†† 2022–23
(mean figures)

	Pre-1960s (*n* = 32)	1960s (*n* = 21)	1990s (*n* = 19)	2000s (*n* = 3)
Philanthropic Income				
New funds committed	£17,288,937*	£3,469,736	£693,407‡	£570,232
New funds committed from individuals	£5,386,278*	£763,357†	£179,623‡	£19,295#
New funds committed from organisations	£12,811,540*	£2,712,846†	£460,111‡	£744,701#
Largest new gift/pledge	£5,750,594	£1,683,852	£347,781	£445,833
Funds received	£14,543,756	£4,801,380	£735,875	£567,258
Funds received from individuals	£5,747,729*	£2,504,794†	£378,819‡	£28,403#
Funds received from organisations	£9,423,208*	£2,340,391†	£638,730‡	£757,311#
Funds received from legacies	£1,539,278*	£138,831†	£330,486‡	£2,500#
Largest cash gift	£3,560,635	£1,486,593	£284,549	£450,833
Number of legacy gifts	16	3	2	1
Alumni				
Total alumni	257,710*	169,182	190,708	61,248
Contactable alumni	183,186*	128,093	131,000	49,151
Donors				
Total donors	2,241	1,445	431	67
Individual donors	2,190*	1,403	411	61
Alumni donors	1,732*	933	358‡	39
Organisation donors	100*	42	19	6
Costs				
Fundraising costs	£1,473,511	£628,345	£249,990‡	£52,715
Alumni relations costs	£696,464	£355,867	£221,783‡	£72,408
Development services costs	£653,656	£247,670	£109,869‡	£63,204#
Non-staff production and distribution costs for alumni magazine	£134,816	£45,037	£22,784‡	£7,255#
Staff				
Fundraising staff	17	8	3	1
Alumni relations staff	10	5	4	1
Development services staff	10	4	2‡	1#

*n < 32, †n < 21, ‡n < 19, #n < 3
††The *CASE-More UK Philanthropy Report* for 2023 and *Review of Philanthropy in UK Higher Education* for 2012.

APPENDIX

Long-Term Trends in the United Kingdom and Ireland

Figure 48: Total New Funds Committed, 2004–05 to 2022–23
(in £ billions)

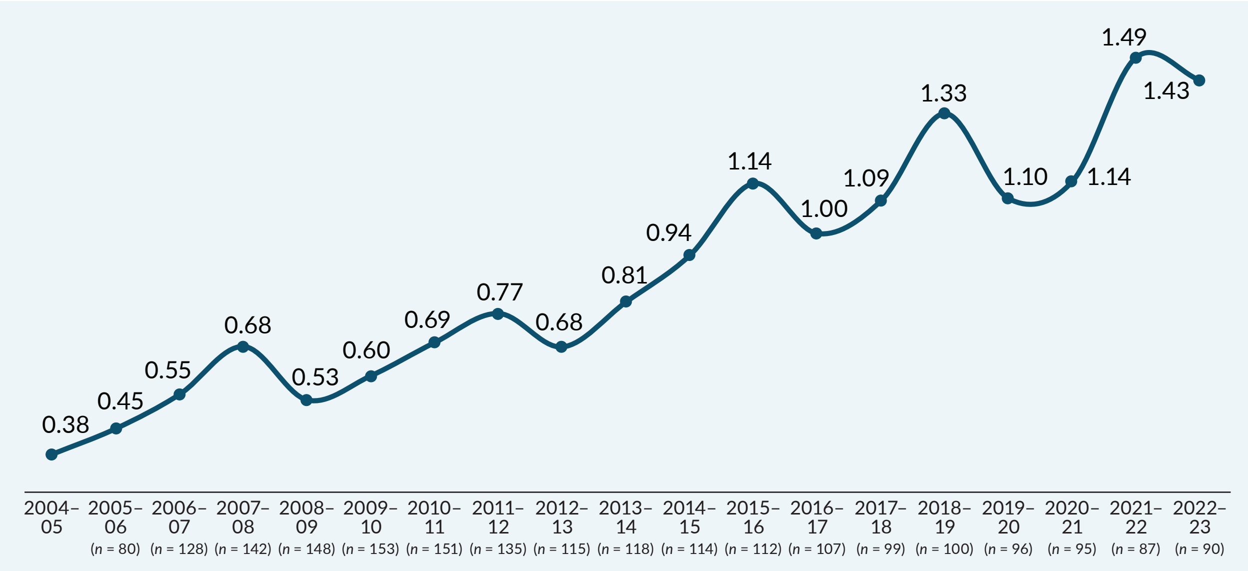


Figure 49: Mean New Funds Committed, 2014–15 to 2022–23
(in £ millions)

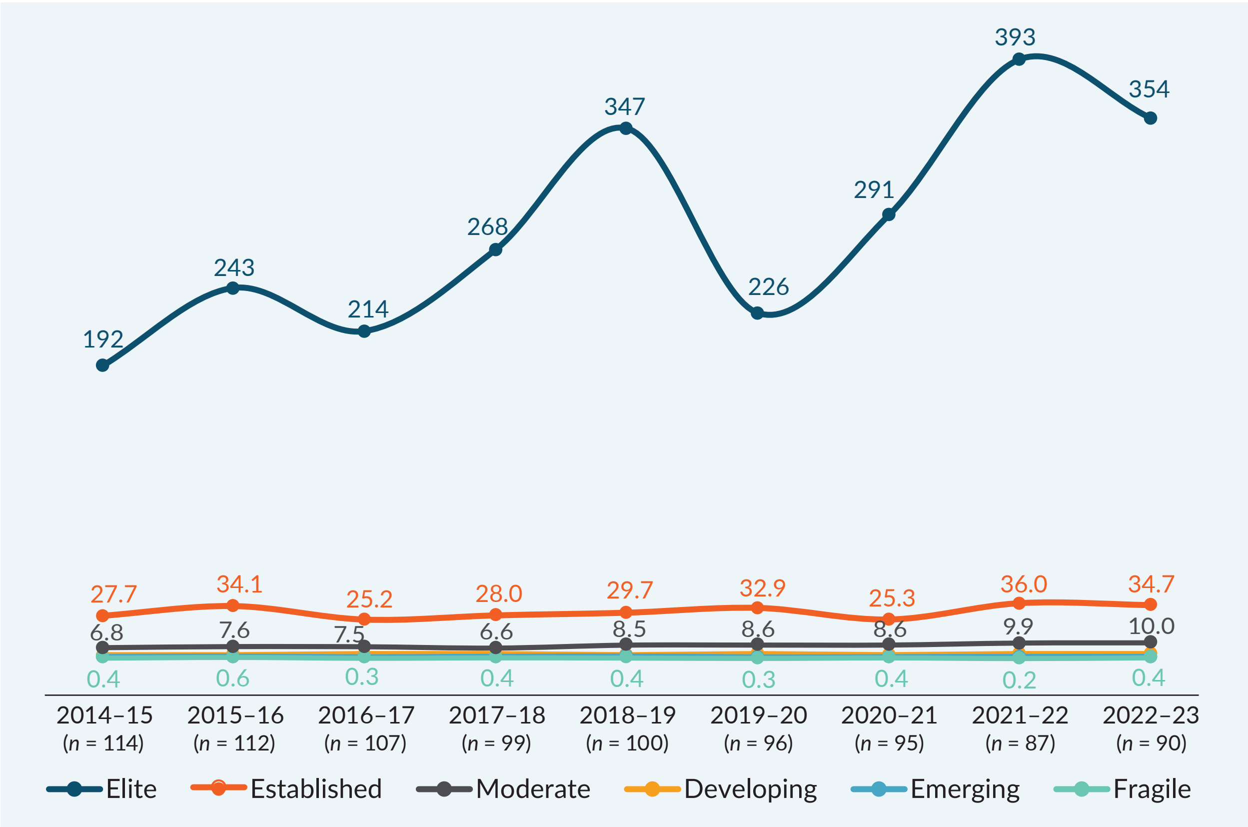
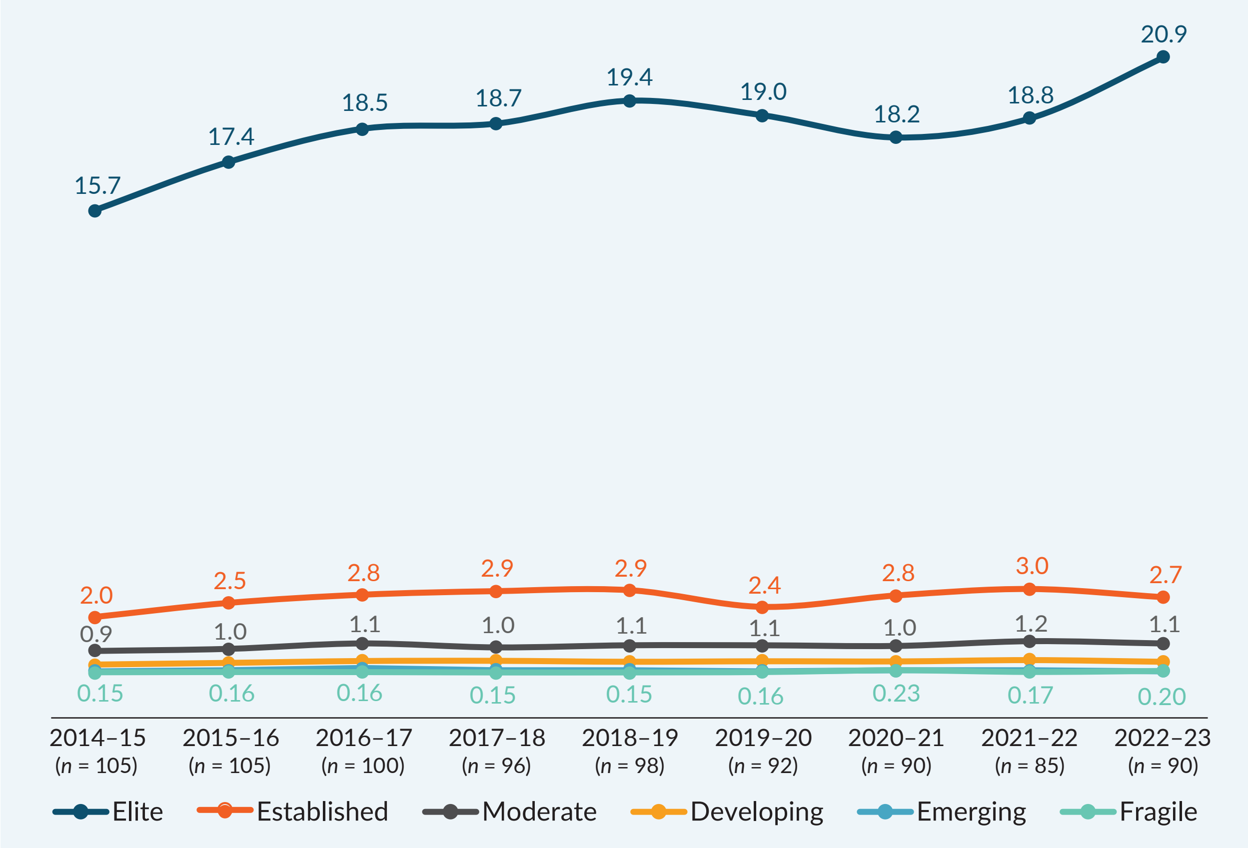


Figure 50: Mean Fundraising Investment, 2014–15 to 2022–23
(in £ millions)

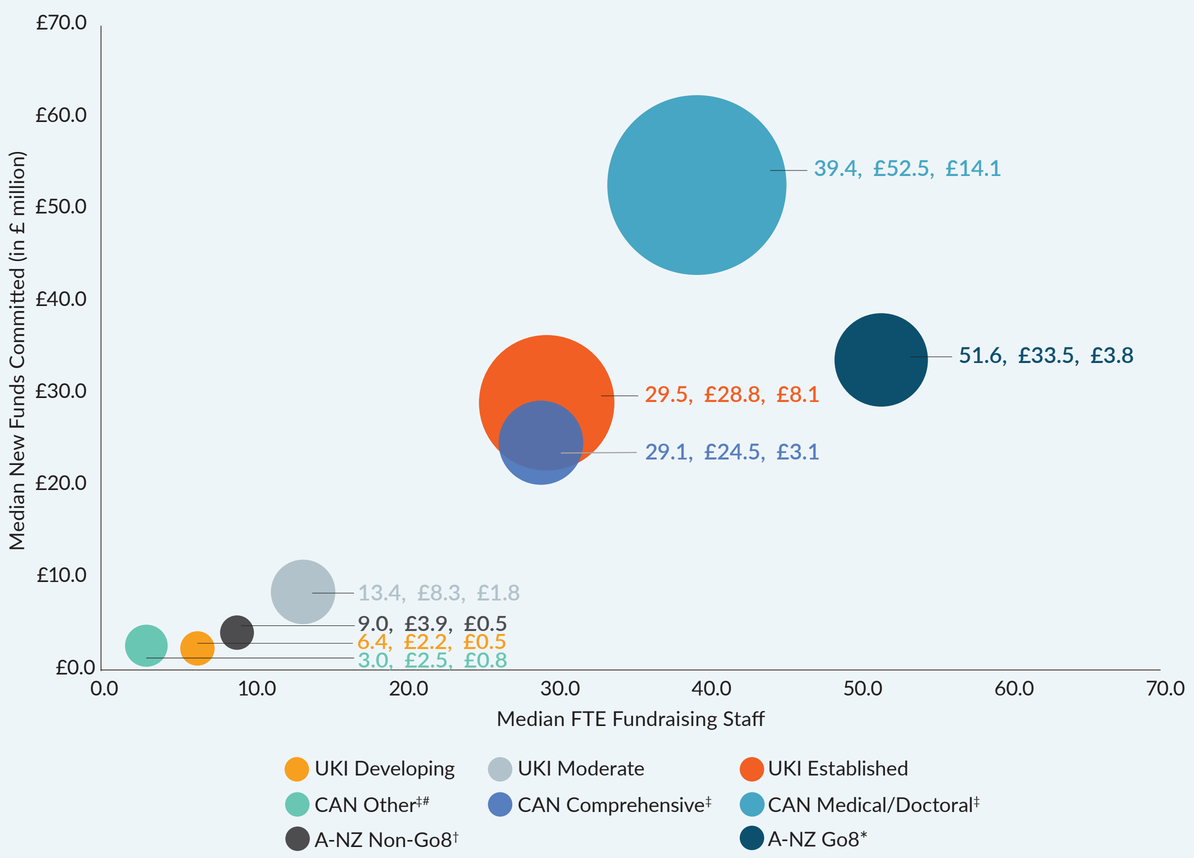


Comparisons with Institutions in Canada, Australia, and New Zealand

The CASE InsightsSM on Philanthropy (Australia and New Zealand), which has been conducted annually since 2012, and the CASE Insights℠ on Philanthropy (Canada) in partnership with CCAE, which has been conducted annually since 2018, are both based on the CASE Insights℠ on Philanthropy (United Kingdom and Ireland). Institutions participating in Australia, New Zealand, and Canada provide a valuable point of comparison for institutions in the United Kingdom and Ireland.

The bubble chart shows a comparison of data for 2022–23 from the CASE Insights℠ on Philanthropy (United Kingdom and Ireland) with data from the 2023 edition of CASE Insights℠ on Philanthropy (Canada) and the 2022 edition of the CASE Insights℠ on Philanthropy (Australia and New Zealand).

Figure 51: Median FTE Fundraising Staff by Median New Funds Committed
Bubble size: Median largest new pledge/gift (in £ millions)



Note: A-NZ = Australia and New Zealand; CAN = Canada; FTE = full-time equivalent; Go8 = Group of Eight; UKI = United Kingdom and Ireland.
*The Group of Eight (Go8) is a coalition of research-intensive Australian higher education institutions.
† Institutions that are outside the Group of Eight are called the Non-Go8 and include institutions from both Australia and New Zealand.
‡ These are the cohorts (primarily undergraduate, comprehensive, medical/doctoral, and colleges and institutes) that were identified after CASE conducted a cluster analysis of a range of variables relating to fundraising production, enrollments, investments in fundraising, advancement staffing, and other factors. Participating institutions identify the most appropriate reporting group for their institution based on these cohorts.
# CAN Other includes colleges and institutes and primarily undergraduate institutions.

Response Rate

Figure 52: Response Rates of UK Higher Education Institutions from 2013 to 2023

	2013–14	2014–15	2015–16	2016–17	2017–18	2018–19	2019–20	2020–21	2021–22	2022–23
English Higher Education Institutions										
Invited to participate	131	128	144	133	133	133	133	133	133	133
Number participating	101	91	90	87	80	77	76	71	69	71
Response rate	77.1%	71.1%	62.5%	65.4%	60.2%	57.9%	57.1%	53.4%	51.9%	53.4%
Welsh Higher Education Institutions										
Invited to participate	8	9	9	9	9	9	9	9	9	9
Number participating	5	6	6	4	3	4	3	3	2	3
Response rate	62.5%	66.7%	66.7%	44.4%	33.3%	44.4%	33.3%	33.3%	22.2%	33.3%
Scottish and Northern Irish Higher Education Institutions										
Invited to participate	21	18	19	22	19	19	19	19	19	19
Number participating	18	16	14	14	14	16	14	17	13	13
Response rate	85.7%	88.9%	73.7%	63.6%	73.7%	84.2%	73.7%	89.5%	68.4%	68.4%
UK Higher Education Institutions										
Invited to participate	160	155	172	164	161	161	161	161	161	161
Number participating	124	113	110	105	97	97	93	91	84	87
Response rate	77.5%	72.9%	64.0%	64.0%	60.2%	60.2%	57.8%	56.5%	52.2%	54.0%

Note: Four higher education institutions from Ireland and the Institute of Cancer Research in the United Kingdom also participated in the survey.

Participating Institutions

1. Aberystwyth University
2. Anglia Ruskin University
3. Aston University
4. Bath Spa University
5. Bournemouth University
6. Brunel University London
7. Cardiff University
8. City, University of London
9. Cranfield University
10. Dublin City University Educational Trust
11. Durham University
12. Edinburgh Napier University
13. Glasgow Caledonian University
14. Goldsmiths University of London
15. Guildhall School of Music & Drama
16. Heriot-Watt University
17. Imperial College London
18. Keele University
19. King's College London
20. Kingston University
21. Lancaster University
22. London Business School
23. London School of Hygiene & Tropical Medicine
24. London South Bank University
25. Loughborough University
26. Manchester Metropolitan University
27. Newcastle University
28. Northumbria University
29. Nottingham Trent University
30. Queen Margaret University
31. Queen Mary University of London
32. Queen's University Belfast
33. Royal Academy of Music
34. Royal Agricultural University
35. Royal College of Art
36. Royal College of Music
37. Royal College of Surgeons in Ireland
38. Royal Holloway, University of London
39. Sheffield Hallam University
40. SOAS University of London
41. St George's, University of London
42. St Mary's University, Twickenham
43. Swansea University
44. The Courtauld Institute of Art
45. The Institute of Cancer Research
46. The London School of Economics and Political Science
47. The Royal Veterinary College
48. The University of Edinburgh
49. The University of Manchester
50. The University of Warwick
51. Trinity College Dublin
52. University College Cork
53. University College London
54. University of Aberdeen
55. University of Bath
56. University of Birmingham
57. University of Bradford
58. University of Bristol
59. University of Cambridge
60. University of Dundee
61. University of East Anglia
62. University of Essex
63. University of Exeter
64. University of Glasgow
65. University of Greenwich
66. University of Huddersfield
67. University of Hull
68. University of Kent
69. University of Leeds
70. University of Leicester
71. University of Lincoln
72. University of Liverpool
73. University of London
74. University of Nottingham
75. University of Oxford
76. University of Plymouth
77. University of Portsmouth
78. University of Reading
79. University of Salford
80. University of Sheffield
81. University of Southampton
82. University of St Andrews
83. University of Stirling
84. University of Strathclyde
85. University of Suffolk
86. University of Surrey
87. University of Sussex
88. University of the Arts London
89. University of the West of Scotland
90. University of West London
91. University of Westminster
92. University of York