

CASE InsightsSM **on Voluntary Support** **of Education** **(United States)**

2023 KEY FINDINGS

**COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION**



© 2024 Council for Advancement and Support of Education
Original publication date: February 2024

All rights reserved. No part of the material protected by this copyright may be reproduced or used in any form, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the Council for Advancement and Support of Education.

Limit of Liability/Disclaimer: While the publisher has used its best efforts in preparing this document, it makes no representations or warranties in respect to the accuracy or completeness of its contents. No liability or responsibility of any kind (to extent permitted by law), including responsibility for negligence, is accepted by the Council for Advancement and Support of Education, its servants, or its agents. All information gathered is believed correct at publication date. Neither the publisher nor the author is engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

AUTHOR

Ann E. Kaplan, Senior Director, Voluntary Support of Education Survey, CASE

FOR MORE INFORMATION, CONTACT:

Ann E. Kaplan
Senior Director, Voluntary Support of Education Survey
CASE
akaplan@case.org
+1-917-979-4827

CASE InsightsSM



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

Advancing education to transform lives and society.

case.org

London Mexico City Singapore Washington, D.C.

CONTENTS

- Foreword by CASE President and CEO** 4
- Introduction** 5
- Findings** 5
 - Charitable Giving to U.S. Colleges and Universities Estimated at \$58 Billion in 2023 5
 - Giving Increased from Organizations, and Personal Giving Declined 6
 - Stock Market Played a Significant Role in Results 7
 - Gifts of \$100 Million or More 8
 - Top 20 Fundraising Institutions 9
 - Top 20: Giving per Student Capita and as a Percentage of Expenditures 10
 - Gift Bands 10
 - Graduation Cohorts 11
- Endnotes** 12
- Methodology** 13

Foreword by CASE President and CEO

I am pleased to introduce the key findings brief from our 66th annual CASE InsightsSM on Voluntary Support of Education (VSE) survey, the definitive source of data measuring the level of philanthropic support for nonprofit and public higher education institutions in the United States. The brief covers fundraising data collected for the 2022-23 academic year, which for most institutions ran from July 1, 2022, to June 30, 2023. A more detailed report will be available in April.

This brief illustrates the confidence donors have in higher education institutions, which is demonstrated by their generosity. Donors invest in colleges and universities because of the strategic role they play in transforming lives and society. Colleges and universities educate students and prepare them for careers, civic engagement, and leadership. They conduct research that benefits us all. They directly enhance society by offering vital services, community, and cultural experiences.

This year's results show that higher education institutions in the United States raised \$58 billion, the second-highest amount on record. The highest year on record was the previous year, in which \$1.5 billion more was received than this year. We know that giving levels are in part driven by donors' assets, which are affected by the economy. Sometimes individual donors make decisions about timing of gifts depending on the value of their investments at calendar-year end. As illustrated in this brief, the stock market trended down at the end of calendar-year 2022. We observed increased contributions from organizations and decreased contributions from individuals. It bears noting that individuals increasingly give through organizations such as donor-advised funds, personal and family foundations, and closely held companies. So, some of the rise in giving from organizations was caused by individuals' decisions.

At CASE, we understand that philanthropic support is the result of years of strategic focus by professional advancement staff working closely with institutional leaders, academic colleagues, and potential donors. This work has a long-term focus and can be viewed in three- to five-year averages as well as in these annual results.

The CASE VSE is the world's longest-running survey on philanthropic support for educational institutions. This survey, rooted in the *CASE Global Reporting Standards*, allows us to use data to better understand the effect of our work and to increase philanthropic investment in educational institutions in the United States.

The VSE data contribute to a rich global repository. CASE InsightsSM also offers philanthropic benchmarks for educational institutions in Australia and New Zealand, Canada, and the United Kingdom and Ireland. This research provides the basis for transparent, consistent, and ethical reporting of charitable contributions to such institutions across the globe.

CASE extends its gratitude to the institutions that make these reports possible. Advancement teams champion their institutions to many constituencies. We acknowledge that participating in surveys adds work for these teams. What we learn from the data has enormous value. The results inform our work today and contribute to future successes. CASE is grateful, too, to the many individuals and organizations that contribute to educational institutions. Thank you. Your commitment raises the sights of all in the profession.

To learn more about the CASE InsightsSM benefits available to members, visit www.case.org/case-insights.

Sue Cunningham

President and CEO, CASE

Introduction

The CASE InsightsSM on Voluntary Support of Education (VSE) annual survey has collected data on fundraising outcomes at higher education institutions in the United States since 1957. It is the nation’s longest-running and definitive survey on such information. Data from the survey are used to estimate total charitable support of all institutions of higher education in the nation, including nonrespondents.

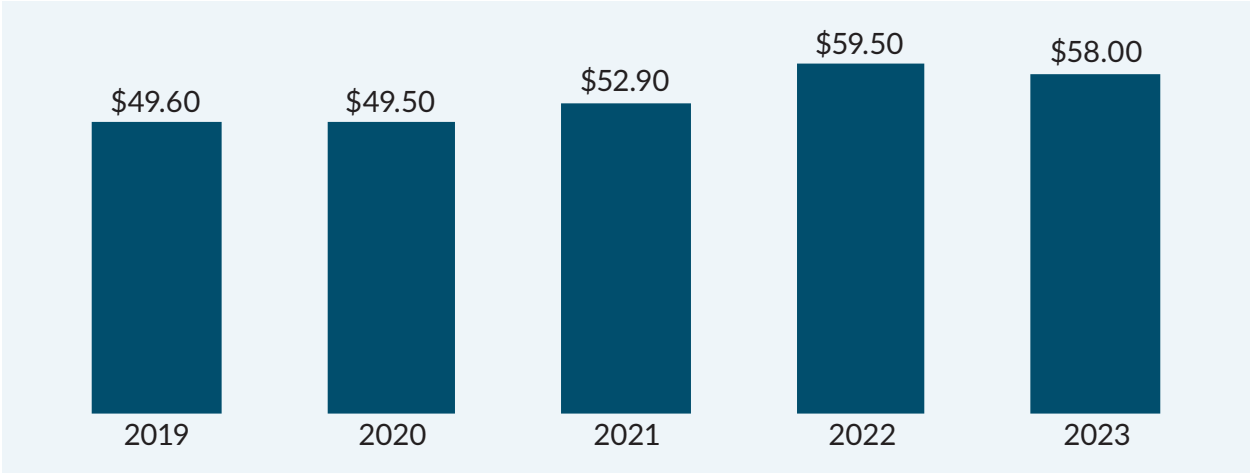
This brief summarizes the key findings from the 2022–23 academic fiscal year. A more detailed report on the findings will be available for purchase in spring 2024. The raw survey data are available in the CASE InsightsSM data portal. The portal is a CASE member benefit and is available to non-educational institutions by subscription.

Findings

CHARITABLE GIVING TO U.S. COLLEGES AND UNIVERSITIES ESTIMATED AT \$58 BILLION IN 2023

According to the VSE survey, voluntary support of U.S. higher education institutions totaled \$58 billion in the fiscal year that ended on June 30, 2023. While that represents a decline of 2.5 percent—\$1.5 billion—from the previous fiscal year, it is nonetheless the highest amount raised historically except for 2022. In 2022, charitable contributions to U.S. colleges grew 12.5 percent, which was the largest percentage increase since 2000. In 2023, despite the overall decline, almost half—45.7 percent—of the respondents reported that giving increased.

Figure 1: Estimated Voluntary Support of U.S. Higher Education Institutions, 2019–23
(Dollars in Billions)



Due to rounding, dollar totals in tables and figures may not add up and percentages may not equal 100.

GIVING INCREASED FROM ORGANIZATIONS, AND PERSONAL GIVING DECLINED

As shown in Figure 2, giving from individuals declined by double-digit percentages, while organizational giving increased modestly.

Figure 2: Estimated Voluntary Support of Higher Education by Source and Purpose, 2022 and 2023
(Dollars in Millions)

	2022		2023		Percentage Change, 2022 to 2023	
	Amount Raised	Percentage of Total	Amount Raised	Percentage of Total	Current \$	Adjusted for Inflation
Total Voluntary Support	\$59,500	100.0	\$58,000	100.0	-2.5	-5.0
Source						
Alumni	13,500	22.7	12,000	20.7	-11.1	-13.4
Nonalumni Individuals	9,500	16.0	8,500	14.7	-10.5	-12.8
Organizations	36,500	61.3	37,500	64.7	2.7	0.1
Purpose						
Current Operations	34,250	57.6	35,000	60.3	2.2	-0.5
Capital Purposes	25,250	42.4	23,000	39.7	-8.9	-11.3

Based only on data from institutions that participated in the 2023 survey, the increase in organizational giving is driven by a 3.2 percent increase in giving from corporations, a 1.8 percent

decline in foundation giving, and a 4.4 percent increase in giving from other types of organizations. Some of the “other organizations” increase is likely driven by transfers from donor-advised funds (DAFs).

STOCK MARKET PLAYED A SIGNIFICANT ROLE IN RESULTS

Giving in a particular year does not constitute a trend because a single year's data are partly driven by the timing of gifts. This is particularly true of large contributions, which frequently are made in the form of securities. While colleges and universities operate on fiscal years, which typically begin on July 1 and end on June 30, donors plan giving based on the calendar year. For tax purposes, it is the end of the calendar year that matters most. As Figure 3 illustrates, many of the major indexes were down considerably during that crucial period. This could have led donors who intended to make major gifts in 2023 to postpone the payments until the market recovered.

Organizations such as foundations and corporations also make gifts based on assets, but

they often make commitments a year in advance. This is why when there are stark differences between the condition of the market over a two-year period, individuals and organizations behave differently. On the VSE survey, 45.9 percent of the foundation funding comes from family or personal foundations, making that category of donor a hybrid of personal and organizational.

DAFs occupy yet another realm of decision-making. A donor may add significantly to a DAF's corpus in a good year—in this case, the 2022 calendar year—and then recommend payments from that enlarged asset pool the following year. Even if the fund's assets did not perform extremely well in the year it made charitable distributions, the assets may still have been enlarged by an infusion of funds the previous year.

Figure 3: Values of Stock Market Indexes During the Period Studied¹

	Dow Jones Industrial Average	NASDAQ Composite	New York Stock Exchange Composite	Standard & Poor's 500	
1/3/2022 (Open)	36,321.6	15,732.5	17,164.1	4,778.1	
7/1/2022 (Open)	30,737.8	11,006.8	14,487.6	3,781.1	
12/30/2022 (Close)	33,147.3	10,466.5	15,184.3	3,839.5	
6/30/2023 (Close)	34,407.6	13,787.9	15,875.9	4,450.4	
Start of Calendar Year– End of Calendar Year	-8.7%	-33.5%	-11.5%	-19.6%	Tax Planning
Start of Fiscal Year– End of Calendar Year	7.8%	-4.9%	4.8%	1.5%	Calendar-Year-End Fundraising
Start of Fiscal Year– End of Fiscal Year	11.9%	25.3%	9.6%	17.7%	Fiscal-Year-End Fundraising

GIFTS OF \$100 MILLION OR MORE

In 2023, there were 11 gifts of \$100 million or more. These gifts accounted for 3.9 percent of total support. That is more than double their weight in 2022, when seven such contributions accounted for 1.8 percent of the total.

The 11 contributions came from one realized bequest, one corporation, two living individuals, three DAFs, and four foundations.

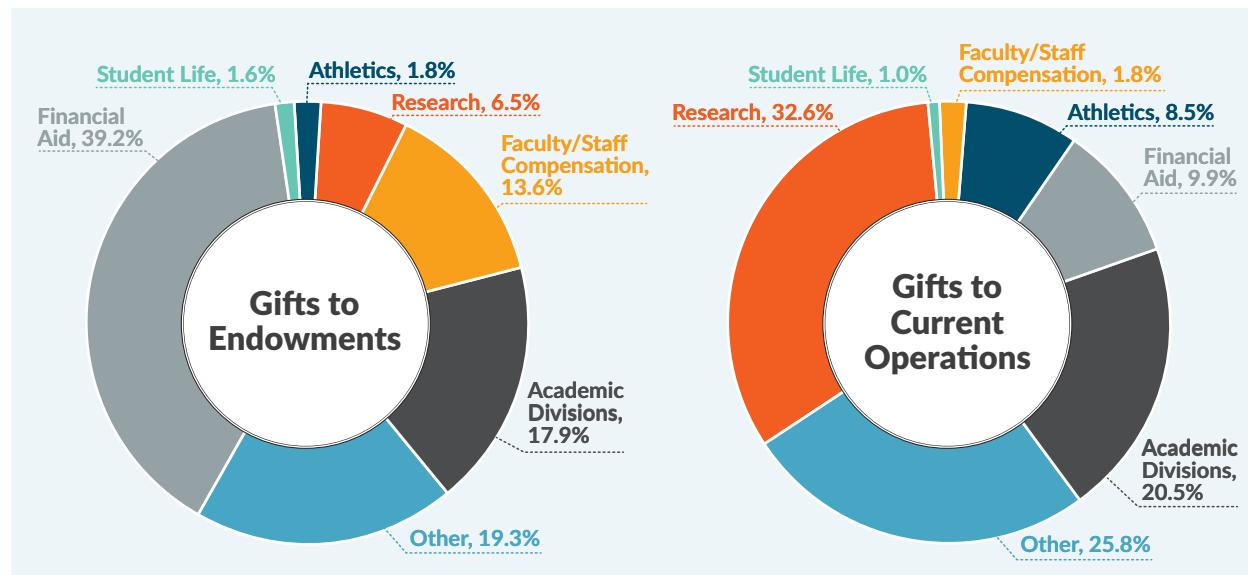
Figure 4: Gifts of \$100 Million or More, 2022 and 2023

	# of Gifts	Total \$	% of Total Support
2022	7	1.08 Billion	1.8
2023	11	2.24 Billion	3.9

In comparison with smaller gifts, large gifts predominantly, though not exclusively, fund endowments. Much of this endowed support is restricted by donors to student financial aid as well as academic divisions—departments within institutions—and faculty and staff compensation. In contrast, smaller outright gifts predominantly

fund research. They also provide considerable funding for academic divisions. Both types of support are of great value to institutions, though gifts to endowments arguably redistribute income to a greater extent than do contributions to annual funds.

Figure 5: Purposes of Restricted Gifts, 2023



Due to rounding, dollar totals in tables and figures may not add up and percentages may not equal 100.

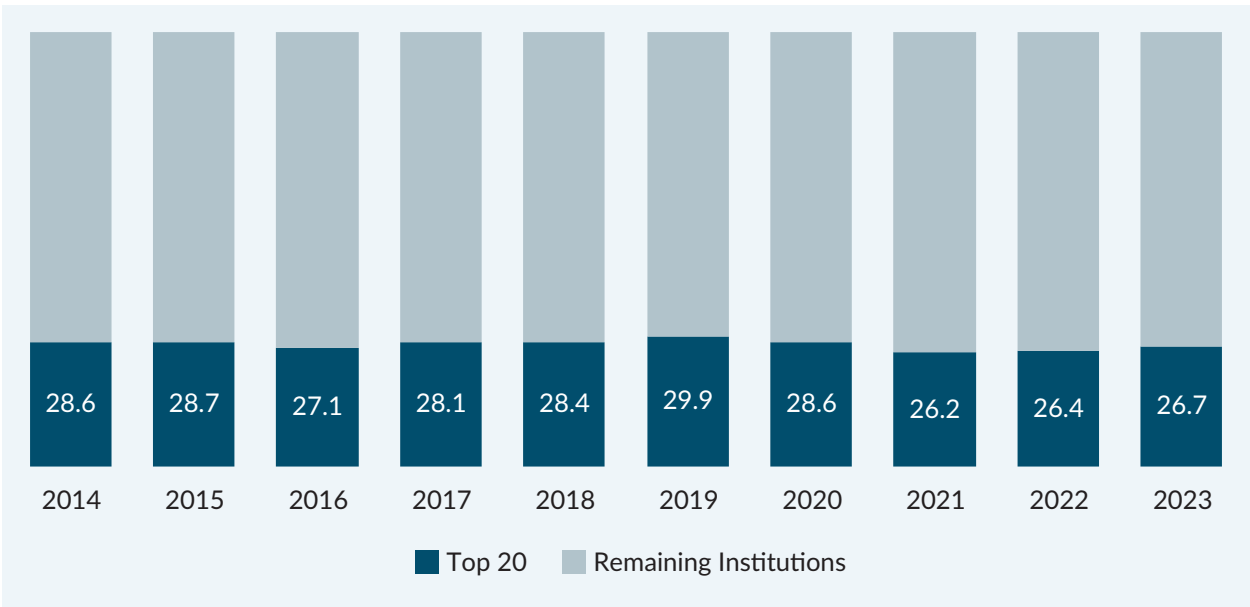
TOP 20 FUNDRAISING INSTITUTIONS

The 20 institutions that raised the most in 2023 received a total of \$15.50 billion, which is 26.7 percent of the annual total. That is about the same share of the total as in 2022, when it was 26.4 percent. In 2014, the top 20 fundraising institutions raised 28.6 percent of the annual total. Six of the top 20 institutions in 2023 are public; 14 are private. Virtually all the institutions are doctoral institutions classified as “very high research” by the Carnegie Classification system.ⁱⁱ Two of those

institutions responded for multiple campuses in addition to their flagship institution. One is a public specialized institution that also has a “research” designation.ⁱⁱⁱ

These institutions represent less than one percent of all U.S. colleges and universities. Often, they are large institutions with a wide array of programming, including arts centers and research facilities. This breadth of activity draws philanthropy from a broad spectrum of individuals and entities. In a sense, these institutions resemble multipurpose nonprofits.

Figure 6: Percentage of Total Raised by Top 20 Fundraising Institutions, 2014–23



Due to rounding, dollar totals in tables and figures may not add up and percentages may not equal 100.

TOP 20: GIVING PER STUDENT CAPITA AND AS A PERCENTAGE OF EXPENDITURES

While the top fundraising institutions are predominantly research/doctoral institutions, when calculating the amount raised per student capita, the list shifts. That list does include some of the top 20 fundraising institutions. It contains nine private research/doctoral institutions, three private baccalaureate institutions, six medical institutions, and two theological institutions.

Some respondents have yet to provide expenditure figures as they await audit results. However, when all those data are received, a list of

funds received as a percentage of total educational and general expenditures is unlikely to have any research/doctoral institutions. Based on the data available at publication, a faith-related institution tops the list.

GIFT BANDS

A sample of 236 institutions reported on giving by level of gift, or gift band. A small number of contributions make up most of the funds received. This is expected due to the small number of individuals and organizations with sufficient wealth to make large contributions.

Figure 7: Distribution of Total Support by Gift Band, 2023

	<u>Percentage of \$</u>	<u>Percentage of #</u>
\$25,000,000+	10.6	<0.1
\$10,000,000–\$24,999,999	9.0	<0.1
\$5,000,000–\$9,999,999	9.2	<0.1
\$1,000,000–\$4,999,999	24.0	0.1
\$250,000–\$999,999	16.6	0.2
\$100,000–\$249,999	9.4	0.3
\$50,000–\$99,999	5.2	0.4
\$25,000–\$49,999	3.9	0.6
\$10,000–\$24,999	4.2	1.6
\$5,000–\$9,999	2.3	2.1
\$2,500–\$4,999	1.5	2.5
\$1,000–\$2,499	1.8	6.9
\$500–\$999	0.8	6.5
\$100–\$499	1.2	35.7
Under \$100	0.3	43.0
N = 236		

GRADUATION COHORTS

As alumni age and become more financially solvent, they are more likely to give, and they give more. However, CASE InsightsSM on Alumni Engagement survey data reveal that engaging alumni in modes other than philanthropy, which could lead to future

charitable contributions, also matters. Moreover, these forms of engagement are themselves of value to institutions. The other modes of engagement are communications, experiential, and volunteering. Results from the global Alumni Engagement survey will be available in the spring.

Figure 8: Alumni Support and Participation by Graduation Cohort, 2023

	<u>Percentage of \$</u>	<u>Percentage Who Gave</u>
0-5 Years Out	0.6	11.5
6-10 Years Out	0.9	8.1
11-20 Years Out	4.5	14.7
21-30 Years Out	8.7	16.2
31-40 Years Out	21.4	16.4
41-50 Years Out	22.0	16.5
51+	37.3	14.3
Non-Degreed	4.6	2.2
N = 205		

Endnotes

- i. <https://www.wsj.com/market-data/quotes/index/DJIA/historical-prices>
- ii. <https://carnegieclassifications.acenet.edu>
- iii. A specialized research institution confers at least 75 percent of its degrees in one field, in contrast with other research institutions, which may confer research degrees in multiple fields.

METHODOLOGY

The 2023 survey collected data on charitable gifts and grants raised from private sources for the fiscal year beginning July 1, 2022, and ending June 30, 2023 (with a few institutions reporting based on different fiscal calendars).

Participation varied considerably by type of institution. The number of U.S. higher education participants in 2023 was 757. They represent 23.6 percent of colleges and universities in the United States but raised 79 percent of total voluntary support of U.S. higher education institutions in the 2022–23 academic fiscal year. Note that there are key differences between the amounts reported as national estimates and those that summarize survey responses, from which the national estimates are derived. By developing national estimates each year, CASE can correct for annual differences in participation.

CASE approaches the estimation process in two ways. First, CASE considers the percentage change in support by source group and by major purpose category among institutions that participate for two consecutive years—the core group of institutions. Because the core group’s gift income typically represents more than 90% of all reported gift income, the group’s data provide a robust set of benchmarks on year-over-year changes, which can be applied to the previous year’s national estimates.

However, because the core group results may be more positive than those we would get were the survey to achieve full participation, CASE adjusts the degree of change in the national estimates downward as appropriate for comparison with the core group.

Second, CASE looks at participation by Carnegie Classification, which groups higher education institutions into basic types. Nonparticipants tend to be smaller, and there is a tendency for institutions not to participate after a weak year. In addition,

the response rate varies by Carnegie Classification. Participation is highest among research/doctoral institutions and lowest among specialized institutions. CASE derives estimates of support among nonparticipants by Carnegie Classification. The sum of these estimates and the survey results are generally close to the national estimates determined by using the first method described. If not, CASE reviews and adjusts factors and weights until there is reasonable consistency across the entire model.

CASE—the Council for Advancement and Support of Education—is a global, not-for-profit membership association with a vision to advance education to transform lives and society.

CASE is the home for advancement professionals, inspiring, challenging, and equipping them to act effectively and with integrity to champion the success of their institutions. CASE defines the competencies and standards for the profession of advancement, leading and championing their dissemination and application with more than 97,000 advancement professionals at over 3,000 member institutions in more than 80 countries.

Broad and growing communities of professionals gather under the global CASE umbrella. Currently, these include alumni relations, advancement services, communications, fundraising, government relations, and marketing. These professionals are at all stages of their careers and may be working in universities, schools, colleges, cultural institutions, or other not-for-profits. CASE uses the intellectual capital and professional talents of a community of international volunteers to advance its work, and its membership includes many educational partners who work closely with the educational sector.

CASE InsightsSM is a way to access the data, standards, and research benefits available to all CASE members. Specialized CASE InsightsSM data, standards, and research enable members to make data-informed decisions, demonstrate strategic impact and highlight success stories while adhering to the ethical practices of the advancement profession. For more information, visit www.case.org/case-insights.

Headquartered in Washington, D.C., CASE works across all continents from its regional offices in London, Singapore, and Mexico City to achieve a seamless experience for all its stakeholders, particularly its members, volunteers, and staff. For more information, visit www.case.org/.

Media Relations Contact:
media@case.org

CASE InsightsSM



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION