

CASE Study of Principal Gifts to U.S. Colleges & Universities



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FOREWORD

Welcome to CASE's first study of principal gifts to U.S. colleges and universities. Thanks to our friends and colleagues at Bank of America, this study has expanded our understanding of the impact, nature, and purpose of the largest gifts and of the generous individuals and organizations that provide this vital support.

Building on Bank of America's previous work and employing CASE's longstanding Voluntary Support of Education (VSE) survey and a new Principal Gifts Survey, we sought to better understand the role that the largest gifts play in support of colleges and universities. A primary lesson from this study is that while principal gifts may be quite different in size depending on an institution's particular sector or situation, they make a significant impact on the institution concerned and represent a substantial commitment on the part of the generous donor, often inspiring additional substantial support to the institution. This study's findings provide useful insight to CASE members, and also help us all better tell the story of how giving to higher education contributes to the public good.

This study was informed by the research on giving that Bank of America produces in collaboration with the IUPUI Indiana University Lilly Family School of Philanthropy. If you have not yet reviewed the *2021 Bank of America Study of Philanthropy*, available at <https://www.privatebank.bankofamerica.com/articles/2021-bank-of-america-study-how-affluent-households-gave-back-in-2020.html>, I commend it to you. It contains many important insights on all types of philanthropic giving in the United States. We are grateful to Bank of America for funding important research that helps us better understand the philanthropic generosity that enables institutions to transform lives and society.

We look forward to including international participants in future studies of principal gifts. In the coming year, we will begin incorporating the *CASE Global Reporting Standards* into all of the CASE surveys, which will allow us to better track trends in important areas such as principal gifts regardless of country or sector. In the meantime, this study provides valuable insights not only for our U.S. members, but also for international colleagues who study trends in U.S. philanthropy.

Warmest thanks to all who participated in the Voluntary Support of Education survey and Principal Gifts Survey, and of course to the generous donors whose gifts advance education to transform lives and society.

Sue Cunningham

President and CEO, CASE

INTRODUCTION

To better understand the principal gifts that have such important and, in some cases, transformational impacts on colleges and universities and the students they serve, CASE, with generous support from Bank of America, studied gifts identified by a broad cross-section of U.S. colleges and universities as among the most important principal gifts received in recent years. While 8- and 9-figure gifts are regularly reported in the media, this research demonstrates that, for many institutions, gifts of any size can be transformational.

To place the largest gifts in the context of institutions' total annual fundraising, this report includes an analysis of data from the CASE Voluntary Support of Education (VSE) survey. The VSE survey has collected data on higher education fundraising in the U.S. since 1957. It provides a comprehensive account of philanthropic funds received by more than 800 institutions annually.

In the Principal Gifts Survey, CASE invited institutions to share detailed information on the most significant gift from an individual donor or donors that their institution had received in the last five years. Reported gift values are inclusive of

the value of assets received at the time the gift was made, the value of future pledge payments, and the value of planned gift or bequest commitments included as part of the gift.

The threshold value for what constitutes a “principal” or “transformative” gift varies depending on institution type, size, control (public or private), mission, and community served. To determine a threshold value for “principal gifts,” CASE examined 5 years of VSE data from 1,109 institutions, calculating the average threshold value of the top 10% of largest individual gifts reported by community colleges, baccalaureate institutions, master's institutions, and research/doctoral institutions. The Principal Gifts Survey invited respondents to report on gifts that were transformational for their institutions and met or exceeded these thresholds. The minimum thresholds for gifts were:

- \$250,000 for community colleges
- \$3 million for baccalaureate institutions
- \$1.5 million for master's institutions
- \$10 million for research/doctoral institutions.

About the Data Sources

The VSE and Principal Gifts surveys serve distinct purposes. The VSE survey collects annual information on fundraising from a large cohort of institutions, but it does not capture detailed information on multi-year gift commitments, specific gift purposes, donors' relations with the institution, or the structure of gifts. The Principal Gifts Survey was administered to expand upon the VSE survey by collecting information from a sample of institutions on those important aspects of the largest gifts.

The VSE data have important limitations in understanding the impact of the largest gifts. First,

VSE reporting is based on legal credit, so that a gift directed to the institution from an alumna's/ alumnus' private foundation or donor-advised fund would be credited as an institutional gift rather than individual giving. Second, the VSE survey captures data on gift funds received by institutions in a given reporting year rather than the value of pledges and other multi-year commitments made in a given year. So, a \$20 million pledge, payable over 5 years, would be reported in the VSE as \$4 million each year for 5 years. As a result, the “largest gifts” data in the VSE identify largest outright gifts, but do not

capture the full value of multi-year pledges and may attribute gifts made by alumni or other individuals through family foundations or private corporations as organizational giving.

This report includes an analysis of VSE data on giving to 555 colleges and universities during the past 16 years. To account for inflation, funds are adjusted based on the Consumer Price Index for All Urban Consumers (CPI-U) for a typical July 1 to

June 30 institutional fiscal year. For example, giving reported for 2021 reflect a July 1, 2020 to June 30, 2021 fiscal year.

Together, the two surveys deepen our understanding of the purpose, structure, and contribution of the largest gifts and of the generous individuals and organizations who provide this important support to higher education.

KEY INSIGHTS

From the Voluntary Support of Education Survey

LARGEST GIFTS AS A SHARE OF TOTAL ANNUAL VOLUNTARY SUPPORT

- The single largest gifts from individual donors and foundations each accounted for an average of 9% of annual total voluntary support to colleges and universities in 2021. There was variation by institution type:
 - At community colleges, the largest single gifts from corporations, foundations, and individual donors each accounted for an average of 12% of total voluntary support in 2021.
 - At baccalaureate and master's institutions, the largest single gifts from bequests, foundations, and individuals each accounted for an average of at least 9% of 2021 support.
 - At research/doctoral universities, the largest single gifts from individuals and foundations each accounted for 8% of 2021 support.

TRENDS AMONG LARGEST GIFTS

- The median value of the largest gifts from individuals rose 31% in inflation-adjusted terms between 2005 and 2021. Similarly, the median largest gifts from foundations rose 35% during the same period.
- The average share of total support accounted for by the largest gifts from individuals was flat or declining since 2005 at all types of institutions except community colleges. This may be because of the growing use of donor-advised funds, which are classed as institutional rather than personal gifts. It also may signal growth and diversification of the donor pool, resulting in reduced reliance on large donations from a small number of alumni and other supporters.
- Across all sectors, the share of total support represented by foundation gifts has risen since 2005.

From the CASE Study of Principal Gifts

GIFT STRUCTURES AND COMPONENTS

- Family foundations, trusts, or other private philanthropic vehicles were the most common funding source for the principal gifts reported, contributing to 60% of gifts.
- Cash and cash equivalents were a component of 40% of reported gifts. Thirty percent of gifts included a bequest component.

GIFT PURPOSES

- The majority of principal gifts were intended to provide long-term or perpetual benefits to the institution. Nearly two-thirds of all gifts were designated in whole or part for endowment. However, these gifts often funded other priorities as well; 41% of principal gifts included support for capital projects and one third funded designated current use purposes. Only 14% of the gifts included unrestricted current use funding.
- Scholarships, fellowships, and other student financial aid were the most common philanthropic

purposes funded. Just under half the gifts (46%) provided funding for new buildings or renovations, and one third were designated for academic programs.

- The possibility of galvanizing additional giving was cited as a goal of 56% of gifts, suggesting that institutions and donors see principal or transformational gifts as an exemplary act with the potential to stimulate giving by others.

DONOR CHARACTERISTICS AND GIFT SOLICITATION

- Nonalumni donors made half the gifts.
- While more than half of donors had relationships of 11 to 40 years with the institution, 21% had only been engaged 3 years or fewer.
- On average, the gifts studied took 19.6 months to secure (from initial discussions with the donor to final agreement). Chief advancement officers, presidents, and chancellors were most frequently involved in the development of gift proposals.

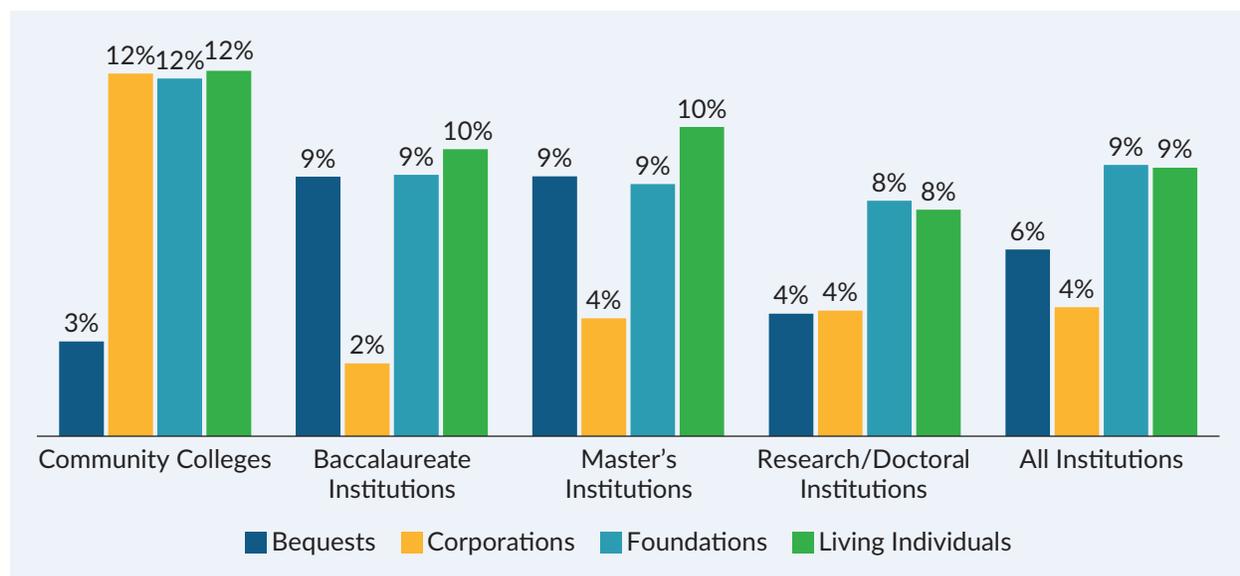
THE IMPACT OF LARGE CONTRIBUTIONS: INSIGHTS FROM THE VSE

Across all institutional Carnegie classifications, the largest gifts from foundations and individuals accounted for the greatest average share of total support in 2021, but there was sizable variation by institution type. On average, community colleges garnered a large share of total support from the largest corporate gifts, and baccalaureate

and master’s institutions received a large share of total support from the largest bequests.

Because they represent the largest average shares of support to all types of institutions, this section will focus on the single largest gifts from an alumna/ alumnus or other individual donor and the largest gifts from foundations.

Largest Gifts, by Source and Carnegie Classification, as a Percentage of Total Support, 2021



Largest Gifts from Individuals

From 2005 to 2021, the single largest gift from individuals reported by a constant cohort of 555 colleges and universities ranged from a low of \$51

million in 2010, following the Great Recession, to a gift of almost \$341 million to Stanford University in 2015.

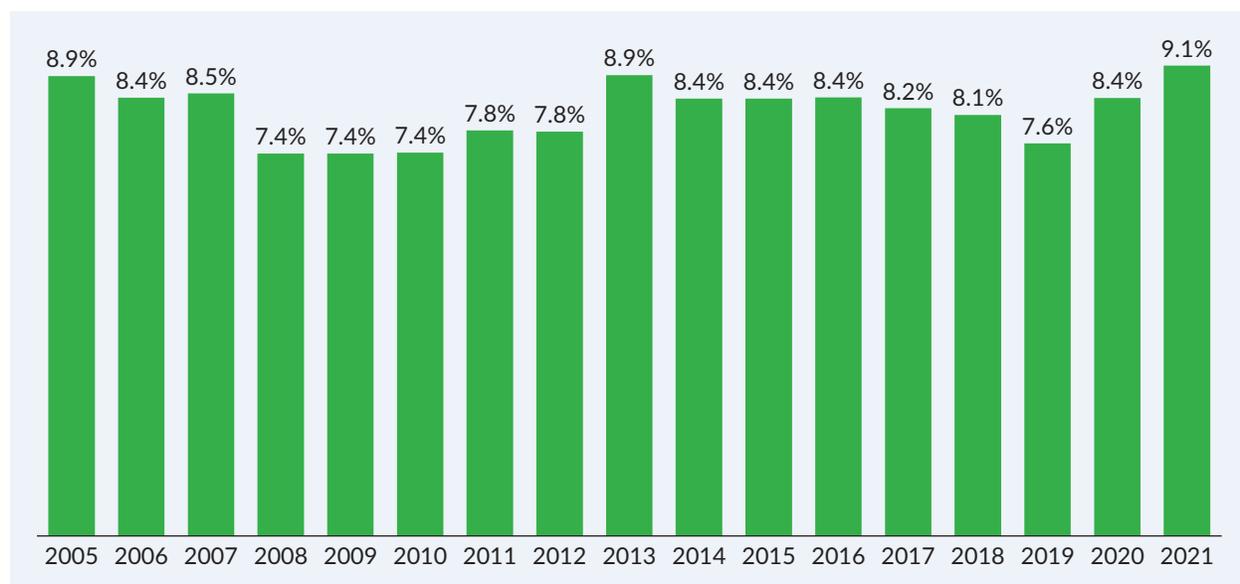
Gifts from Individuals: Value of the Single Largest Gift, 2005 to 2021
(Constant Dollars in Millions)



The largest gift to each institution from an individual donor accounted for an average of 9.1% of annual

total voluntary support in 2021 and has ranged from 7.4% to 9.1% since 2005.

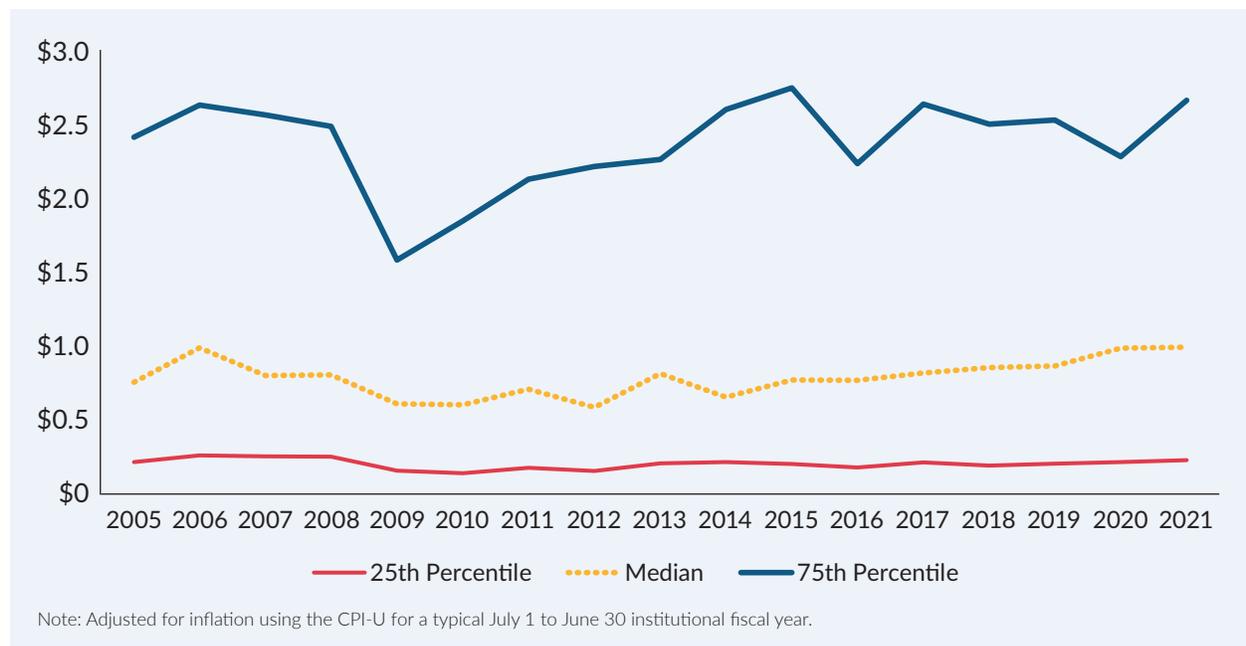
Gifts from Individuals: Largest Gifts as a Percentage of Total Voluntary Support, 2005 to 2021



Not surprisingly, there is enormous variation in the value of the largest gifts from individuals. For example, in 2021 the 25th percentile, median, and 75th percentile for the largest gifts from individuals were \$231,000, \$1 million, and \$2.7 million, respectively. With the exception of the years following the Great Recession, this pattern has been remarkably consistent.

The median largest gift from individuals has risen considerably since 2005, increasing by 31% after adjusting for inflation. Giving at the 25th and 75th percentile increased more modestly, rising by 6% and 10%, respectively, after adjusting for inflation.

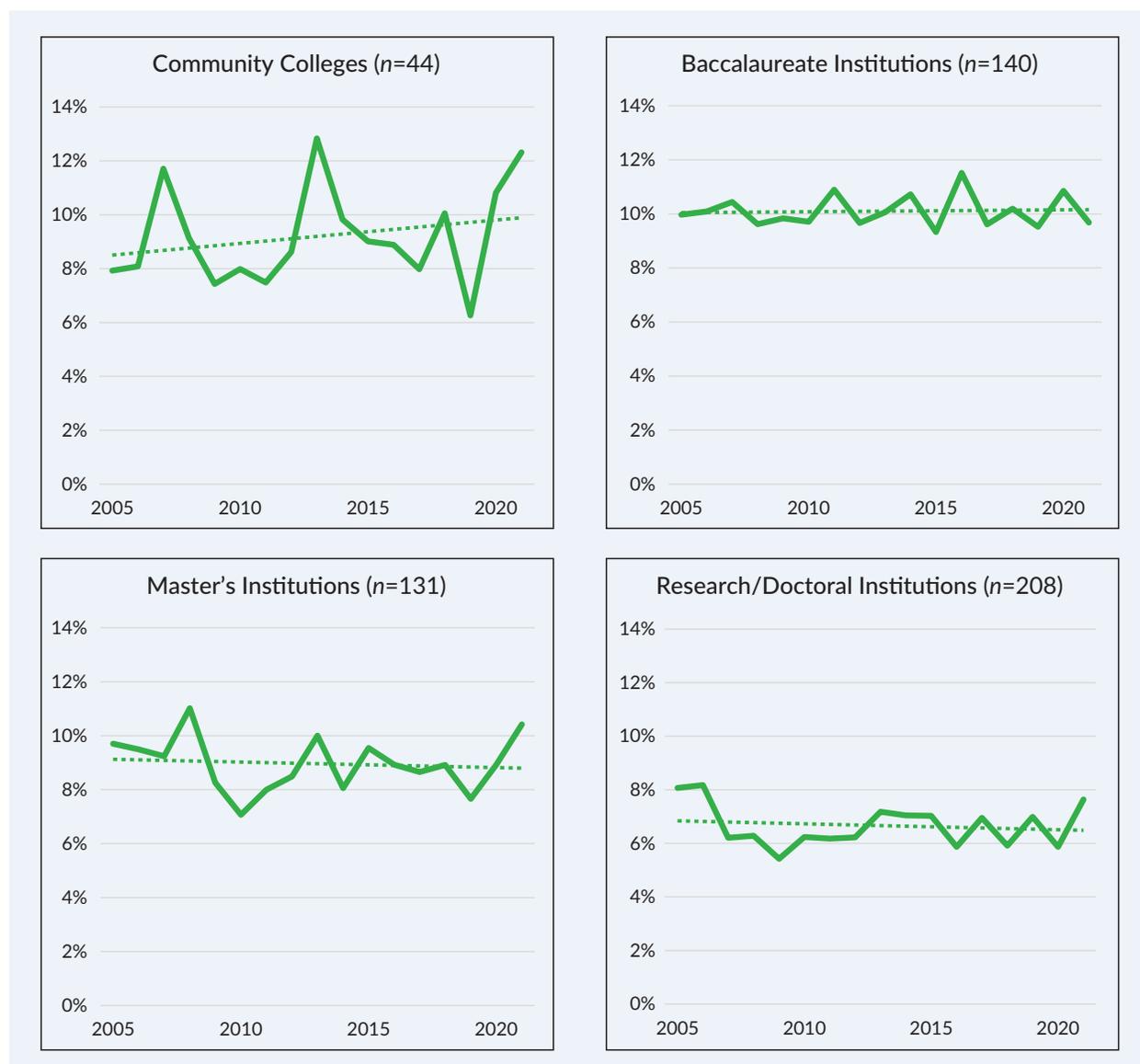
Gifts from Individuals: 25th Percentile, Median, and 75th Percentile Values for Largest Gifts
(Constant Dollars in Millions)



The largest individual gifts were of particular importance for associate's/community colleges, accounting for an average of 12.3% of total support in 2021. In addition, the trend in the percentage of total giving accounted for by these gifts is positive, suggesting that these gifts have become more important to community colleges over time. The

percentage of total support accounted for by the largest gifts from individuals was more volatile at associate's/community colleges than in the other sectors. This is likely due to the fact that a comparatively small number of community colleges completed the VSE survey each year in the time frame studied.

Gifts from Individuals: Largest Gifts as a Percentage of Total Support, by Carnegie Classification



Institution: North Central Texas College (Denton, TX)

Gift: \$1 million

Donor: First State Bank

Purpose: Create new hub for North Central Texas College (NCTC) and its university partners



First State Bank provided a gift of \$1 million for the expansion of North Central Texas College’s education services and the reutilization of an existing building in downtown Denton, TX.

“The First State Bank Exchange at North Central Texas College in Denton will serve as a hub for higher education and community engagement by serving the students of Denton County and aiding in the ease of concurrent enrollment with the University of North Texas and

Texas Woman’s University,” said NCTC Chancellor Dr. Brent Wallace.

Course offerings at the Exchange will focus on Associate of Arts degrees, Associate of Science degrees, and academic transfer courses, allowing students to be concurrently enrolled in NCTC, the University of North Texas and Texas Woman’s University .

In contrast to community colleges, the average share of total support represented by the largest individual gifts has been flat or declining in all other sectors. However, this trend may not reflect declining support from individual donors. It may occur because of the growing use of donor-advised funds, which as noted above are reported to the VSE survey under the “other organizations” category, and of family foundations. The 2021 Voluntary Support of Education report (CASE, 2022) notes that giving by “other organizations” rose 133% between 2011 and 2021, more than any other source. A subset of 423 institutions reported on support from donor-advised funds in 2021, and they represented 82% of giving from “other organizations” in that sample. Future CASE surveys will track donor-advised funds separately, providing additional information on how these vehicles

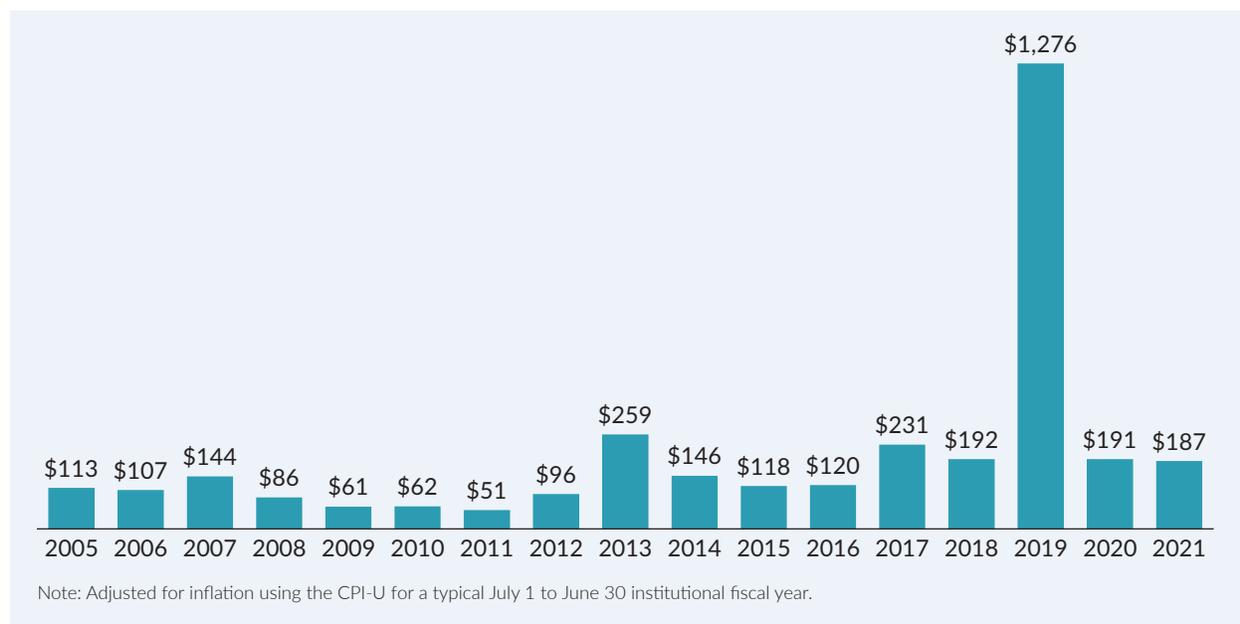
contribute to philanthropic support of higher education institutions. The VSE survey also documents that foundation support to higher education institutions surpassed nonalumni giving in 2001 and alumni giving in 2007, growing by 102% between 2011 and 2021. Based on data from 565 VSE survey respondents in 2021, family foundations accounted for 43% of foundation giving. The 2021 Bank of America study of charitable giving by affluent households (Lilly Family School of Philanthropy, 2021) similarly found that more affluent households had a donor-advised fund in 2020 (6.6%) than in 2017 (4.5%). This study also found that, despite the COVID-19 pandemic, the percentage of affluent households making charitable contributions was largely unchanged between 2015 (91%) and 2020 (88%).

Largest Gifts from Foundations

Foundations can take a number of forms, including family and community foundations. With one major exception, the largest single gifts from foundations ranged from a low of \$51 million in 2011 to \$259 million in 2013. That exception was the

record-breaking \$1.276 billion gift from Michael Bloomberg’s foundation to Johns Hopkins University in 2019. The largest gifts from foundations contributed an average percentage of total giving that ranged from 7.3% in 2005 to 9.2% in 2021.

Gifts from Foundations: Value of the Single Largest Gift, 2005 to 2021
(Constant Dollars in Millions)



Gifts from Foundations: Largest Gifts as a Percentage of Total Voluntary Support, 2005 to 2021



Institution: Emory University (Atlanta, GA)

Gift: \$25 million

Donor: James M. Cox Foundation



A \$25 million grant from the James M. Cox Foundation will launch new patient-centered care models at Emory designed to improve patient experiences and outcomes. The five-year initiative accelerates efforts already underway within Emory Medicine to create more streamlined and reliable care for patients and families. Prostate cancer care will be the initial clinical focus of the model.

“This generous gift from the Cox Foundation will create an opportunity to translate some of our most successful initiatives in Emory Medicine across key clinical areas and accelerate our ability to deliver the highest quality health care along with the most satisfactory patient and provider experience,” said Christian Larsen, dean of Emory University School of Medicine and vice president for health center integration in Emory’s Woodruff Health Sciences Center.

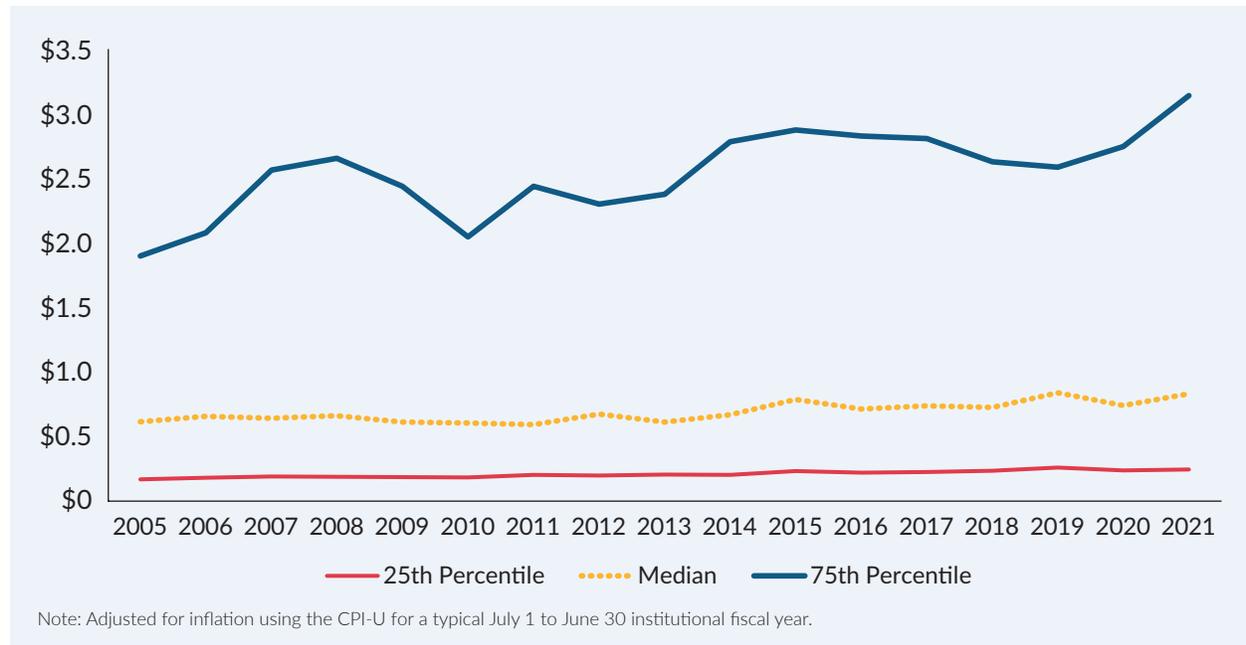
“The idea for our gift is rooted in my recent experiences with the health care system,” said Jim Kennedy, chairman of Cox Enterprises and grandson of company founder James M. Cox. “We want it to be easier and less stressful for patients and their families whenever they face serious health issues. The leaders at Emory will transform the health care experience not only for patients and families, but also for the entire health care team. We believe Emory can serve as a national model for improved health care delivery.”

Over the next five years, the transformative care model will be expanded to include other clinical areas throughout the Emory system, with opportunities for continuous improvement and adoption of new technologies to best serve patients.

The value of gifts from foundations has grown substantially in inflation-adjusted terms. The median largest foundation gift has increased by 35% after adjusting for inflation, from \$618,000 in 2005 to \$836,000 in 2021. Likewise, gifts at

the 25th and 75th percentile also increased over time, with the largest growth occurring at the 75th percentile. As with gifts from individuals, there was a notable decline in the value of the largest gifts in the years following the Great Recession.

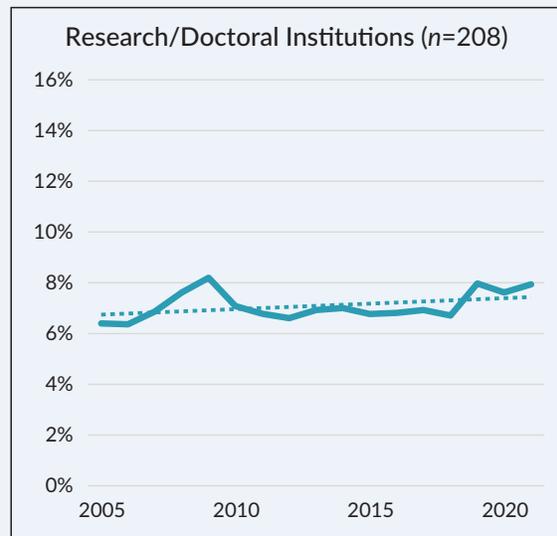
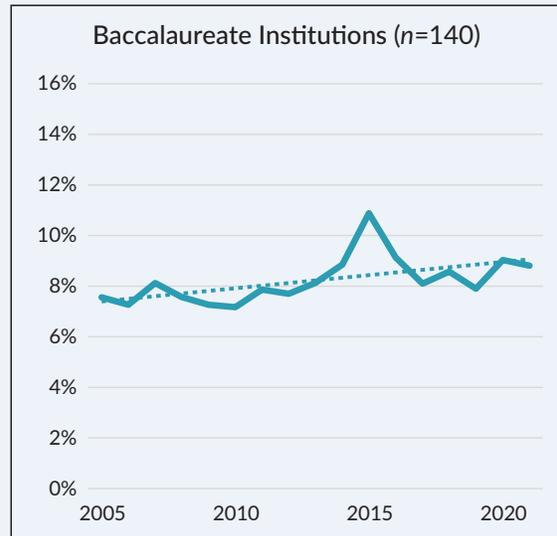
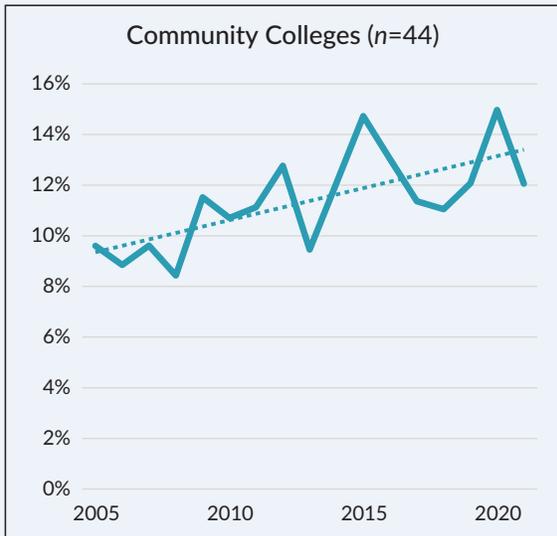
Gifts from Foundations: 25th Percentile, Median, and 75th Percentile Values of Largest Gifts
(Constant Dollars in Millions)



As with gifts from individuals, the largest gifts from foundations play a particularly important role for associate's/community colleges, accounting for 12%

of giving in 2021. Across all sectors, the share of total support represented by the largest foundation gifts rose over the period studied.

Gifts from Foundations: Largest Gifts as a Percentage of Total Support, by Carnegie Classification



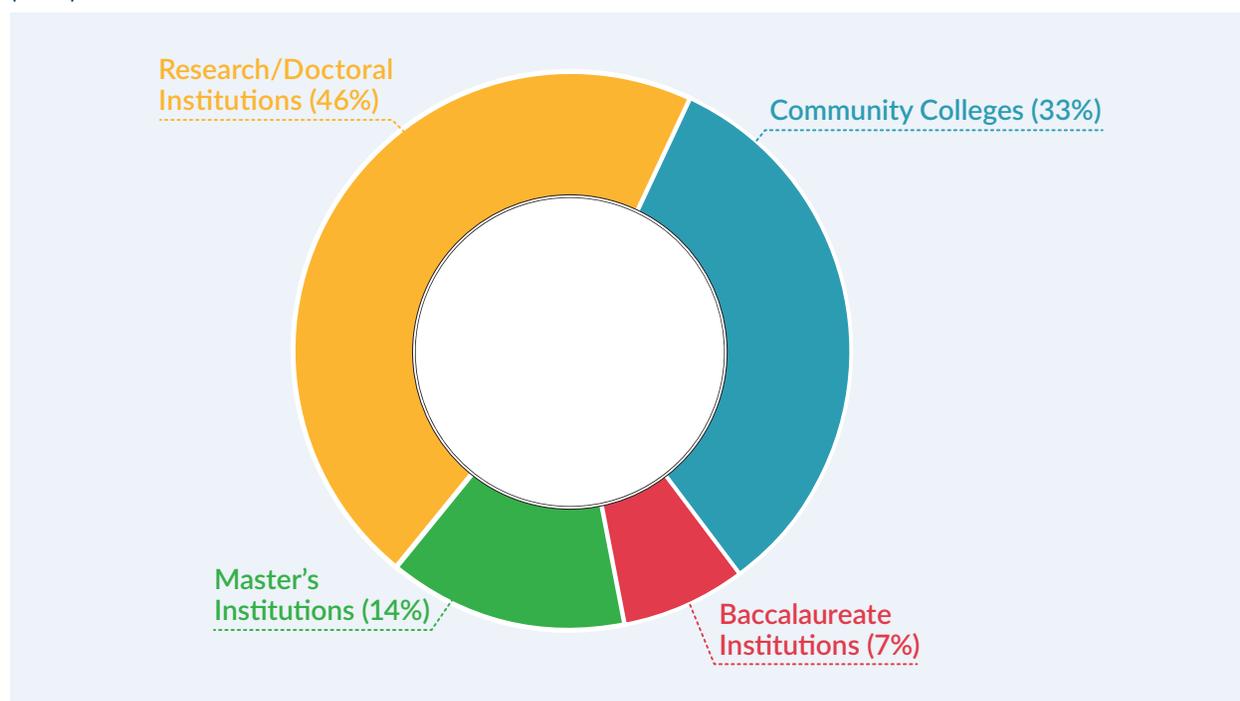
FINDINGS OF THE CASE STUDY OF PRINCIPAL GIFTS

Survey Respondents

CASE received survey responses from 70 institutions, 46% of which were research/doctoral institutions, or professional schools, or university systems,

33% of which were community colleges, and the remaining 21% of which were baccalaureate or master's institutions.

Institutions Represented in the Survey (n=70)



About the Gifts

VALUE OF PRINCIPAL GIFTS

The median value of the principal gifts reported was \$10 million. The top quartile of gifts was \$22.4 million or more, and the bottom quartile of gifts was \$1.5 million or less. Seventy percent of the gifts were made in 2017, 2018, or 2019. Reported gift values include the value of assets received at the time the gift was made, the value of future pledge payments, and the value of planned gift or bequest commitments included as part of the gift.

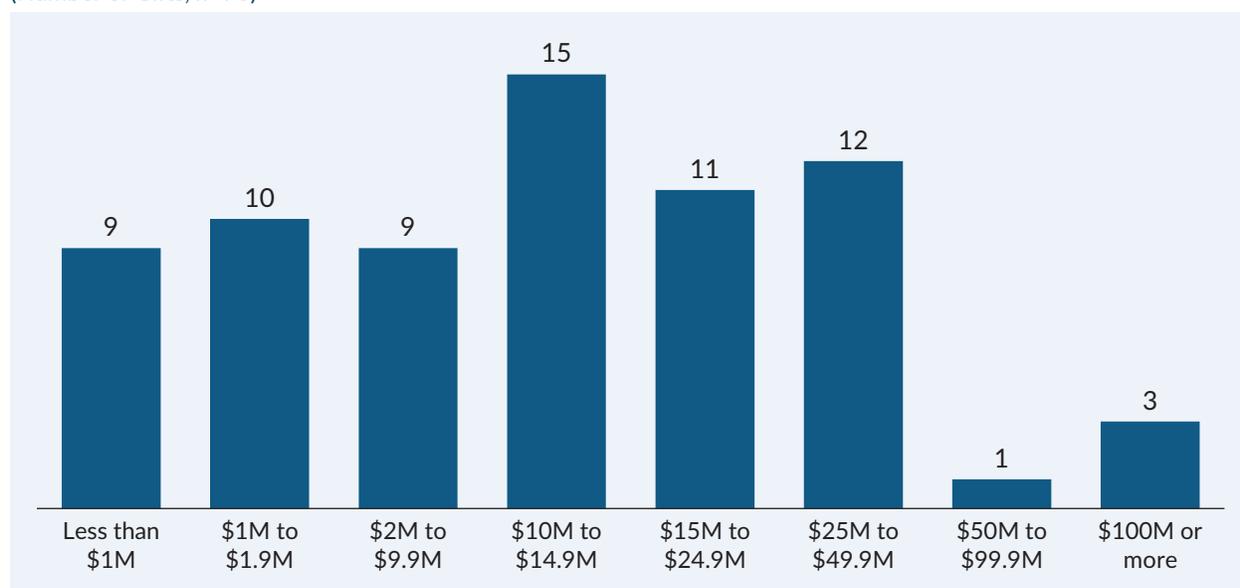
The median value of transformative gifts reported by associate's/community colleges was \$1 million. The largest gift reported by a community college was \$20.5 million. The median and largest value of gifts to baccalaureate and master's institutions were similar, \$10 and \$11.25 million, respectively. The median value of gifts reported by research/doctoral institutions was double that of the survey population as a whole.

Institution Type	Count	Median	Minimum	Maximum
Community Colleges	23	\$1,000,000	\$250,000	\$20,500,000
Baccalaureate Institutions	5	\$10,000,000	\$500,000	\$25,000,000
Master's Institutions	10	\$11,250,000	\$1,200,000	\$25,000,000
Research/Doctoral Institutions	32	\$20,000,000	\$4,000,000	\$500,000,000
All Respondents	70	\$10,000,000	\$250,000	\$500,000,000

Across all institution types, three gifts in excess of \$50 million were reported; the remainder were between \$250,000 and \$50 million. Within that range, there were clusters of gifts around \$500,000,

\$1 million, \$10 million, \$20 million, and \$25 million, and a relatively even distribution of gifts between these plateau values.

Value of Principal Gifts Reported
(Number of Gifts, n=70)



GIFT STRUCTURES AND COMPONENTS

Just less than 40% of gifts were paid in a single year. The remaining 62% were paid out over periods ranging from 2 to 15 years. Half of the multi-year commitments had a pledge duration of 5 years. Thirteen percent were pledged over 2, 3, or 4 years.

The majority of gifts (54%) were funded by a single asset type and 28% were funded with two assets. Family foundations, trusts, or other private philanthropic vehicles (including donor-advised

funds) were the most common funding sources, contributing to 60% of gifts. Cash and cash equivalents were a component of 40% of reported gifts. Thirty percent of gifts included a bequest component. For gifts that included bequests, legacy funds accounted for an average of 68% of the total gift value. Five of the 70 gifts supported another separately governed institution or organization in addition to the recipient institution.

Percentage of Gifts Including Various Funding Components
(n=70)

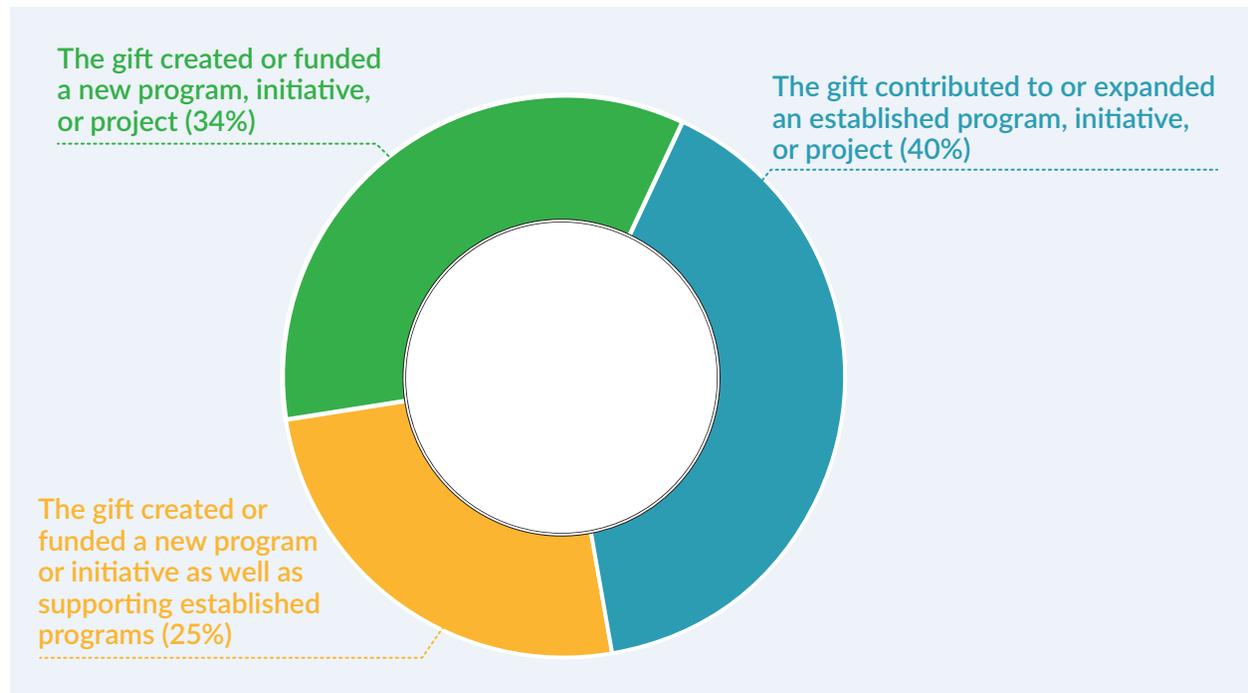


PURPOSES OF GIFTS

Forty percent of gifts contributed to or expanded an established program or initiative. Thirty-four percent funded a new program. The remaining 25%

served both functions. Seventy percent of the gifts were made in support of uses previously identified among institutions' campaign priorities.

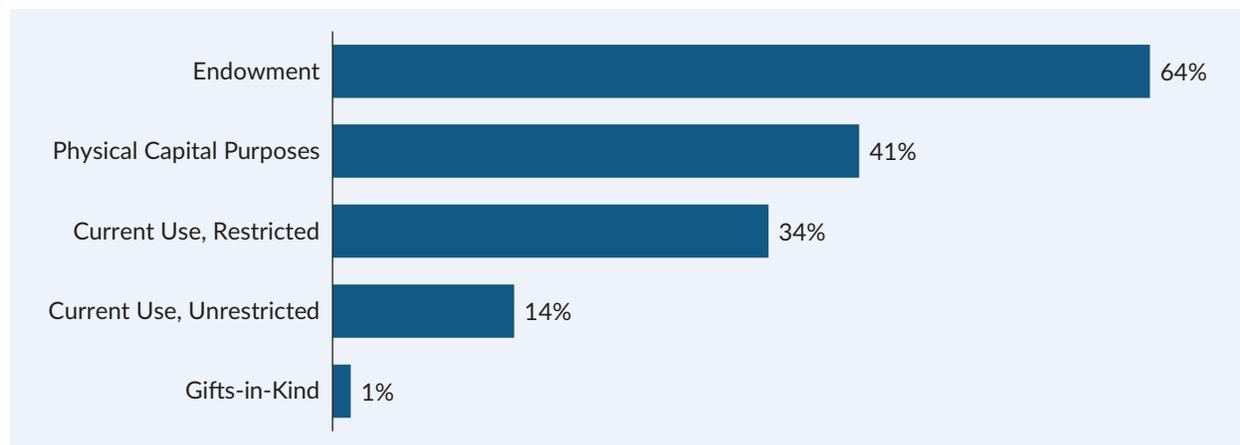
Gifts by Designated Use
(n=70)



The majority of principal gifts were intended to provide long-term or perpetual benefits to the institution. Nearly two-thirds of all gifts were designated in whole or part for endowment. Forty-one percent supported capital projects, and one third funded

designated current use purposes. Just 14% of the gifts included unrestricted current use funding. Fifty-four percent of the gifts were restricted to a single use. Another 23% were designated for two uses, and 20% were restricted to three uses.

Percentage of Gifts with Various Fund Designations
(n=70)



Institution: Kettering University (Flint, MI)

Gift: \$12.5 million

Donor: Charles Stewart Mott Foundation

Purpose: Build a “Learning Commons” to house a digital library, auditorium, and other facilities



The Charles Stewart Mott Foundation granted \$12.5 million to Kettering University in 2019 toward building a “Learning Commons” with the intent to grant up to an additional \$12.5 million based on the project’s progress. The Learning Commons will serve as the academic hub of Kettering University’s Flint, Michigan, campus. The multi-use and student-centric facility

emphasizes and fosters innovation and collaboration. It will include a new digital library, an auditorium, dining facilities, media resource centers, and multiple student workers spaces that focus on mobility and artificial intelligence. The project broke ground in February 2020 and is slated to be completed by Summer 2022.

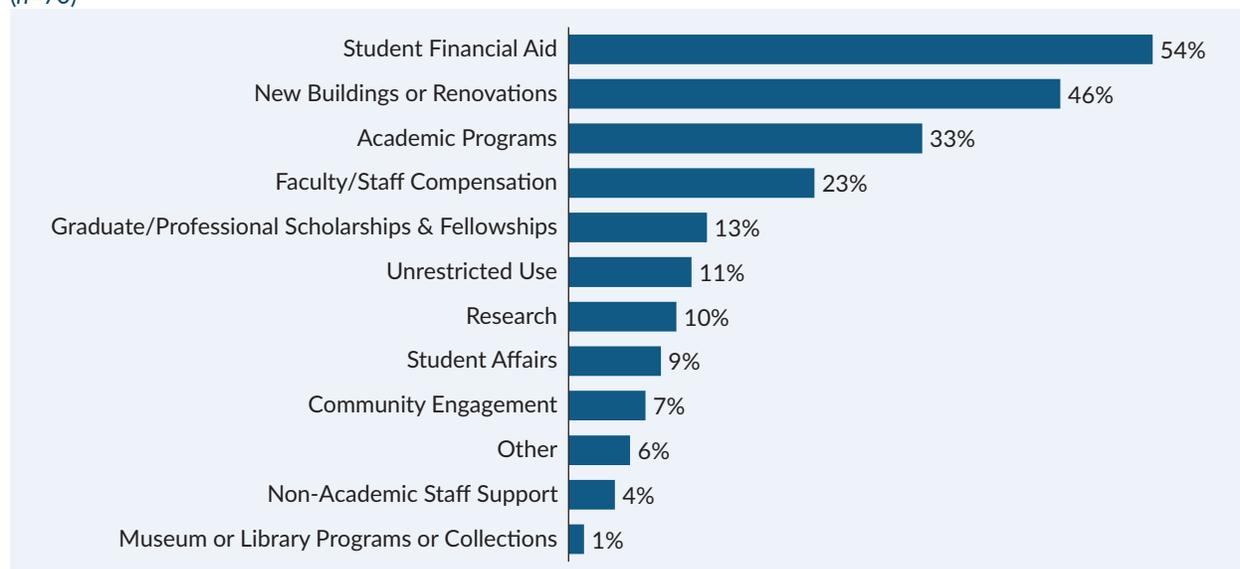
“This new facility represents a watershed investment in Kettering’s students, faculty, staff and the Flint community,” said University President Dr. Robert K. McMahan.

“We’re focused on strengthening the education continuum in Flint from cradle to college and career,” said Ridgway White, president and CEO of the Mott Foundation. “Kettering has played a vital role in that continuum for more than a hundred years. We’re pleased to support the Learning Commons to help propel Kettering into its second century and to continue attracting high-quality students and talent to our community.”

Scholarships, fellowships, and other student financial aid were the most common philanthropic purposes funded. Just over two thirds (67%) of gifts included funding for either undergraduate or graduate scholarships or other student financial aid. Just under half of the gifts (46%) provided funding

for new buildings or renovations and one third of gifts were designated for academic programs. Only 10% of gifts were designated for research, but gifts reported as including support for faculty chairs (23%) and graduate fellowships (13%) may have targeted research positions.

Percentage of Gifts Including Funding for Various Purposes
(n=70)



Institution: Boston College

Gift: \$25 million

Donors: Pat and Aja Stokes

Purpose: Fund undergraduate need-based scholarships



Pat Stokes and his wife, Anna-Kristina “Aja” Stokes have given \$25 million to Boston College to support scholarships for undergraduates. Named the Stokes Family Endowed Scholarship, the fund will provide life-changing aid to a select group of freshmen and sophomores who will be known as “Stokes Scholars” until their graduation from Boston College (BC).

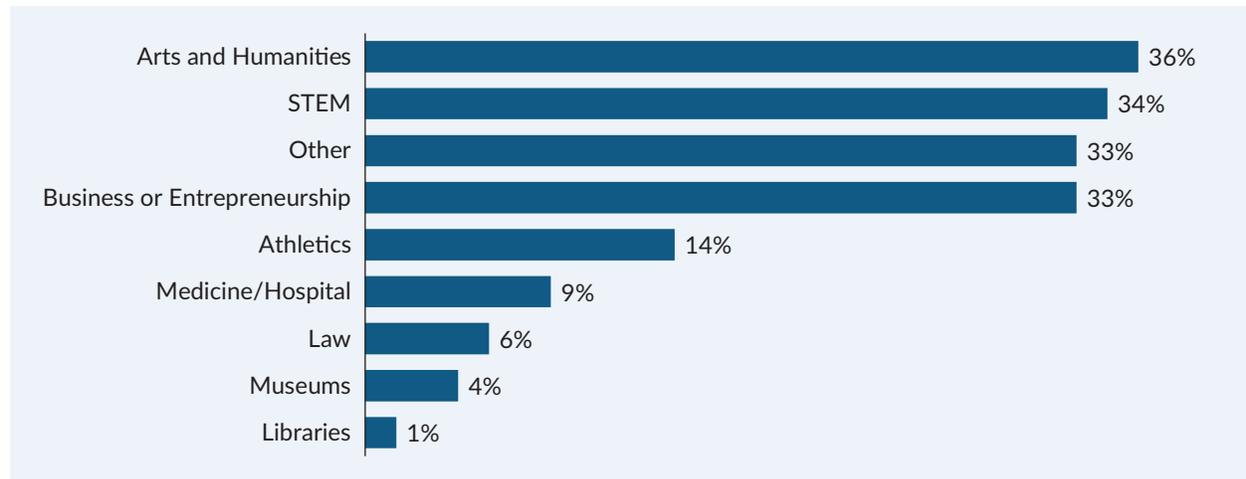
Boston College remains one of only 21 private universities in the United States that practice need-blind admission and meet the full demonstrated need for accepted students. The average need-based financial aid package is nearly \$50,000 per academic year. Although a noteworthy sum, it still leaves families with a significant financial burden to cover what is required for tuition, room and board, and fees per year.

“I am so proud of BC’s need-blind admission,” says Pat Stokes. “But the gap between those who do not have the financial resources to pay the full room, board, and tuition, and those who can, is real. So what can we do?” he asks. “What it really comes down to is helping the students without these financial resources through endowed scholarships.”

Just over half of gifts were designated for support of a single academic unit. A quarter of gifts supported 2–5 units, and another quarter supported 6 units or more. Arts and humanities, STEM (science,

technology, engineering, and math) and business or entrepreneurship were the most commonly designated units.

Percentage of Gifts for Various Institutional Units
(n=70)



Institution: Montana State University (Bozeman, MT)

Gift: \$12 million

Donor: Kendeda Fund

Purpose: Build American Indian Hall



In 2018, Montana State University (MSU) received a major portion of funding to build a state-of-the-art American Indian Hall thanks to a \$12 million pledge from the Kendeda Fund.

The building, which opened in fall 2021, is based on a feather design created by MSU architecture graduate Dennis Sun Rhodes in 2005. That is when

Sun Rhodes, an enrolled member of the Northern Arapaho Tribe from Ethete, Wyoming, and his friend, well-known artist Jim Dolan, first proposed their vision for a freestanding MSU American Indian student building. MSU dedicated the land for the building shortly after and a Dolan tepee sculpture stood on the spot as a reminder of that promise as the university worked to find funds for the project.

The new facility houses the offices of the Department of Native American Studies and numerous classrooms for use by all students, as well as an auditorium for lectures and rooms for tutoring, counseling, and advising. The American Indian Hall also includes culturally relevant elements, including a room that can be used for ceremonies and as a dance studio. While focused on the needs of MSU's growing American Indian community, which includes students from all 12 of Montana's tribes as well as 41 additional tribal nations from 15 states, it is also a place welcoming to all students and a bridge between cultures.

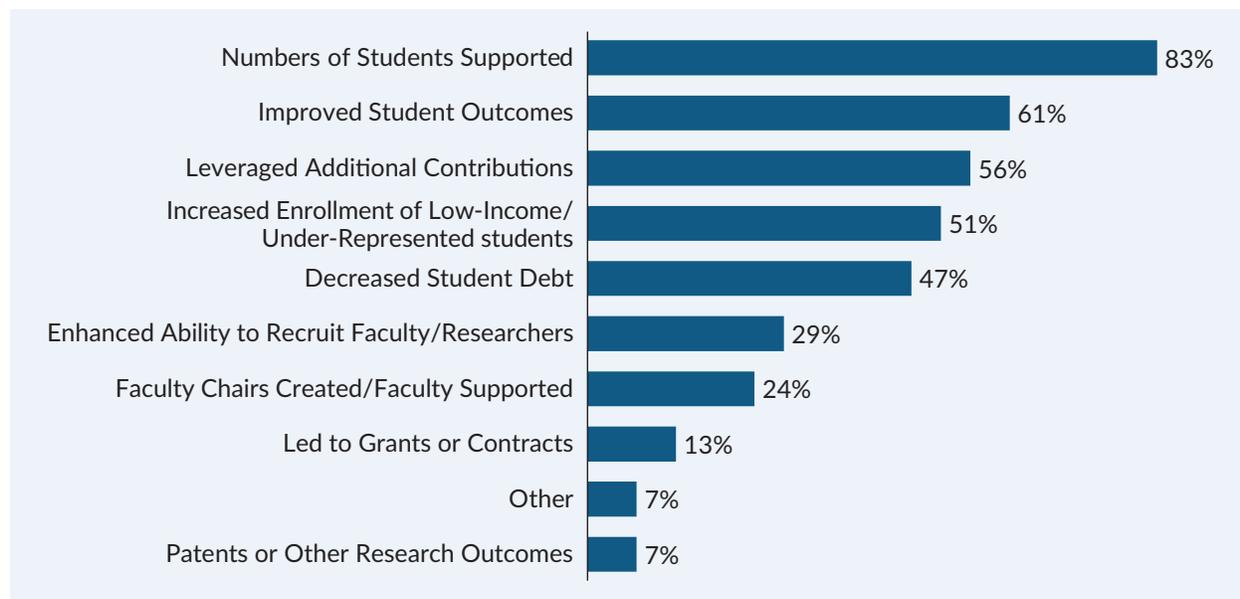
"This building is a place that students can teach and learn about their culture," Walter Fleming, chair of MSU's Department of Native American Studies, said. "It will also be a place designed to help our MSU Indian students succeed. A building that is culturally appropriate and is designed to help them feel at home will go a long way to increasing enrollment, retention and ultimately graduation. More than ever before, our students are pursuing degrees in nursing, education, agriculture, science, engineering, art and architecture, and are eager to return to their communities as leaders."

ANTICIPATED OR REALIZED PHILANTHROPIC IMPACTS

Some of the most common philanthropic objectives were tied to donors' focus on student financial support, including numbers of students served, improved student outcomes, increased enrollment of low-income and/or underrepresented students, and decreased student debt. The possibility of galvanizing additional giving was cited as a goal of 56% of gifts, suggesting that institutions and donors see principal or transformational gifts as an exemplary act with the potential to stimulate

giving by others. Many gifts figured as lead/anchor contributions in campaigns and several institutions, including two community colleges, suggesting that the gifts served as a signal to other donors and as a catalyst for additional, potentially transformative giving. Respondents also frequently cited that their transformational gift had provided financial sustainability that yielded benefits beyond the gift's primary funded purpose.

Percentage of Gifts with Various Anticipated or Realized Philanthropic Impacts
(n=70)



Gifts That Keep on Giving

“More community colleges are beginning to receive million dollar gifts. We intentionally publicized the gift with a press conference to inspire more philanthropy for community colleges and... other institutions like Hartnell as well as created awareness that Hartnell college welcomes and has the capacity to receive and steward gifts of this size.”

“The historic gift put us in another league! Community contributors appreciate such a significant commitment to the College and the East Texas region. Since the announcement of the gift, the door has opened, and more contributors are considering the impact of transformational giving on a two-year institution of higher education.”

“The naming of the college established an example for donors and alumni in terms of naming academic units and buildings.”

“This gift was a catalyst for other significant investment in the College of Business strategic plan and our collective goal to double the endowment of the college over the next couple of years.”

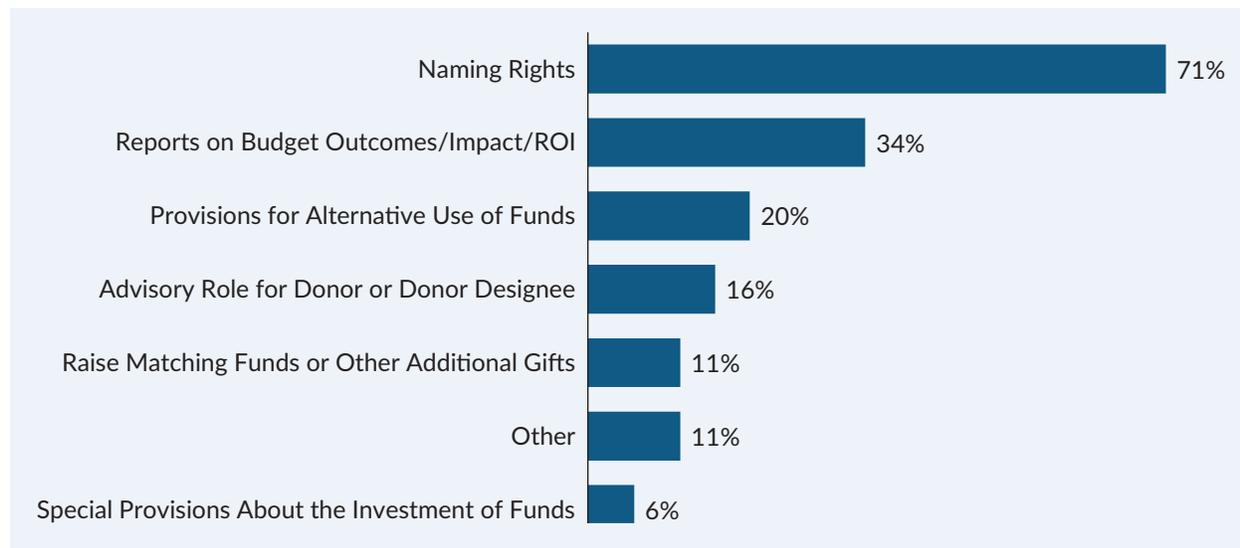
CONSIDERATIONS EXTENDED TO DONORS

More than 70% of gifts conferred naming rights on the donor. One institution indicated that the donor had declined naming recognition to provide the institution with the opportunity to offer naming rights to a future prospect.

One-third of the donors requested specific reports on outcomes, impact, or return on invest-

ment. This finding is similar to results from the 2021 Bank of America Study of Philanthropy (Lilly Family School of Philanthropy, Indiana University), which found that 25% of affluent donors to charitable organizations of all types monitored or evaluated the impact of their giving.

Percentage of Gifts with Various Considerations Extended to Donors
(n=70)



Institution: California State University, Northridge (CSUN)

Gift: \$17 million

Donors: Younes and Soraya Nazarian

Purpose: Support university’s performing arts venue and programming



In 2017, the California State University Board of Trustees approved renaming the university’s Valley Performing Arts Center The Younes and Soraya Nazarian Center for the Performing Arts in recognition of a \$17 million gift from the Y&S Nazarian Family Foundation. The gift will support the programming and operations of the award-winning performing arts center. It is one of the largest in the history of the California State University and the

system’s largest single gift to support a performing arts center.

“Through this historic and transformational gift, Younes and Soraya Nazarian are investing in the elevating power of the arts and in the artists who enlighten and inspire us all,” former CSUN President Dianne F. Harrison said. “Younes and Soraya have ensured that we can continue to deliver the finest music, dance and theater events, engaging communities throughout Los Angeles and Southern California.”

Since opening its doors in 2011, The Soraya, as it is known informally, has grown to become one of the Los Angeles area’s most respected performance venues. The Soraya includes Latin and Mexican regional music, jazz, and family programs in its exciting programming mix. As the artists on stage have diversified, so have the audiences, growing to reflect one of the nation’s most diverse campuses, as well as the diversity of Los Angeles itself. The Soraya extends its impact to the K-12 schools of the San Fernando Valley, serving more than 10,000 students annually with its arts education programs.

DONOR CHARACTERISTICS

Nonalumni individuals made half of the reported principal gifts. Donors with an undergraduate degree from the institution made 41% of the gifts. Those with a graduate degree from the institution made 6% of the gifts, and the remaining 4% of gifts

came from donors who had multiple degrees from the recipient institution. Of the 18 gifts made to community colleges, 17 (94%) of the donors were not alumni.

Institution: South Louisiana Community College (Lafayette, LA)

Gift: \$2.5 million

Donors: LHC Group & Myers Family Foundation

Purpose: Establish Home Health Labs at rural campuses



South Louisiana Community College (SLCC), LHC Group, which is one of the nation's largest home healthcare organizations, and the Myers Family Foundation have partnered on a five-year project called "A Legacy of Caring in the Home and Community." The \$2.5 million gift funding was the largest private investment in a community college in Louisiana at its time.

"This project is especially timely with the focus on healthcare through the COVID-19 pandemic. Knowledgeable, well-rounded healthcare graduates who can work in the home, clinics, and hospitals are needed now more than ever," said Dr. Natalie J. Harder, SLCC's chancellor.

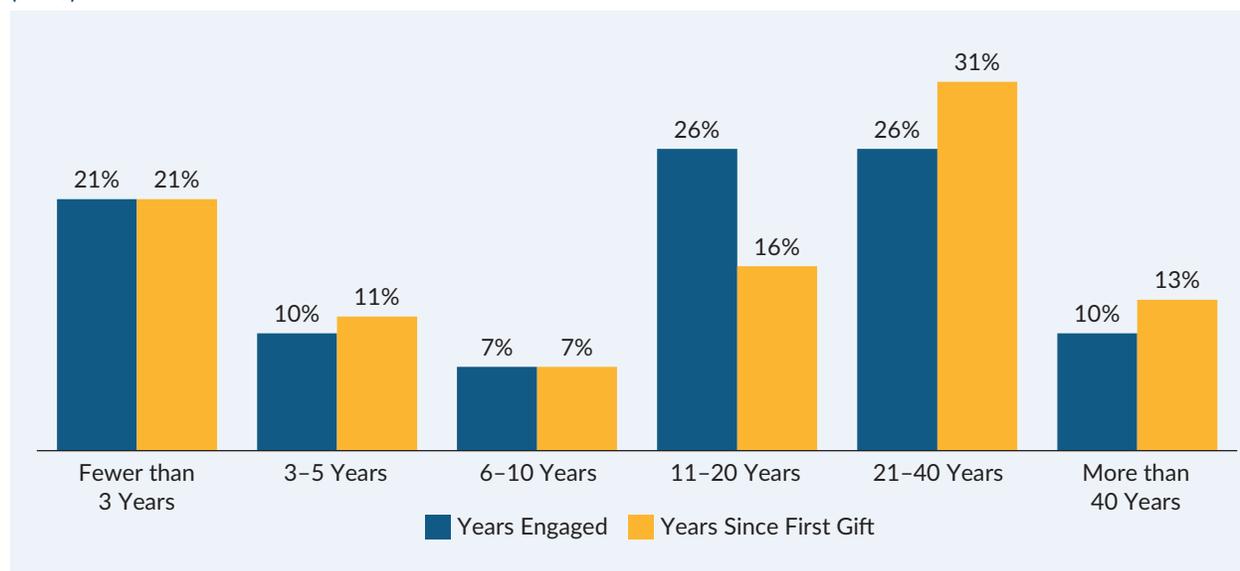
This project grew from LHC Group and SLCC's existing partnership. In 2019, the two organizations collaborated to develop a Home Health Training Lab at SLCC's main campus in Lafayette. This training lab is the first known of its kind in the nation. The creation of additional Home Health Labs across SLCC's rural campuses will anchor the project. These labs will provide hands-on training and skills for healthcare students in Acadiana's remote areas. In 2021, more than 350 SLCC students were trained in the home health labs.

Over the course of the project, SLCC will create a large-scale scholarship program for healthcare students, drive the implementation of a home health credential, bring health training opportunities to SLCC's healthcare faculty, offer continuing education in home health, and establish endowed professorships to support the recruitment and retention of exemplary nursing faculty. Lastly, the project will create the state's first community college endowed chair, which will focus its activities on nursing and home health.

The survey included several questions about the personal characteristics of principal gift donors. Half of donors are couples, and 31% of donors are single individuals. In the remaining cases, gifts were made by family foundations or by an individual or family in combination with a company or foundation. Almost all donors were aged 50 or older. Sixty-one percent of the primary donors were aged 72 or older (Silent or Greatest Generation), and 36% were 53 to 71 years of age (Baby Boomers). Fifty-two percent of donors were male; 45% were female, and the remaining 3% were reported as “other gender.” Almost three-quarters of donors had primarily earned or created their wealth.

While 62% of donors had relationships of 11 years or more with the institution, 21% had been engaged three years or fewer. Almost half of donors had served in a formal volunteer role prior to or at the time the gift was made. These roles included serving on a governing or foundation board, an advisory board, an alumni board, or a campaign committee, among others. The number of years since the donor’s first gift to the institution corresponded closely to the duration of their engagement with the institution. Donors had made an average of 4.6 major gifts prior to their principal gifts. On average, the reported principal gifts were 520% larger than the donors’ largest prior gift to the institution.

Percentage of Donors by Years Engaged and Years Since First Gift
(n=70)



Institution: Ringling College of Art and Design (Sarasota, FL)

Gift: \$15 million

Donors: Dr. Joel Morganroth and Dr. Gail Morrison Morganroth

Purpose: Various, including establishment of new virtual reality major and endowed department head



Dr. Joel Morganroth, a member of Ringling College's Board of Trustees, and his wife, Dr. Gail Morrison Morganroth bestowed \$15 million to Ringling College—the single largest gift in the school's history. Along with funding scholarships, endowment, the Sarasota Museum of Art, and programming, the gift will provide capital investment for a new virtual

reality (VR) major and empower the creation of the first endowed department head for the College in the virtual reality major.

"VR could change everything," says Joel Morganroth. "It's not just about using it in entertainment. It's about using it in science, education, engineering, etc. I'm a cardiologist. Imagine a cardiologist trainee using VR to explore the chambers of the human heart. That's one application I can easily imagine to improve medical education. The decades ahead will reveal uses for VR that we can't even conceive of. Chances are many of its designers will be Ringling College graduates."

Gail Morganroth adds that the College is uniquely positioned to be a pioneer in the evolving VR field. "Technology without creativity changes nothing," she says. "Imagination is key. Ringling College brings art and technology together—and that unique combination can transform the world."

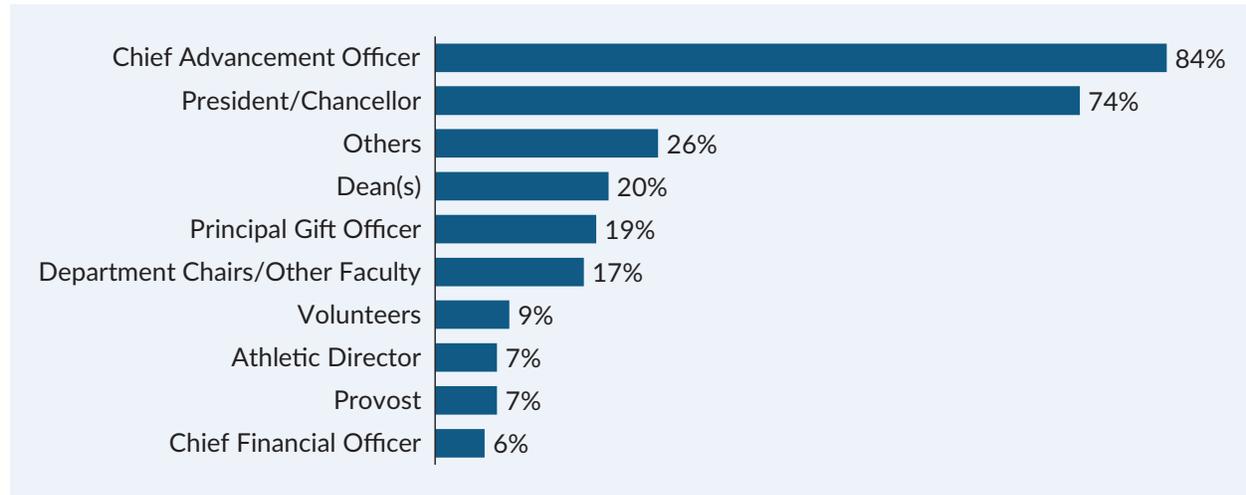
CULTIVATION AND SOLICITATION

On average, the gifts studied took 19.6 months to go from initial discussions with the donor regarding a gift to final agreement. The median period of cultivation for gifts was one year.

Chief advancement officers, presidents, and chancellors were most frequently involved in the

development of gift proposals. Others involved included planned giving officers, development officers, and CEOs of institutionally related foundations as well as deans and principal gift officers.

Percentage of Gifts with Key Individuals Responsible for Developing Gift Proposal
(n=70)



CONCLUSION

This report provides important insights into the role that the largest gifts play in supporting U.S. colleges and universities. Of course, extremely large gifts draw headlines, but these data suggest that principal gifts may vary by size depending on the institution and its situation and still play a transformative role. Twenty-five of the 70 principal gifts reported to CASE in the Principal Gifts Survey were for less than \$5 million. Not only do these gifts fund important institutional priorities, they also can act as a catalyst for additional giving.

At many institutions, principal gifts are becoming more important over time. The VSE data show that the largest gifts from foundations have accounted for an increasing share of total voluntary support since 2005, and at community colleges the largest gifts from individuals also provide an increased share of total support.

The generous people and organizations providing these gifts are varied and do not conform to preconceived notions. Only half the individuals giving the largest gifts are alumni and, while many donors have longstanding ties to the institutions they support, a sizable minority are new friends.

What lessons do these data provide for advancement professionals? While more research is needed to fully understand these gifts and the people and organizations that make them possible, it seems clear that institutions of all types should be vigilant in identifying and cultivating supporters, because one can never be sure when – or from what source – a gift may come that can have a dramatic impact on the institution for years to come.

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