A world map is visible in the background, rendered in a lighter blue color. Overlaid on the map are several terms in a serif font, some in white and some in a gold color. The terms include 'Professional Development' at the top, 'ADVOCACY' below it, 'SERVICE' on the left side, 'INTEGRITY' on the right side, 'Resources' on the right side, 'ETHICS' on the right side, 'Recognition' on the left side, and 'INCLUSIVENESS' at the bottom right.

# FIFTEEN FACTS ABOUT FUNDRAISING

WASHINGTON HIGHER EDUCATION  
SECRETARIAT

MAY 2, 2006

CASE.

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION

ADVOCACY

#1

SERVICE

Professional Development

Resources

ETHICS

INTEGRITY

INFLUENCE

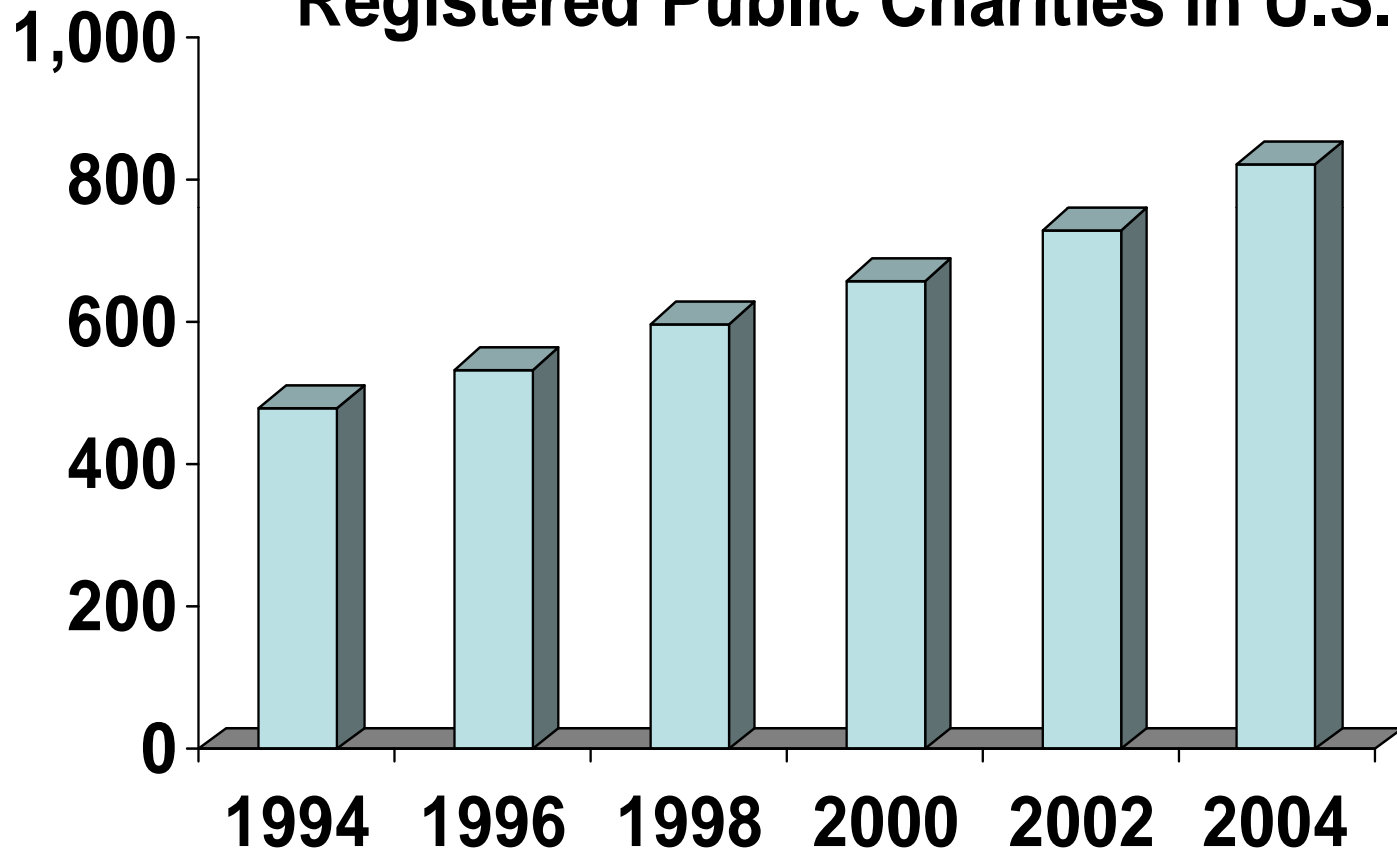
Recognition

CASE

# It's A Competitive Sport

Thousands

## Registered Public Charities in U.S.



source: National Center for Charitable Statistics

ADVOCACY

#2

SERVICE

Professional  
Development

Resources

ETHICS

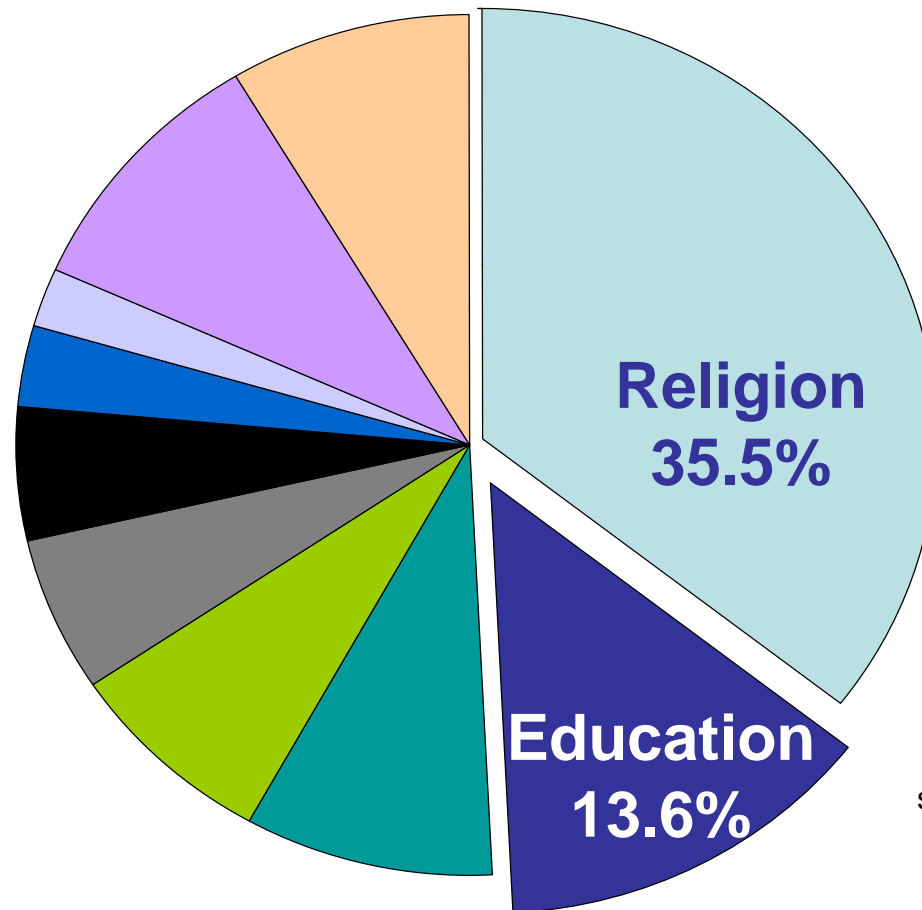
INTEGRITY  
INFLUENCE

Recognition

CASE

# Education Comes In Second

## Recipients of Giving, 2004



source: Giving USA,  
2005, AAFRC

ADVOCACY

#3

SERVICE

Professional  
Development

Resources

ETHICS

INTEGRITY

INFLUENCE

Recognition

CASE

## It's Not A Zero Sum Game

**We will experience an intergenerational transfer of wealth during the first half of the century ranging from \$41 to \$136 trillion.**

**Havens and Schervish, 2003**

ADVOCACY

#4

SERVICE

Professional Development

Resources

ETHICS

INTEGRITY

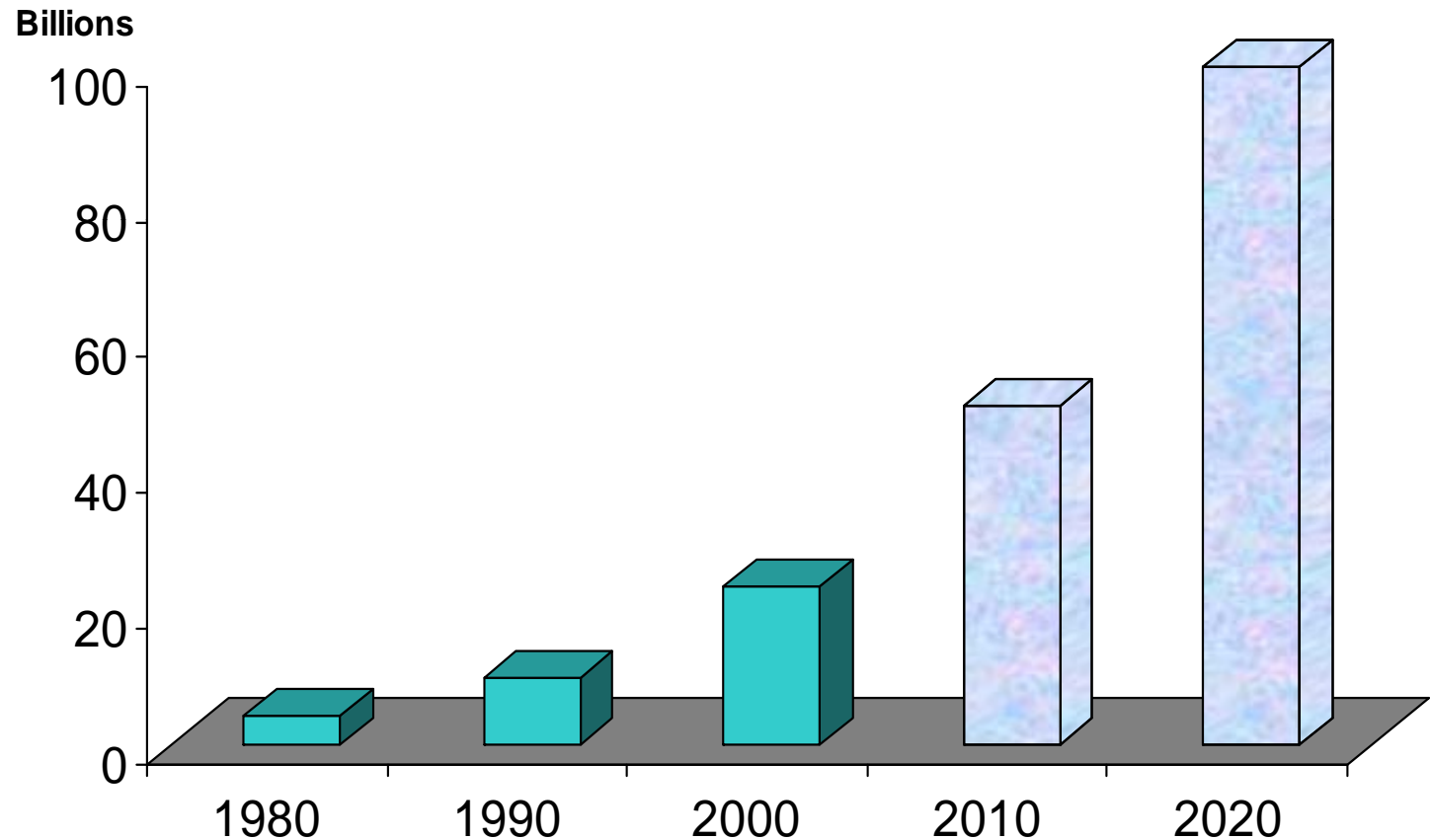
INFLUENCE

Recognition

CASE

# The Score Keeps Rising

## Giving to U.S. Higher Education



ADVOCACY  
#5  
SERVICE  
Professional Development  
Resources  
ETHICS  
INTEGRITY  
INFLUENCE  
Recognition  
CASE

## The Goal Posts Keep Moving

**1958 – \$100 million campaign**

**1974 – \$500 million campaign**

**1987 – \$1 billion campaign**

**1990 – \$2 billion campaign**

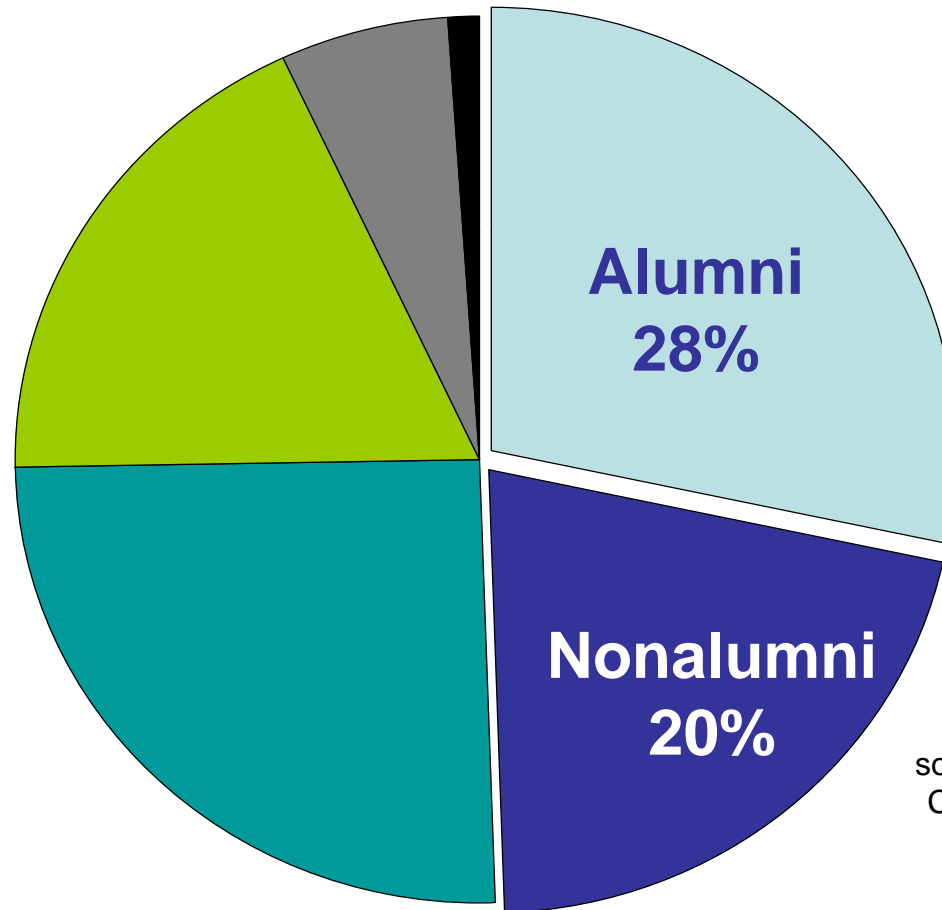
**2004 – \$3 billion campaign**

**2006 – \$4 billion campaign**

#6

# Leading Scorers: Individuals

## Sources of Giving to Higher Education, 2004



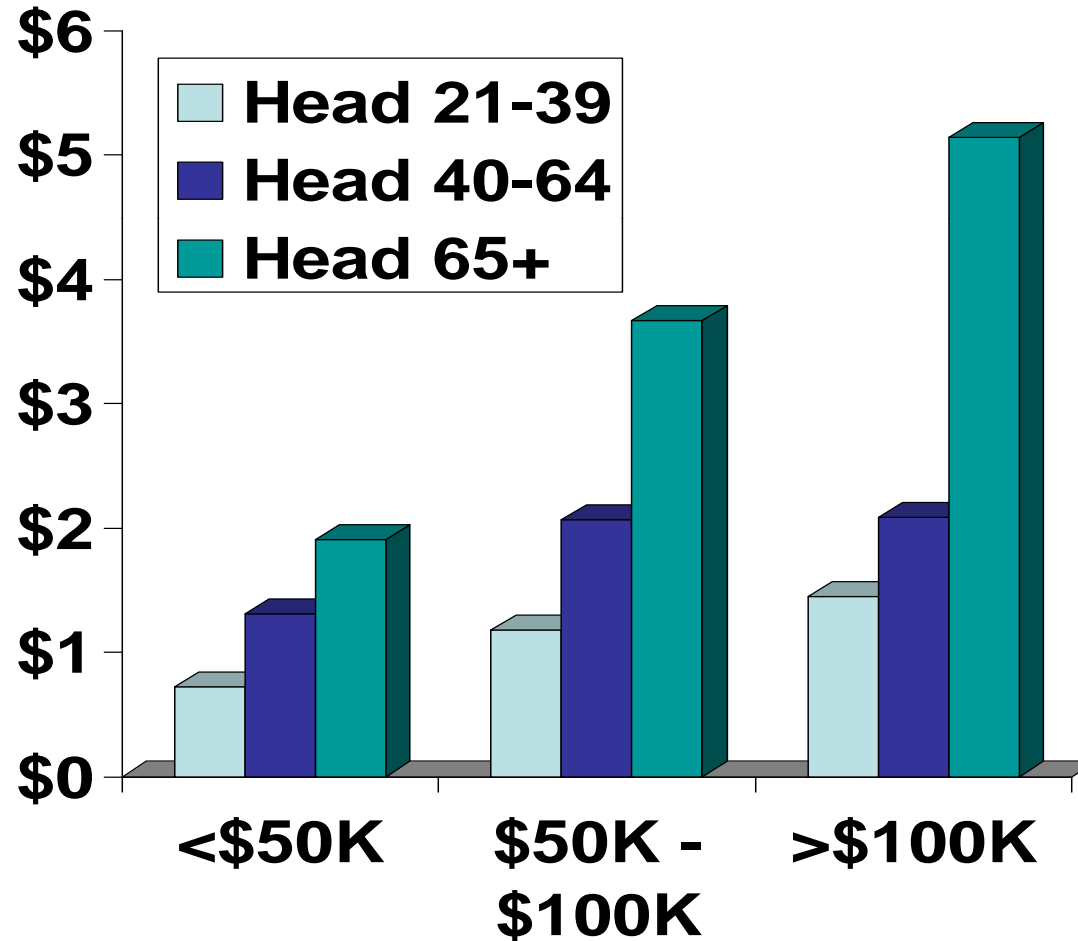
source: 2005 VSE,  
Council for Aid to  
Education

CASE

# Leading Scorers: Older/Richer

## Average Household Gifts by Income & Age

Thousands



source:  
Center on  
Philanthropy  
Panel Study

ADVOCACY

#8

SERVICE

Professional Development

Resources

ETHICS

INTEGRITY

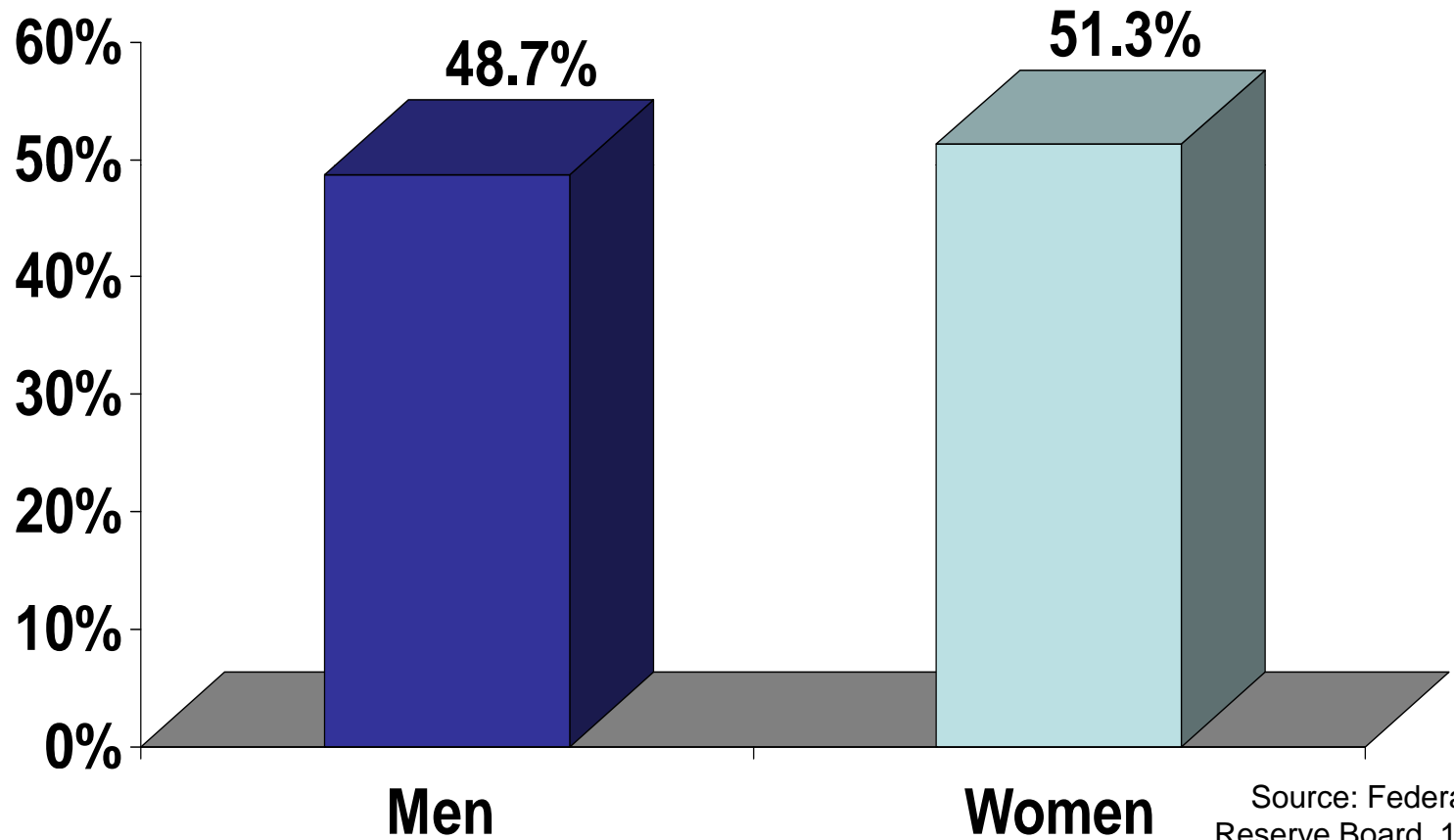
INCLUSIVENESS

Recognition

CASE

# Leading Scorers: Women

## Control of Personal Wealth

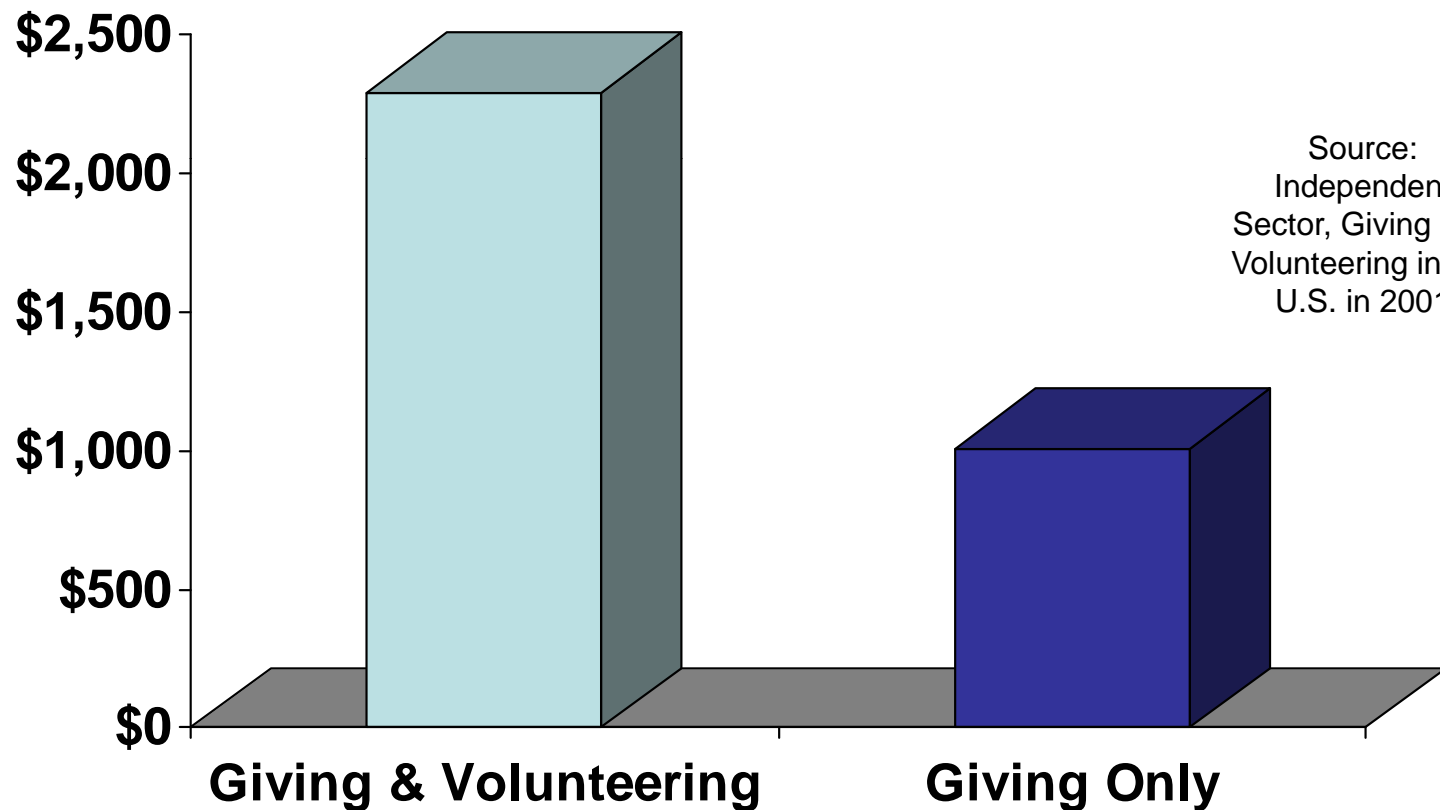


Source: Federal Reserve Board, 1999

#9

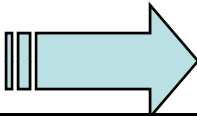
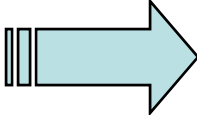
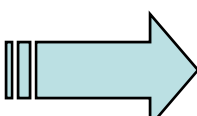
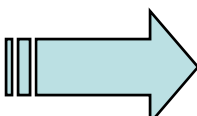
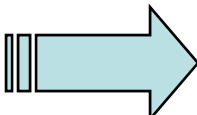
# Leading Scorers: Volunteers

## Average Donations Among Giving Households



# #10

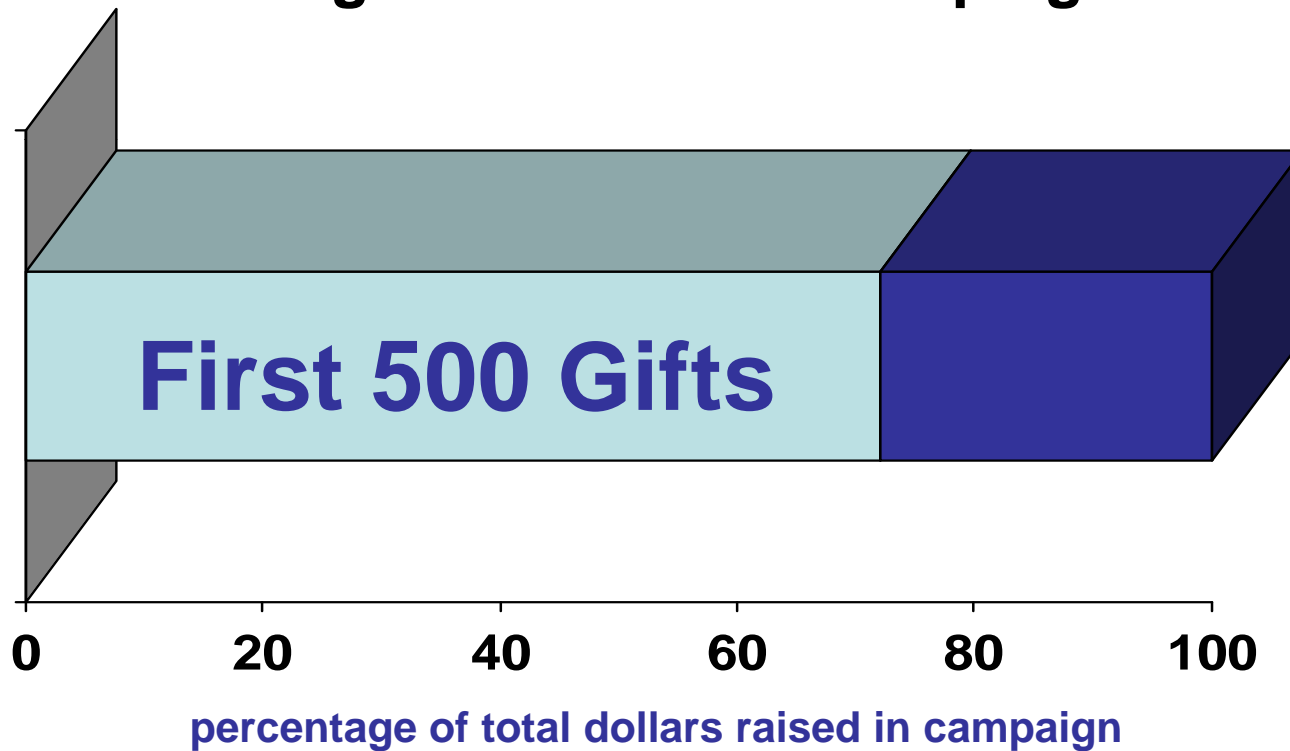
## Leading Scorers: Major Donors

	<b>% of Alumni of Record</b>	<b>% of Lifetime Donations</b>
<b>School A</b>	<b>0.4%</b>	 <b>77%</b>
<b>School B</b>	<b>1.0%</b>	 <b>83%</b>
<b>School C</b>	<b>0.9%</b>	 <b>81%</b>
<b>School D</b>	<b>1.0%</b>	 <b>68%</b>
<b>School E</b>	Source: Peter B. Wylie, 2005 <b>0.7%</b>	 <b>60%</b>

#11

# Leading Scorers: Early Givers

## Higher Education Campaigns

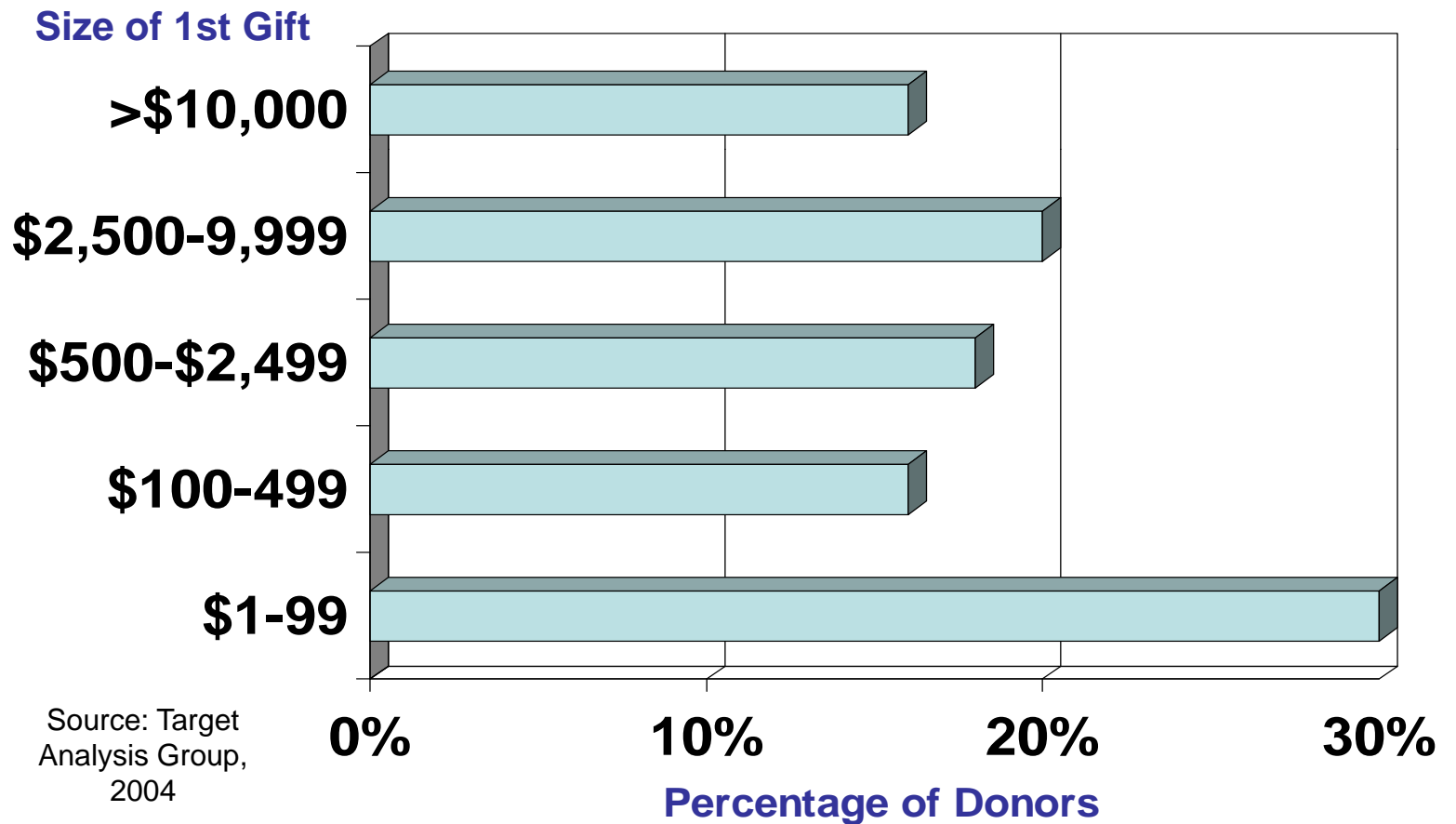


CASE

**#12**

# Minor Leagues Lead to Majors

## Initial Gift Among First-time \$10K Donors 92-03

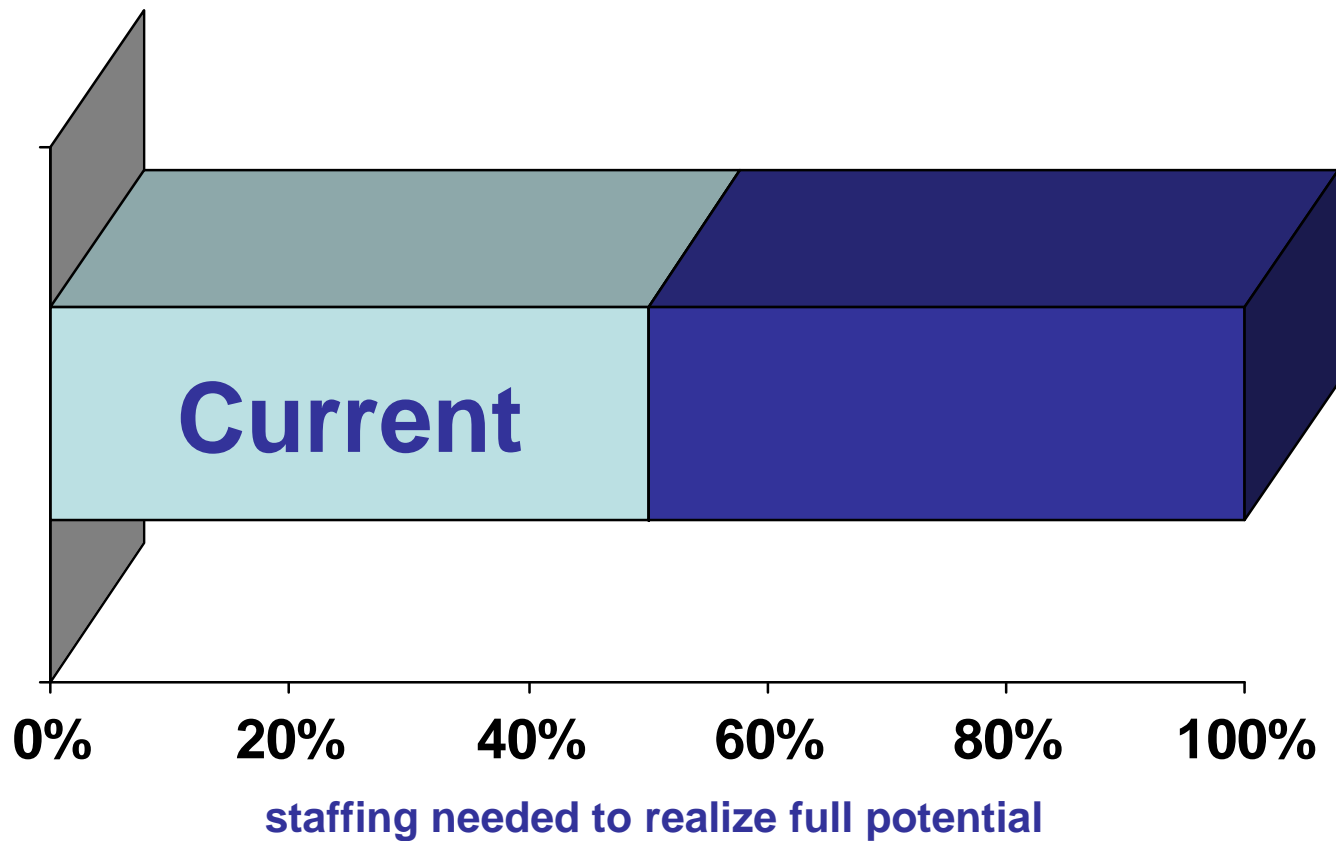


CASE

# #13

## Most Teams Are Too Small

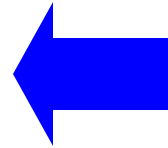
### Frontline Fund-Raising Staff



**#14**

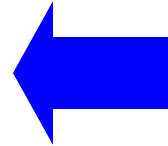
## The Draft Is Worldwide

**London School of  
Economics**



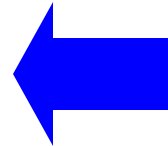
**Johns Hopkins  
University**

**University of  
Durham**



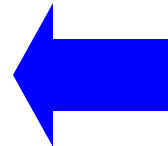
**Santa Clara  
University**

**University of  
Oxford**



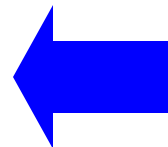
**University of  
Toronto**

**Edinburgh  
University**



**University of New  
Hampshire**

**University of  
Warwick**



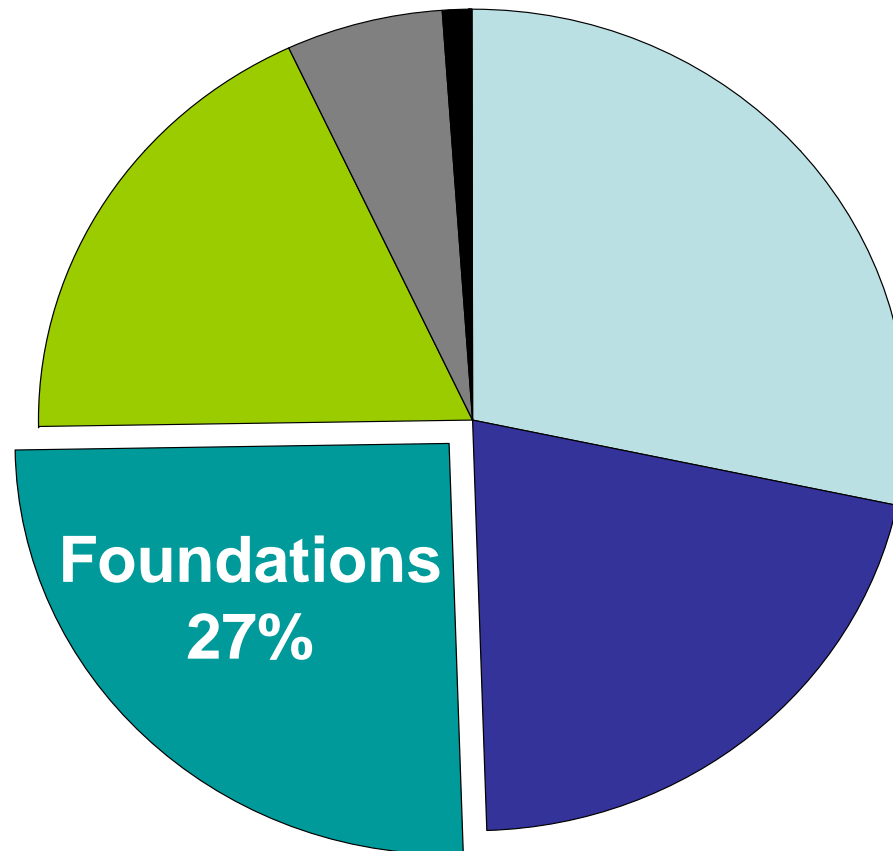
**Washington  
University**

**CASE**

ADVOCACY  
#15  
SERVICE  
Personal Development  
Resources  
ETHICS  
INTEGRITY  
INFLUENTIALNESS  
Recognition  
CASE

# Leading Scorers: Foundations

Sources of Giving to Higher Education, 2004



source: 2004 VSE,  
Council for Aid to  
Education