

# **CASE Insights<sup>SM</sup>** **on Philanthropy** **(United Kingdom** **and Ireland)**

**2023–24 KEY FINDINGS**

**COUNCIL FOR ADVANCEMENT  
AND SUPPORT OF EDUCATION**



© 2025 Council for Advancement and Support of Education  
Original publication date: June 2025

All rights reserved. No part of the material protected by this copyright may be reproduced or used in any form, electronic or mechanical, including photocopying, recording, or by any information storage and retrieval system, without written permission from the Council for Advancement and Support of Education.

Limit of Liability/Disclaimer: While the publisher has used its best efforts in preparing this document, it makes no representations or warranties in respect to the accuracy or completeness of its contents. No liability or responsibility of any kind (to extent permitted by law), including responsibility for negligence, is accepted by the Council for Advancement and Support of Education, its servants, or its agents. All information gathered is believed correct at publication date. Neither the publisher nor the author is engaged in rendering legal, accounting, or other professional services. If legal advice or other expert assistance is required, the services of a competent professional should be sought.

---

#### **CASE INSIGHTS<sup>SM</sup> ON PHILANTHROPY (UNITED KINGDOM AND IRELAND) EDITORIAL BOARD**

The editorial board members helped manage the project by contributing their time and expertise at each stage of developing this report. They were involved with survey review, script creation, survey promotion, data collection, data verification, analysis, report writing, and dissemination.

The 2023–24 Editorial Board consisted of the following individuals:

- Fiona Newell, Philanthropic Finance Manager, University of Birmingham
- TJ (Tania Jane) Rawlinson, Director of Development and Alumni Relations, Cardiff University
- Holly Salvona, Operations and Research Manager, University of Strathclyde
- Frances Shepherd, Director of Development and Alumni, University of Glasgow
- Tom Smith, Development Operations Manager, Loughborough University

---

#### **AUTHOR**

Fiona South, Senior Analyst and Project Manager, CASE Insights

---

#### **CASE STAFF**

Pamela Agar, Co-Executive Director, CASE Europe  
Caroline Davis, Co-Executive Director, CASE Europe  
Divya Krishnaswamy, Senior Data Strategist  
Deborah Trumble, Senior Director, Research  
Kisa Zormelo, Research Analyst

---

#### **ACKNOWLEDGEMENTS**

First and foremost, we would like to thank the institutional staff who gave their time to provide information about the philanthropic income of their institutions to support the publication of this report. We also extend a special thanks to all the new institutions participating in the study for the first time. We are grateful to the CASE Insights<sup>SM</sup> on Philanthropy (United Kingdom and Ireland) Editorial Board for their continued guidance and support.

---

#### **FOR MORE INFORMATION, CONTACT:**

General Inquiries: [insights@case.org](mailto:insights@case.org)

Media Inquiries: [media@case.org](mailto:media@case.org)

# **CASE Insights<sup>SM</sup>**

**case.org**

London    Mexico City    Singapore    Washington, D.C.

# CONTENTS

<b>FRAMEWORK FOR MEASURING CASE INSIGHTS<sup>SM</sup> ON PHILANTHROPY</b> .....	4
<b>NOTE FROM THE CASE PRESIDENT AND CEO</b> .....	5
<b>FOREWORD</b> .....	6
<b>EXECUTIVE SUMMARY</b> .....	8
<b>INTRODUCTION</b> .....	9
Institutional Clusters .....	9
Interpreting the Charts and Tables .....	9
<b>KEY INDICATORS</b> .....	11
New Funds Committed .....	13
New Funds Committed: Total Values .....	13
New Funds Committed: Donations by Gift Band .....	16
New Funds Committed: By Source .....	17
New Funds Committed: By Purpose .....	19
New Funds Committed: Breakdown by Largest Gifts .....	20
Funds Received .....	21
Alumni and Donors .....	23
Total Investments .....	26
Total Staff .....	28
<b>APPENDIX</b> .....	30
Response Rate .....	30
Participating Institutions .....	31
What is CASE Insights <sup>SM</sup> ? .....	32
Data. Standards. Research. ....	33

## Framework for Measuring CASE Insights<sup>SM</sup> on Philanthropy

### Educational philanthropy

is the **voluntary act** of providing private **financial support** to **nonprofit educational institutions**. Financial support must be provided for the sole **purpose of benefiting the institution’s mission and its social impact**, without the expressed or implied expectation that the donor will receive anything more than recognition and stewardship as the result of such support.

*CASE Global Reporting Standards, 2nd Edition*

### Key Definitions

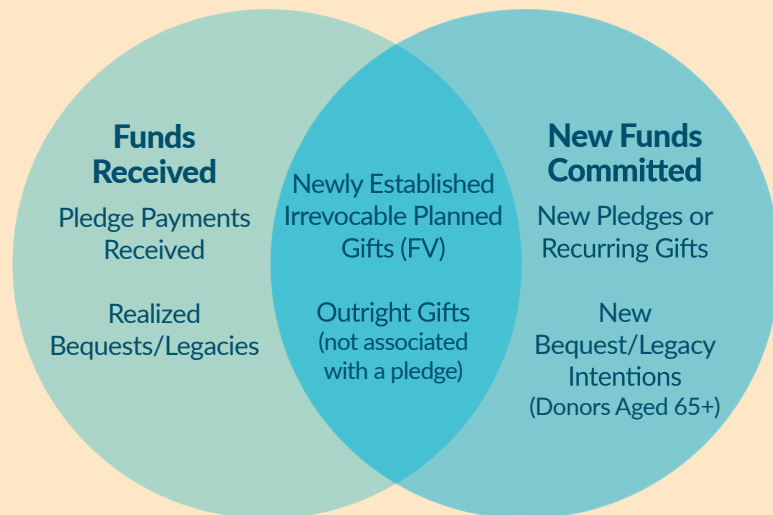
#### Funds Received

A measure of money in the bank. Funds Received are monies and property received within the reporting year.

#### New Funds Committed

Measures the impact of fundraising efforts. New monies and property committed in the reporting year.

### Two Lenses on Philanthropy



### CASE Insights<sup>SM</sup> Philanthropy Surveys

- Philanthropy (Australia/New Zealand)
- Philanthropy (Canada) with CCAE
- Philanthropy (United Kingdom/Ireland)
- Voluntary Support of Education (United States)
- Philanthropy Independent Schools (United States) with NAIS
- Philanthropy (Latin America)
- Philanthropy International and Independent Schools



## NOTE FROM THE CASE PRESIDENT AND CEO

I am pleased to introduce the 2023–24 edition of CASE Insights<sup>SM</sup> on Philanthropy (United Kingdom and Ireland). In a year shaped by economic headwinds and evolving donor priorities, 83 institutions contributed their data – demonstrating the power of collective insight. Generosity directed to higher education in the United Kingdom and Ireland resulted in £1.52 billion in new funds committed. For those institutions taking part in each of the past five years, total new funds committed increased by 13.7% compared with 2022–23. However, across the past five years, while total new funds committed rose, the median fell. These figures speak both to the resilience of the sector and to the very real challenges we face: headline totals supported by a few exceptional gifts, alongside countless acts of generosity that sustain our universities and colleges every day.

On average, trusts and foundations provided 44.9% of new funds, while alumni giving accounted for 24.3%. Yet it is our graduates who truly animate the philanthropic spirit of our sector: 69.8% of all donors were alumni. Their gifts, their advocacy, and their willingness to serve as ambassadors day after day form the bedrock of institutional resilience.

However, donor numbers fell by 5.1% in the last year for those institutions participating in each of the past five years – a clear signal that we must redouble our efforts to engage all donors, and especially every alumnus and alumna, welcoming them not only as supporters but as champions of our institutional missions. Sustained, meaningful connection – through every mode of engagement, including communications, volunteer and mentor roles, and opportunities to influence priorities – builds the bonds that drive alumni commitment. It is this ongoing engagement with our alumni that empowers us to deliver life-changing research, expand student opportunity, and drive social innovation, fulfilling our vital institutional missions.

A great believer in the transformative power of our institutions and a generous donor to Newcastle University, Dr Gillian Cannon embodies why we give back. None captures it more vividly than her own story:

“Attending university opened up a whole world of possibilities for me. So many of the positives in my life can be traced back to my university experience. I know how fortunate I was to have had that opportunity, and I feel a responsibility to help others in similar situations. I truly believe education is the great equaliser – if we can support determined, motivated students, they will go on to do wonderful things in the world.”

Her words remind us that behind every act of support lies a life changed, a mind inspired, and a community strengthened.

Supporting this work depends on fully resourced, expert teams across every advancement discipline. In 2023–24, institutions allocated around half of their advancement budgets to fundraising with the remainder being split between alumni relations and development services. While fundraising is essential for securing the resources our universities and colleges need, only by investing across all areas of advancement teams do we gain the tools to cultivate and steward donors effectively, to contribute robust data to this survey, and to transform those insights into compelling narratives that drive our institutional missions.

To every institution that contributed data: thank you. Your participation makes this benchmarking possible, enriches our shared understanding, and strengthens the CASE community. I encourage both returning and first-time participants to join us again when the next survey opens early in the next academic year. Together, we will continue to celebrate generosity, deepen alumni engagement and champion the transformative power of education across the United Kingdom and Ireland.

**Sue Cunningham**

President and CEO

Council for Advancement and Support of Education (CASE)

## FOREWORD

We start by celebrating a new, all time high of over £1.5 billion of new funds committed! This is a milestone moment for philanthropy to higher education in the UK and Ireland, and a welcome result at a time when the sector faces great turmoil.

It's worth pausing to celebrate and thank the many donors – alumni, friends, trusts & foundations, companies, and others – whose gifts make up that £1.5 billion. The extraordinary impact of their support advances life-changing research in areas of global significance, and helps individual students to participate fully in education. Lives change for the better, all round the world, thanks to donations to higher education.

We celebrate and thank, too, the extraordinary advancement professionals who helped to unlock and deliver this epic impact. It is easy to shout about pounds and pennies raised, but we recognise too the delicate underpinning work needed to succeed. Your multifaceted work, in building strong partnerships and relations between higher education and its alumni, friends, and donors, is valuable. As professionals, you help amplify the extraordinary impact which universities deliver for their students, their communities, and the wider world.

Our report contains few surprises. Key trends from past years continue.

- At the highest performance levels, strength (and growth) continues. Eleven institutions raised funds (measured via new funds committed) at the level of £20 million or more – and one institution which regularly achieves £20 million+ did not submit data this year.
- More institutions have moved into the £10–19.99 million bracket of new funds committed (18 this year, compared to ten last year). This has a knock-on impact: seven, compared to 14 last year, are in the £5–9.99 million new funds committed bracket. Notably, growth in investment is most marked in the institutions (and therefore, clusters) represented in these two brackets – indicating the payoff associated with consistent investment in alumni and fundraising work.
- “Mass” fundraising continues to decline: the number of overall donors, and number of alumni donors, has reduced for the fourth time in the past five years.
- Alumni magazine investment is holding steady, albeit at a level far lower than a decade ago. Anecdotally, this is due to enhanced digital communications; wider alumni preferences about communications; and exponential rises in print and postage costs.
- Survey participation fell again, a disappointment after last year's encouraging returns. We are delighted that the CASE Insights team plans to identify “minimum participation data” for the coming cycle, enabling institutions who struggle to complete the full survey to submit a lighter version – and hope this will enable and encourage stronger participation next year.

Some data points have moved little. Contactable alumni numbers, most cost areas, and staff numbers are all on a long-term upward trend (for instance, the two-year consistent cohort showed increases in full-time equivalent staff and advancement expenditure), but absolute totals fell very slightly in the last year. We note that one large and high performing institution was unable to report this year; in combination with reduced overall participation numbers, we should not read too much into these minor moves.

Survey aficionados will spot a significant change in our approach to clusters for the 2023–24 data. After using Latent Class Analysis for years, we have now adopted a simplified, clearer approach. Cluster parameters will be developed each year based on institutions' multi-year median figures for new funds committed, and staff number counts. See page 9 for further details about the boundaries we agreed this year.

To help make this change obvious, we have chosen to reduce to five clusters and to rename them: our new clusters are called “Elite, Advanced, Maturing, Defined, and Initiated”; whereas former names were “Elite,

Established, Moderate, Developing, Emerging, and Fragile.” Importantly, clusters are not like a set of football leagues: it is possible to be a consistent high performer within a single cluster.

Institutions in the Advanced cluster, especially its top performers, are showing signs of growing strength and maturity which remind some longstanding survey analysts of Elite performance in past years. We wonder whether, in five or ten years, there might be more than two “Elite” institutions?

Last year, institutions continued their move round within the “peloton” (so named in the August 2023 CASE-More UK Philanthropy Report) of the Advanced, Maturing, and Defined clusters. This shift round the “peloton” continues though it is harder to track because of our adjusted approach to clusters. We will be keeping a close eye on dependency on top gifts, reflecting the importance of donor pipelines and keeping them fed with gifts at all levels.

A decades-old hallmark of our UK and Ireland survey is our commitment to gathering cost data and staffing numbers. Last year we made the welcome change to separate out the costs and staff numbers in development services. Two years of data returns have shown this affords greater clarity and transparency, though not all institutions have provided this data. We therefore recommend basing any analysis of costs and staff numbers from 2022–23 onwards (rather than reaching further back), since the new definitions afford greater comparability; and for participating institutions to delve into the full data set if they wish to benchmark cost and staffing information.

As an editorial board we act as lead volunteers in the CASE community, with many peers in the data and reporting sphere. We’ve been delighted that the updates to the survey’s data entry platform seem to have been implemented smoothly, albeit with some timing glitches, and are grateful to the hard working staff at CASE in the US and UK for their commitment to making the user experience easier, and to getting the best data out.

As a board, we are also mindful of the challenges we face in compiling complex survey returns, at a time when many institutions are overstretched. In partnership with CASE staff on the Insights team, we can confirm now that the questions for the coming cycle (the 2024–25 financial year) will be unchanged, and that there will be options for returning a smaller set of questions. Data gathering can begin whenever participants are ready! Together with CASE, we will offer additional training and support for survey completers in the coming months.

As our sector faces seismic global change and challenge, we highlight both the income and the wider value delivered by strong fundraising, alumni relations and development services. CASE reminds us that fostering good will, informed advocacy, and enduring support for the pursuit of knowledge is at the heart of professional advancement. Thanks to the outstanding professionals who complete this survey each year, and to those whose hard work delivers the excellent returns highlighted in this report.

With thanks,

**CASE Insights<sup>SM</sup> on Philanthropy (United Kingdom and Ireland) Editorial Board**

## EXECUTIVE SUMMARY

### £1.52 BILLION RAISED IN NEW FUNDS COMMITTED IN 2023–24

- In 2023–24, 83 participating institutions secured £1.52 billion in new funds committed.
- Total new funds committed rose<sup>1</sup> by 13.7% between 2022–23 and 2023–24.
- However, while the total rose by 53.2% between 2019–20 and 2023–24, (with 43 institutions reporting an increase and 22 a decline), the median fell by 1.5% across this same period.
- On average, across all institutions, 44.9% of new funds committed were sourced from trusts and foundations, and just under a quarter (24.3%) from alumni.
- In contrast, alumni made up the majority (69.8%) of new funds committed donors, compared to only 1.5% of these donors being trusts and foundations.
- Over three quarters of new funds committed (77.7%) were designated for restricted current use, with only 6.3% being unrestricted.
- Across all participating institutions in 2023–24, the three largest gifts made up 41.8% of the total new funds committed, with less mature institutions generally relying more heavily on their highest level gifts.

### £1.30 BILLION IN FUNDS RECEIVED IN 2023–24

- Total funds received from 83 institutions came to £1.30 billion in 2023–24.
- While total funds received in 2023–24 have declined slightly (by 2.7%) since 2022–23, it was still higher than in the three years preceding that, and overall there has been an upward trend.
- Median funds received rose slightly between 2022–23 and 2023–24 (by 2.4%).
- For all institutions supplying this data, the mean largest cash gift made up 10.0% of mean funds received, with these larger gifts being comparatively more important to those in less mature clusters.

### DONOR NUMBERS<sup>2</sup> FELL BY 5.1% IN 2023–24

- Across the 82 institutions supplying this data, there were a total of 154,398 donors contributing to funds received.
- For those participating in each of the past five years, total donor numbers fell by 5.1% and alumni donors fell by 3.9% compared to the prior year.
- Over a five-year period, total donor numbers have fallen by 21.8% and alumni donors by 21.6%, with the majority of this decline occurring between 2019–20 and 2020–21.
- Of the total reported alumni, 0.7% made contributions in 2023–24.

### THE LARGEST SHARE OF ADVANCEMENT RESOURCES IS ALLOCATED TO FUNDRAISING

- In total, participating institutions reported investing £212.2 million in advancement (exclusive of magazine costs). While the highest proportion of spending is on fundraising this does vary by cluster, with less mature clusters investing proportionately more in alumni relations than more mature clusters.
- For those institutions supplying data for the past two years, total advancement investment has risen by 7.4%, with the Advanced and Maturing clusters reporting considerably higher increases than the other clusters.
- Forty institutions spent a total of £3.5 million on alumni magazines annually.
- Participating institutions employed a total of 2,718 full-time equivalent (FTE) staff across fundraising, alumni relations and development services. As with expenditure, the largest proportion of FTE staff work in fundraising, with less mature clusters having a higher proportion of alumni relations FTE staff than the more mature clusters.
- Across those institutions supplying for the past two years, total FTE staff has risen by 6.4%, with the Advanced cluster reporting the greatest increase.

<sup>1</sup>Unless otherwise stated, trend figures are for institutions that participated in the survey for each of the five years from 2019–20 to 2023–24.

<sup>2</sup>Unless otherwise stated, donor numbers refers to those contributing to funds received.

## INTRODUCTION

The CASE Insights<sup>SM</sup> on Philanthropy (United Kingdom and Ireland), formerly the CASE-Ross Support of Education survey, was first carried out in 2002 (for 2001–02 data) and built on previous surveys undertaken within the Ross Group. The survey has been conducted annually since then.

The survey methodology has been adapted for use in other CASE Insights<sup>SM</sup> surveys on philanthropy for Australia and New Zealand, and Canada.

The survey for CASE Insights<sup>SM</sup> on Philanthropy (United Kingdom and Ireland), 2023–24, was open to participants from 8 November to 13 December 2024. Invitations to participate were sent to 161 higher education and specialist institutions in the United Kingdom alone that are involved in some form of fundraising or alumni relations activity. Seventy-eight (78) institutions across the United Kingdom participated, yielding a response rate of 48.4% (see the appendix for details). Four higher education institutions from Ireland and the Institute of Cancer Research in the United Kingdom also took part in the survey, for a total of 83 institutions across the United Kingdom and Ireland that participated for 2023–24.

Participating institutions provided data for the 12-month period between 1 August 2023, and 31 July 2024. Data have not been reweighted to estimate funds raised and other data for non-participating institutions, so reported totals only account for a portion of the total philanthropic support for higher education in the United Kingdom and Ireland.

In 2023–24, the survey was conducted in the new CASE Insights<sup>SM</sup> survey platform which allowed for more robust, real-time data checking based on an exhaustive set of logic, ratio, and arithmetic validations within the survey. In addition, CASE Insights<sup>SM</sup> staff screened survey responses for outliers, inconsistencies, and potential errors and queried survey participants to confirm or correct their responses.

## Institutional Clusters

CASE updated how clusters were determined for the 2023–24 survey. Previously, Latent Class Analysis was used to determine groupings each year, which identified both observed and unobserved similarities between institutions. For the 2023–24 survey cycle, CASE partnered with our survey committee to develop bandwidths based on reported medians of new funds committed and staff counts over multiple years. The aim of this change was to provide more straightforward definitions of clusters for members self-benchmarking and to create more stable groupings to better observe movement between clusters and reflect changes over time.

Based on this, data are broken down into the following five clusters of institutions through most of this report:

1. **Elite** (2 institutions) – with median new funds committed of £150 million or more.
2. **Advanced** (19 institutions) – with median new funds committed between £10 million and £150 million.
3. **Maturing** (24 institutions) – with median new funds committed between £1 million and £10 million, and 8 or more fundraising staff.
4. **Defined** (17 institutions) – with median new funds committed between £1 million and £10 million, and fewer than 8 fundraising staff.
5. **Initiated** (21 institutions) – with median new funds committed of less than £1 million.

## Interpreting the Charts and Tables

- Through most of this report, data are broken down into the five clusters of institutions.
- Descriptive statistics, mainly using the measures of central tendencies (e.g., arithmetic mean or average and median), were used to analyse the data and report on key variables on a confidential and aggregated basis.

- Mean figures provide a snapshot of the overall group’s performance, including outliers, whilst median figures highlight the exact midpoint in fundraising figures across participating institutions.
- A normally distributed cluster has mean and median figures that are quite similar. Differences in mean and median figures may reflect the outliers in the data reported by a cluster, or they could reflect the varied nature of fundraising operations and/or the maturity of fundraising operations across participating institutions.
- The number of institutions given as the base (*n*) for a chart or table indicates the number of institutions that provided data for a response to a question or for the given variable or variables.
- The survey response rate is lower than in previous years and may impact the results.
- Aggregates reported for “all institutions” are calculated for all participating institutions that provided a response.
- All income figures in this report are reported in pound sterling. Data reported in euros were converted to pound sterling using an average of the conversion rate for the survey period (€1 = 0.85761, or £0.86).
- There were definition changes implemented this year that may impact data reported as new funds committed. Multi-year new pledges secured in the reporting period are now counted at their full value instead of the five-year value that was reported in prior years. Recurring pledges without an end date, such as direct debit or automatic regular bank transfers, are now counted as the payments are received instead of counting the five-year value of expected payments.

## KEY INDICATORS

This report provides key findings on new funds committed, funds received, alumni and donor numbers, advancement investment, and FTE advancement staff. These measures provide a

broad indication of the return on investment and economic impact of fundraising across institutions in the United Kingdom and Ireland.

**Figure 1: Key Indicators, 2023–24**

	<i>n</i>	Total	Mean	Median
<b>Philanthropic Income</b>				
New Funds Committed	83	£1,518,909,914	£18,300,119	£2,932,412
Funds Received	83	£1,304,390,673	£15,715,550	£4,042,844
<b>Alumni</b>				
Total Alumni	82	16,194,209	197,490	185,973
Contactable Alumni	82	12,099,677	147,557	133,283
Alumni Donors <sup>#</sup>	80	109,573	1,370	515
<b>Donors<sup>#</sup></b>				
Total Donors <sup>*</sup>	82	154,398	1,883	758
Individual Donors <sup>†</sup>	82	148,843	1,815	676
Organisations Donors <sup>‡</sup>	82	5,555	68	42
<b>Costs</b>				
Fundraising Costs	82	£117,547,267	£1,433,503	£533,443
Alumni Relations Costs	81	£56,966,318	£703,288	£373,175
Development Services Costs	80	£37,657,116	£470,714	£274,478
Alumni Magazine Costs	40	£3,535,867	£88,397	£55,843
<b>Staff</b>				
Fundraising Staff (FTE)	82	1,360	16.6	7.5
Alumni Relations Staff (FTE)	82	762	9.3	5.0
Development Services Staff (FTE)	80	596	7.4	4.3

*Note:* All figures in this table are for all institutions that provided the data; this table has been compiled using responses to multiple questions, and hence the sample size varies. FTE = full-time equivalent.

<sup>#</sup>Institutions not providing donor numbers included one from the Elite cluster.

<sup>\*</sup>Total donor figures include individual and organisational donors.

<sup>†</sup>Individual donor figures include alumni donors and non-alumni donors.

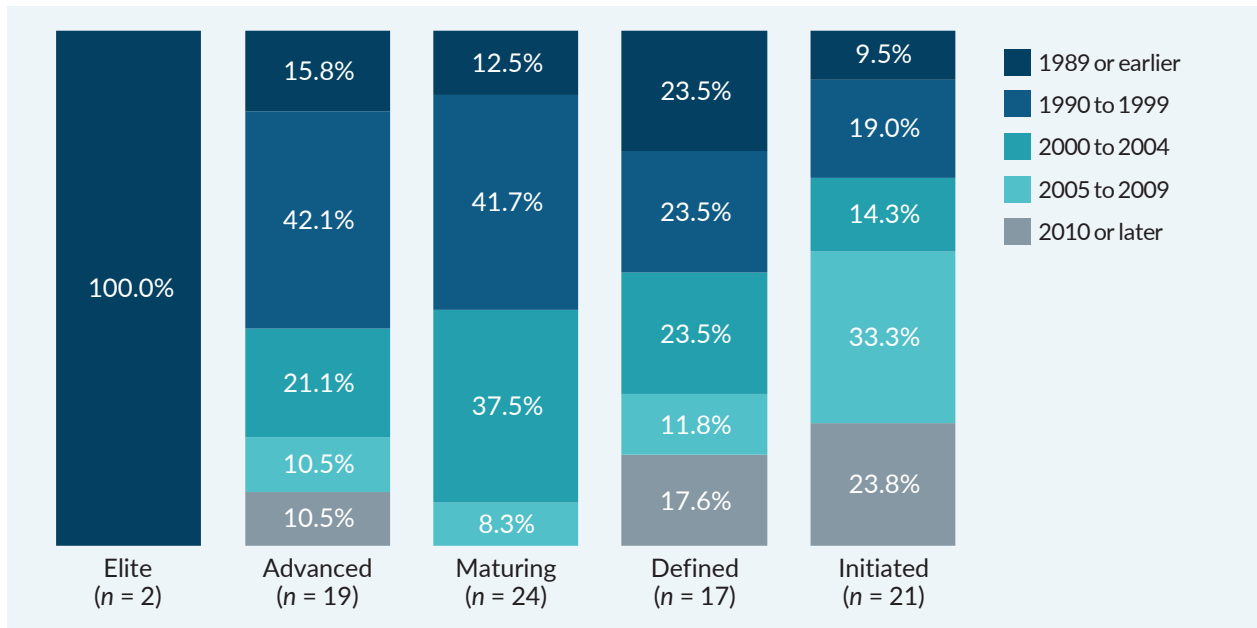
<sup>‡</sup>Organisation donors include trusts and foundations, companies, lottery and other organisations

A clear progression of fundraising capacity and performance is apparent, ranging from the nascent programmes in the Initiated cluster to the long-established, well-resourced, and highly productive programmes in the Elite cluster.

It should be noted that the fundraising performance of institutions with less mature

programmes and fewer staff may fluctuate more from year to year as a result of discontinuities in staffing and investment and may be disproportionately impacted by changes in operations, programmes, or donor interests. It should also be noted that, even in mature institutions, fundraising outcomes can vary widely from one year to the next.

**Figure 2: Founding Year of Development/Alumni Programme, by Cluster, 2023–24**  
(n = 83; number of institutions)



## New Funds Committed

New funds committed (formerly new funds secured) are new monies and property committed in the reporting year from any individual or qualified organisation. This includes new outright gifts, new documented pledges, and new qualified and documented legacies<sup>3</sup>/legacy intentions if the donor is age 65 or older. The measure excludes some philanthropic income received in the reporting year, notably payments on pledges, and income from legacies, committed in prior years. Multi-year new pledges secured in the reporting period are now counted at their full value instead of the five-year value that was reported in prior years. Recurring pledges without an end date, such as direct debit or automatic regular bank transfers, are now counted as the payments are received instead of counting the five-year value of expected payments. To provide global benchmarks and enhance data transparency globally, the number and value of new legacy intentions are collected and reported on separately.

Tracking new funds committed enables an institution to measure and monitor the effectiveness of advancement efforts and the impact of philanthropic support, including secured pledges,

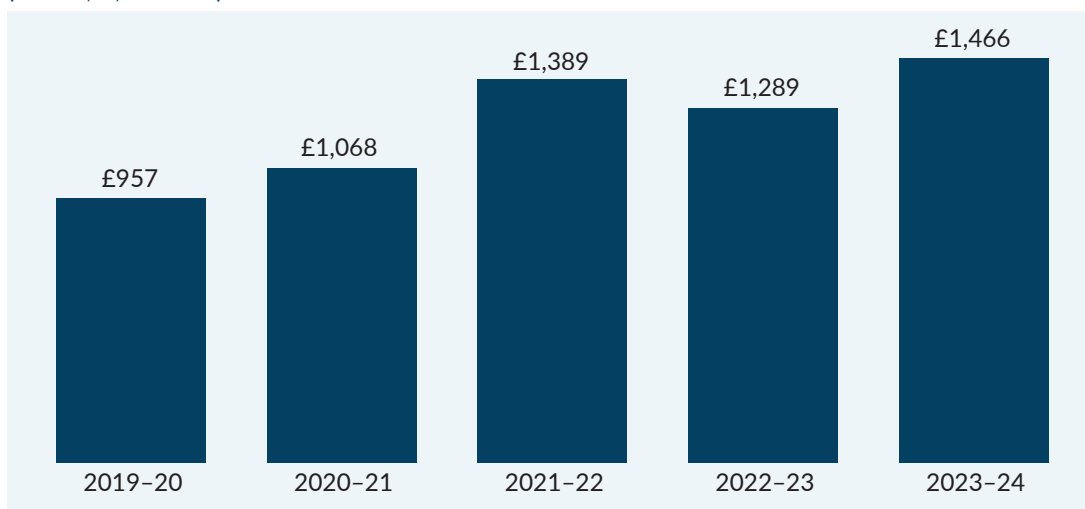
in the financial reporting year, as well as in years following.

### NEW FUNDS COMMITTED: TOTAL VALUES

Total new funds committed (excluding legacy intentions) came to £1.52 billion. By cluster, almost half (48.1%) of all new funds committed (excluding legacy intentions) was secured from institutions in the Elite cluster and 37.7% came from the Advanced cluster. By contrast, 0.8% was secured by the Initiated cluster.

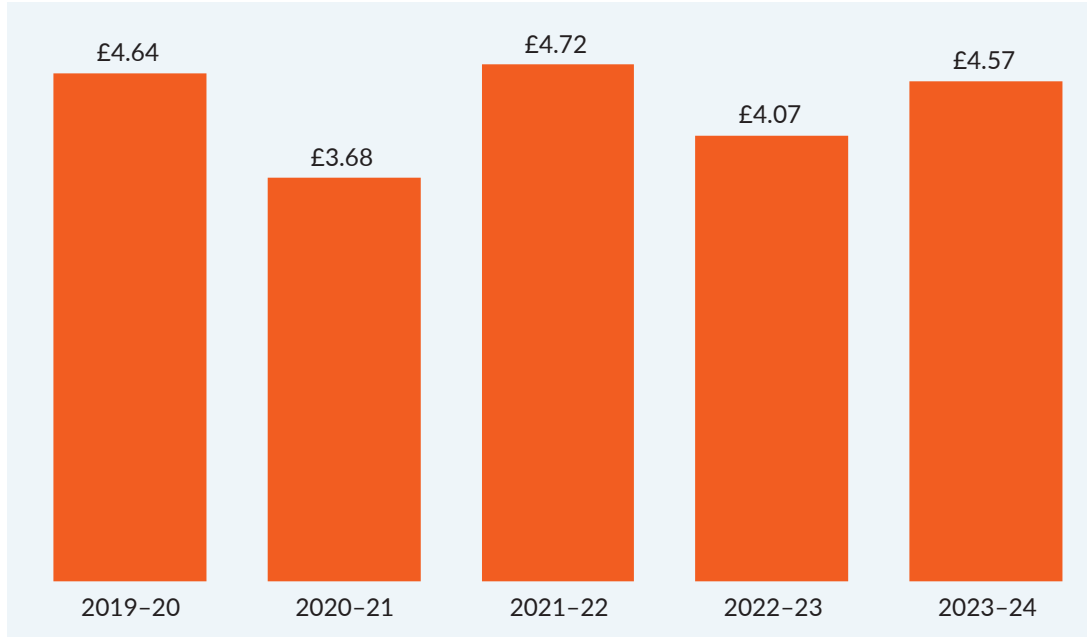
Of those institutions supplying data for new funds committed for each of the past five years, there has been a 53.2% increase in the total amount raised between 2019–20 and 2023–24, with the biggest rise being between 2020–21 and 2021–22. However, the values of a few very high-level gifts and high performing institutions can affect both mean and total values. Looking instead at the median for this same group of institutions, there has been a slight decline across this period from £4.64 million to £4.57 million, and 22 of the 65 institutions secured a lower level of new funds committed in 2023–24 than in 2019–20.

**Figure 3: Total New Funds Committed, 2019–20 to 2023–24**  
(n = 65; £, millions)



<sup>3</sup>Legacies are donations received from a donor's estate.

**Figure 4: Median New Funds Committed, 2019–20 to 2023–24**  
(n = 65; £, millions)



By cluster, there have been slightly different patterns across the five-year period with the Elite and Maturing clusters peaking in 2021–22, the Defined cluster peaking in 2020–21, and the Advanced and Initiated clusters peaking in the most

recent reporting year (2023–24). For the Advanced cluster, one particularly large gift explains much of the recent increase, and it can be seen in Figure 5 that the median value for the Advanced cluster is considerably lower than the mean.

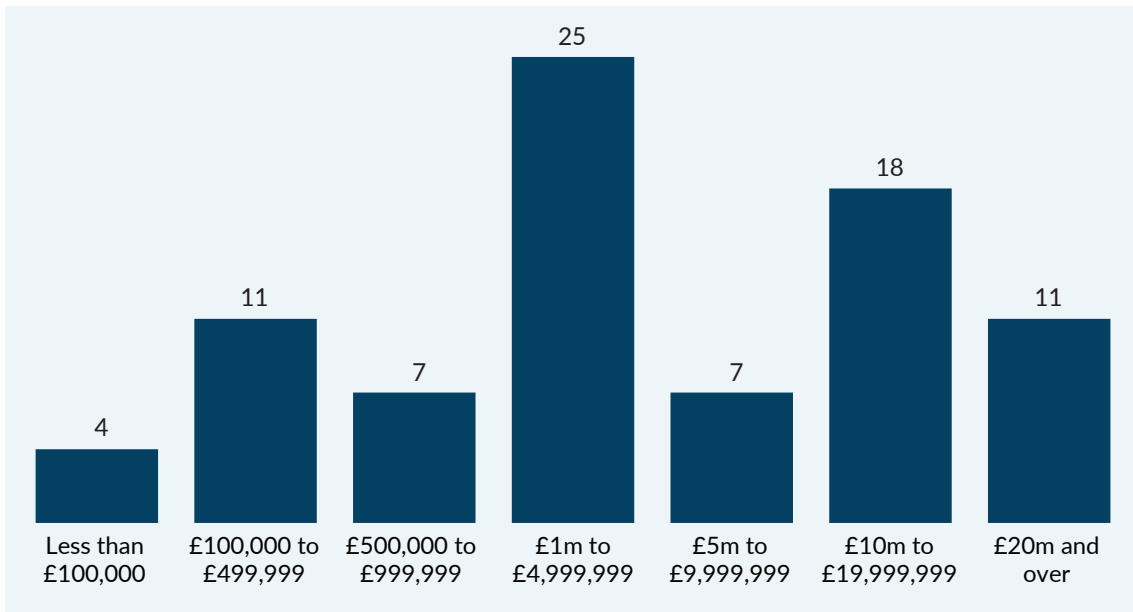
**Figure 5: Mean and Median New Funds Committed, 2023–24**

	Mean New Funds Committed (n = 83)	Median New Funds Committed (n = 83)
Elite	£365,526,176	£365,526,176
Advanced	£30,123,532	£16,039,751
Maturing	£6,645,894	£7,339,769
Defined	£2,564,705	£2,100,710
Initiated	£590,905	£399,592
All	£18,300,119	£2,932,412

As illustrated in Figure 6, when grouping institutions according to the level of new funds committed, the most common level was £1 million to £4,999,999, which 30.1% of institutions raised.

Another 43.4% of institutions raised £5 million or above. This included 11 institutions (all in the Elite or Advanced clusters), that raised £20 million or above.

**Figure 6: Total Number of Institutions with New Funds Committed at Different Income Levels, 2023–24**  
(*n* = 83; number of institutions)

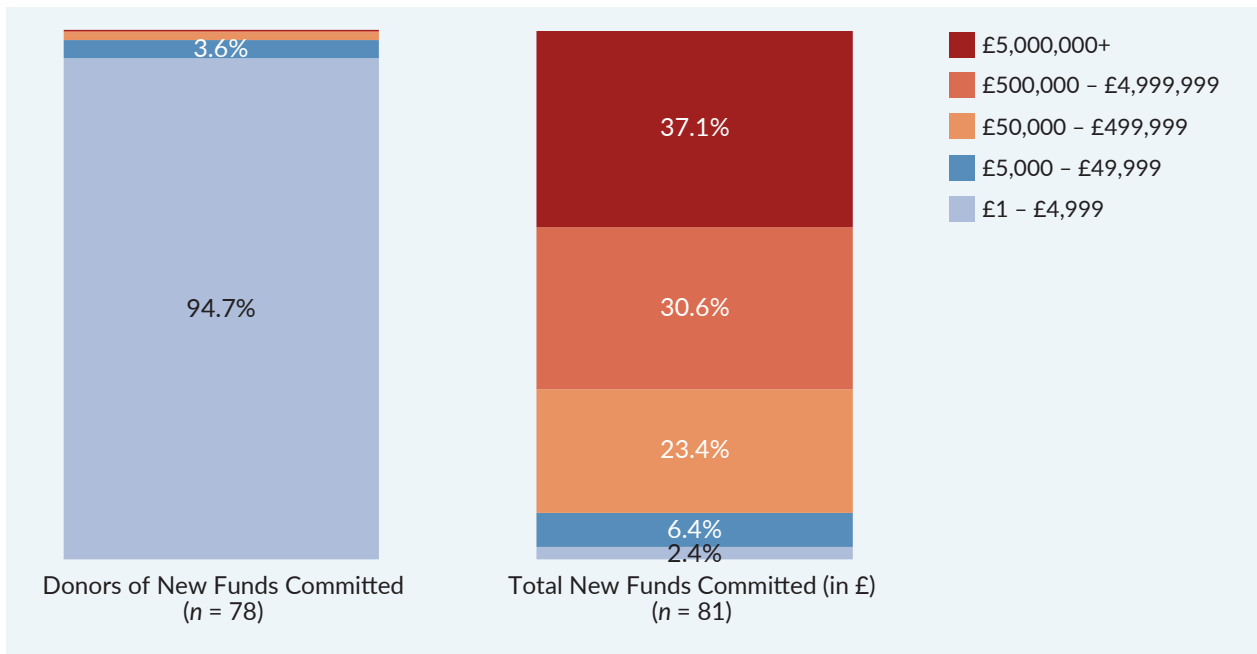


**NEW FUNDS COMMITTED:  
DONATIONS BY GIFT BAND**

Of those institutions providing a breakdown on the number of donors contributing to new funds committed by gift band, a total of 89,276 donors were recorded. As illustrated in the figure below, the majority of these donors (94.7%) made gifts falling in the lowest contribution band (£1–4,999), while the gift band making up the largest percentage (37.1%) of the value of donations is the £5 million plus category.

A total of 29 gifts of £5 million plus were secured, of which 26 (89.7%) were reported by institutions in the Advanced cluster (the Elite cluster did not supply this data). The remaining three were secured by those in the Maturing cluster. For the lowest gift band (£1–4,999), 56.8% of the gifts were secured by institutions in the Advanced cluster, and 30.5% by the Maturing cluster.

**Figure 7: Donors of New Funds Committed and Total New Funds Committed (in £) by Gift Band, 2023–24**  
(% of donors, new funds committed)



### NEW FUNDS COMMITTED: BY SOURCE

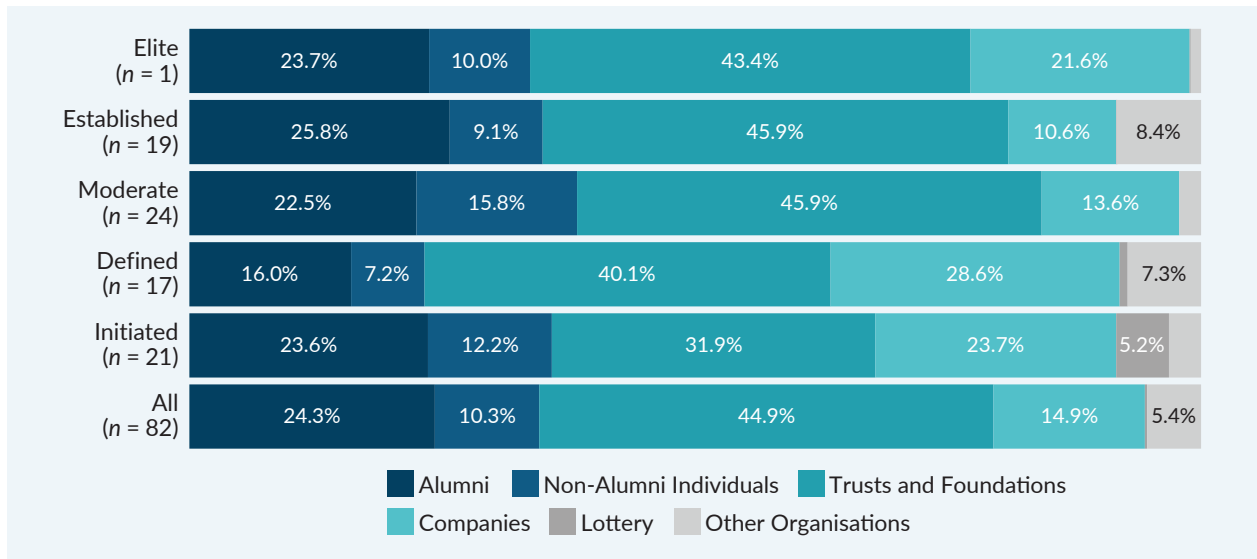
In 2023–24, trusts and foundations were the source of the largest percentage of new funds committed. This has been the case in each of the past five years and was also true for each cluster this year. However, it should be noted that one institution had a very large gift from trusts and foundations this year, lifting the total value considerably.

For the more mature clusters, alumni giving was responsible for the next highest proportion of

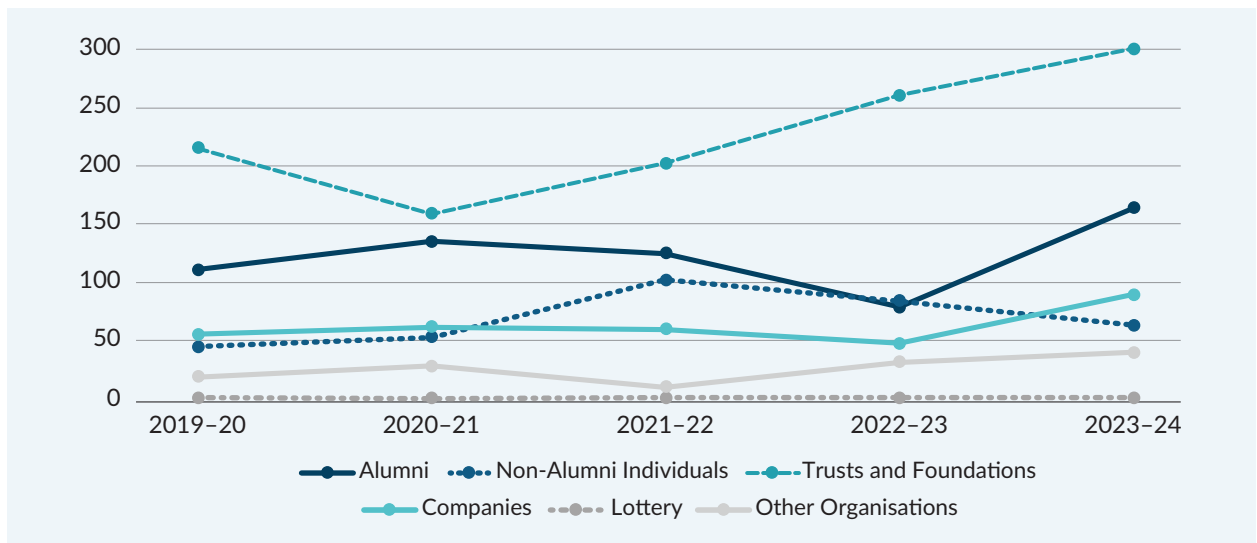
giving, while companies were responsible for higher percentages of new funds committed amongst the less mature institutions.

Looking across the past five years, it can be seen that, in 2022–23, new funds committed from alumni was lower than in previous years. While this increased again in 2023–24, it was largely attributable to a very substantial alumni gift to one institution.

**Figure 8: Sources of Mean New Funds Committed, 2023–24**  
(% of new funds committed)



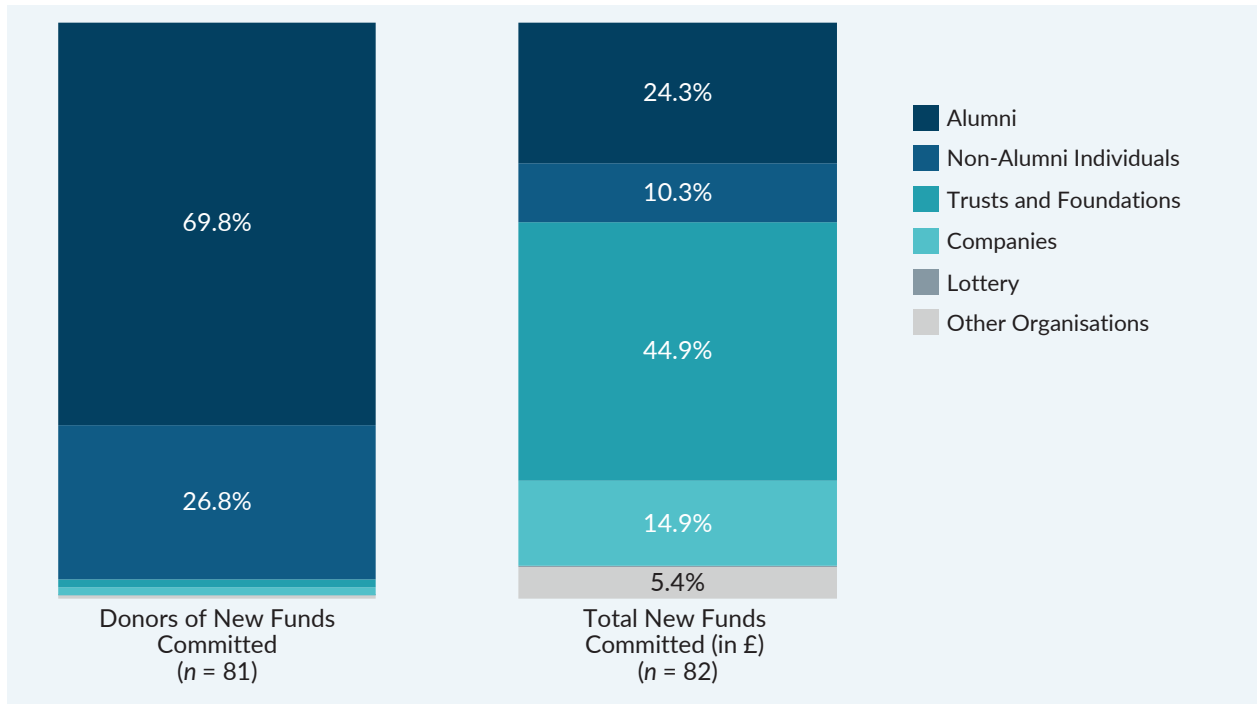
**Figure 9: New Funds Committed by Source, 2019–20 to 2023–24**  
(n = 49; £, millions)



While the value of new funds committed was greatest from trusts and foundations, only 1.5% of the number of donors were trusts and foundations. Alumni donors by contrast made up almost seven in ten donors but only 24.3% of the value of

donations (meaning the average value of each donation from alumni is relatively low compared with trusts and foundations). This is consistent with findings from 2022–23.

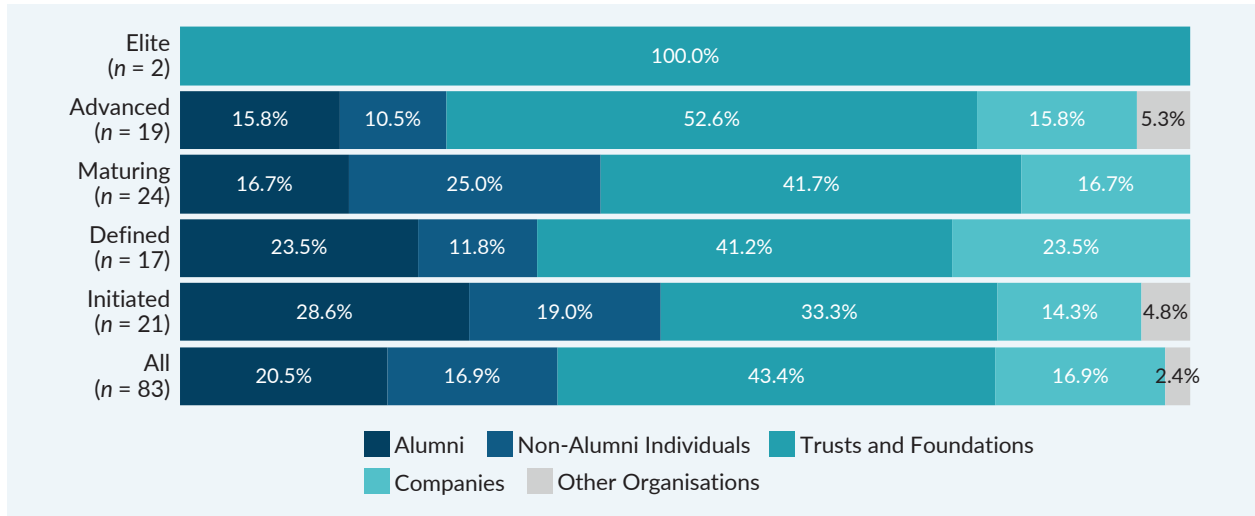
**Figure 10: Donors of New Funds Committed and Total New Funds Committed (in £) by Source, 2023–24** (% of donors, new funds committed)



Trusts and foundations were also the source of the largest pledges for the greatest proportion of institutions (43.4%). This was followed by alumni (making up the largest pledge for 20.5% of all institutions). By cluster, there was some variability,

with the proportion of institutions securing their largest pledge from trusts and foundations increasing with cluster maturity, while the proportion receiving their largest pledge from alumni decreased.

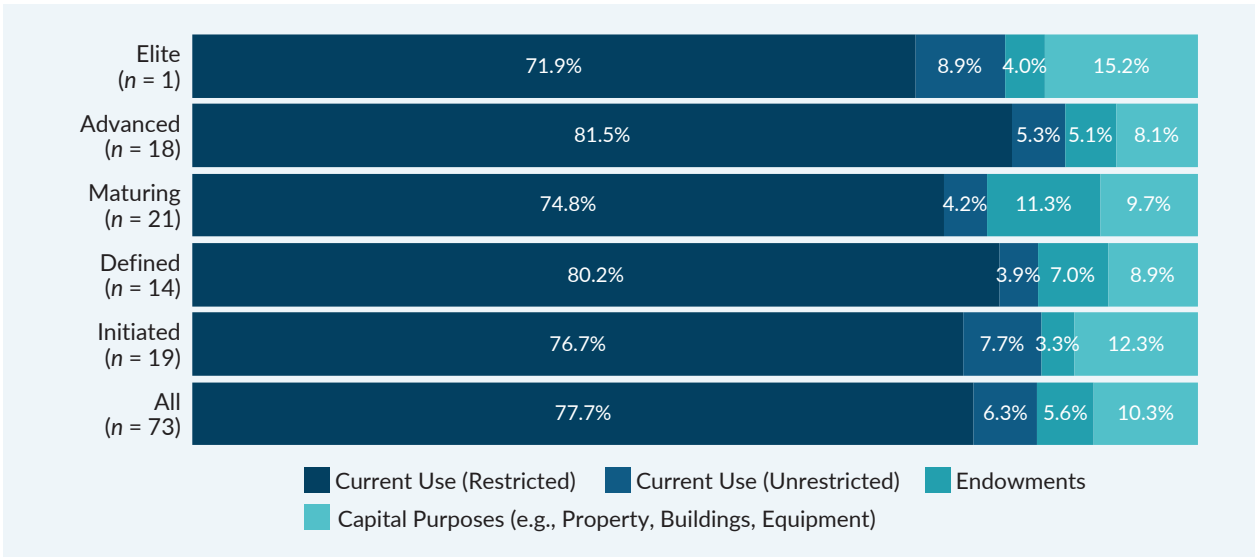
**Figure 11: Sources of Largest Gifts and Pledges, 2023–24**  
(% number of institutions)



**NEW FUNDS COMMITTED: BY PURPOSE**

By purpose, the majority of new funds committed (77.7% across all institutions) were restricted for current use, with all clusters reporting this as the most common purpose.

**Figure 12: Mean Purposes of New Funds Committed, 2023–24**  
(% of new funds committed)

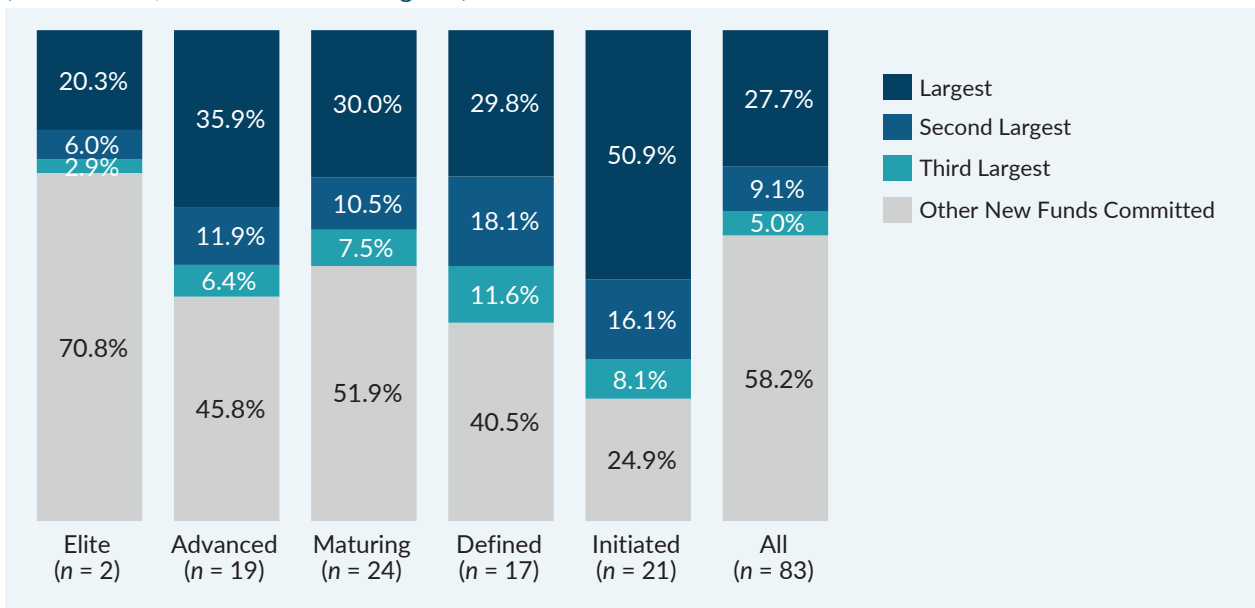


**NEW FUNDS COMMITTED:  
BREAKDOWN BY LARGEST GIFTS**

On average, the largest single new gift or pledge accounted for over a quarter (27.7%) of average new funds committed by all institutions. By cluster, however, there was considerable variability. In general, the less mature institutions were more dependent on their largest three gifts, which could be an indication that they have a less consistent base level of new funds committed from lower level

gifts than the more mature clusters, who brought in a higher proportion of their new funds committed from their smaller gifts. However, the outlier gift secured by one of the institutions in the Advanced cluster has had an impact on this cluster’s data, greatly increasing the percentage of new funds committed coming from the largest gift in this cluster.

**Figure 13: Three Largest Gifts or Pledges as a Percentage of New Funds Committed, 2023–24**  
(% of income; chart shows mean figures)



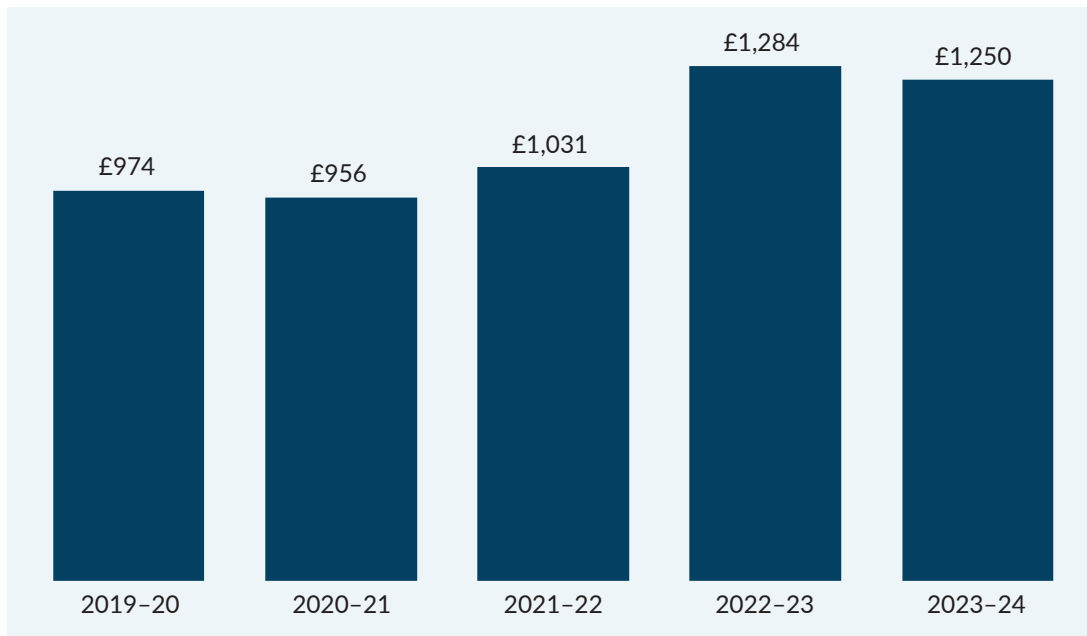
## Funds Received

Funds received are all donations received during the year, including new single cash gifts, funds received against pledges secured in the current or previous years, and cash from legacies.<sup>4</sup> The amount excludes new pledges for which payment has not yet been received. The amount of funds received reflects the success of the current and past years’ fundraising activities.

The total funds received by all institutions in 2023–24 was £1.30 billion. For those institutions taking part in each of the past five years, funds

received declined between 2022–23 and 2023–24. However, the 2023–24 value is still considerably higher than the values from 2019–20, 2020–21 and 2021–22, and half of the institutions responding in all five years reported an increase in funds received between 2022–23 and 2023–24. The overall decline appears to be driven by a handful of institutions experiencing particularly large drops: three institutions reported declines of greater than £27 million, compared with only one reporting an increase of a similar magnitude.

**Figure 14: Total Funds Received, 2019–20 to 2023–24**  
(n = 67; £, millions)

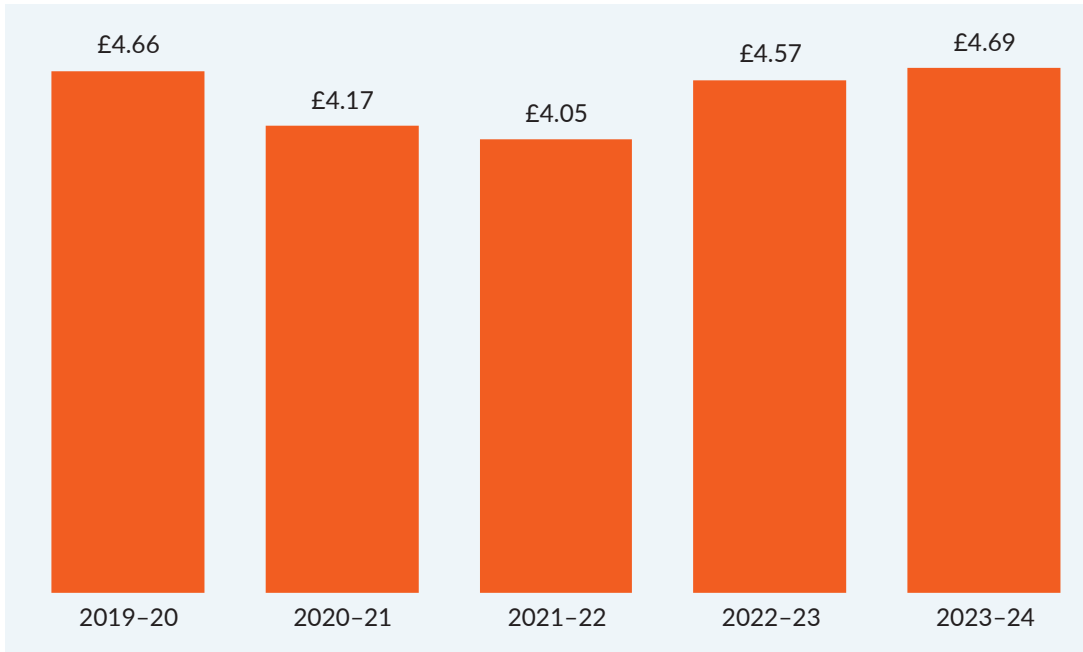


As with new funds committed, there is some variability in trends by cluster, with the total funds received in the last two years being particularly high for the Elite cluster. The Defined cluster had a drop in total funds received in 2022–23 but, following this, was the only cluster in which total funds received rose in the last year (2023–24).

Individual institutions’ data and outlier gifts can have quite a substantial impact and so looking at medians can also be beneficial: for the same institutions shown in the totals graph in Figure 14, the median value of funds received (Figure 15) has risen marginally from £4.66 million in 2019–20 to £4.69 million in 2023–24.

<sup>4</sup>Legacies are donations received from a donor’s estate

**Figure 15: Median Funds Received, 2019–20 to 2023–24**  
(n = 67; £, millions)



As shown in Figure 16, less mature clusters receive a higher proportion of their funds received from the largest gifts than do the more mature clusters.

**Figure 16: Mean Funds Received, 2023–24**

	Funds Received (n = 83)	Largest Cash Gift* (n = 82)
Elite	£351,315,844	-
Advanced	£19,874,074	£3,130,043
Maturing	£6,410,982	£1,507,156
Defined	£3,467,871	£1,072,745
Initiated	£539,724	£179,688
All	£15,715,550	£1,569,326

Note: This table has been compiled using responses to multiple questions, and hence the sample size varies.  
\*A member of the Elite cluster did not provide data for this question so this cluster's data has been omitted from the breakdown but is included in the total.

## Alumni and Donors

This section looks at the total number of alumni, contactable alumni and donors. All donor and alumni donor counts detailed in this section are

based on those making donations contributing to funds received.

**Figure 17: Mean Number of Alumni and Donors, 2023–24**

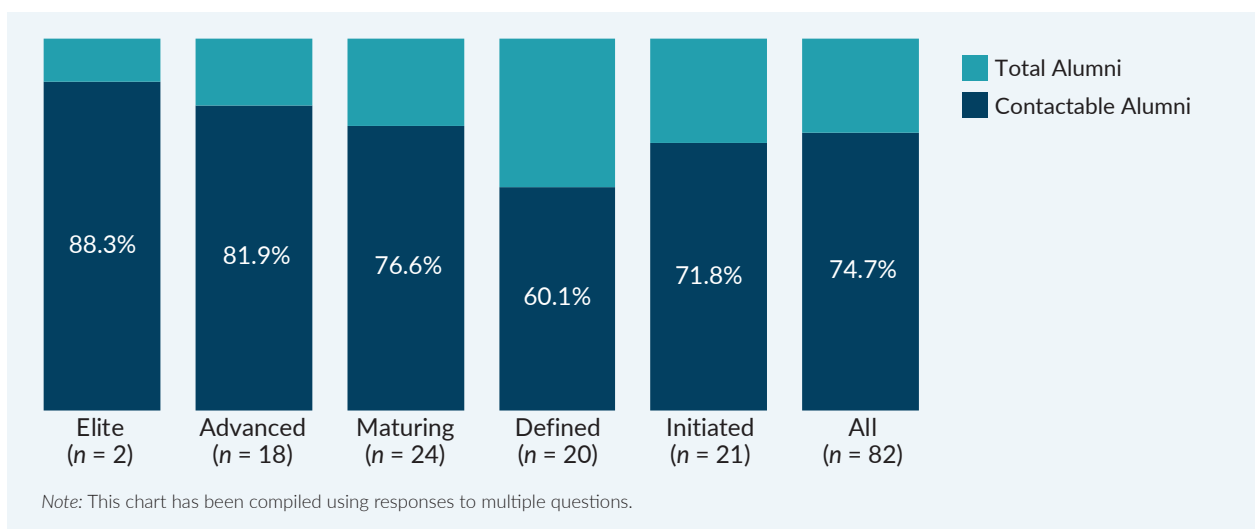
	Total Alumni* (n = 82)	Contactable Alumni* (n = 82)	Total Donors**, <sup>†</sup> (n = 82)	Alumni Donors <sup>†</sup> (n = 80)	Number of Legacies <sup>‡</sup> (n = 81)
Elite	355,004	313,456	-	-	-
Advanced	258,249	211,398	3,220	2,156	30
Maturing	210,130	161,015	1,667	1,134	9
Defined	179,336	107,771	599	443	3
Initiated	130,662	93,863	236	179	1
All	197,490	147,557	1,883	1,370	10

*Note:* This table has been compiled using responses to multiple questions, and hence the sample size varies.  
 \*This includes institutions that provided both alumni figures and contactable alumni figures. "Contactable alumni" refers to addressable living alumni (i.e. former students of the institution), meaning those who have reliable postal or mailing addresses, an active email address, or a valid telephone number anywhere in the world and who have not opted out of communications.  
 \*\*Total donor figures include individual and organisational donors.  
<sup>†</sup>Institutions not providing data for this question included one institution from the Elite cluster, so this cluster's data has been omitted from the breakdown but is included in the total.  
<sup>‡</sup>The Elite cluster did not provide complete information for this question and is therefore not included.

In total, institutions reported having 16.2 million alumni, of whom 12.1 million were contactable (74.7%). More mature institutions tended to have the highest proportions of contactable alumni. However, the Defined cluster had a notably lower percentage than the Initiated cluster. As can be seen

in the later data on staffing and investment, the Initiated cluster invested the highest proportion of their advancement spending on alumni relations and also had the highest percentage of FTE staff working in alumni relations of all clusters.

**Figure 18: Contactable Alumni as Percentage of Total Alumni, 2023–24**

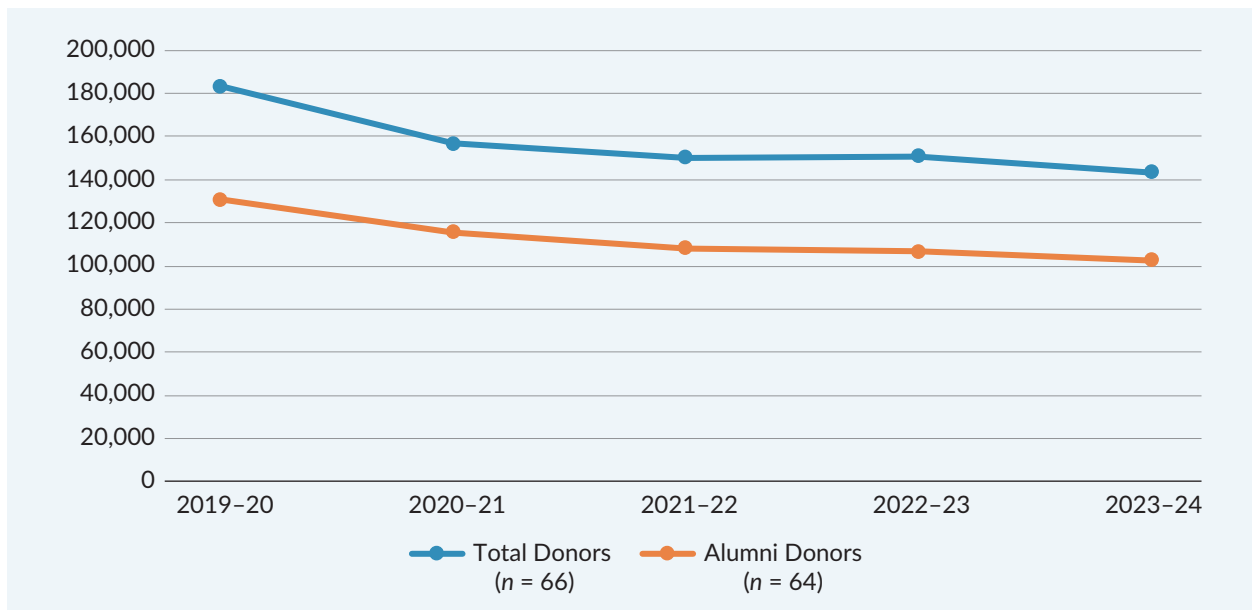


The average number of donors contributing to funds received across all participating institutions was 1,883. As has been observed in other regions, there has been a decline in donor numbers during the last five years. As funds received have risen across this period, the average amount given by each donor has increased.

By cluster there are some differences. For example, the fall in donor numbers has been particularly marked in the Defined clusters whose averages have almost halved across this five-year period. The Elite and Advanced clusters have experienced smaller but steady declines but, because of their high donor numbers, their data has a marked impact on the total donor numbers across all institutions. By

contrast, the Initiated cluster has actually reported an increase to their donor numbers across this period and the Maturing cluster, while experiencing a large drop between 2019–20 and 2020–21, has seen steady rises since then. There are similarities with alumni donor numbers, with the numbers increasing in the Initiated cluster. While the Maturing and Defined clusters experienced the biggest percentage drops over the five years, the majority of their decreases came between 2019–20 and 2020–21. Amongst the two groups with the potential to impact most on overall numbers, the Elite cluster has experienced relatively minor fluctuations up and down, while the Advanced cluster has shown a consistent downward trend in Alumni donors.

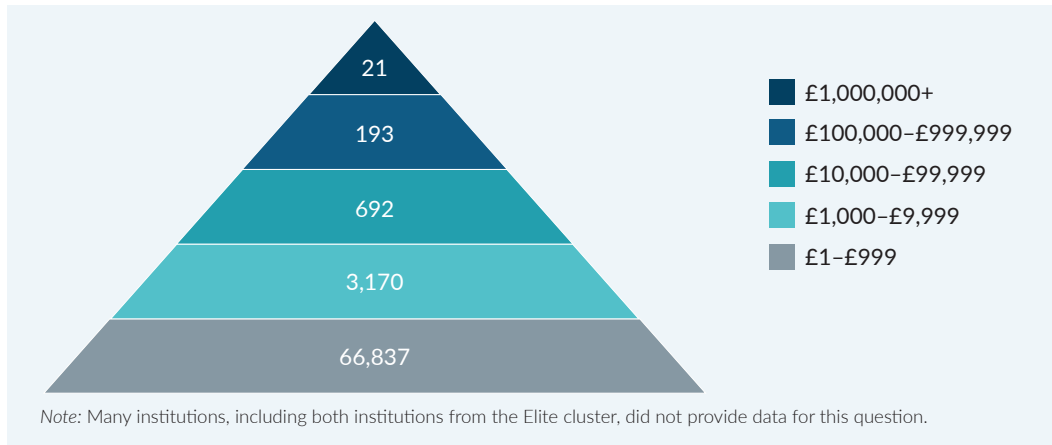
**Figure 19: All Donors and Alumni Donors Contributing to Funds Received, 2019–20 to 2023–24**



A total of 109,573 alumni donors contributed to funds received, and breakdowns by gift bands were supplied for 70,913 of these. As observed in the breakdown of donors contributing to new funds

committed, numbers of donors contributing to funds received at each level is considerably higher for the lowest level of gift, with relatively few gifts in funds received being of £1 million or more.

**Figure 20: Number of Alumni Donors Contributing to Funds Received by Gift Range, 2023–24**  
(n = 69)

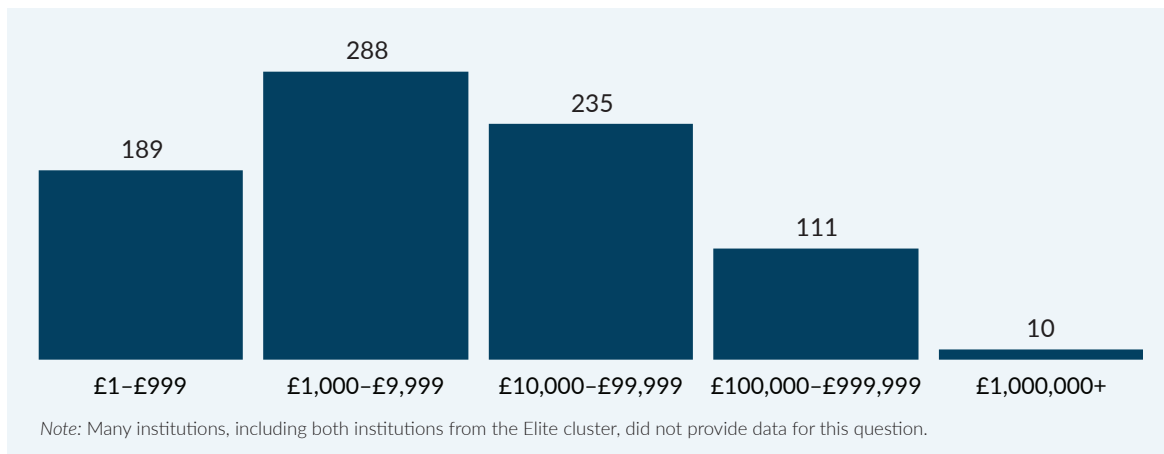


Across all institutions reporting on legacies contributing to funds received, each institution received a mean of 10.4 legacies. The number was considerably higher for those in the Advanced cluster than for the less mature clusters (data from the Elite cluster was not available). By size of legacy, it can be seen that the greatest number came from legacies between £1,000 and £9,999. However, a

number of institutions secured larger legacies: a total of 121 legacies of £100,000+ were received by 41 different institutions, including 10 of £1 million or more.

In addition to funds received from legacies, a total of 642 legacy intentions were reported by those institutions recording them.

**Figure 21: Number of Legacies Received by Gift Range, 2023–24**  
(n = 77; number of institutions)



## Total Investments

Total investments include investments in fundraising, alumni relations, and development services.

Fundraising costs include only the staff and non-staff fundraising costs that constitute the institution's fundraising function and are generally the responsibility of the development director (or the equivalent appointment).

Alumni relations costs include only the staff and non-staff alumni relations costs that constitute the institution's alumni relations function and are generally the responsibility of the head of alumni relations (or the equivalent appointment).

Development services costs include only the staff and non-staff development services costs that constitute the institution's development services function and are generally the responsibility of the head of development services (or the equivalent appointment).

The return on investment in fundraising and alumni relations could, in theory, be calculated based on total advancement costs and total funds committed. Numerous factors, however, influence charitable giving decisions and impact on an

institution's ability to secure philanthropic support. As an example, the value of institutional leadership and other academic time invested in fundraising can be substantial, and the cost of this time is outside the scope of this report. Similarly, advancement activities benefit institutions in multiple ways and yield returns in the form of alumni engagement, annual and major giving, and legacies over the course of years or decades.

Overall, investment in advancement (including fundraising, alumni relations, and development services staff and non-staff costs) across all institutions came to £212.2 million, with the largest share going to fundraising.

For those institutions that supplied a breakdown by advancement function<sup>5</sup>, just under half (49.4%) of the average total investment was for fundraising, 27.3% for alumni relations, and 23.3% for development services.

In addition to staff and non-staff costs in each of these functions, 40 of the participating institutions reported spending a total of £3.5 million on alumni magazines annually.

**Figure 22: Mean Investments, 2023–24**

	Fundraising Investment* (n = 78)	Alumni Relations Investment* (n = 78)	Development Services Investment* (n = 78)	Alumni Magazine Investment (n = 40)	Institutional Expenditure (n = 83)
Elite	-	-	-	£491,427	£1,976,689,000
Advanced	£2,117,533	£959,309	£1,000,307	£155,922	£618,093,290
Maturing	£970,778	£569,640	£451,709	£42,655	£350,539,750
Defined	£412,350	£317,352	£210,150	£45,427	£214,071,869
Initiated	£163,940	£172,008	£72,141	£24,157	£161,211,734
All	£913,983	£505,855	£431,433	£88,397	£375,117,743

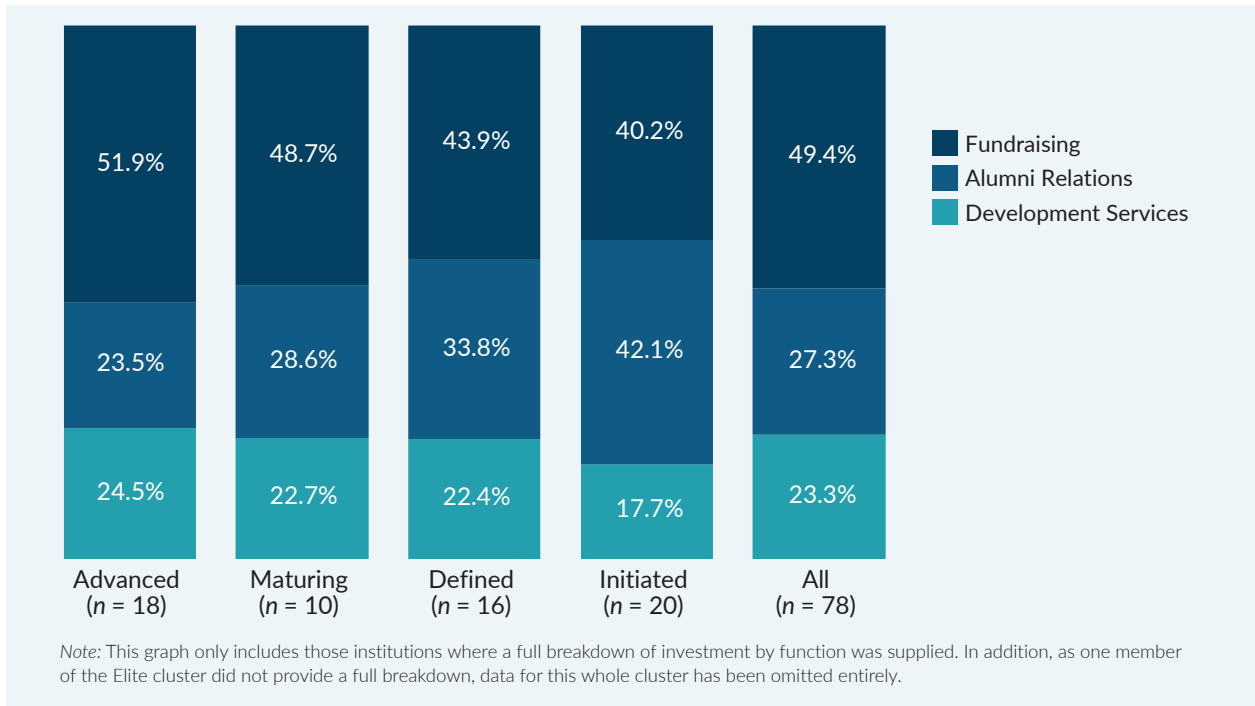
Note: This table has been compiled using responses to multiple questions and hence the sample size varies.  
\*These columns only include those institutions where a full breakdown of investment by function was supplied. In addition, one member of the Elite cluster did not provide a full breakdown, so data for this whole cluster has been omitted from Fundraising Investment; Alumni Relations Investment; and Development Services Investment columns (including totals for All institutions).

The more mature the cluster, the higher the proportion of expenditure went towards fundraising and development services, whilst the proportion of expenditure on alumni relations decreased. This is

seen most markedly for the Initiated cluster, where investment in alumni relations exceeded that for fundraising.

<sup>5</sup>In addition, as a full breakdown was not available for both members of the Elite cluster, these institutions have been removed from the breakdown figures.

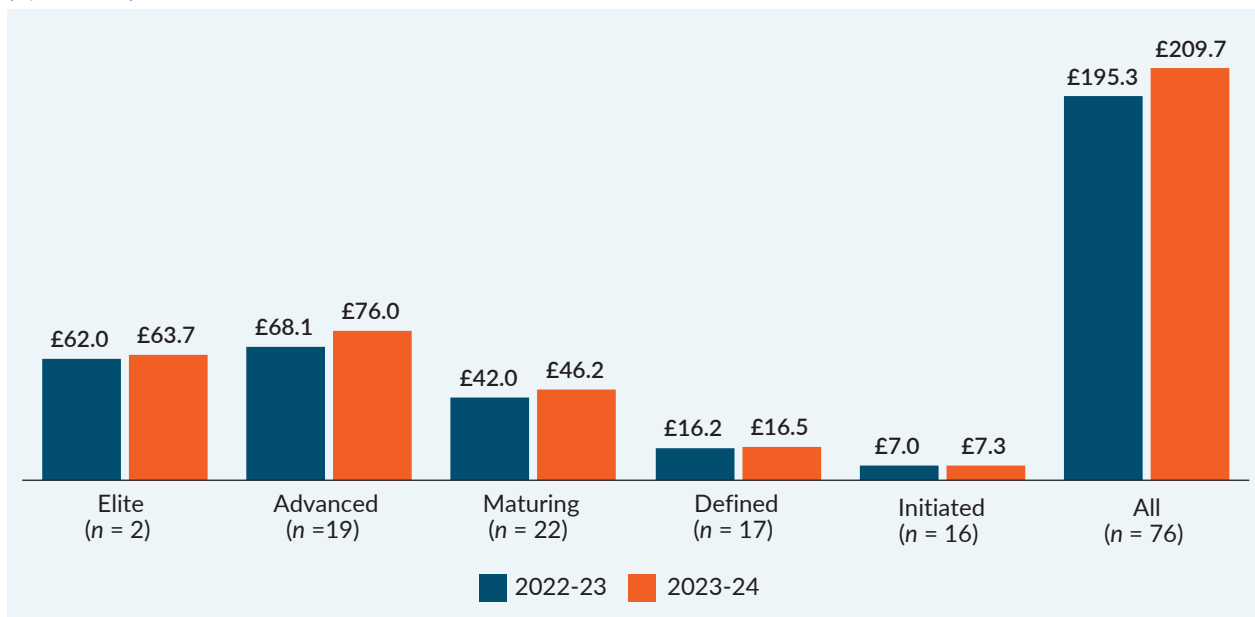
**Figure 23: Mean Investment by Area of Advancement, 2023–24**



For those institutions supplying total expenditure data for 2022–23 and 2023–24, there were increases in total advancement expenditure. In total, 54 institutions reported an increase in advancement investment and 22 a decline. The

highest percentage increases in total advancement investment were reported by those in the Advanced and Maturing clusters (11.7% and 9.9% respectively). The lowest percentage increase was reported in the Defined cluster (1.9%).

**Figure 24: Total Investment, 2022–23 to 2023–24 (£, millions)**



## Total Staff

A total of 2,718 FTE staff were employed in fundraising, alumni relations, and development services roles by participating institutions.

More than six in ten (62.8%) of these FTE staff were employed in the Elite and Advanced clusters.

**Figure 25: Mean FTE Staff by Advancement Function, 2023–24**

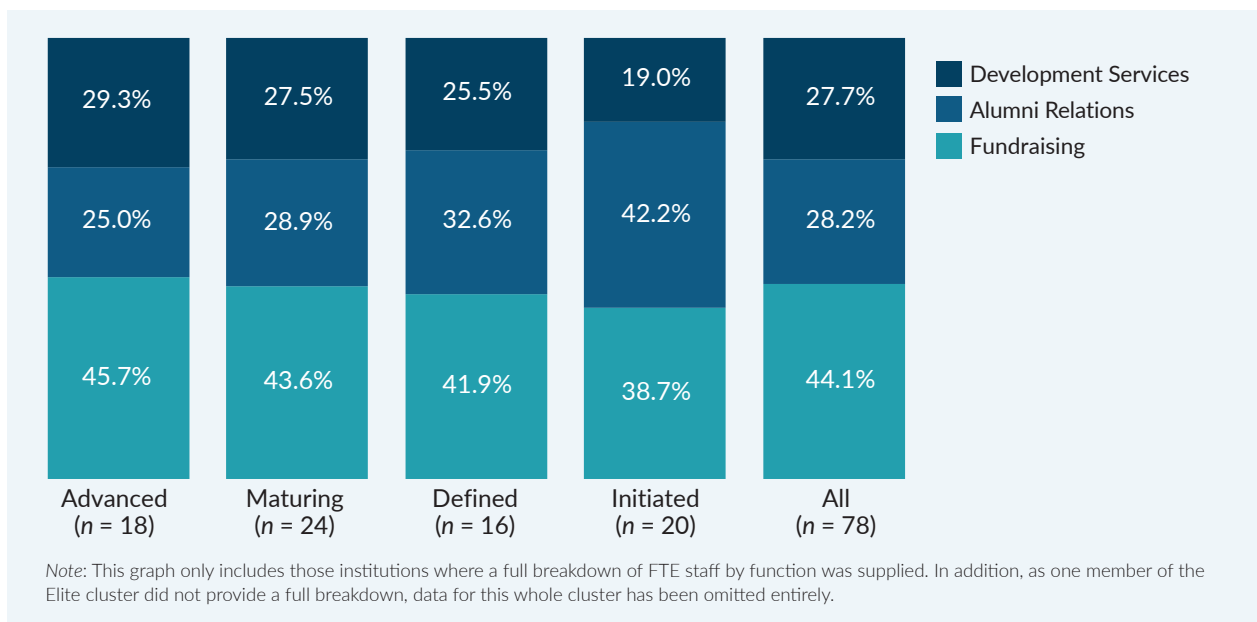
	Fundraising Staff (n = 78)	Alumni Relations Staff (n = 78)	Development Services Staff (n = 78)
Advanced	23.8	13.0	15.3
Maturing	12.3	8.2	7.8
Defined	5.4	4.2	3.3
Initiated	2.3	2.5	1.1
All	11.0	7.0	6.9

*Note:* This table only includes those institutions where a full breakdown of FTE staff by function was supplied. In addition, one member of the Elite cluster did not provide a full breakdown, so data for this whole cluster has been omitted entirely.

For those institutions<sup>6</sup> that supplied a breakdown by advancement function, 44.1% of the FTE staff were employed in the fundraising function, 28.2% in alumni relations, and 27.7% in development services. As with expenditure, more mature

institutions had a higher proportion of FTE staff in fundraising than the less mature institutions, and the Initiated cluster employed more FTE staff in alumni relations than in fundraising.

**Figure 26: Mean FTE Staff Percentage Breakdown by Advancement Function, 2023–24**  
(% of total staff)

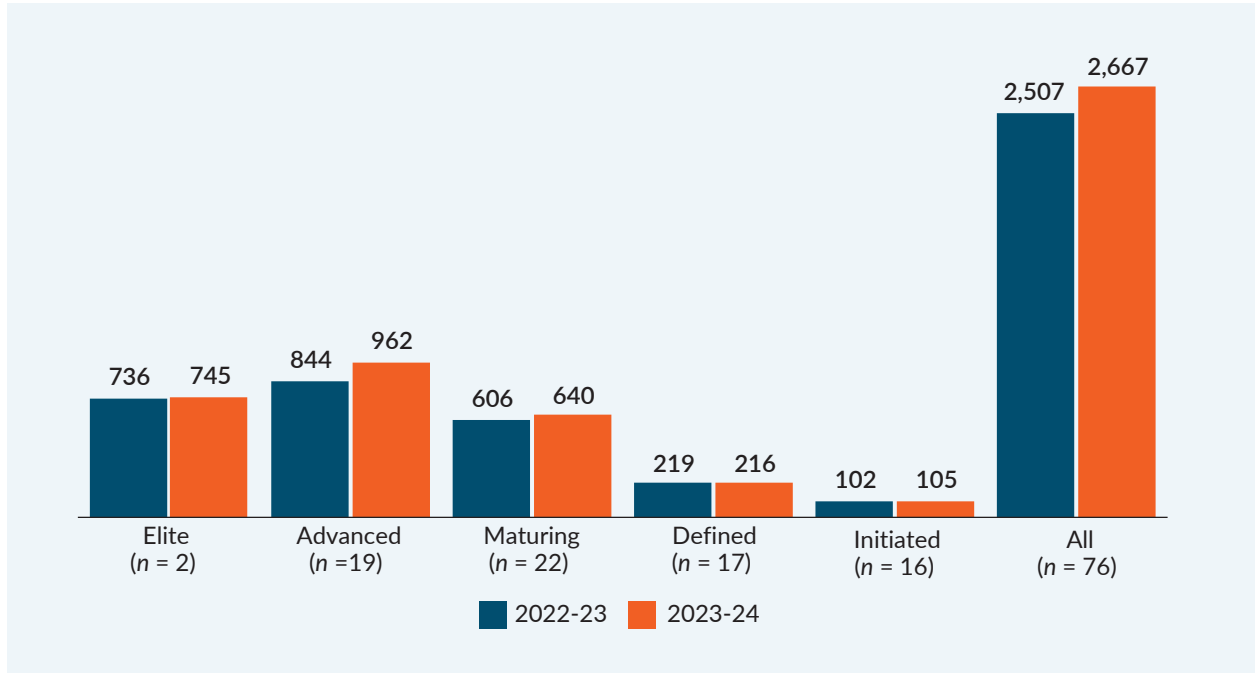


<sup>6</sup>In addition, as a full breakdown was not available for both members of the Elite cluster, these institutions have been removed from the breakdown figures.

For those institutions supplying data for 2022–23 and 2023–24, there was an increase in FTE staff. Overall, 48 institutions reported an increase in FTE staff, 24 a decline, and four remained the same.

The highest percentage increase in FTE staff was in the Advanced cluster, while the Defined cluster reported a slight drop.

**Figure 27: Total FTE Staff, 2022–23 to 2023–24**



# APPENDIX

## Response Rate

Figure 28: Response Rates of UK Higher Education Institutions from 2013 to 2024\*

	2013–14	2014–15	2015–16	2016–17	2017–18	2018–19	2019–20	2020–21	2021–22	2022–23	2023–24
<b>English Higher Education Institutions</b>											
Invited to participate	131	128	144	133	133	133	133	133	133	133	133
Number participating	101	91	90	87	80	77	76	71	69	71	61
Response rate	77.1%	71.1%	62.5%	65.4%	60.2%	57.9%	57.1%	53.4%	51.9%	53.4%	45.9%
<b>Welsh Higher Education Institutions</b>											
Invited to participate	8	9	9	9	9	9	9	9	9	9	9
Number participating	5	6	6	4	3	4	3	3	2	3	4
Response rate	62.5%	66.7%	66.7%	44.4%	33.3%	44.4%	33.3%	33.3%	22.2%	33.3%	44.4%
<b>Scottish and Northern Irish Higher Education Institutions</b>											
Invited to participate	21	18	19	22	19	19	19	19	19	19	19
Number participating	18	16	14	14	14	16	14	17	13	13	13
Response rate	85.7%	88.9%	73.7%	63.6%	73.7%	84.2%	73.7%	89.5%	68.4%	68.4%	68.4%
<b>UK Higher Education Institutions</b>											
Invited to participate	160	155	172	164	161	161	161	161	161	161	161
Number participating	124	113	110	105	97	97	93	91	84	87	78
Response rate	77.5%	72.9%	64.0%	64.0%	60.2%	60.2%	57.8%	56.5%	52.2%	54.0%	48.4%

\*Four higher education institutions from Ireland and the Institute of Cancer Research in the UK also participated in the survey.

## Participating Institutions

1. Aberystwyth University
2. Anglia Ruskin University
3. Aston University
4. Bangor University
5. Bath Spa University
6. Birkbeck, University of London
7. Brunel University London
8. Cardiff University
9. City, University of London
10. Cranfield University
11. Dublin City University Educational Trust
12. Durham University
13. Edinburgh Napier University
14. Glasgow Caledonian University
15. Goldsmiths University of London
16. Heriot-Watt University
17. Imperial College London
18. Keele University
19. King's College London
20. Kingston University
21. Lancaster University
22. London Business School
23. London School of Hygiene & Tropical Medicine
24. Loughborough University
25. Manchester Metropolitan University
26. Newcastle University
27. Northumbria University
28. Queen Margaret University
29. Queen Mary University of London
30. Queen's University Belfast
31. Robert Gordon University
32. Royal Academy of Music
33. Royal College of Art
34. Royal College of Music
35. Royal College of Surgeons in Ireland
36. Royal Holloway, University of London
37. Royal Northern College of Music
38. SOAS University of London
39. St. George's, University of London
40. Swansea University
41. The Institute of Cancer Research
42. The London School of Economics and Political Science
43. The University of Edinburgh
44. The University of Manchester
45. The University of Nottingham
46. The University of Sheffield
47. The University of Warwick
48. The University of West London
49. Trinity College Dublin
50. University College Cork
51. University of Aberdeen
52. University of Bath
53. University of Birmingham
54. University of Bradford
55. University of Bristol
56. University of Buckingham
57. University of Cambridge
58. University of Cumbria
59. University of Dundee
60. University of East Anglia
61. University of Exeter
62. University of Glasgow
63. University of Huddersfield
64. University of Kent
65. University of Leeds
66. University of Leicester
67. University of Lincoln
68. University of Liverpool
69. University of London
70. University of Oxford
71. University of Plymouth
72. University of Reading
73. University of Salford
74. University of Southampton
75. University of St Andrews
76. University of Strathclyde
77. University of Suffolk
78. University of Surrey
79. University of Sussex
80. University of the Arts London
81. University of the West of Scotland
82. University of Westminster
83. University of York

## What Is CASE Insights<sup>SM</sup>?

Specialized CASE Insights data, standards, and research ensure advancement professionals are able to make data-informed decisions, demonstrate strategic impact, highlight success stories, and define ethical practices of the advancement profession at their institutions.

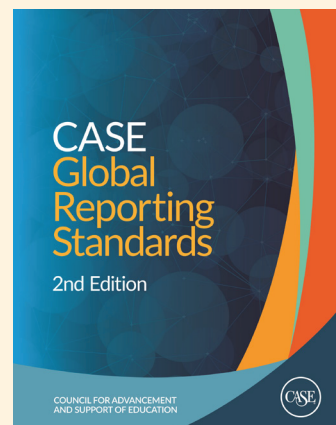
### Global Standards and CASE Insights<sup>SM</sup>



**Philanthropy is one of five areas** where CASE provides data, research, and frameworks for measuring Advancement activities. Our data collection is based around the CASE Global Reporting Standards. Creating and adhering to a set of methods, standards, and guidelines for reporting fundraising activities allows schools, colleges, and universities to represent the work of all institutions in transparent ways.

## Why We Use Standards

- Provide** common foundation
- Guide** ethical decisions
- Reflect** global perspective
- Ensure** transparency and consistency
- Enable** benchmarking



Learn more at  
[case.org/insights](https://case.org/insights)

## Data. Standards. Research.

CASE is the world leader in helping advancement professionals in colleges, universities, and schools make data-informed decisions. Institutions of any size, type, or location around the globe will find CASE Insights<sup>SM</sup> data, standards, and research are valuable tools to help drive success.

Through your CASE membership, you already have access to free CASE Insights<sup>SM</sup> resources, along with additional services to meet your institution's specialized needs. Explore peer comparisons, detailed benchmarking data, research reports about emerging issues, and other options you can use to expand your institution's impact.

Start your journey now. Find a variety of resources and build your expertise. Visit us at [case.org/insights](https://case.org/insights) or connect with the CASE Insights<sup>SM</sup> Solutions team directly at [insightsolutions@case.org](mailto:insightsolutions@case.org)

### Insights for getting started

Discover the many ways data can contribute to your institution's success. CASE Insights<sup>SM</sup> foundational tools include key metrics, advancement trends, standards and principles, surveys, upcoming events, and FAQs.

### Insights for today's opportunities

Stay up to date on active surveys, new reports, and learning opportunities

### Insights for building solutions

Create greater impact for your institution with in-depth resources. Strategic benchmarking reports, data access and toolkits, specialized trainings, and more will help you move to a data-informed strategy

### Cara Giacomini

Vice President, Data, Research and Technology

## Solutions

### Key Findings Reports and Data Portal

All members gain understanding of the larger landscape of philanthropy trends and access full, detailed results through the data portal.

### Summary Benchmarking Reports

All survey participants can take a closer look at their own institutional benchmarks compared to CASE Peers through Summary Benchmarking Reports (member benefit).

### Strategic Benchmarking Reports

Survey participants (£) can partner with the Solutions team to use results by purchasing a Strategic Benchmarking Report. Select your peers, review full findings, and participate in calls to focus on next steps.

## Correction Notice

This report has been updated to correct previously published content to align the Executive Summary and President’s Note with Figure 4: Median New Funds Committed, 2019–20 to 2023–24. Original text incorrectly stated that median new funds committed declined in 2023–24 compared to the prior year. Corrected text states that there

was a decline in median new funds committed between 2019–20 and 2023–24. Minor amendments have also been made to investment data shown in Figures 1, 22, 23, and 24 and related text referencing these, due to a currency conversion error.

*July 2025*

CASE is the home for advancement professionals at not-for-profit education and education-related institutions. It inspires, challenges, and equips institutions to pursue success effectively and ethically. CASE defines the competencies and standards for the profession of advancement and champions their dissemination and application through its network of more than 90,000 advancement professionals at 3,100 member institutions in 80 countries.

Broad and growing communities of professionals gather under the global CASE umbrella. Currently, the CASE network includes professionals who work in alumni relations, development and advancement services, communications, fundraising, government relations, and marketing. These professionals are at all stages of their careers and may work at universities, schools, colleges, cultural institutions, or other not-for-profit organizations. In addition to the expertise of its staff, CASE uses the intellectual capital and professional talents of a community of international volunteers to advance its work. Its membership also includes many educational partners that work closely with the education sector, further enriching the CASE experience.

As the world leader in offering data about advancement outcomes provided through its CASE Insights<sup>SM</sup> division, CASE helps professionals in the education sector achieve their objectives by making data-driven decisions. CASE provides detailed benchmarking data that enable colleges, universities, and independent schools to compare themselves with peer and aspirant institutions as well as with themselves over time. In addition, CASE publishes research reports about emerging issues and summary information relative to advancement.

Headquartered in Washington, D.C., CASE works across all continents from its regional offices in London, Singapore, and Mexico City to achieve a seamless experience for its stakeholders, particularly its members, volunteers, and staff.

