

# CASE-CCAЕ Support of Education Survey: Canada

Insight on Charitable Giving to Canadian Education  
in 2019.



RESEARCH  
BRIEF



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### ABOUT CASE

CASE believes in advancing education to transform lives and society. As a global nonprofit membership association of educational institutions, CASE helps develop the communities of professional practice that build institutional resilience and success in challenging times. The communities include staff engaged in alumni relations, fundraising, marketing, student recruitment, stakeholder engagement, crisis communications and government relations. CASE is volunteer-led and uses the intellectual capital of senior practitioners to build capacity and capability across the world.

CASE has offices in Washington, D.C., London, Singapore and Mexico City. Member institutions include more than 3,700 colleges and universities, primary and secondary independent and international schools, and nonprofit organizations in 82 countries. CASE serves nearly 91,000 practitioners. For more information about CASE, please visit [www.case.org](http://www.case.org).

**AMAtlas**<sup>SM</sup>

A global resource for educational advancement-related metrics, benchmarks and analytics, providing a comprehensive, data-rich resource for schools, universities and colleges.

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### ABOUT CCAE

**The Canadian Council for the Advancement of Education (CCAÉ)**, established in 1993, is a non-profit, volunteer-led organization that promotes excellence in educational advancement. CCAE members benefit through opportunities for networking, professional development, and mutual support for those who work to advance and promote Canadian education. The vision of CCAE is to be Canada's authoritative source for educational advancement by enabling advancement professionals, and the educational institutions in which they work, to fulfil their aspirations. CCAE's mission is to strengthen the capacity, reach, and impact of the advancement community, through exemplary programs, resources, partnerships, and services. CCAE members represent universities, colleges, institutes, and independent schools that include 3,500 individual advancement professionals spanning 140 institutions, businesses, and other organizations across Canada (as of May 2020).



Canadian Council for the  
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l'avancement de l'éducation

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## INTRODUCTION

In its second year, the CASE-CCAE Support of Education Survey provides a comprehensive overview of philanthropic support for Canadian higher education institutions. This report documents a 26 percent increase from 2018 to 2019 in funds contributed to Canadian colleges, institutes, and universities. This growth should be celebrated, reflecting both effective fundraising and deepened donor confidence and commitment.

This year's survey data also provides a critical baseline that will enable institutions to benchmark their fundraising through what could be a transformative period for higher education and advancement practice. In recent months advancement professionals have demonstrated extraordinary nimbleness, reinventing in-person events and activities as virtual experiences, sustaining established relationships, and engaging new friends and alumni from around the world.

A recent survey of alumni relations professionals conducted by CASE's AMAtlas team, found that many of the innovations necessitated by the current crisis are likely to be retained as standard practice when social distancing is no longer required. The philanthropic priorities of donors and institutions are also changing. Subsequent versions of this survey will help higher education leaders understand how philanthropy is evolving and make informed decisions about strategy and investments in advancement.

The institutions participating in this survey secured over \$1.7 billion for student financial aid, research, faculty support and other critical purposes. While overall giving is likely to decline in the year ahead, private support will be of greater importance than ever. In addition to this report and AMAtlas's other research, data, and analytics, CASE and CCAE's programs and communities are available to help you sustain and adapt your engagement, communications, and fundraising work going forward.

Survey participants received a complimentary Graphical Program Summary, presenting their institution's data on select variables alongside that of other institutions in their reporting cohort. Custom graphical program summaries, providing a comprehensive, interactive overview of all survey data for an institution alongside that of self-selected peer institutions, are available for purchase from CASE.

Sincere thanks are due to the advancement leaders and staff who submitted data for this survey and have provided feedback on guidance throughout the process. CASE and CCAE look forward to continuing our valued collaboration. We will be launching the next iteration of this survey in July 2020. We hope you will participate. We thank you for your important work advancing education and transforming lives and society.

### **Sue Cunningham**

President & CEO

Council for Advancement and Support of Education

### **Mark Hazlett**

President & CEO

Canadian Council for the Advancement of Education

## Key Findings

- Canadian colleges, institutes, and universities represented in the survey secured over \$1.7 billion (CDN) in new gift funds for the FY 19 fiscal year. This accounted for \$1,845 for each full-time equivalent student enrolled (throughout this report data are reported in Canadian dollars).
- Total new funds secured increased 26% from 2018 to 2019 for the 36 institutions that reported data in both years.
- The average value of new funds secured increased for all cohorts from 2018 to 2019 with increases ranging from 13% for colleges to 62% for primarily undergraduate institutions. Comprehensives increased 14% and medical/doctoral institutions increased 30%.
- Among institutions that provided data on the purposes of funds secured, between 19 and 42 percent, depending on institution type, were designated by donors for student financial aid. Thirty percent of new funds secured by medical/doctoral institutions were designated for research programs and partnerships. Only 4% of all giving was unrestricted by donors.
- 275,926 individuals, foundations, trusts, corporations, and other organizations contributed to the 45 Canadian colleges, institutes, and universities that provided data.
- Alumni make up just over half of all donors.
- Twenty-eight institutions secured 204 gifts of \$1 million or larger.
- The single largest non-bequest gift accounts, on average, for 24% of new funds secured.

## Survey Sample and Reporting Cohorts

The CASE-CCAE Survey was open to participants from September 2019 to December 2019. Invitations to participate were sent to 116 colleges, institutes, and universities. Responses were received from 45 institutions for a response rate of 39%. Respondents submitted data for their institution's most recently completed fiscal year. Institutions' fiscal years varied and, accordingly, individual school's data may reflect differences stemming from their particular reporting periods.

Submitted data was screened for outliers, inconsistencies, and potential errors by AMAtlas research staff and survey participants were queried to confirm or correct their responses.

A wide range of factors inform an institution's ability to raise philanthropic support. These include the types of degrees and programs offered, research and medical activity, student/alumni demographics, the community in which the institution is situated, regional economies and businesses, the history and culture of the institution, the duration and sophistication of advancement programs, past and current

investments in advancement, and the vision and commitment of institutional leaders. That being said, it is helpful to look at the fundraising of any individual institution in relation to a group of possible peers that may serve similar constituencies, have roughly comparable resources and capacity, and be positioned to offer donors particular types of philanthropic opportunities.

For the inaugural survey conducted in 2018, CASE conducted a cluster analysis looking at a range of variables relating to fundraising production, enrollments size, investments in fundraising, advancement staffing, and other factors. The analysis identified four primary cohorts that corresponded, largely, to the groupings used by *Maclean's* magazine in its university rankings: Primarily Undergraduate, Comprehensive, Medical/Doctoral, and a 4th group comprised of colleges and institutes. This year participants were asked to identify the most appropriate cohort for their institution.

A list of participating institutions by cohort can be found at the end of this report.

## INTERPRETING CHARTS

- Many charts throughout this report break data out by four cohorts: Colleges/Institutes, Primarily Undergraduate, Comprehensives, and Medical/Doctoral.
- Each vertical bar represents data submitted by an individual institution, providing insight into the range of response among institutions in any given cohort. Not every chart represents data for all 45 institutions participating in the survey. In some cases, institutions did not submit data for an individual question; in other instances, an individual outlier institution whose data would have dramatically shifted the scale of the chart may have been omitted.
- The median value for each cohort is indicated by a horizontal line across the bars. Medians, indicating the middle point in a range of values, are more representative of a cohort than average values, which can be unduly influenced by large outliers.
- The vertical scale on charts for any given variable may differ from cohort to cohort.
- Monetary values are all reported in Canadian dollars.
- Year-over-year comparisons are based on the subset of participants that submitted data for a given variable for both 2018 and 2019.
- Cohorts are color coded consistently throughout the report:

- Colleges/Institutes
- Primarily Undergraduate
- Comprehensive
- Medical/Doctoral

## PHILANTHROPIC FUNDS

This survey focused on philanthropic funds secured by Canadian colleges, institutes, and universities. "Philanthropic funds" include gifts from private donors (including gifts in-kind of property, art, or equipment), bequest income, donations/grants from charitable trusts or foundations, gifts and grants from businesses, and funds from affiliated support organizations based outside Canada. Philanthropic funds do NOT include funding from Canadian federal, state, and local governments and their agencies; royalties from the institution's intellectual property; or funds transferred internally within the institution. See <https://www.case.org/resources/case-ccae-survey-charitable-giving-canadian-higher-education> for more information on the survey and associated reporting rules.

## MADE-TO-ORDER GPS REPORTS

Participants in the 2nd edition of the CASE-CCAЕ Support of Education Survey, Canada received a complimentary Graphical Program Summary (GPS) report including interactive charts and data sets for select variables for their individual institution and associated reporting cohort. Participating institutions have the opportunity to purchase a Made-to-Order GPS report that allows institutions to specify a group of peers and view data on 15 variables in relation to their select peer group. The highly interactive HTML file enables users to change chart views, review underlying chart data, and download charts for use in presentations. The Made-to-Order reports include a 30 minute "Preview Call" and a one hour "Review Call" in which an AMAtlas staff member walks users through the report and discusses data and strategic insights. Email David Bass at [DBass@CASE.org](mailto:DBass@CASE.org) for further information about Made-to-Order reports.

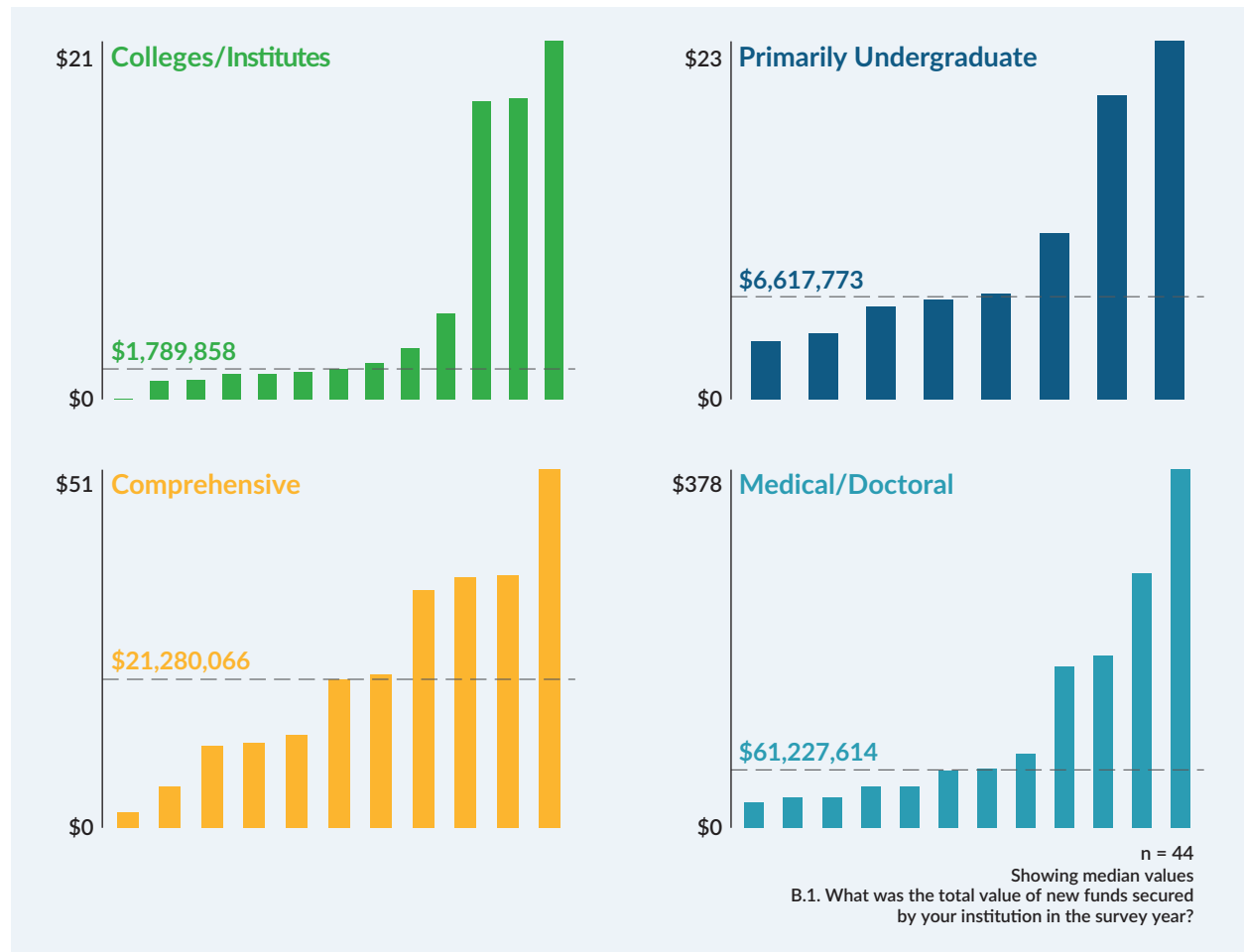
## New Funds Secured

“New funds secured” provides a comprehensive measure of the impact and effectiveness of fund-raising efforts in a given year, capturing the value of new cash gifts, gifts of securities, gifts of real property, gifts-in-kind, the value of new gift commitments and pledges for up to five years duration, and new recurring gifts/direct debt orders at their duration (up to five years). The measure excludes some philanthropic income received in the reporting

year, notably payments on pledges and recurring gifts secured in prior years.

Canadian colleges, institutes, and universities reported a total of \$1,779,181,805 new funds secured for the fiscal year that ended in 2019, an average of \$39.5 million new funds secured per institution and \$1,845 new funds secured per full-time equivalent (FTE) student.

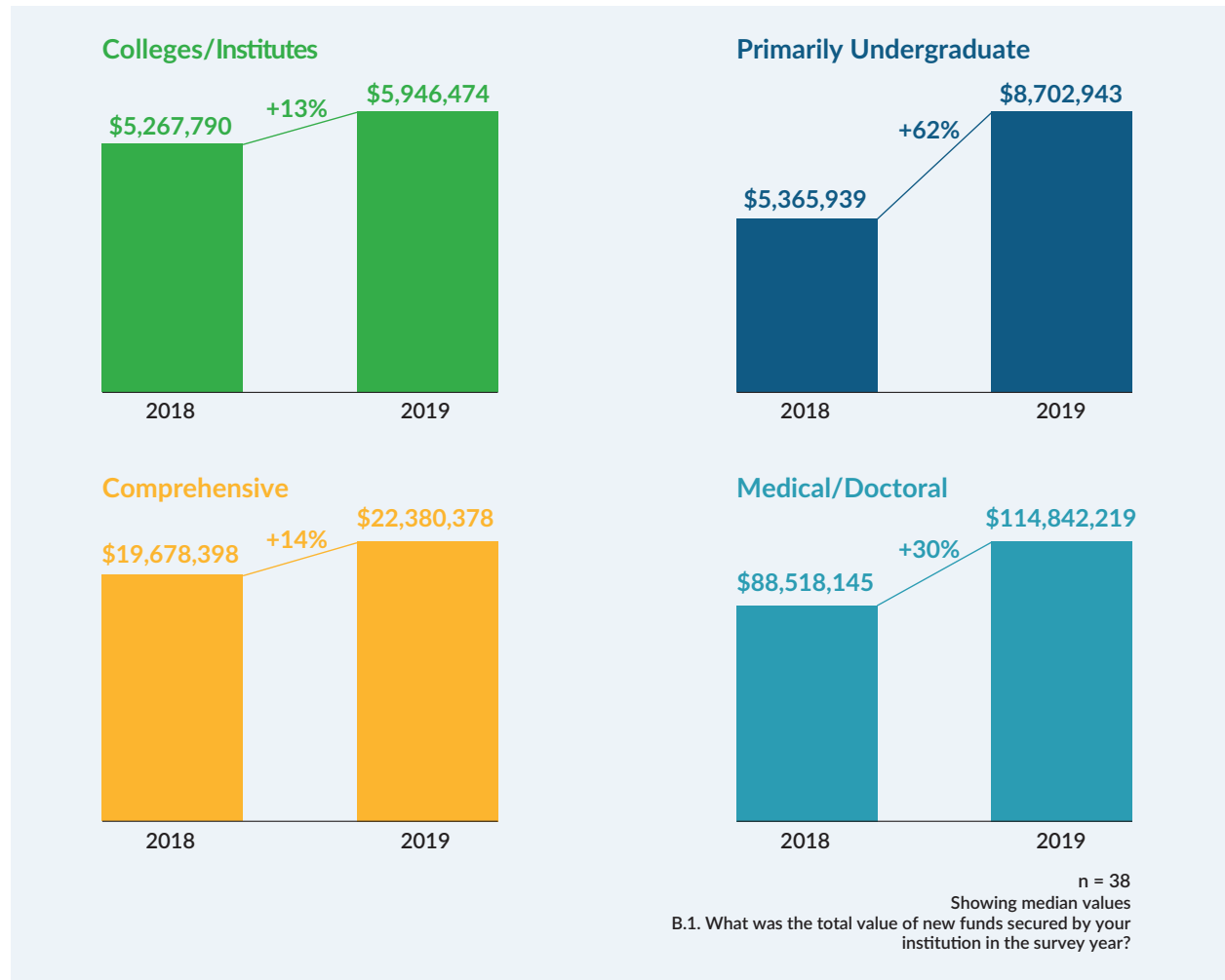
**2019 New Funds Secured**  
(Dollars in Millions)



Total new funds secured increased 26% from 2018 to 2019 for the 36 institutions that reported data in both years. New funds increased 62% for under-

graduate institutions and 30% for medical/doctoral institution. The increases were smaller for colleges and comprehensives, 13 and 14% respectively.

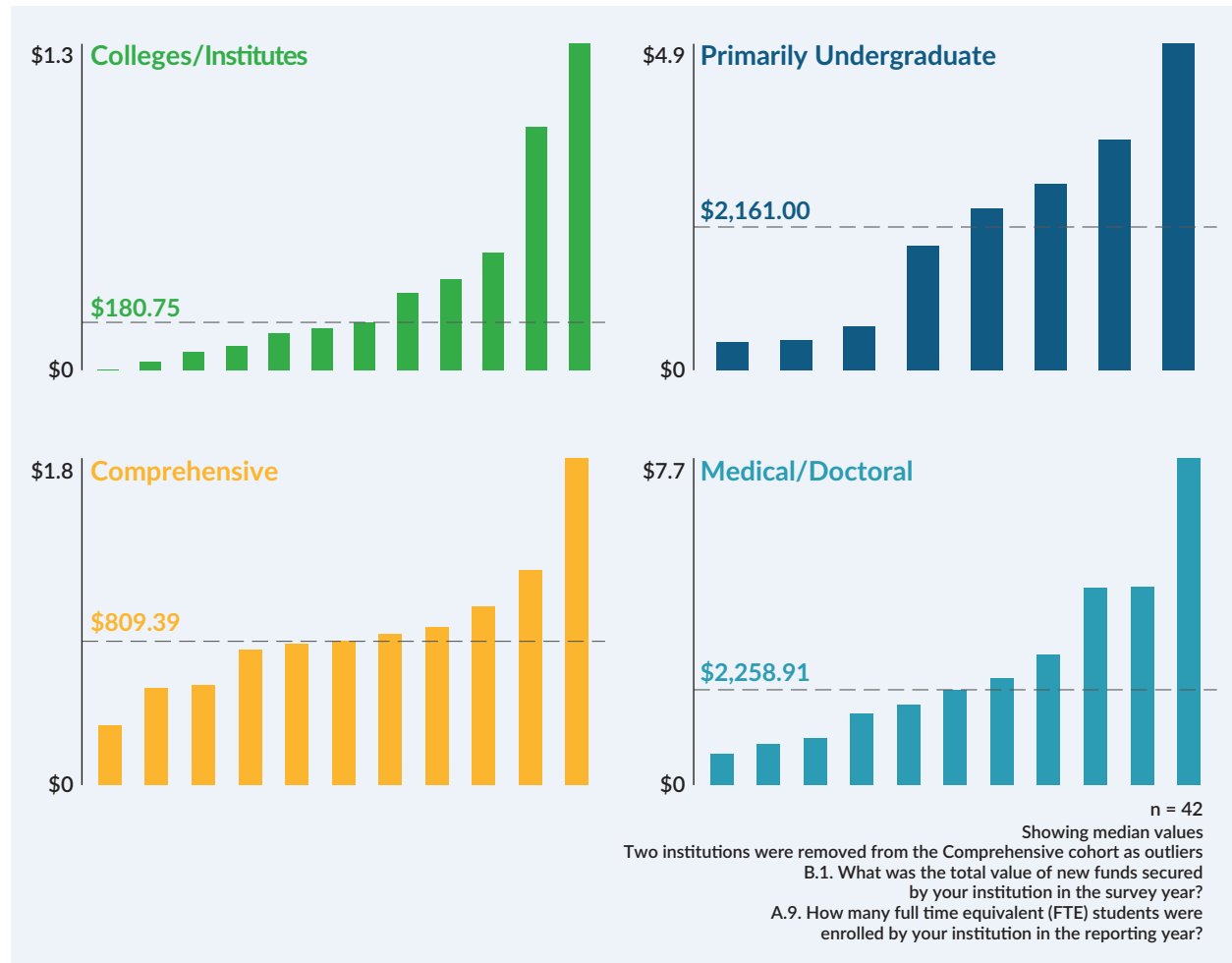
**2019 New Funds Secured YoY**



To some extent, the value of funds secured by an institution is contingent on institutional size, number of alumni, and scale of programs. Looking at funds secured on a per-student basis “normalizes” the data and allows for more accurate comparisons between institutions with different enrollments and alumni populations. It also provides insights into

the impact of philanthropy on students, scaling it to an individual basis, and may illuminate the impact of factors beyond those directly associated with the size of an institution and its constituencies. Median new funds secured per student (FTE) increased 22 percent from \$ 1,725 in 2018 to \$2,101 in 2019.

**2019 Value of New Funds Secured Per Student (FTE)**  
(Dollars in Thousands)

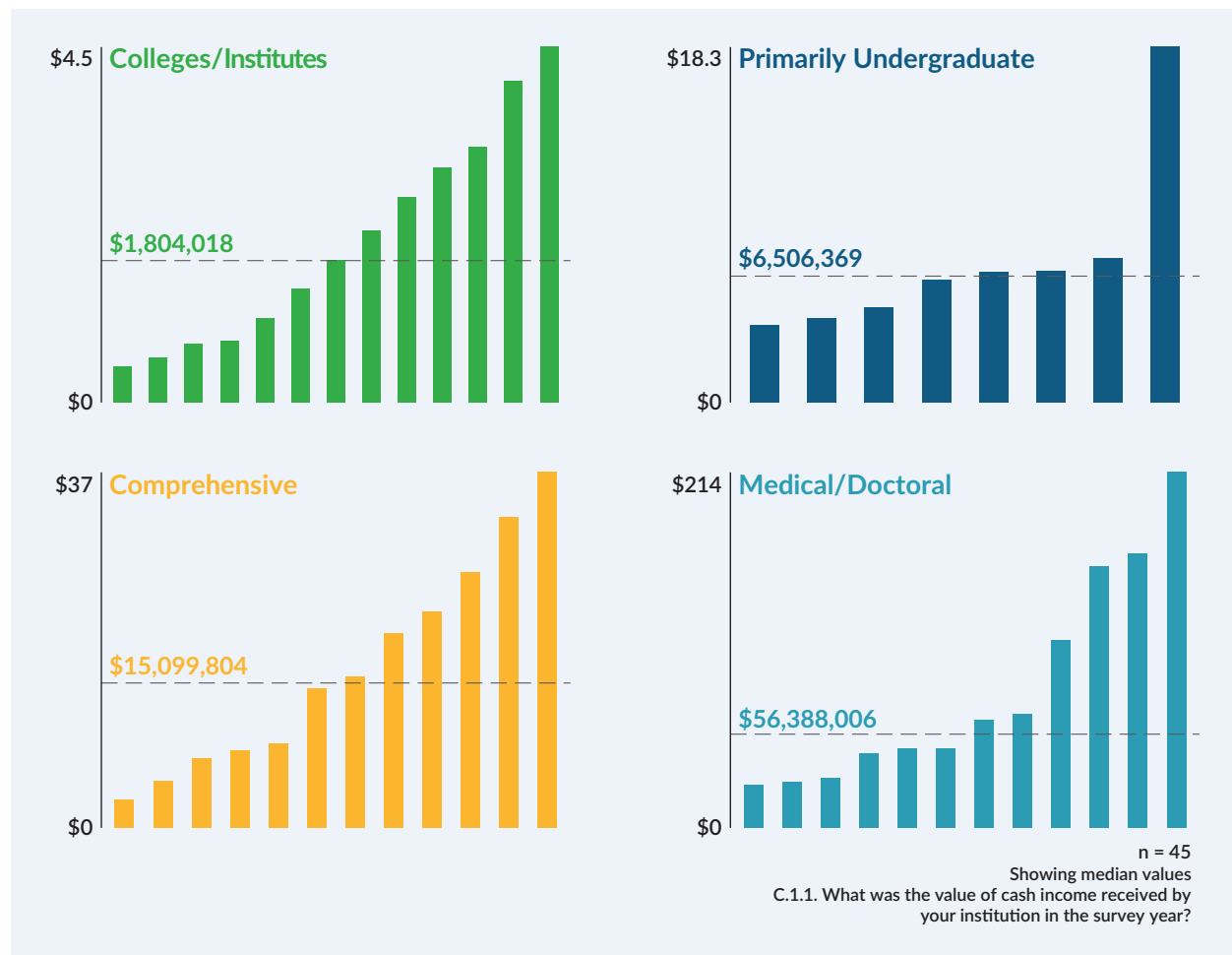


## Cash Income

In 2019 we added new questions to the survey collecting data on cash income. Cash income includes all cash received during the year including new single cash gifts, cash payments received against pledges secured in the reporting year or previous years, the documented value of stocks, bonds, or other financial instruments, and cash received

from estates/bequests. While new funds secured reflects the impact of fundraising activity in the current year and up to five years into the future, cash income provides a complimentary measure reflecting the financial impact of current and prior fundraising activity for the reporting year.

### 2019 Cash Income (Dollars in Millions)

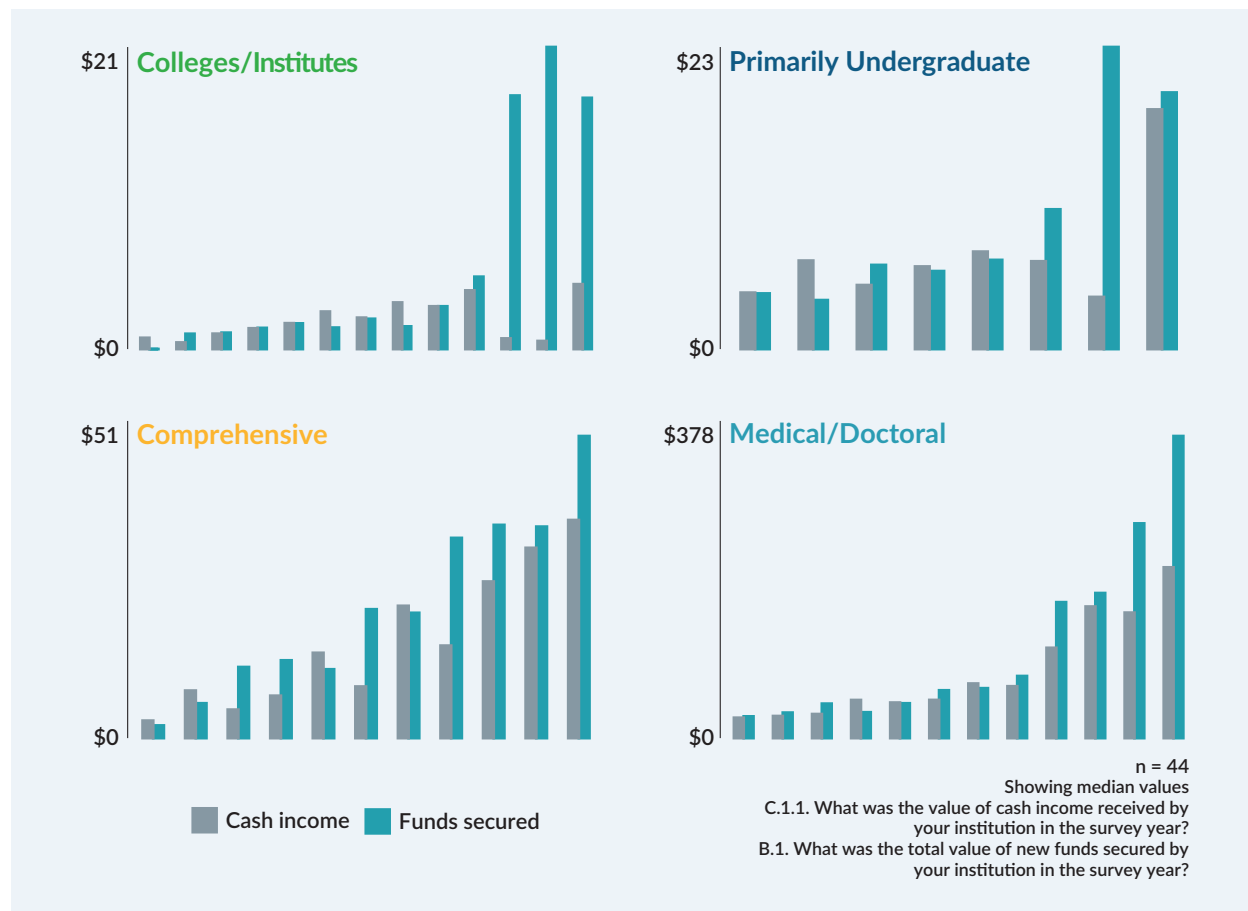


Looking at all survey participants, new funds secured exceed cash income 2.69 to 1. Factoring out 5 institutions that reported new funds secured far in excess of cash income, the ratio of new funds to cash income was still 1.81 to 1. The 5 institutions with the widest gap between funds secured and cash income each received a single new commitment accounting for between 30 and 60 percent of total new funds secured.

A positive margin of new funds secured over cash income, especially when repeated year over year, reflects the impact of consistent prospect

identification, cultivation, solicitation, and stewardship, sustaining and elevating giving, and growing a pipeline of new major gift prospects. Differences between cash income and new funds secured in any one year may, however, reflect the realization of a very large estate gift or new gift commitment accounting for a significant percentage of either cash income or new funds secured. Changes in economic conditions and other factors influencing charitable giving from year to year also shifts the ratio of cash to new funds secured.

**2019 Cash Income and Funds Secured**  
(Dollars in Millions)



## Charitable Purposes

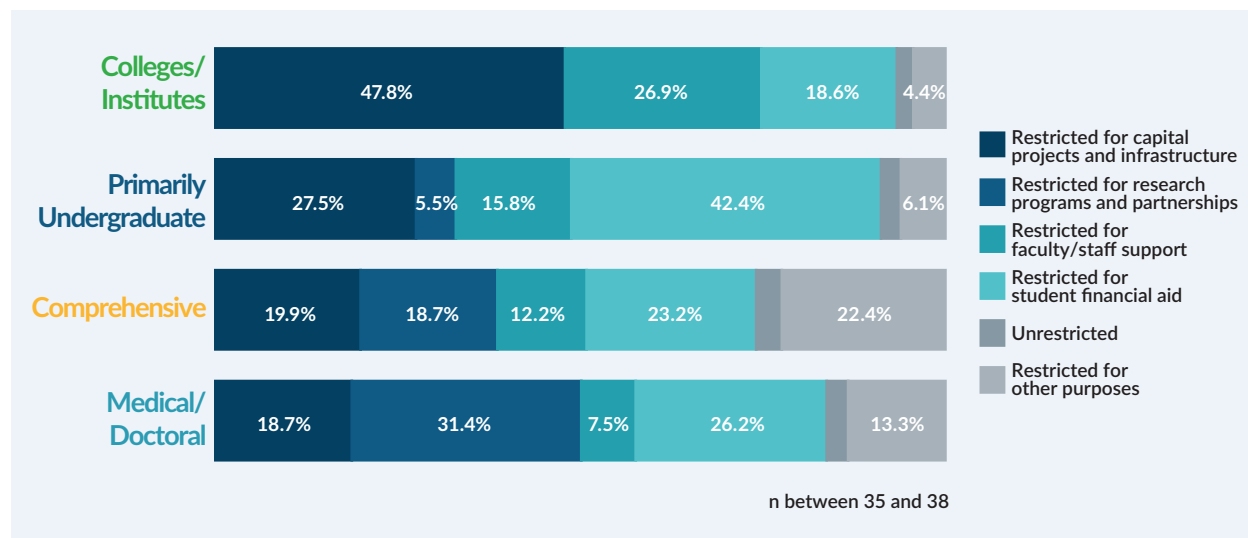
The vast majority of donors to colleges and universities elect to designate their gifts for particular charitable purposes. While gift funds play a critical role in the provision of financial aid for students and fund a margin of excellence in research, faculty, programs, and facilities, institutions would be hard-pressed to rely on private giving to cover basic instructional, program, and operating costs. Less than 4% of all funds secured by survey participants was unrestricted by donors.

The following data on charitable purposes is based on responses of 35-38 institutions that completed optional survey questions.

Participating institutions secured:

- \$398.7 million for research programs and partnerships, accounting for 27% of total funds secured;
- \$392 million, just over 26% of all funds secured, for student financial aid; and
- \$310.6 million for capital projects and infrastructure (20.8% of total funds secured).

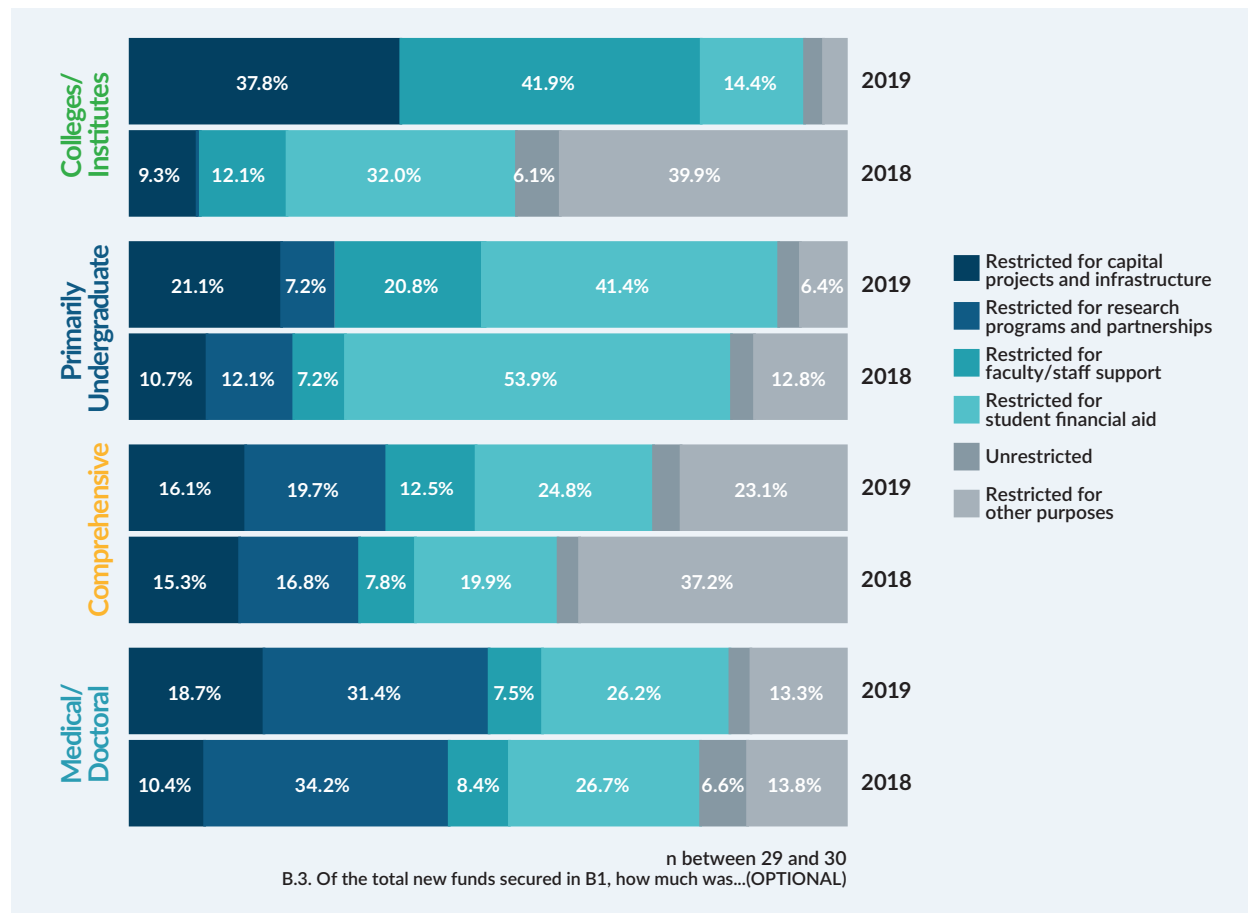
### 2019 Purposes of Funds Secured



Medical/doctoral and comprehensives had the greatest year-over-year consistency in the proportions of new funds contributed for various purposes. All cohorts saw increases in giving

restricted for capital projects and infrastructure and all cohorts except medical/doctoral institutions reported increased proportions of giving for faculty and staff support.

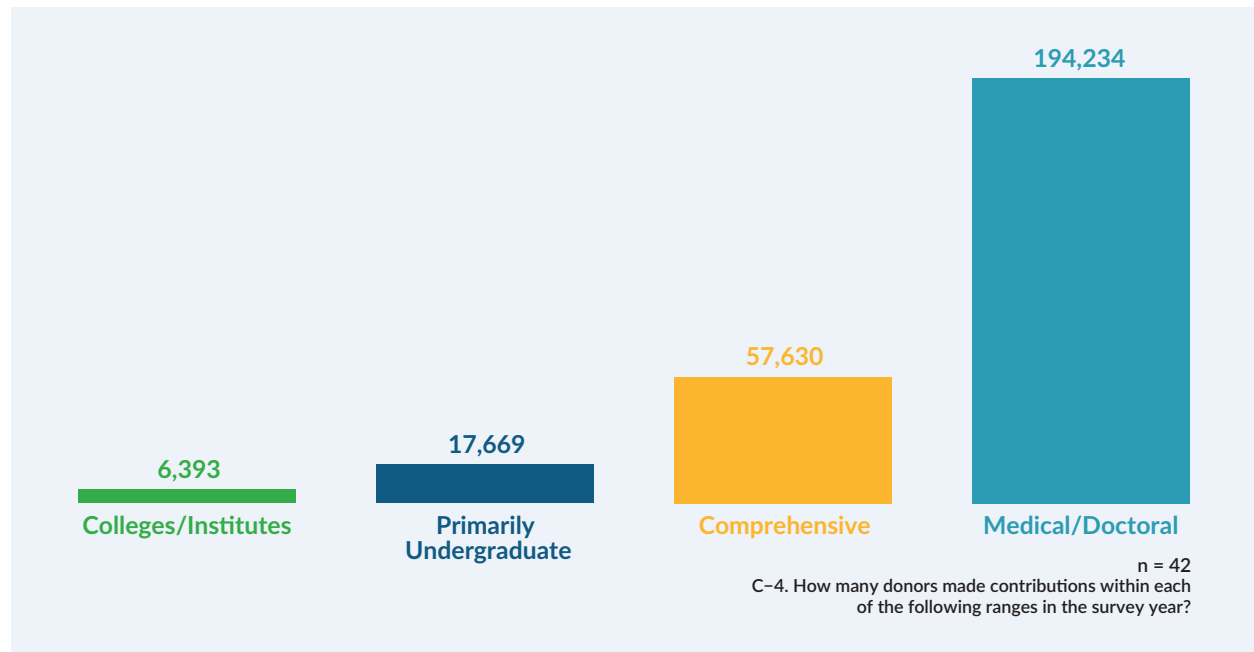
**2019 Purposes of Funds Secured YoY**



## Donors/Sources of Funds

Participating institutions reported a total of 275,926 donors with Medical/Doctoral institutions accounting for 71% of the total.

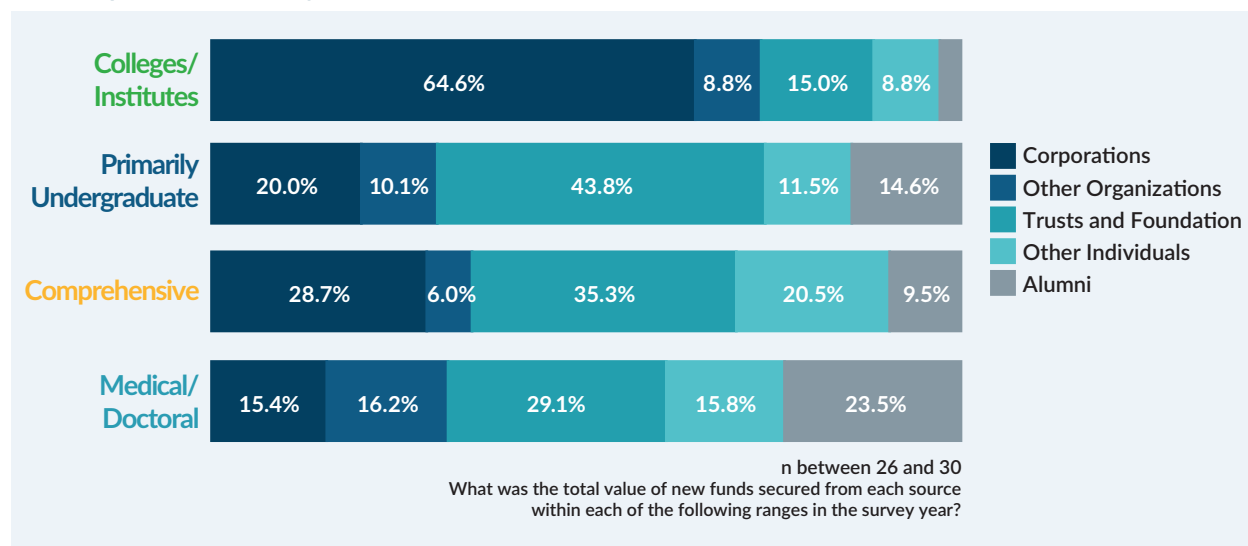
### 2019 Total Donor Count



The following charts are based on “hard-credit” legal donors and based on valuations of new funds secured. Gifts here attributed to trusts, foundations, and other organizations (donor advised funds are counted as “other organizations”) may reflect the philanthropy of alumni and other individuals who

make charitable contributions via private foundations, donor advised funds, or other giving vehicles. Trusts and foundations account for the largest proportion of giving for all cohorts except colleges/institutes which are reliant on corporate giving for just over two thirds of total funds secured.

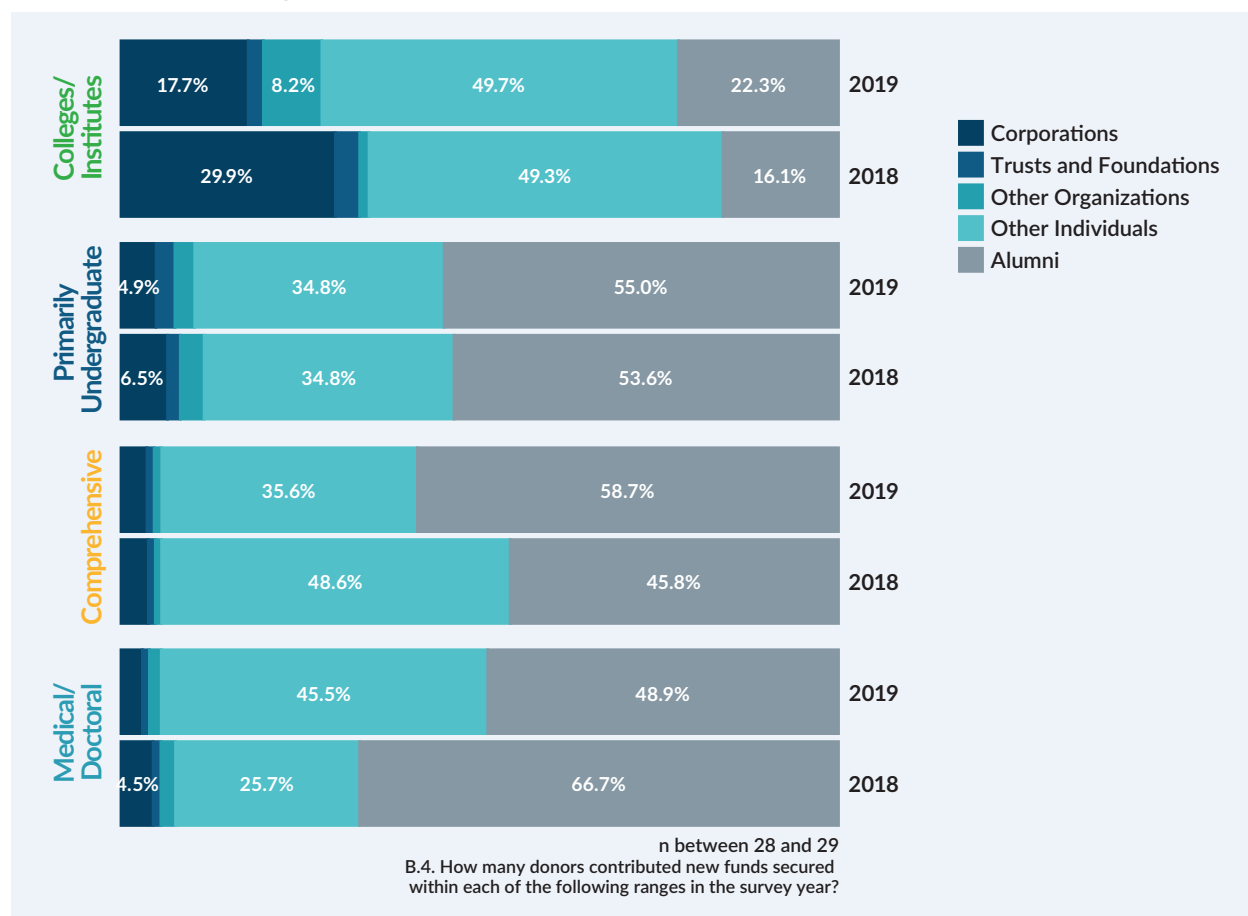
### 2019 Proportion of Funds by Donor



The composition of donor populations varied little from 2018 to 2019. Colleges/institutes and comprehensives both saw increases in the proportion of

alumni donors, while medical/doctoral institutions reported a decreased percentage of alumni donors and corresponding increase in other individual donors.

### 2019 Counts of Donor Populations YoY

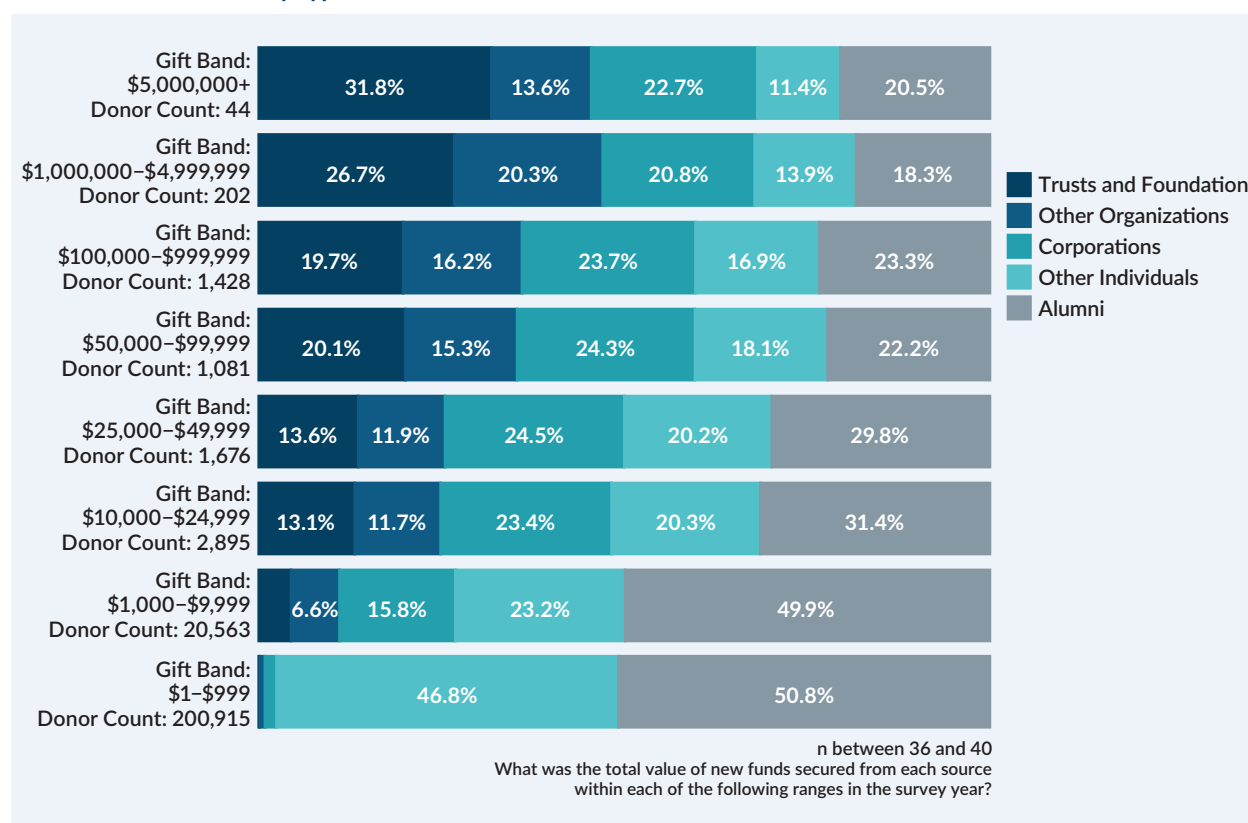


## Giving Bands and Largest Gifts

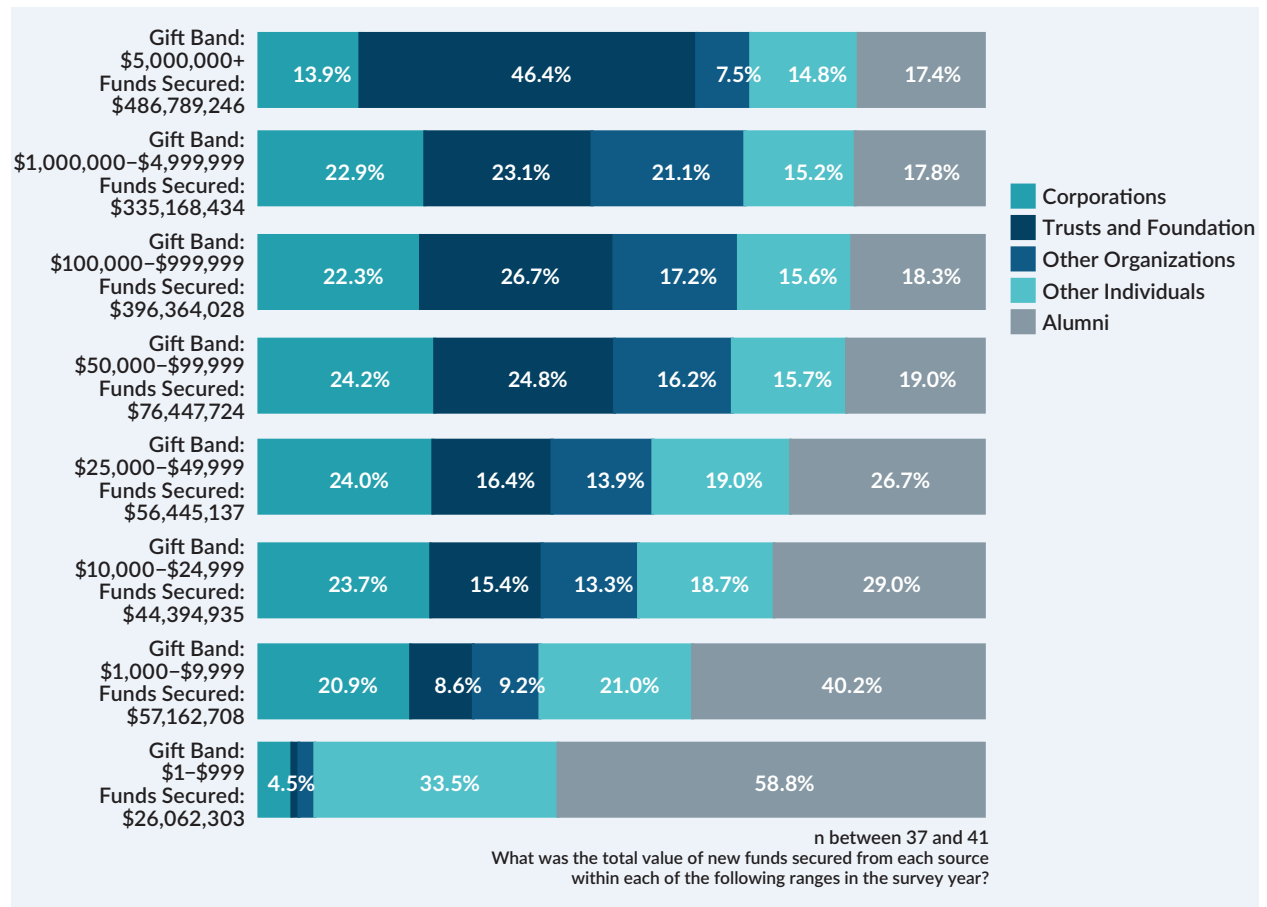
Among institutions reporting donor counts and funds secured by gift bands, less than 1% of donors (0.73%) account for 71% of total funds committed. Just over 3 percent of donors (3.2%) committed 81% of all funds. Alumni account for 53% of all donors and 19% of all funds secured. The proportions of alumni donors and funds committed

by alumni and other individual donors decrease as the size of gifts increase but, as noted above, the larger proportions of trust and foundation donors at higher gift levels may reflect the fact that many high net worth individuals give via family foundations.

### 2019 Counts of Donors by Type and Gift Band

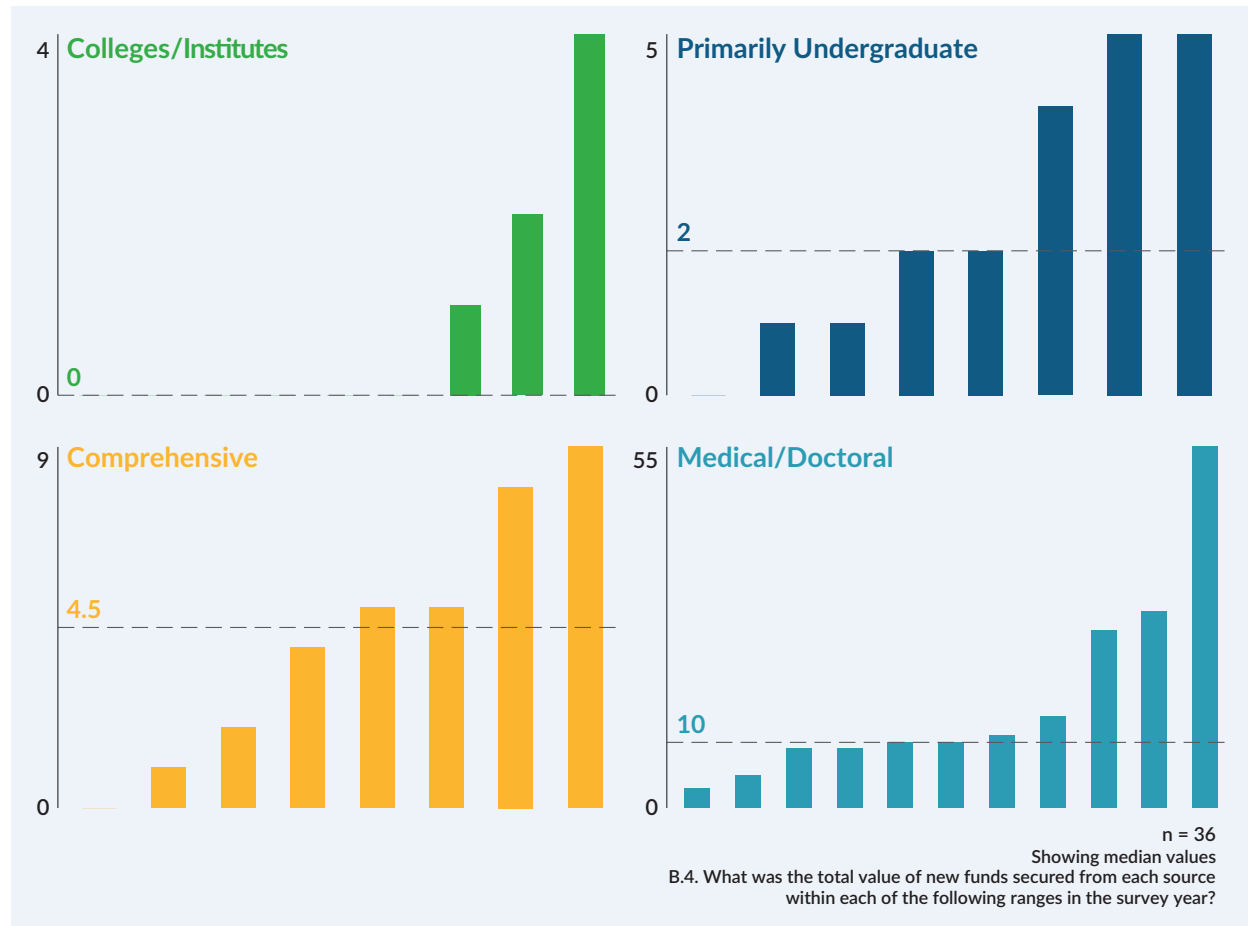


2019 Value of Funds by Type and Gift Band



Twenty-eight institutions reported a total of 246 gifts of \$1 million or more in 2019.

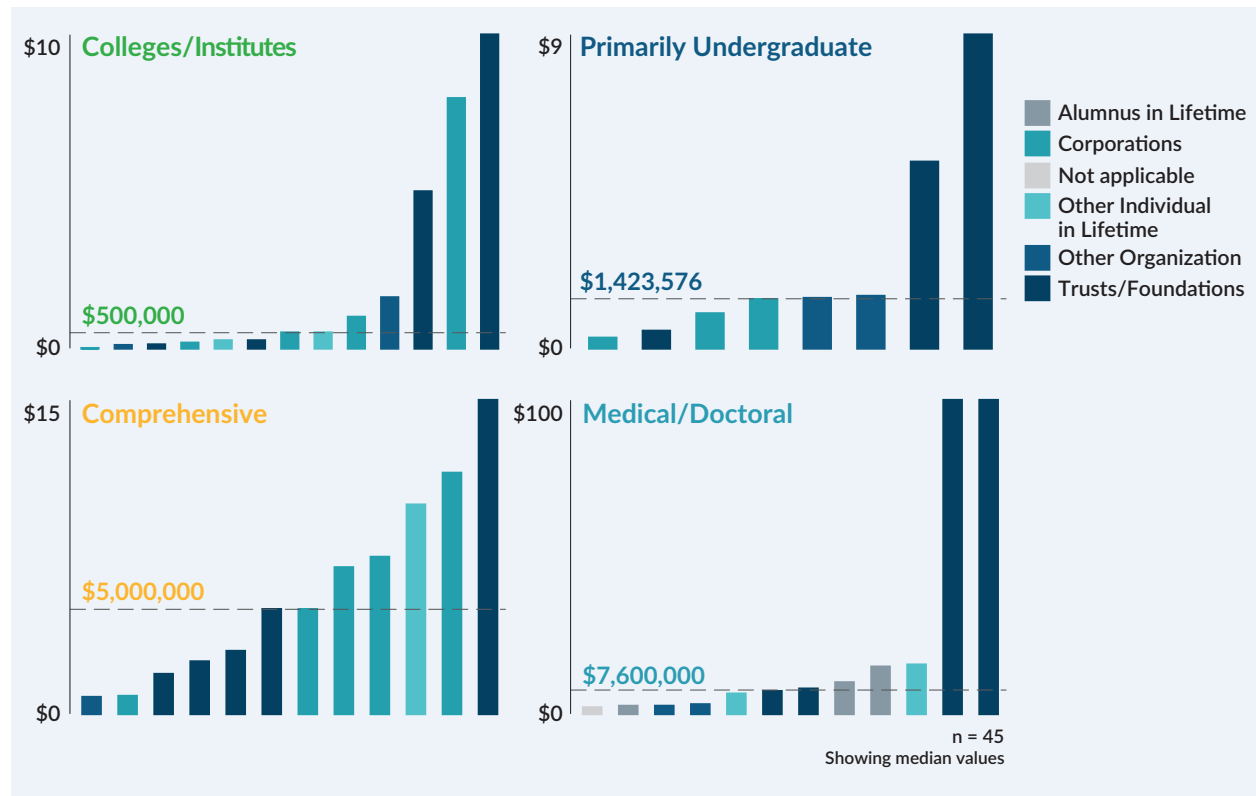
**2019 Counts of Gifts of \$1 Million and Larger (as New Funds Secured)**



On average the single largest non-bequest gift accounts for 24% of total new funds secured. On average largest gifts account for 29%, 21%, 32% and 14% of new funds secured for colleges, undergraduate institutions, comprehensives, and medical/doctoral institutions respectively.

Just over a third of the largest gifts came from trusts/foundations and 31% came from corporations. Among medical/doctoral institutions 5 of the largest gifts came from alumni or other individuals but, as noted above, gifts made by foundations or other organizations may reflect the private philanthropy of alumni or other individual donors.

**2019 Largest, Non-Bequest Gift by Source**  
(Dollars in Millions)

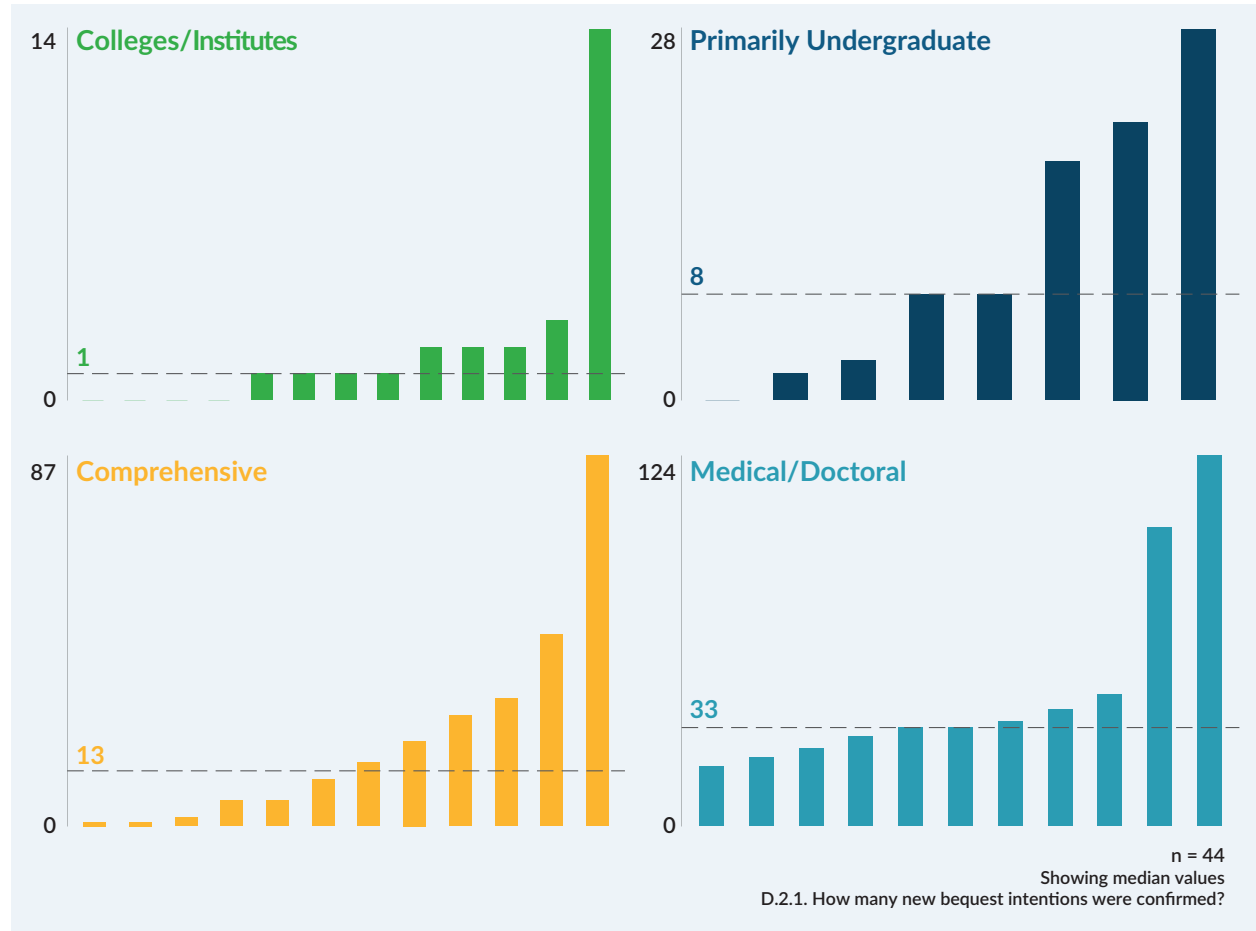


## Bequest Giving

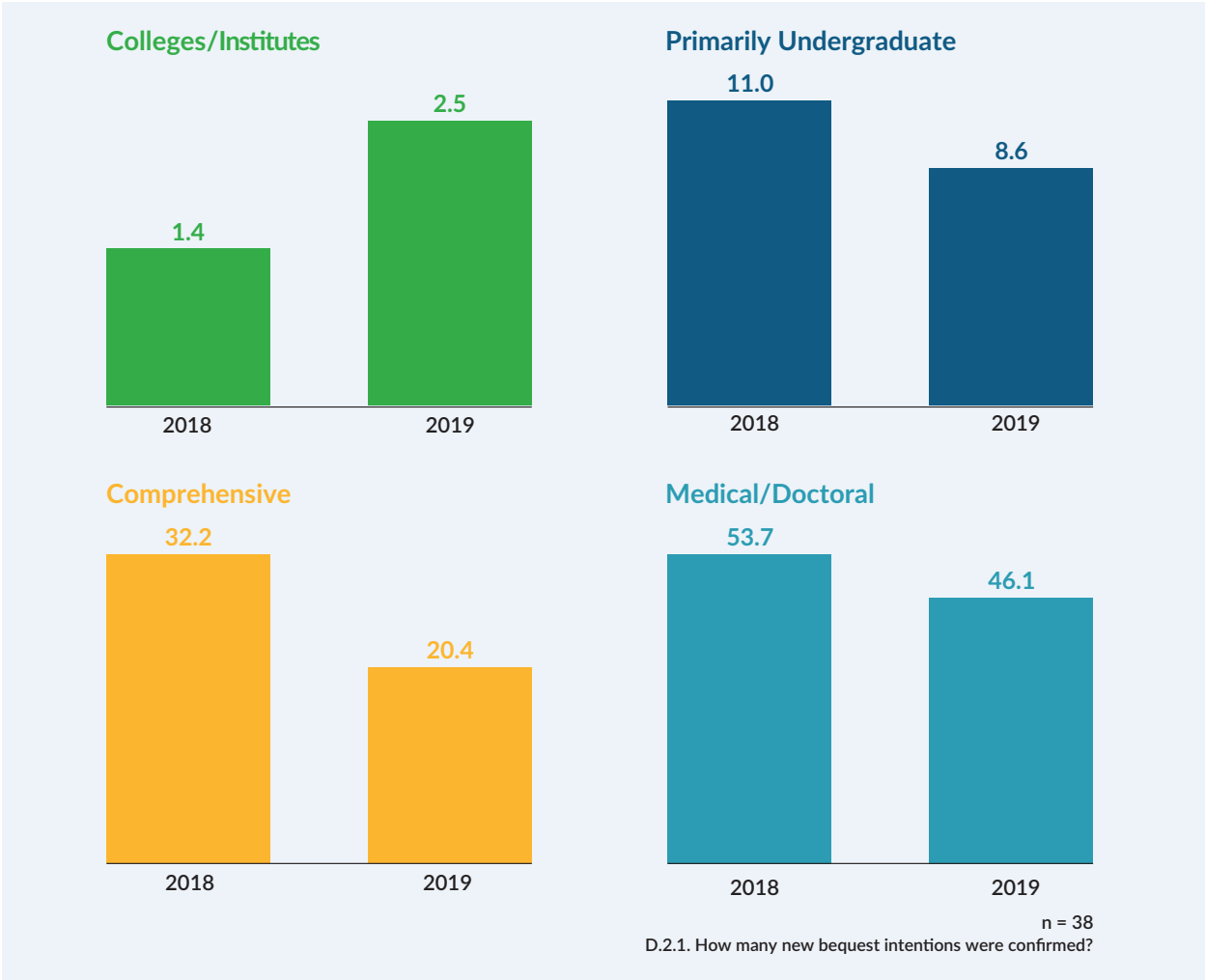
The average number of new bequest intentions declined from 2018 to 2019 for all cohorts except

colleges/institutes (based on those institutions that reported data for both years).

### 2019 Counts of New Bequest Intentions Confirmed



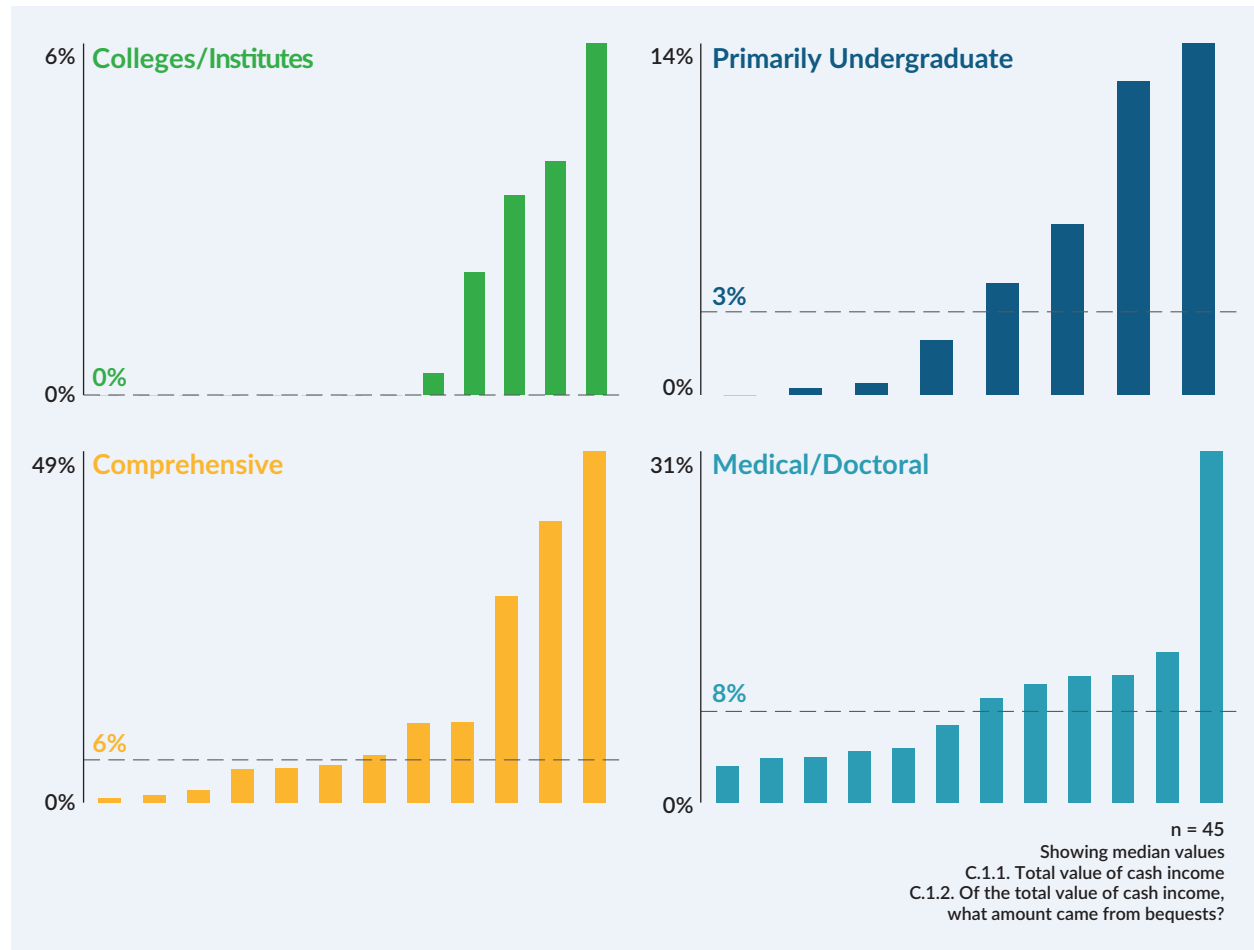
2019 Average Counts of New Bequest Intentions Confirmed YoY



With a few exceptions, bequests account for a relatively small percentage on cash income, with median values ranging from 3 to 8 percent for undergraduate, comprehensive, and medical/

doctoral institutions respectively. Bequests can, however, have a large impact on fundraising in any given year; 30% or more of cash income came from bequests for 4 institutions.

**2019 Bequests as a Percent of Cash Income**

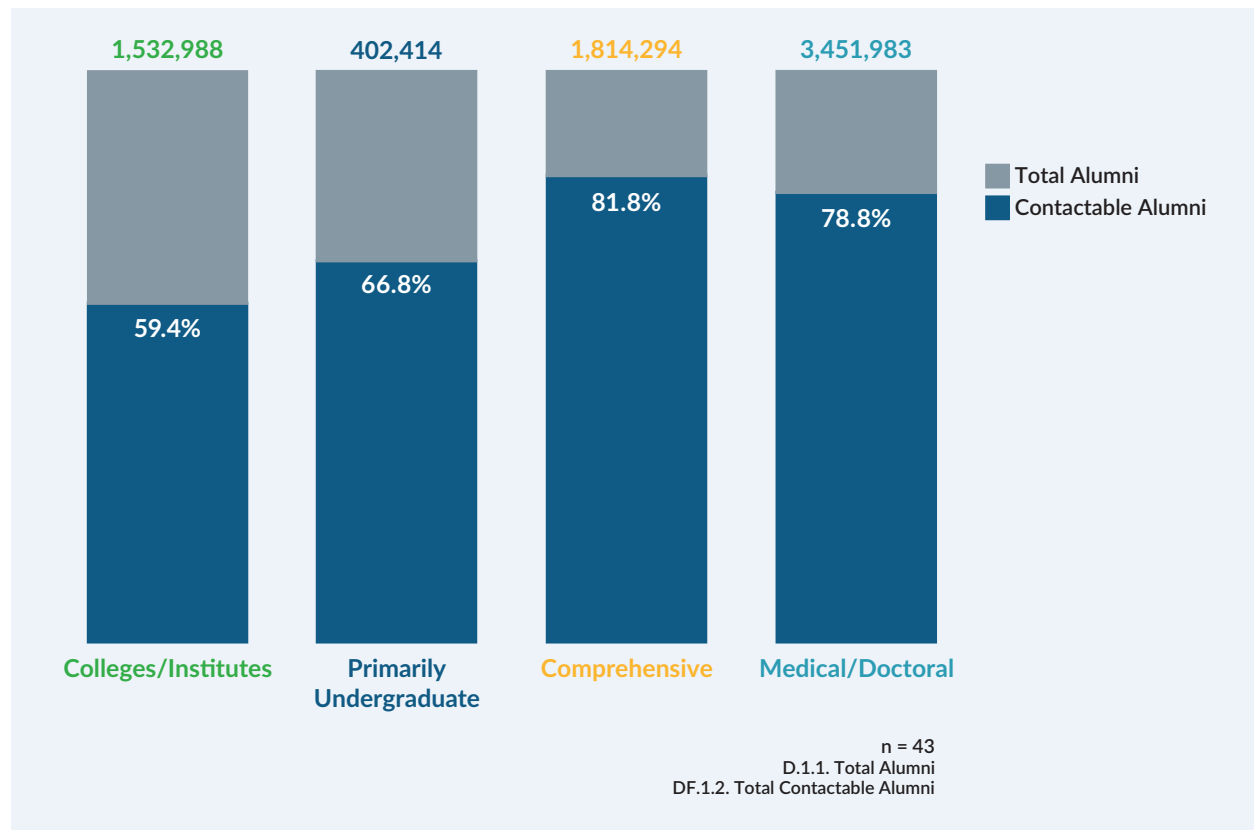


## Alumni Counts, Staffing, and Campaigns

For purposes of this survey, “alumni” are former students of the institution—full-or part-time, undergraduate or graduate—who have earned some credit toward one of the degrees, certificates, or diplomas offered by the reporting institution. Contactable alumni are those for whom the institution has a current postal address, email address, or phone number, and who have not opted out of all

communications. The proportion of contactable alumni may reflect the effectiveness of an institution’s systems to monitor and maintain current information about their constituents, the resources available for such work, and levels of alumni engagement. Overall, around three quarters of survey participants’ living alumni are contactable.

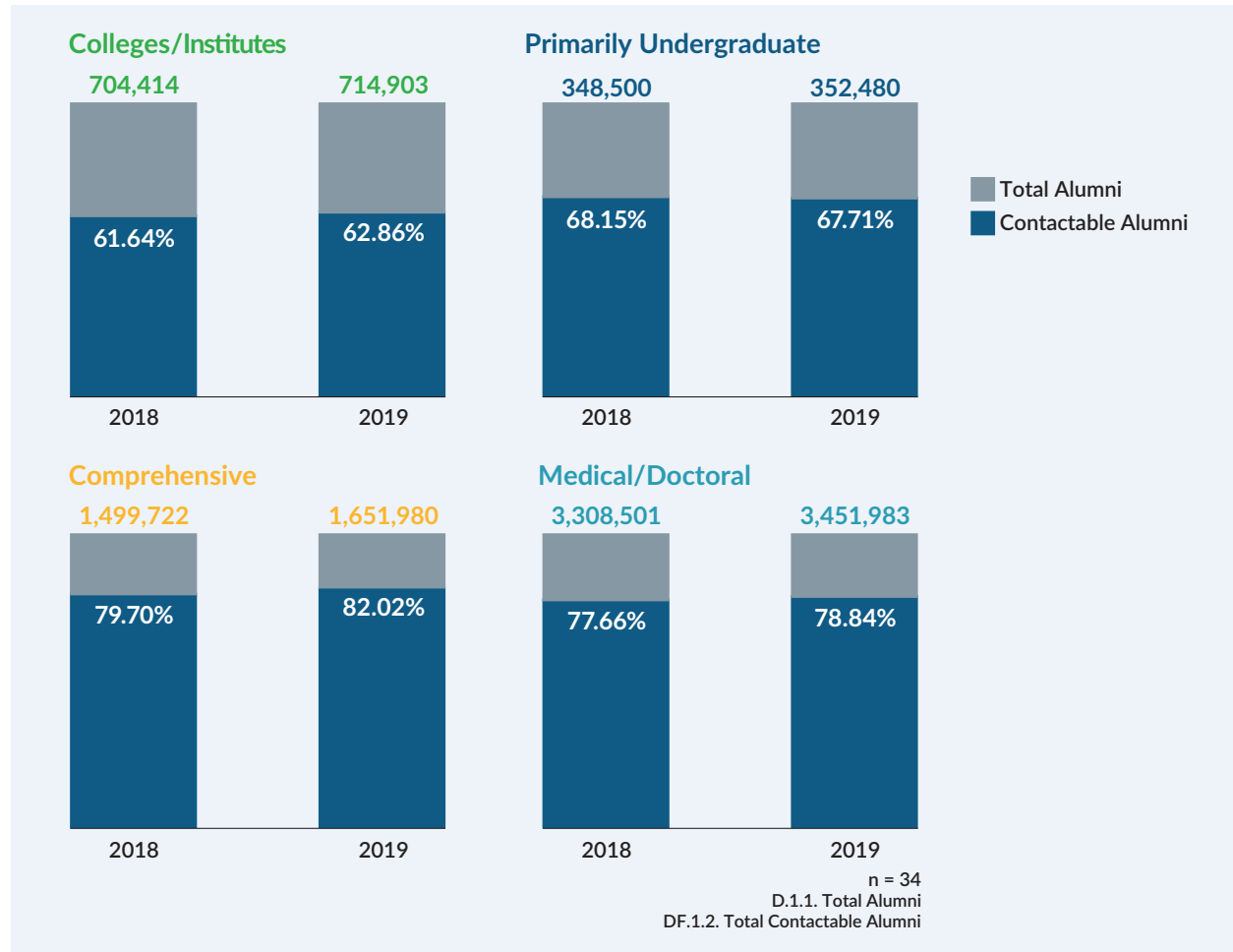
2019 Contactable Alumni as a Percent of Total Alumni



From 2018 to 2019, median percentages of contactable alumni remained largely constant

with slight increases in 3 of 4 cohorts.

**2019 Contactable Alumni as a Percent of Total Alumni YoY**

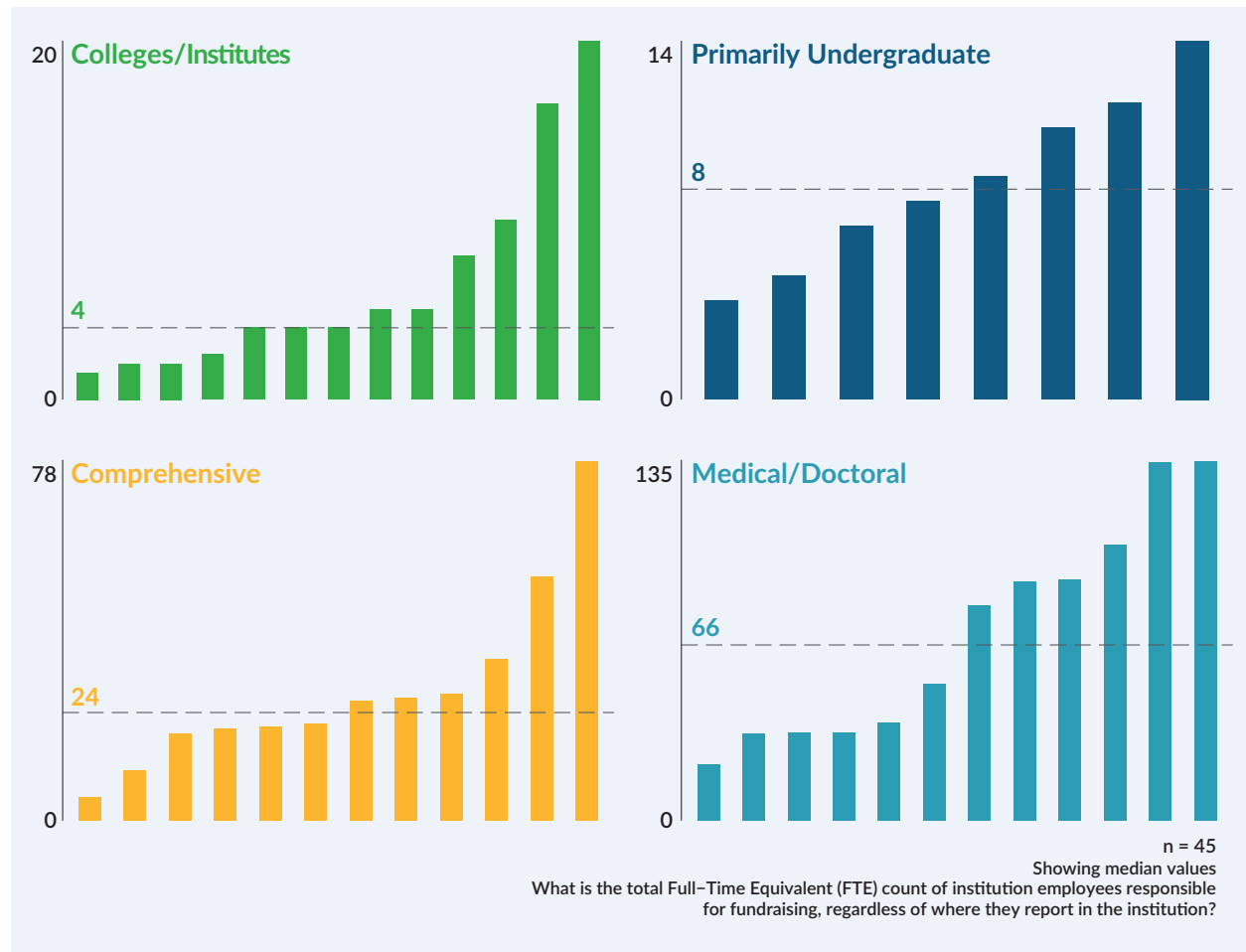


## ADVANCEMENT STAFF

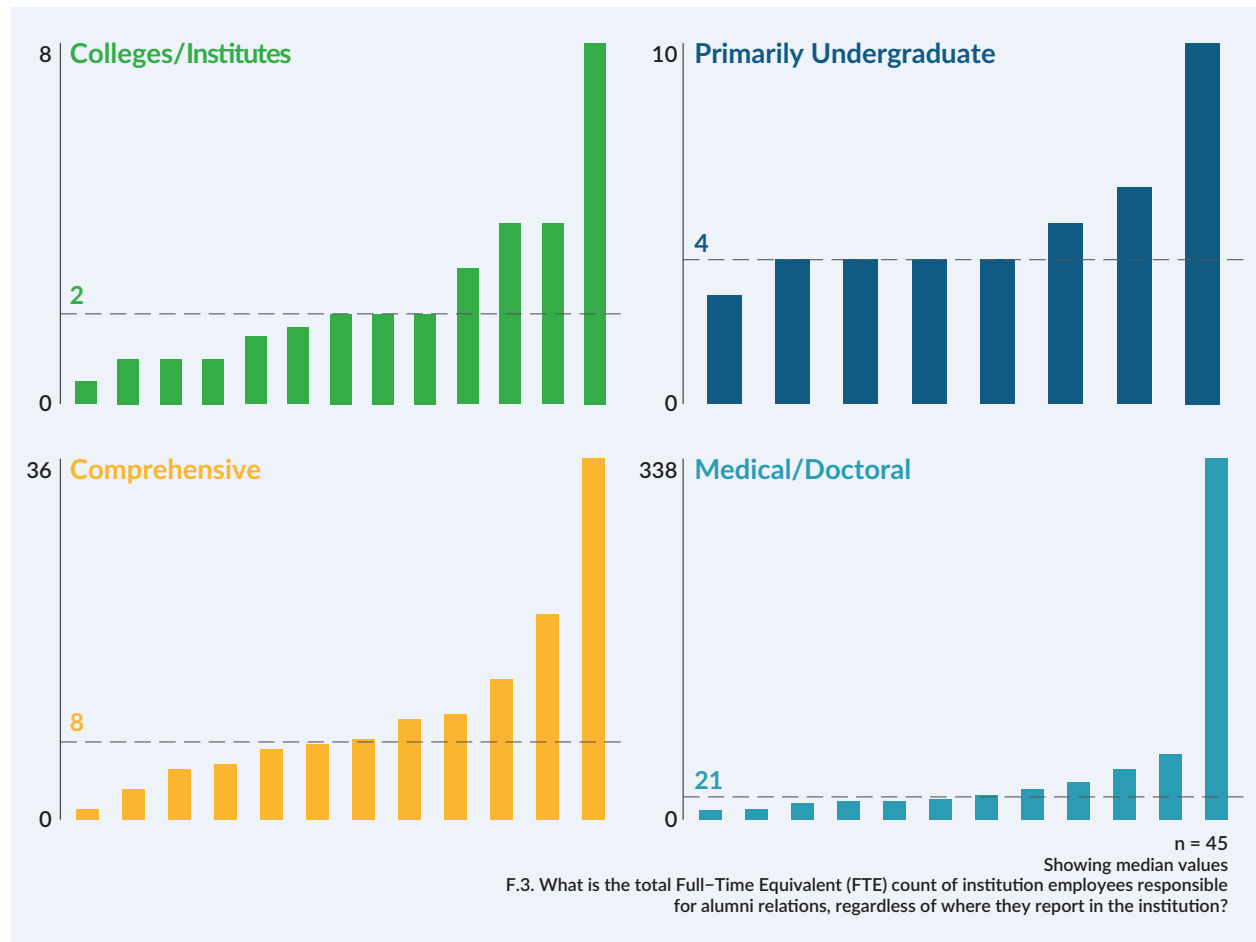
Counts of advancement and fundraising staff can serve as a proxy measure of an institution’s advancement resources and capacity. Median counts of fund-

raising staff ranged from 4 for Colleges/Institutes and 66 for Medical/Doctoral institutions. Median alumni relations staff counts ranged from 2 to 21.

2019 Counts of Fundraising Staff (FTE)



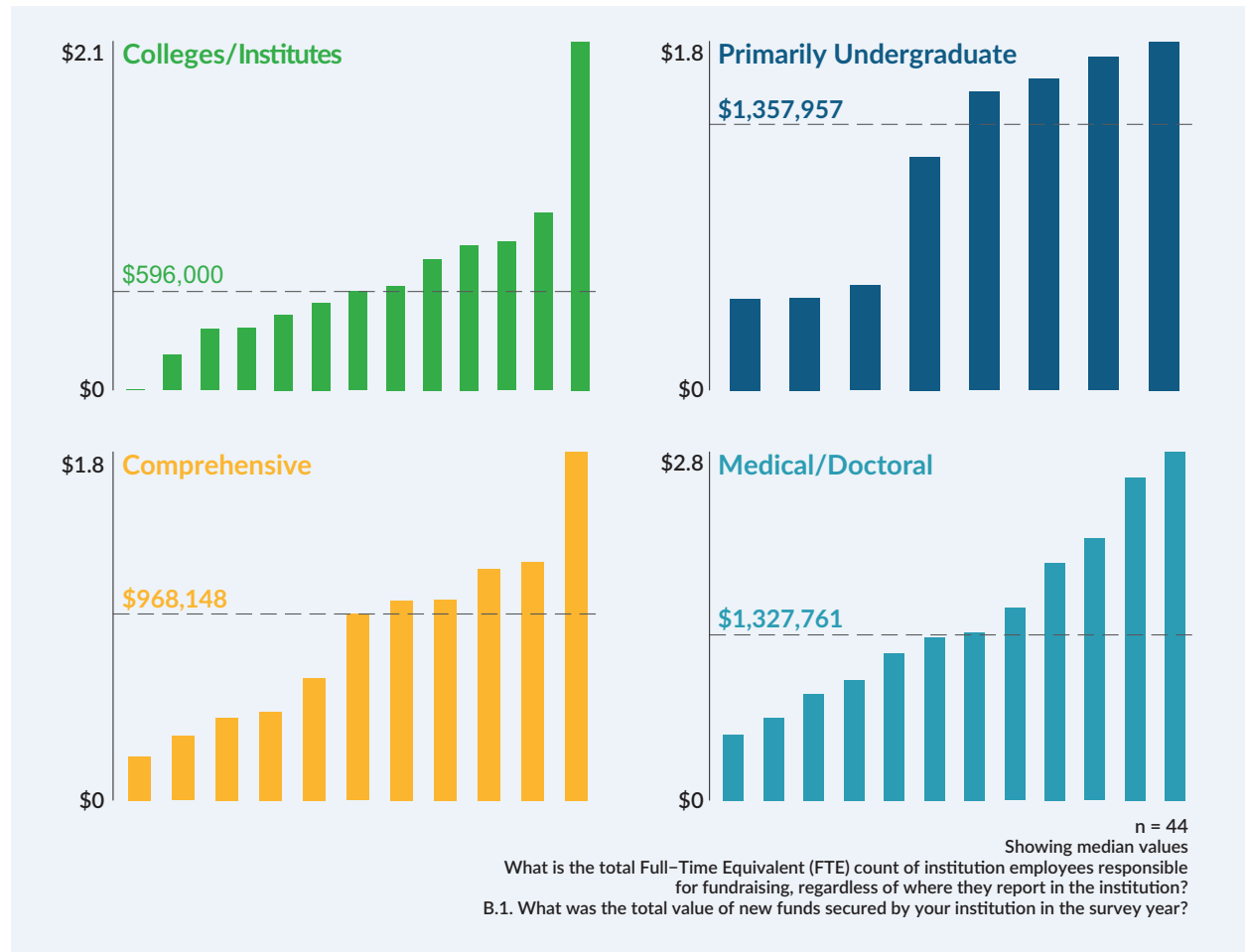
2019 Counts of Alumni Relations Staff (FTE)



On average, institutions raised just over a million dollars (\$1,030,599) per full time equivalent

fundraising staff person.

2019 New Funds Secured per Fundraising Staff FTE (Dollars in Millions)

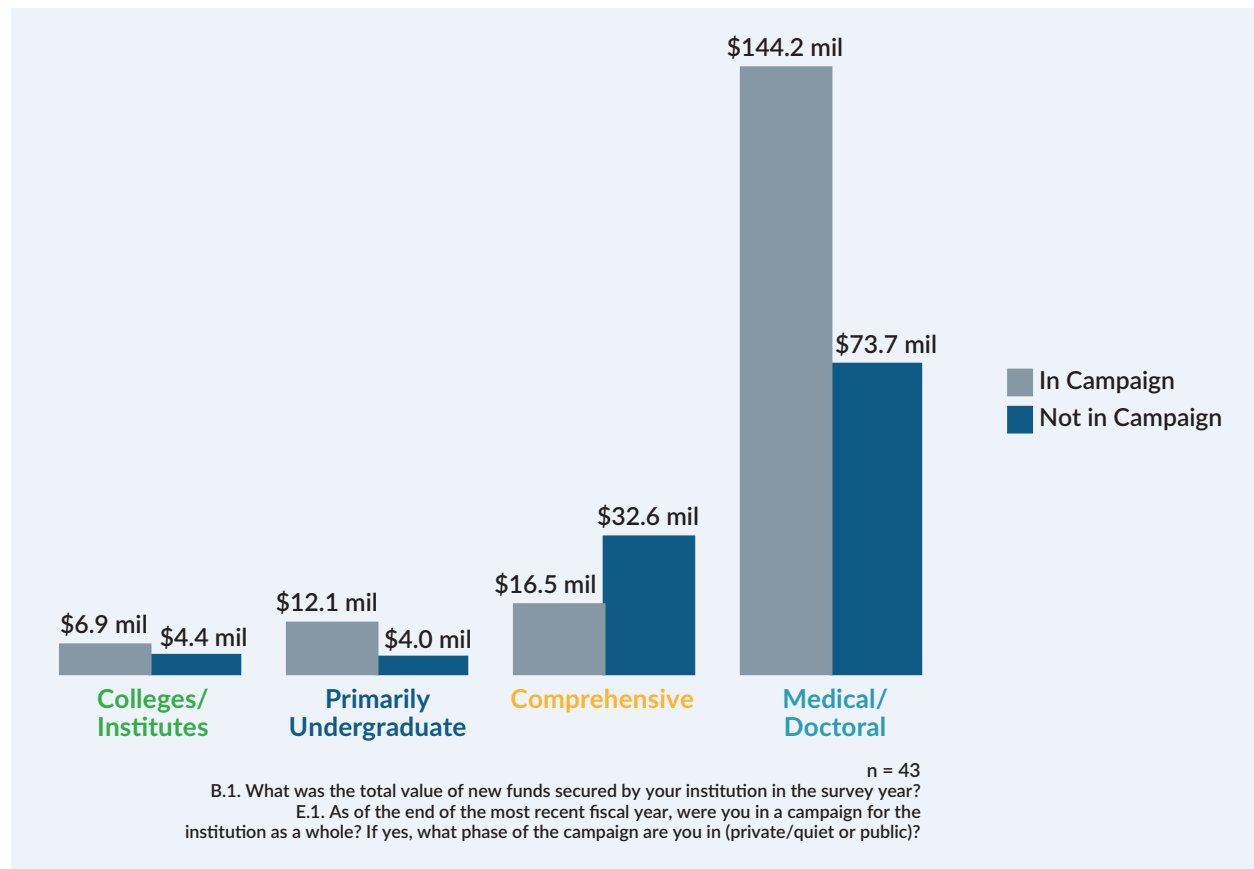


## CAMPAIGNS

Twenty-five of the participating institutions were in either the quiet or public phase of a campaign. The average campaign goal was \$113,450,000 and the average anticipated duration was just over 6 years.

On average institutions in campaigns raised 47% more in new funds secured than those not in campaign. Some of that difference may reflect the impact of campaigns but may also be attributable to differences in advancement program maturity and capacity.

### 2019 Average New Funds Secured by Campaign Status



## Participating Institutions and Cohorts

College/Institutes	Primarily Undergraduate	Comprehensive	Medical/Doctoral
Conestoga College	Acadia University	British Columbia Institute of Technology	Dalhousie University
Confederation College of Applied Arts & Tech	Laurentian University	Carleton University	McGill University
Fanshawe College	Mount Allison University	Concordia University	McMaster University
Holland College	Saint Mary's University	Memorial University of Newfoundland	Queen's University
Humber College	St Francis Xavier University	OCAD University	The University of British Columbia
Lakeland College	The University of Winnipeg	Ryerson University	The University of Manitoba
Langara College	Trent University	Simon Fraser University	Université de Montréal
Mohawk College	Université de Moncton	The University of Regina	University of Alberta
New Brunswick Community College		University of Guelph	University of Ottawa
Northern Alberta Institute of Technology		University of New Brunswick	University of Saskatchewan
Perimeter Institute for Theoretical Physics		University of Waterloo	University of Toronto
Seneca College of Applied Arts & Technology		Wilfrid Laurier University	Western University
St Lawrence College			

Additional information on the CASE-CCAIE Survey can be found at:

<https://www.case.org/resources/case-ccae-survey-charitable-giving-canadian-higher-education>

For further information please contact Mark Hazlett [haz@ccaecanada.org](mailto:haz@ccaecanada.org) or David Bass at [DBass@case.org](mailto:DBass@case.org)

**The Council for Advancement and Support of Education** is a professional association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing, and allied areas. CASE helps its members build stronger relationships with their alumni and donors, raise funds for campus projects, produce recruitment materials, market their institutions to prospective students, diversify the profession, and foster public support of education.

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