

CASE Test Organization 1

2024-25 CASE Insights on Philanthropy (United Kingdom & Ireland)

About This Survey

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 repeated annually since then. Participation is open to all higher education institutions in the United Kingdom and Ireland.

The survey:

- collects detailed information about gift revenue, fundraising costs, and donors to measure the philanthropic performance of higher education institutions in the United Kingdom and Ireland;
- provides an estimate of the overall impact of philanthropy on the higher education sector;
- is the only source of information on this subject and enables institutions to compare themselves with similar/peer institutions.

Contact the CASE Insights team at insights@case.org if you have questions or suggestions regarding the survey or reporting guidelines.

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Survey Resources

Visit the CASE Insights on Philanthropy (United Kingdom and Ireland) website, where you can find:

- The survey Guidance Document.
- A PDF of the survey with all of the questions.
- Excel grids you can use to gather your data before entering them online if you wish. You must enter your data, complete validation checks, and submit the survey online.

Survey participant data are expected to conform to the CASE Global Reporting Standards. Within the CASE Standards, the United Kingdom Supplement provides further country-specific standards and guidelines related to legislation, regulations, and other reporting standards in the United Kingdom. The standards are available for purchase in hard copy or as a digital subscription.

Contact the CASE Insights team at insights@case.org if you need assistance or would like to schedule a walk-through of the survey.

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Data Sharing Agreement

All participating institutions will be expected to agree to the CASE Data Sharing Agreement (below). You will not be able to take part if you opt-out of this data sharing agreement. There is no hard copy required to be signed. (REQUIRED)

	Check here to indicate agreement. (REQUIRED)
Have you read and agreed to the data sharing agreement?	<input type="radio"/> Yes <input type="radio"/> No

Please add name and title of the individual who has read and signed the Data Sharing Agreement below. (REQUIRED)

First Name	
Last Name	
Job Title	

The DSA is in place to ensure participating institutions do not share results outside of their institution and guarantees that results are only used for benchmarking purposes. Other main points are:

- All participating institutions must answer the required questions.
- All participating institutions will get access to un-anonymised data.
- Each participating institution will get access to the full survey dataset irrespective of the questions answered i.e., it won't be a like-for-like data share.

Data Sharing Agreement: CASE Insights on Philanthropy (United Kingdom and Ireland)

Between Council for Advancement and Support of Education ("CASE"), and the Institution indicated below (the "Institution") individually a Party and together the Parties.

The Parties hereby agree in consideration for the rights granted by CASE to the Institution and the rights granted by the Institution to CASE:

1. DEFINITIONS

The following definitions apply in this agreement.

Data means the data comprising the questionnaire responses provided by the Institution to CASE in respect of the CASE Insights on Philanthropy (United Kingdom and Ireland), formerly the CASE-Ross Survey;

Database means that database of data comprising disaggregated questionnaire responses and information provided by Sharing Institutions and the data and information contained therein since 2006;

Survey means CASE Insights on Philanthropy (United Kingdom and Ireland), formerly the CASE-Ross Survey, conducted by CASE;

Survey Collaborators means CASE, the CASE Insights on Philanthropy (United Kingdom and Ireland) Editorial Board, and such other organisations as is approved by CASE subject always to the confidentiality provisions set out in clause 3;

Tool means the online reporting tool accessible at the website address notified by CASE to the Institution providing access to the Database;

Sharing Institution means an institution that has agreed to the terms contained in this Agreement.

2. RIGHTS

2.1 CASE hereby grants the Institution a right to access the Tool and use the information contained in the Database solely for the Institution's internal benchmarking or performance for the term of this Agreement, subject always to Clause 3.

2.2 The Institution hereby grants CASE:

2.2.1 a non-exclusive, perpetual, royalty free, worldwide licence to use the Data for the purposes of the Survey subject to the terms of this Agreement; and

2.2.2 a non-exclusive, perpetual, royalty free, worldwide licence to sub-licence the Data to the Survey Collaborators for the purposes of the Survey; and

2.2.3 a non-exclusive, perpetual, royalty free, worldwide licence to sub-licence the Data to other Sharing

Institutions for the purposes of internal benchmarking of performance.

3. CONFIDENTIALITY

3.1 The Institution shall:

- (a) keep confidential the Database and/or information obtained from the Tool;
- (b) not disclose to third parties, without the express prior written consent of CASE, the Database and/or information obtained from the Tool;
- (c) ensure that no publication of Database and/or information obtained from the Tool occurs without the prior express written consent of CASE; and
- (d) disclose the Database and/or information obtained from the Tool which is provided by CASE to the Institution for internal benchmarking or performance, only to those persons necessary for the purposes of such internal benchmarking and only to the extent necessary for the proper performance of their duties.

3.2 Information about each Sharing Institution's cluster will be shared with all Sharing Institutions by CASE. This information will be included in the Database and the Tool.

3.3 The Institution shall procure that the obligations in clause 3.1 are observed by its employees, students, officers and agents and by any other party retained by the Institution and any other party who engages in the internal benchmarking or performance at the instigation of the Institution.

3.4 The Institution shall notify CASE immediately if it becomes aware of any disclosure in breach of the obligations in this clause 3. At the request of CASE, the Institution will take all such steps as are necessary to prevent further disclosure.

3.5 The provisions of this clause 3 shall not apply to:

- (a) any information which is in the public domain at the date of this agreement or which subsequently comes into the public domain other than by breach of this agreement or any other confidentiality agreement; or
- (b) any information already in the possession of the Institution at the date of this agreement, other than under an obligation of confidentiality; or
- (c) any information obtained without any obligation of confidence from a third party that is not in breach of a confidentiality agreement with the Company concerning the information obtained.
- (d) the extent information is required to be disclosed by law, by any governmental or other regulatory authority or by a court or other authority of competent jurisdiction provided that, to the extent it is legally permitted to do so, it gives the other party as much notice of such disclosure as possible and, where notice of disclosure is not prohibited, it takes into account the reasonable requests of the other party in relation to the content of such disclosure.

3.6 On termination of this Agreement, the Institution shall erase all Database and/or information obtained from the Tool from computer and communications systems and devices used by it, including such systems and data storage services provided by third parties (to the extent technically practicable).

3.7 CASE gives no warranty of any kind in respect of the Tool or the Database and all statutory and implied warranties, terms and conditions are excluded to the full extent allowed by law.

3.8 The provisions of this clause 3 shall be deemed effective from the 30th September in the calendar year of signature shall remain in full force and effect thereafter.

4. DURATION AND TERMINATION

This agreement shall come into force on the date of the signature below and shall remain in force until the earlier of:

- (a) three months after CASE has served a notice to the Institution; or
- (b) the date of any breach by the Institution of the terms of this Agreement; or
- (c) 14 days after the date of any notice of breach of this Agreement by CASE or the Survey Collaborators as notified by the Institution.

5. Contracts (Rights of Third Parties) Act 1999

The Parties agree that any Sharing Institution has the right to enforce the terms of this letter against the Parties should they disclose the Database in breach of the terms of this letter.

6. Governing Law

We agree that the terms of the letter will be governed by English law. Executed as an agreement for and on behalf of above-named institution.

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A. Institution Details

A-1. What is your institution type?

In responding to this question consider the courses offered at your institution; if there are only undergraduate courses offered, then select Undergraduate only. If your institution offers both undergraduate and postgraduate courses, then select Combined undergraduate and postgraduate. If your institution is one that offers only postgraduate courses, then select Professional school (postgraduate only).

Do not select Other unless you are a non-higher education institution.

Select	<input type="radio"/> Undergraduate only <input type="radio"/> Combined undergraduate and postgraduate <input type="radio"/> Professional school (postgraduate only) <input type="radio"/> Other
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A-2. In what country/region is your institution located? (REQUIRED)

Select	
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A-3. In which city is your institution's main campus located? (REQUIRED)

Select	Other
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If other is selected, please specify which city:	
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A-4. In what CURRENCY will you be reporting your answers? (REQUIRED)

Select	
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A-5. What are the total INSTITUTIONAL EXPENDITURES for your institution? (REQUIRED)

This refers to the total expenditure of the institution, not just fundraising expenditure. The total figure is most likely to be in the tens or hundreds of millions.

Total Institutional Expenditures	
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A-6. TOTAL number of STUDENTS (undergraduate and post-graduate) as per HESA records (full person equivalent).

Total Students	
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A-7. TOTAL number of STAFF (academic and operational) as per HESA records (full person equivalent i.e. headcount)

Total Staff	
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A-8. Provide additional information about your institution. (REQUIRED)

The answers to these questions can vary between institutions and you need to decide how best to answer them based on your own institution.

1. Is your institution engaged in CLINICAL MEDICINE?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
2. Do you fundraise in partnership with a local hospital/ Is the fundraising for Clinical Medicine aligned with a local hospital?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
3. Does your institution have a BUSINESS SCHOOL?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
4. If you have a Business school, does your Business school have its own ALUMNI OFFICE/ ALUMNI FUNCTION?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
5. Does your institution have any affiliated UNIVERSITY MUSEUMS?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable

6. Does your institution have a LINKED CHARITY?	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
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A-9. Do you have a DEVELOPMENT/ ALUMNI PROGRAMME at your institution? (REQUIRED)

Select	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
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A-10. In which YEAR did your institution START its development/alumni programme? (REQUIRED)

This is the year when your institution first invested in a professional alumni relations and/or fundraising programme. Some institutions have historically had separately constituted alumni associations before investing in a professional office: these do not count.

Founding Year of Development/Alumni Programme	
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B. Alumni Details

B-1. What is the TOTAL number of ALUMNI that your institution had in the survey year? (REQUIRED)

- Provide the total number of alumni not just those that are contactable. This is to obtain information on how successful institutions are at finding and maintaining contact with alumni.
- Include all living alumni as of 31 July of the survey year, but exclude those who graduated in summer 2025. Not all institutions will have information on summer 2025 graduates at the time of survey submissions. Excluding recent graduates ensures comparable benchmarking.

Total Alumni	
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B-2. What is the TOTAL number of CONTACTABLE ALUMNI your institution had in the survey year? (REQUIRED)

- Include all contactable living alumni as of 31 July of the survey year, but exclude those who graduated in summer 2025. Not all institutions will have information on summer 2025 graduates at the time of survey submissions. Excluding recent graduates ensures comparable benchmarking.
- Contactable alumni should be less than total alumni.

Total Contactable Alumni	
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B-3. Please provide details about GIVING by ALUMNI GRADUATION COHORTS.

- Report unduplicated counts of legally contactable alumni by graduation cohort as well as an additional category for other alumni. The calculated total of contactable alumni should equal B-2.
- Report unduplicated counts of alumni donors by graduation cohort. Use the funds received counting method to count alumni donors. Exclude alumni who pledged but did not pay during the year.

	Legally Contactable Alumni	Alumni Donors of Funds Received
Alumni 0-5 Years Out		
Alumni 6-10 Years Out		
Alumni 11-20 Years Out		
Alumni 21-30 Years Out		
Alumni 31-40 Years Out		
Alumni 41-50 Years Out		
Alumni 51+ Years Out		
Other Alumni - Non Degree/Diploma Holders		
Total		

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C. Staffing - Fundraising, Alumni Relations, Development Services

The questions in this section seek to find out the size of the fundraising, alumni relations, and development services functions at your institution based on FTE staff (or full-time equivalent staff) as per function.

- Staff should be allocated to fundraising, alumni relations, or development services depending on the time spent in that function.
- Exclude staff from departments/faculties outside of the Development Office, who act as champions or fundraise.
- Exclude temporary staff, such as student telethon callers, envelope stuffers, or temporary staff who work at fundraising/alumni events.
- Specific examples are included in the guidance documentation for the survey which can be found on the survey website.

C-1. How many FTE STAFF worked mainly on FUNDRAISING at your institution in the survey year? (REQUIRED)

Count of FTE Staff in Fundraising	<input type="text"/>
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C-2. How many FTE STAFF worked mainly on ALUMNI RELATIONS at your institution in the survey year? (REQUIRED)

Count of FTE Staff in Alumni Relations	<input type="text"/>
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C-3. How many FTE staff worked mainly on DEVELOPMENT SERVICES at your institution in the survey year?

Count of FTE Staff in Development Services	<input type="text"/>
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D. Expenditures - Fundraising, Alumni Relations, Development Services

The questions in this section seek to find out the expenditures (staff costs, non-staff costs, and total costs) related to the fundraising, alumni relations, and development services functions at your institution. The supporting guidance document on the survey website provides specific examples of staff types to include in each functional area.

D-1. What was your institution's EXPENDITURE on FUNDRAISING in the survey year? (REQUIRED)

- Expenditure includes both staff and non-staff fundraising costs which represent the institution's fundraising function and are generally the responsibility of the Development Director, or the equivalent appointment.
- Costs for temporary paid student callers may be attributed to salary or non-salary costs according to the institution's preference and ease of calculation.

Fundraising Staff Cost	
Fundraising Non-Staff Costs	
Total Fundraising Costs	

D-2. What was your institution's EXPENDITURE on ALUMNI RELATIONS excluding the alumni magazine in the survey year? (REQUIRED)

- Expenditure includes staff and non-staff alumni relations costs which constitute the institution's alumni relations function and are generally the responsibility of the Head of Alumni Relations, or the equivalent appointment.
- Exclude the cost of donor newsletters, e-newsletters and departmental newsletters or the costs associated with producing and distributing an alumni magazine. Those costs are collected below.

Alumni Relations Staff Costs	
Alumni Relations non-staff costs	
Total Alumni Relations costs	

D-3. What was your institution's EXPENDITURE on DEVELOPMENT SERVICES in the survey year? (REQUIRED)

- Expenditure includes staff and non-staff development services costs which represent the institution's development services function and are generally the responsibility of the Head of Development Services, or the equivalent appointment.

Development Services Staff Costs	
Development Services Non-staff Costs	
Total Development Services Costs	

D-4. Did your institution publish an ALUMNI MAGAZINE in the survey year? (REQUIRED)

- An alumni magazine is any regularly printed magazine that is sent to the majority of your alumni.

Select	<input type="radio"/> Yes <input type="radio"/> No
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D-5. If you answered yes to the previous question, please provide:

- The non-staff production and distribution costs of your ALUMNI MAGAZINE in the survey year. (REQUIRED)
 - The total non-staff cost of design, print and fulfilment of your magazine(s) should be reported. E.g., if your institution produced two magazines a year at a cost of £50,000 per magazine you should report a total cost of £100,000
 - These costs should only be provided in this question. Exclude them in question D-2 (expenditure on alumni relations).
- The number of editions of your magazine produced and distributed in the survey year. (REQUIRED)
 - Number of editions is the number of times the magazine is produced and distributed in the year (e.g. 2 times per year), not the number of copies produced and distributed.

Production and Distribution Costs	
Number of Editions in the Survey Year	

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E. Funds Received (Total, by Gift Bands and Source, by Purpose)

All questions in this section use funds received as the method for counting philanthropic income. In order for funds received to be counted, the source of the gift must be eligible, and the nature of the gift must meet the survey's definition of philanthropic intent.

E-1. What was the TOTAL funds received (VALUE) by your institution in the survey year? (REQUIRED)

Total Funds Received	
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E-2. What was the total funds received (VALUE) within each of the following gift bands and from different sources in the survey year?

There are two options for answering this question:

- Select "Full" version below if you are able to complete the entire grid. Do not leave any cells blank. Enter zero if the value is zero.
- Select "Partial" version below if you are unable to complete the entire grid. If you select "Partial," enter data in the row labeled Partial Version: Enter Funds Received by Source and the column labeled Partial Version: Enter Funds Received by Gift Bands.

The last row and column automatically calculate total funds received based on what was entered. These two totals must match each other. These totals must also match the total value of funds received provided in question E-1.

Select your version	<input type="radio"/> Full <input type="radio"/> Partial
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	Alumni	Non-Alumni Individuals	Trusts/Foundation	Companies	Lottery	Other Organisations	Partial Version: Enter Funds Received by Gift Band	Calculated Funds Received by Gift Band (REQUIRED)	Calculated Total Funds Received for Data Check
£1-£999									
£1,000-£9,999									
£10,000-£99,999									
£100,000-£999,999									
£1,000,000+									
Partial Version: Enter Funds Received by Source									
Calculated Funds Received by Source (REQUIRED)									
Calculated Total Funds Received for Data Check									

E-3. If you entered a non-zero value for other organisations that contributed to funds received, please describe the types of organisations that you included (REQUIRED).

Description of Other Organisations	
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E-4. Please provide the breakout of funds received (VALUE) by PURPOSE.

- The aim of this question is to demonstrate the donor's intent regarding the use of funds.
- The calculated total must match the value entered for total funds received in question E-1.

Current Use - Restricted	
Current Use - Unrestricted	

Endowment	
Capital purposes including property, buildings, and equipment	
Total Funds Received - All Purposes	

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F. Funds Received Donors (by Gift Bands and Source)

All questions in this section use funds received as the method for counting donors. In order for donors to be counted, the source of the gift must be eligible, and the nature of the gift must meet the survey's definition of philanthropic intent.

This section asks for DONORS of funds received by both gift bands and source of contributions.

F-1. What was the TOTAL number of DONORS from whom your institution received gifts? (REQUIRED)

Total Number of Donors	
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F-2. How many DONORS from different sources contributed to funds received within each of the following gift bands in the survey year?

This question is asking for the NUMBER OF DONORS, not the amount received from donors.

- Use the cumulative value of funds received from the donor in the survey year to determine the gift band category.
- Example: If a donor gives a single gift of £50,000 and also pays 12 monthly payments of £100 against a pledge made in previous years, the total funds received from this donor would be £51,200.) In addition, if Gift Aid is claimed against these donations the total funds received from this donor would be £64,000 (regardless of when the Gift Aid cash is received).

There are two options for answering this question:

- Select "Full" version below if you are able to complete the entire grid.
- Select "Partial" version below if you are unable to complete the entire grid. If you select "Partial," enter data in the row labeled Partial Version Donors by Source and the column labeled Partial Version Donors by Gift Bands.

The last row and column automatically calculate total donors based on what was entered. These two totals must match each other. These totals must also match the total donor number provided in question F-1.

Select your version	<input type="radio"/> Full <input type="radio"/> Partial
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	Alumni	Non-Alumni individuals	Trusts/Foundations	Companies	Lottery	Other Organisations	Partial Version: Enter Donors by Gift Band	Calculated Total Donors by Gift Band(REQUIRED)	Calculated Total Donors for Data Check
£1-£999									
£1,000-£9,999									
£10,000-£99,999									
£100,000-£999,999									
£1,000,000+									
Partial Version: Enter Donors by Source									
Calculated Total Donors by Source (REQUIRED)									
Calculated Total Donors for Data Check									

F-3. If you entered a non-zero value for other organisation donors that contributed to funds received, please describe the types of organisations that you included (REQUIRED).

Description of Other Organisations	
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G. Funds Received from Legacies

In this section, please provide details on legacy gifts from the estates of deceased individuals. Funds received from legacies are included in (a subset of) total funds received provided in section E-1.

- Multiple payments received from a single legacy as the estate is settled should only be counted once.
- If the legacy includes financial instruments (shares etc.), provide the value on the day that they are received, not the value that is eventually realised when sold.
- If a legacy includes a physical asset which the institution could sell (real estate, artwork or books, etc.), this cannot be counted as funds received. Instead, the value of the asset should be recorded under gifts-in-kind under new funds committed in the year in which the asset was received by the institution.
- Do not include pledges from living donors as they could be revoked, money still passing through probate.

G-1. What was the total funds received (VALUE) from LEGACIES in the survey year? (REQUIRED)

Total Funds Received from LEGACIES	
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G-2. How many (NUMBER) LEGACIES were the source of cash contributions in the survey year? (REQUIRED)

Multiple payments received from a single legacy as the estate is settled should only be counted once.

Number of legacies received	
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G-3. Of the legacies received in the survey year, how many (NUMBER) LEGACIES fell into the following gift bands?

- Multiple payments received from a single legacy as the estate is settled should only be counted once.
- If you have received several payments from a single legacy as the estate is settled, these should be totalled to find the value of the legacy gift and put into the appropriate gift band. E.g., a legacy that settles in three contributions (£10,000, £20,000, £30,000), should be counted as a single legacy of value £60,000 and be put in the gift band £10,000-£99,999.

	Number of Legacies
£1-£999	
£1,000-£9,999	
£10,000-£99,999	
£100,000-£999,999	
£1,000,000+	
Total number of legacies - all gift bands	

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H. Funds Received - Largest Gifts

In this section, please provide information on the largest gifts received in the survey year using funds received as the counting method.

- Funds received from legacies is a permissible source; however, it must be realised cash rather than an estimated value for a gift-in-kind (such as property) received as part of a legacy. Gifts-in-kind, even if they have been sold for cash, are excluded from this section.
- The largest gift given to the institution as funds received can be a single payment against a pledge made in previous years. E.g., if someone has pledged £1M and makes a £250,000 payment towards that pledge, and no single gifts are received that are larger than that in the year then your largest cash gift is £250,000. You can only count the money that has been received.
- A few large gifts often make up a large percentage of total cash received. Therefore, answers to this question should reflect how the donor feels about his/her gift(s) over the full year. E.g., if one donor is supporting two entirely separate projects then these should be treated as two separate gifts. But if one donor is making multiple payments across the year in support of a single project, then these payments should be reported summed up as a single gift.

H-1. Please provide the value and source of the LARGEST gift given to your institution as funds received in the survey year. (REQUIRED)

	Largest Gift Amount	Source of Largest Gift
Largest Gift as Funds Received		

If you selected Other Organisation, provide a description of the organisation	
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H-2. Please provide the value and source of the SECOND LARGEST gift given to your institution as funds received in the survey year. (REQUIRED)

	Second Largest Gift Amount	Second Source of Largest Gift
Second Largest Gift Amount		

If you selected Other Organisation, provide a description of the organisation	
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H-3. Please provide the value and source of the THIRD LARGEST gift given to your institution as funds received in the survey year. (REQUIRED)

	Third Largest Gift Amount	Third Source of Largest Gift
Third Largest Gift Amount		

If you selected Other Organisation, provide a description of the organisation	
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I. Funds Received - Triggers

In this section, use funds received as a counting method to provide details on giving from individuals in the survey year. It is important that only gifts from individuals are included in this section.

I-1. What was the value of funds received from INDIVIDUALS using the following TRIGGERS in the survey year? (REQUIRED)

- Gift Triggers are the interaction or event that caused an individual to decide to donate. The event that triggered the gift may have taken place in the current year, and/or in previous years. E.g., a face-to-face ask in 2023-24 may result in a gift in 2024-25.
- Where possible the relevant gift trigger (options detailed below) should be used. If you do not know the trigger, then use the Unknown option.

	Funds Received by Trigger
Mass solicitation (e.g., Telethon/Direct Mail/E-Ask, Texts and Piggy Back Asks)	
Crowdfunding	
Face to Face or Tailored Proposal	
Unsolicited	
Unknown	
Legacy	
Other	
Total Funds Received from Individuals	

I-2. If you have added income to the Other trigger types please describe these triggers.

Description of Other Triggers

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J. New Funds Committed (Total, by Gift Bands and Source, by Purpose)

This section asks for new funds committed by your institution. In order for new funds committed to be counted, the source of the gift must be eligible and the nature of the gift must meet the survey’s definition of philanthropic intent. The aim of these questions is to demonstrate how active and successful your fundraising has been over the year.

To provide global benchmarks and enhance data transparency globally, the number and value of new legacy intentions are collected and reported on separately.

Please indicate if your institution accepts legacy intentions	<input type="radio"/> Yes <input type="radio"/> No
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J-1. Total NEW FUNDS COMMITTED during the survey year excluding legacy intentions. (REQUIRED)

- Provide the value of new funds committed including outright gifts and new pledges secured in the survey year.
- Include legacy funds received only if they were not recorded in the survey as an intention in a previous year.
- Exclude payments resulting from pledges made in previous years.
- Exclude legacy intentions - those are reported in J-2.

	Value
New Funds Committed EXCLUDING Legacy Intentions	

J-2. Provide the NUMBER and VALUE of documented NEW legacy intentions that were confirmed during the survey year. (REQUIRED)

- The calculated value below is provided as a data check. It is the sum of the value in question J-1 and the value of new legacy intentions in this question. If you have no new legacy intentions, this calculated total will equal J-1.

Number of New Legacy Intentions	
Value of New Legacy Intentions	

DATA CHECK Calculated Total New Funds Committed INCLUDING Legacy Intentions	
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Questions J-3 through J-6

All questions in this section exclude legacy intentions. Include legacy funds received only if they were not claimed as an intention in a previous year.

J-3. What was your total equivalent cash value of gifts-in-kind, exclusive of legacy intentions, in the survey year? (REQUIRED)

- Include the value of donated real estate and other gifts-in-kind that create assets in the institution's balance sheet (e.g., books and paintings).
- The value of the gift should be based on an external expert view (other than that of the donor) as close to the date of receipt as possible.
- Exclude any income received from donated real estate (e.g., rent).
- Exclude gifts-in-kind of services rendered (e.g., providing event facilities, volunteer time).

Total Equivalent Cash Value of Gifts-in-Kind	
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J-4. What was the total new funds committed (VALUE), exclusive of legacy intentions, within each of the following gift bands and from different sources in the survey year?

There are two options for answering this question:

- Select "Full" version below if you are able to complete the entire grid. Do not leave any cells blank. Enter zero if the value is zero.
- Select "Partial" version below if you are unable to complete the entire grid. If you select "Partial," enter data in the row labeled Partial Version: Enter New Funds Committed by Source and the column labeled Partial Version: Enter New Funds Committed by Gift Bands.

The last row and column automatically calculate the total new funds committed based on what was entered. These two totals must match each other. These totals must also match the total value of new funds committed provided in question J-1.

Select your version	<input type="radio"/> Full <input type="radio"/> Partial
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	Alumni	Non-Alumni individuals	Trusts/Foundation	Companies	Lottery	Other Organisations	Partial Version: Enter New Funds Committed by Gift Band	Calculated Total New Funds Committed by Gift Band (REQUIRED)	Calculated Total Value for Data Check
£1-£4,999									
£5,000-£49,999									
£50,000-£499,999									
£500,000-£4,999,999									
£5,000,000+									
Partial Version: Enter New Funds Committed by Source									
Calculated Total New Funds Committed by Source (REQUIRED)									
Calculated Total Value for Data Check									

J-5. If you entered a non-zero value for other organisations that contributed to new funds committed, please describe the types of organisations that you included (REQUIRED).

Description of Other Organisations	
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J-6. Please provide new funds committed, exclusive of legacy intentions, by PURPOSE of funds.

- The aim of this question is to demonstrate the donor's intent regarding the use of funds.
- The calculated total must match the value entered for new funds committed excluding legacy intentions in question J-1.

	New Funds Committed, exclusive of Legacy Intentions
Current Use - Restricted	
Current Use - Unrestricted	
Endowment	
Capital Purposes including Property, Buildings, and Equipment	
Total New Funds Committed - All Purposes	

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K. New Funds Committed Donors (by Gift Bands and Source)

All questions in this section use new funds committed exclusive of legacy intentions as the method for counting donors. In order for donors to be counted, the source of the gift must be eligible, and the nature of the gift must meet the survey's definition of philanthropic intent.

K-1. How many DONORS from different sources committed new funds, exclusive of legacy intentions, within each of the following gift bands in the survey year?

This question is asking you about the NUMBER OF DONORS, not the value of funds committed.

- Use the cumulative value of outright gifts and pledges in new funds committed to determine the gift band category.
- Example: If a donor gives a single gift of £50,000 and also pays 12 monthly payments of £100 against a pledge made in previous years, the total new funds committed from this donor would be £51,200. In addition, if Gift Aid is claimed against these donations the total new funds committed from this donor would be £64,000 (regardless of when the Gift Aid cash is received).

There are two options for answering this question:

- Select "Full" version below if you are able to complete the entire grid.
- Select "Partial" version below if you are unable to complete the entire grid. If you select "Partial," enter data in the row labeled Partial Version Donors by Source and the column labeled Partial Version Donors by Gift Bands.

The last row and column automatically calculate total donors based on what was entered. These two totals must match each other.

Select your version	<input type="radio"/> Full <input type="radio"/> Partial
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	Alumni	Non-alumni individuals	Trusts/Foundation	Companies	Lottery	Other Organisations	Partial Version: Enter Donors by Gift Band	Calculated Total Donors by Gift Band(REQUIRED)	Calculated Total Donor for Data Check
£1-£4,999									
£5,000-£49,999									
£50,000-£499,999									
£500,000-£4,999,999									
£5,000,000+									
Partial Version: Enter Donors by Gift Band									
Calculated Total Donors by Source (REQUIRED)									
Calculated Total Donors for Data Check									

K-2: If you entered a non-zero value for other organisation donors that contributed to new funds committed, please describe the types of organisations that you included (REQUIRED).

Description of Other Organisations	
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L. New Funds Committed - Largest New Pledge or Gift

In this section, please provide details on the largest, second largest, and third largest pledge/gift your institution received in the survey year.

- These donations could be new single cash gifts received in the year or the total value of a new multi-year pledge secured during the year.
- Include new legacy gifts received if they were not already recorded as an intention in the survey in a previous year.
- Exclude legacy intentions/pledges.
- Exclude payments made against a confirmed non-legacy pledge made in a previous year.
- Exclude gifts-in-kind, even if they have been sold for cash.

L-1. Please provide the value and source of the LARGEST new pledge/gift your institution received in the survey year. (REQUIRED)

	Largest Gift Amount	Source of Largest gift
Largest New Pledge/Gift		

If you selected Other Organisation, provide a description of the organisation	
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L-2. Please provide the value and source of SECOND LARGEST new pledge/gift your institution received in the survey year. (REQUIRED)

	Second Largest Gift Amount	Source of Second Largest Gift
Second Largest New Pledge/Gift		

If you selected Other Organisation, provide a description of the organisation	
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L-3. Please provide the value and source of the THIRD LARGEST new pledge/gift your institution received in the survey year. (REQUIRED)

	Third Largest Gift Amount	Source of Third Largest Gift
Third Largest New Pledge/Gift		

If you selected Other Organisation, provide a description of the organisation	
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M. Alternative Methods of Counting

This section asks if your institution counts fundraising totals in a way which differs to this survey. It allows you to report your fundraising income as you do according to your own institution's definition.

Some institutions count different sources and kinds of money when reporting their income from fundraising to their wider stakeholders (e.g., to their Court or governing body or as the publicly announced target of a campaign). E.g., an institution may not be in a campaign but may include corporate sponsorship money or all research income from Charitable Organisations when reporting.

M-1. Does your institution count/ report on fundraising totals differently from this survey? (REQUIRED)

Select	<input type="radio"/> Yes <input type="radio"/> No
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M-2. Please give a short description of your alternative method of counting.

Short description for alternative method of counting:	
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M-3. Using your institution's definition what was the total funds received from fundraising in the survey year?

Total funds received from fundraising	
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M-4. Using your institution's definition, what was the total new funds committed from fundraising in the survey year?

Total new funds committed from fundraising	
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M-5: Is your institution's definition used for an institutional campaign? (REQUIRED)

Select	<input type="radio"/> Yes <input type="radio"/> No
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N. Institutional Campaigns

In this section, provide details about institutional campaigns.

- An institutional campaign is an announced, institutional drive for a defined amount of significant philanthropic support for a number of strategically important initiatives in a defined time frame.
- Institutional campaigns are often complex, multiyear efforts to seek both current and future gifts for ongoing operations, as well as a variety of capital purposes (including building construction, renovation, and endowments).
- Campaigns can be for a specific purpose (e.g., £15 million for a new building), or can be institution wide, with several specific purposes under a campaign “umbrella.”
- Some campaigns include annual fund returns against their campaign target; others do not. Both approaches are acceptable.

CASE Insights on Campaigns in partnership with Marts&Lundy is a global survey on educational fundraising campaigns. Learn more about the survey and how you can participate here.

N-1A. Has your institution completed an institutional campaign in the last 20 years? (REQUIRED)

Select	<input type="radio"/> Yes <input type="radio"/> No
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N-1B. Has your institution completed an institutional campaign in the last 5 years? (REQUIRED)

Select	<input type="radio"/> Yes <input type="radio"/> No
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N-2. Whether you are currently in a campaign or not, are you in the planning phase of a future campaign? (REQUIRED)

Planning Phase - Define target and portfolio of initiatives for support; define the prospect pool; conduct feasibility study; define campaign counting period; external leadership (campaign board) and internal leadership (VC, PVC, project leaders) recruitment, put in place staffing and non-staff resource necessary to run the campaign.

Select	<input type="radio"/> Yes <input type="radio"/> No
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N-3. At the end of the survey year, were you in a campaign for the institution as a whole? (REQUIRED)

Use the options below to indicate whether you are currently in a campaign and if yes, which phase.

- Private Phase - Work with internal and external leadership to secure 40% to 60% of target in the largest gifts from leadership donors. Small dinners/events and private meetings.
- Public Phase - Public launch, full PR drive with associated materials, high profile events, wider fundraising.

	Select
Select campaign phase	<input type="radio"/> Yes, Private/Quiet Phase <input type="radio"/> Yes, Public Phase <input type="radio"/> No

QUESTIONS N-4 THROUGH N-8

If you selected yes to being in an active campaign (private or public phase), please provide additional detail on the campaign below.

N-4. Expected Campaign Dates

	Month	Year (YYYY)
Private Phase Start		
Public Phase Start		
Campaign End		

N-5. Has your institution decided on the public financial target for your campaign?

Select	<input type="radio"/> Yes <input type="radio"/> No <input type="radio"/> Not Applicable
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N-6. What is the public financial target for your campaign?

Financial target	
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N-7. What was the total value of funds received by your institution towards your current campaign target from the start of the campaign until 31 July of the survey year?

This should be a multi-year total covering the campaign period through 31 July of the current survey year, not just a total for the 12-month survey year.

Total Value of Funds Received	
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N-8. What was the value of new funds committed excluding legacy intentions by your institution towards your current campaign target from the start of the campaign until 31 July of the survey year?

This should be a multi-year total covering the campaign period to 31 July 2024, not just a total for the survey year.

Total Value of New Funds Committed	
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