



COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION®

Cabinet Office: Green Paper on Giving

Response regarding bringing about a culture change in giving from
Council for Advancement and Support of Education (CASE)

Key recommendations from CASE

1. Build on the results from the Matched Funding Scheme for Voluntary Giving to higher education: create further matching schemes or other vehicles to incentivise giving and grow donor numbers.
2. Create reliable information sources on philanthropic income and donor numbers for the arts and cultural sector; and the schools community (equivalent to the Ross-CASE survey on philanthropic income for HE). Link participation in data collection to any scheme to incentivise giving.
3. Communication of the impact of charitable giving on beneficiaries is vital. Higher education needs to reposition itself as a trusted and merited source of philanthropy (particularly in the light of LSE Saif Gadaffi gift), encouraging alumni donations at all levels. Reinstate the funding of the Give the Gift of Knowledge campaign to help change opinion and behaviour. Strong support for national recognition framework to celebrate donors and philanthropic role models.
4. Link professional fundraising practice and training to vehicles which incentivise giving. Support fundraising graduate trainee programmes. Schemes to encourage giving risk failure if there are insufficient professional fundraisers to implement them. Growing the number of fundraisers, and therefore increasing the number of 'asks' and consequently raising the number of donors and gifts.

CASE (Council for Advancement and Support of Education) welcomes the opportunity to comment on the Green Paper on Giving. As a membership organisation representing educational institutions, our response relates to the aspects of the paper which relate particularly to our members: universities, colleges, specialist higher education institutions, independent and international schools as well as a small but growing number of cultural organisations. We have ordered our response in relation to the five areas that the Paper wishes to consult on.

Great opportunities

Giving to UK universities has increased steadily since 2004 (when the Thomas Report, *Increasing Voluntary Giving to Higher Education*, was published). The advent of the £200 million 2008-2011 Government Matched Funding Scheme (MFS) has boosted that trend, by prompting a wider number of universities to commit to fundraising programmes, by strengthening the provision of professional training for fundraisers, and the academic community (including Vice-Chancellors) and by incentivising donors to see Higher Education as a legitimate and effective channel for their altruism.

Results from the Ross-CASE Survey of philanthropic income for 2009-2010, coinciding with the second year of the English Matched Funding Scheme and first year in Wales, will be released later this month. They will show that, despite the recession, total philanthropic cash income (the most reliable indicator of fundraising performance) generated by UK universities has for the second year reached in excess of

£0.5 billion. The number of donors – individuals and organisations - giving to higher education will also reach 185,000, a growth of 25% in two years, also attributable in part to the Matched Funding scheme.

“Fundraising is one of the few increasing income streams available to HEIs, and the growing consistency and robustness of this income source is to be welcomed.”¹

Philanthropy is increasingly influential in terms of total income to the Higher Education sector, now providing around 2% of its expenditure. Nevertheless, compare this figure to 2009 data from the Council for Aid to Education’s Voluntary Support of Education survey in the United States, where philanthropic support for Higher Education equates to 7.2% of university expenditure. There is room to improve.

The MFS as a vehicle for increasing giving and growing donor numbers is transferable to other sectors. One of the key elements of its success in higher education was an initial investment in capacity building (establishing development offices in universities) prior to the launch of the matching scheme itself. It is noticeable that the 27 higher education institutions without a strong tradition of fundraising that benefited from the £7.5m capacity building initiative (2006-9) raised an average of just under £1m in philanthropic income each last year.

We welcome the exploration of innovations in technology to aid giving but express concern that the Green Paper is relying on this as a *tactic* to achieve social action and increased giving. We would place greater emphasis on understanding donor motivations for giving and subsequent behaviour, rather than ‘how’ they give.

In the current higher education environment, there is also a perception and anticipation of a general increase in individual’s levels of debt, particularly among younger people. This may have a negative impact on levels of disposable income and capacity for all types of philanthropic giving in this age group. CASE would support any initiative that would encourage graduates to clear their debts as quickly as possible.

Information

Reporting the value and impact of philanthropy on higher education is achieved through a variety of channels utilised by individual institutions; the sector-wide annual Ross-CASE survey also publishes trends and data which illustrate the big picture of philanthropic cash income and donor numbers. Participation in this survey by English and Welsh higher education institutions is mandatory, as a condition of their involvement in the Matched Funding scheme. This has helped to produce reliable and transparent data to aid policy makers and organisations.

165 higher and further education institutions participated in the 2009-2010 Ross-CASE survey, an additional indication of how widespread engagement with fundraising is becoming in higher education, a process accelerated by the Matched Funding scheme.

There is little similar sector-wide data, information or evidence for schools, further education or arts and culture. Development of trusted and authoritative information is vital to aid these communities to benchmark their performance; help show donors the collective impact of their gifts; and provide general evidence for policy makers and others on the achievement of the goal to grow a culture of giving.

Visibility

We endorse the Green Paper’s focus on positive role models and ambassadors for philanthropy. Visibly celebrating giving can have a powerful impact, encouraging a donor’s peers to make or increase a gift. Universities, colleges and schools use their own communication channels to honour and recognise their supporters. This could be nationally co-ordinated to encourage increased giving to education per se. We recommend reinstating the communications campaign ‘Give the Gift of Knowledge’ to promote the concept of giving to higher education, which was launched and then ceased in 2010 (due to funding cuts to government communications).

Exchange

¹ Ross-CASE Survey of Gifts and Costs of Voluntary Giving 2008-2009

CASE is particularly active in the debate and dissemination of the principles and practice of philanthropy and good fundraising. We welcome the opportunity to share our knowledge, particularly gained from the experience of leading a £1.5 million programme of training and support for fundraisers and academics, during the Matched Funding scheme to higher education, with others in the charitable sector.

Our debate on **What is British Philanthropy?** on 23 March 2011 ([#britphil](#) http://www.case.org/Conferences_and_Training/What_is_British_Philanthropy.html) will contribute to current exchange on this topic. Our regular programme of conferences and seminars provide advice, networking, guidelines and practice from across our members (see www.case.org).

Support

The paper's final question asks for views on what government can do generally to support an increase in giving of time and money.

Demonstrable progress has been made in the professionalisation of university fundraising since 2004 by institutions of varying missions, notwithstanding the introduction of variable tuition fees. Policies that encourage investment in fundraising by institutions and in giving to universities are desirable.

£1.5 million of Matched Funding investment was directed to strengthening training of fundraisers, mitigating the principal risk factor of the scheme: the availability of professional staff to raise funds. This effective and innovative programme (including a Graduate Trainee programme for fundraisers) is being carried out by CASE and monitored by HEFCE.

It is often assumed that successful fundraising can only be carried out by venerable institutions with fabulous address books. It is true that the £1 billion + campaigns currently being undertaken by Oxford and Cambridge are the most ambitious and successful fundraising by any kind of charitable organisation, anywhere in Europe, ever. They help lift the sights and demonstrate the potential for everyone. Substantial campaigns are simultaneously being undertaken by universities including Aberdeen, Birmingham, Bristol, King's College London and Leeds. Increasing numbers of HEIs will be emboldened to follow suit, involving themselves in the clarity of vision, engagement with stakeholders and transparency of process that successful campaigns require.

While philanthropic support will never replace the need for public funding, it can take an average level of provision to the exceptional. In light of the current higher education funding debate, investment in fundraising training beyond the life of the Matched Funding scheme would be a highly effective way of accelerating philanthropic income for the sector as a whole.

About CASE

The Council for Advancement and Support of Education is the premier membership organisation for professionals working within education in communications, marketing, fundraising and alumni relations. CASE is a global organisation. Its members include more than 3400 colleges, universities and schools in 69 countries, making it one of the largest non-profit education associations in the world. With headquarters in Washington DC, CASE has had a London office, serving Europe, since 1994 and a Singapore office, serving Asia-Pacific, since 2007.

CASE Europe is a registered charity in England. Its 335 institutional members include the vast majority of UK universities and higher education institutions. CASE Europe leads an important and respected programme of professional development, notably for higher education's development, fundraising and alumni relations community, as well as colleagues in marketing and communications. It is with CASE's expertise and position as an advocate for the former profession that this response particularly represents.

References

<http://www.case.org>

<http://www.rosscasesurvey.org.uk/>