CASE Insights℠

CASE-Ross Support of Education (United Kingdom and Ireland)

2021–22 REPORT

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

AUTHOR

Divya Krishnaswamy, Senior Research Analyst (Project Lead)

CASE STAFF

Pamela Agar, Co-Executive Director - CASE Europe
Caroline Davis, Co- Executive Director - CASE Europe
Deborah Trumble, Senior Director, Research

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. A special thanks to all the new institutions participating in the study for the first time. We are grateful to the CASE-Ross Editorial Board for their continued guidance and support.

FOR MORE INFORMATION, CONTACT:

Divya Krishnaswamy
Senior Research Analyst, CASE
dkrishnaswamy@case.org or europe@case.org or insights@case.org
+44 20 3752 9726

CASE Insights℠

COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

Advancing education to transform lives and society.

case.org

London Mexico City Singapore Washington, D.C.

CONTENTS

CASE PRESIDENT AND CEO'S NOTE

I am pleased to introduce the 2021–22 edition of CASE-Ross Support of Education (United Kingdom and Ireland). Now beginning its third decade, the CASE-Ross Support of Education Survey has provided valuable insight into philanthropic support for higher education institutions in the region. As we emerge from unprecedented challenges due to the COVID-19 pandemic, there is much to celebrate. We rejoice at the deep engagement of donors to higher education in the UK and Ireland and their commitment and vision in supporting these impactful educational institutions.

This year's report marks an important step in the continued integration of the *CASE Global Reporting Standards* into CASE research products. The survey and report reflect new terminology as part of this shift, incorporating two primary lenses on measuring fundraising performance, New Funds Committed (formerly new funds secured) and Funds Received (formerly cash income). By using consistent definitions, we are able to track global trends and compare philanthropic activity across nations and regions.

The results of this year's survey demonstrate a dramatic increase in giving to higher education in the region. In 2021–22, New Funds Committed reached a record £1.49 billion and increased for the second year after a 16% decline in 2019–20. This year's increase was 31% over the prior year and while two extraordinary pledges contributed to this double-digit growth, increases were steady across the sector. Funds Received in the region increased 7% compared to the prior year, which is consistent with trends in both the U.S. and Canada, where funds received increased 12.5% and 5% respectively.

These increases are a testament to the dedication and professionalism of advancement professionals and institutional and academic leaders over time. We know that sustained, continued investment in the advancement enterprise – inclusive of advancement services, alumni relations, communications and marketing and fundraising – matters deeply. There are direct correlations between investment in advancement and successful philanthropic outcomes. Disinvestment and underinvestment, coupled with challenges like inflation and difficulties in hiring, have had a negative effect upon the less mature advancement programs in the region. Continuity and investment in advancement staffing, combined with the engagement of institutional leadership, are proven factors for long-term success.

As the professional association committed to defining the competencies and standards for the profession of advancement, and leading and championing their dissemination around the world, our members seek out our benchmarking data to help understand their own work. This rich data set on educational philanthropy in the region provides considerable value to our members not only in the region but beyond. CASE extends our profound gratitude to the institutions that have made these reports possible over the past two decades through their participation. That participation ensures the profession grows its understanding and improves our collective efforts to advance education to transform lives and society.

Finally, this report is part of the debut of CASE Insights℠, the new name and look for CASE research services. CASE Insights℠ highlights the vision and deeper understanding we find through data – the insights – and is available to CASE members and stakeholders, no matter the size, focus, or location of their schools, universities, and colleges. To learn more about the CASE Insights℠ benefits available as part of your membership, visit *www.case.org/case-insights*.

As the global economy continues to be unpredictable, we know that your work advancing your institutions matters more profoundly than ever. I am grateful to the members of the CASE-Ross Editorial Board for their insights and dedication in the development of the survey and this report. I thank all of you who participated in this and other CASE Insights℠ work.

Sue Cunningham
President and CEO
Council for Advancement and Support of Education (CASE)

FOREWORD

As members of the CASE-Ross Editorial Board, we held our collective breath as the 2021–22 data was compiled, unsure of what to expect in a febrile year as the world emerged from the pandemic and adjusted to new ways of working. We sighed with relief and delight, mostly, as headline figures emerged. Notably, they include nearly £1.49 billion of New Funds Committed to the sector (the seventh year running at above £1 billion, even beating the 2018–19 high of £1.33 billion). But there were pauses for reflection too: survey participation is down (again), and our Fragile cluster grew this year to include 11 institutions in total. Gaps widen as elite and established institutions consolidate their advancement work, building on years of investment and a commitment to the function.

Last year we wondered whether CASE-Ross' long-term trend of growth might have stalled, and also noted that fundraising can be "lumpy" (i.e., fluctuations due to years with large donations). But in the past year we've seen a return to growth, thanks partly to some "lumpy" gifts: one mega-pledge each in the Elite (£150 million) and Established (£50 million) clusters boosted New Funds Committed and Largest Pledges both for those clusters, and the whole sector. Yet there is consistent strength underpinning this year's record New Funds Committed: following a somewhat challenging cluster analysis, we felt it appropriate to confirm that the Established cluster has grown, to a new high of ten institutions. Altogether a dozen institutions – more than ever before – raised more than £20 million each in New Funds Committed.

A steady pace of fundraising continued at the next level too: a total of eight further institutions received funds of £10–19.9 million; and fourteen received between £5–9.9 million. While some institutions in the Moderate, Developing and Emerging clusters shuffled places, many of the data we measure held steady for these institutions. A positive change included a reduction in dependency on the top three gifts for these clusters, again showing a commitment to strengthening and broadening donor pipelines for larger gifts. The pipeline focus we mentioned last year seems to have worked.

However, our cluster analysis also concluded that more institutions than ever should be classified as Fragile – reflecting the precarious nature of fundraising and alumni work when shops are very small. In addition, a number of institutions which ceased survey participation told CASE they could not submit because they either reduced or closed their advancement function. Fragile does, indeed, mean "fragile."

Investment and staffing are worth review. Overall, investment in fundraising and alumni relations remains slightly lower than a peak in 2018–19, and largely held steady between 2020–21 and 2021–22 – indeed fluctuations by cluster can mostly be accounted for by institutional movement rather than significant change, though it is notable that the Elite and Established clusters have increased their average investment levels this year. Staff numbers are currently on a gentle decline (again, not in the Elite and Established clusters): institutions, consultants and search specialists all cite acute challenges when recruiting staff. We remember that historically, when sector-wide finances tighten and/or costs rise in a higher-inflation economy, pinched universities have at times stalled or removed investment into advancement. CASE-Ross data viewed over the long term shows that disinvestment is short-sighted. Institutions in the Elite and Established (and even the Moderate and Developing) clusters have proved that consistent investment leads to income growth.

Some key questions raised last year, and some long-standing trends, remain worthy of note. Trends continue away from mass fundraising (the annual fund or telethon) and mass print communication via alumni magazines. We wonder how this may impact legacy income streams in future – will alumni still make provision for universities in their wills, if the only contact they have is electronic? In a related area, it seems that very large gifts continue to fuel growth, particularly for the Established cluster.

The CASE-Ross Survey itself does not record sector context per se, but we feel it is worth recording two trends which have us thinking. One is our ability to stay in touch with graduates – contactable alumni. We muse that this is an increasingly challenging space, thanks to GDPR, email unsubscribes, social media protections, sky-high postage costs, and global variations in access to emails and UK social media. Though our sector's overall alumni numbers continue to rise, contactable alumni numbers are rising less rapidly. A truly 21st century question for alumni relations leaders must be how to retain relevance for our alumni, when they can tailor their global networks personally, and leave relationships with a mouse click? The second sector trend involves a focus on questions about "freedom of academic enquiry" and about "reputation by association"; both these areas mean that thorough due diligence about donors has become vital. Indeed, some institutions now review their relationships with, or acknowledgement of, past donors in today's context. Issues in this space go to the very heart of our fundraising endeavour, and our willingness to reflect honestly on the relationship between philanthropy and higher education is of paramount importance.

In the coming months, the CASE-Ross Editorial Board will partner closely with the wider CASE Insights℠ team, to review the Survey. In light of the challenges we have faced with the cluster analysis this year, we will also consider whether this approach has reached its natural end. Global standards and survey alignment now herald tremendous opportunities to identify international communities of performance and practice. Those who have committed to the CASE-Ross Survey over time note that many of its core elements and principles have been adopted into *CASE Global Reporting Standards* and surveys, such as our focus on New Funds Committed, and our realistic views about counting legacy income.

With new easier-to-use survey platforms in sight, and improved data analysis available, we feel now is the time for CASE-Ross to adapt our questions again (our last major survey overhaul took place in 2012–13). Our principles will be to simplify and streamline where we can, whilst retaining key data sets that offer long-term trend comparisons. Many CASE members have provided valuable input to this process via surveys, at CASE events and in conversations; we are grateful for your suggestions and will strive to make the CASE-Ross Survey ever more relevant to our work.

The advancement professionals who contribute to the Survey by completing it each year are helping to document, strengthen, and improve our work as advancement professionals – and to help grow philanthropic income to our sector, which in turn enables research and teaching to thrive. We are grateful to all.

With thanks,
CASE-Ross Editorial Board

EXECUTIVE SUMMARY

TOTAL NEW FUNDS COMMITTED IN 2021–22 WAS £1.49 BILLION

- The total new funds committed in 2021–22 was £1.49 billion.
- The mean philanthropic funds committed in 2021–22 increased by 31% since 2020–21.
- On average, institutions sourced 45% of their new funds from individuals (including alumni and non-alumni) while organisations (including companies, trusts and foundations, lotteries, and other organisations) contributed the remaining 55%.
- Amongst 69 institutions that provided the data, 191 donors made gifts or pledges of £500,000 or more during 2021–22 (institutions in the Fragile cluster did not receive more than £500,000; institutions in the Elite cluster did not provide the data).

TOTAL FUNDS RECEIVED IN 2021–22 WAS £1.08 BILLION

- The total funds received in 2021-22 was £1.08 billion.
- The mean funds received in 2021-22 increased by 7% since 2020–21.
- On average, institutions received 44% of funds from individual donors (both alumni and non-alumni individuals) while organisations (including companies, trusts and foundations, lotteries, and other organisations) contributed 56%.
- Funds received from legacy donations totalled £101.8 million in 2021–22.

AVERAGE NUMBER OF DONORS DECREASED BY 3%

- 87 participating institutions reported a total of 170,949 donors[1].
- The average number of donors decreased by 3% since 2020–21 and the average number of alumni donors decreased by 5% since 2020–21.
- Among institutions that provided breakdowns of donor types[2], 97% were individuals and 3% were organisations (including trusts and foundations, companies, lotteries or other organisations).
- 0.8% or 125,101 of the reported 15.7 million total alumni made contributions during the year.

AVERAGE INVESTMENTS IN FUNDRAISING AND ALUMNI RELATIONS INCREASED BY 6% AND 10% RESPECTIVELY

- In 2021–22, the total investment on fundraising was £117 million and the total investment on alumni relations was £54 million.
- Average fundraising and alumni relations investments increased by 6% and 10% respectively over 2020–21.
- Staff costs accounted for 79% of average fundraising investment and 72% of average alumni relations investment.
- The average number of fundraising staff decreased by 2% and alumni relations staff increased by 1% since 2020-21.

The CASE-Ross Survey Supporting Document prescribes definitions for recording philanthropic income, guidance on eligible funding and provides general guidance on completing the survey. Philanthropic income includes gifts/donations or grants that are eligible and fall within the boundaries of philanthropic intent. Philanthropic support is reported in two ways:

- New Funds Committed in a year includes the value of new gifts/donations received and new pledges confirmed in the year at their value for up to five years; it excludes legacy payments and cash payments made against pledges committed in previous years. New funds committed reflect the success of current fundraising activity.
- Funds Received includes all funds received during the year and includes new single cash gifts, funds received against pledges committed in the current or previous years and cash from legacies; it excludes new pledges where payment has not been received. Funds received reflect the success of the current and past years' fundraising activity.

[1]Note that a member of the Elite cluster, did not provide this data.
[2]Not all participating institutions provided a break down of total donors into sub-categories.

INTRODUCTION

The first CASE-Ross Support of Education Survey (United Kingdom and Ireland) 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 surveys on philanthropic support for education in Australia and New Zealand, continental Europe, South Africa and Canada.

The CASE-Ross Support of Education Survey 2021–22 was open to participants from 19 October to 30 November 2022. 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. Eighty-four institutions across the United Kingdom participated yielding a response rate of 52% (see Appendix for details). Three higher education institutions from Ireland and the Institute of Cancer Research in the United Kingdom also took part in the survey. A total of 88 institutions across the United Kingdom and Ireland participated during 2021–22.

Participating institutions provided data for the 12-month period from 1 August 2021 to 31 July 2022. Data has not been reweighted to estimate funds raised and other data for non-participating institutions so reported totals only account for a portion of philanthropic support for higher education in the United Kingdom and Ireland.

CASE Insights℠ staff, with the support of the Editorial Board, queried data submitted by institutions against an exhaustive set of logic, ratio, arithmetic and substantive tests and survey participants were asked to confirm or correct their responses. Benchmarking data was made available to participating institutions at the time the report was released.

Cluster Analysis

Latent Class Analysis (LCA) was first conducted in 2013 on data from the CASE-Ross survey in 2011–12 to explore the possibility of uncovering groups of institutions that had similar fundraising profiles and has been repeated every year. LCA was used to group institutions, into different clusters based on certain defining variables that provided the most information about key characteristics of fundraising activities and for which there was sufficient variation between institutions to offer distinct patterns and differentiating factors. These variables are:

1. Average funds received over three years
2. Average largest cash gift received over three years
3. Average number of donors over three years
4. Average proportion of contactable alumni making a gift over three years
5. Average fundraising costs per pound received over three years
6. Average number of fundraising staff (full-time equivalent) over three years

Average figures for these variables across a three-year period were used to ensure that comparisons were based on performance over time rather than any single year. In earlier years, a five-cluster solution offered a good statistical fit for the data and made substantive sense. However, since 2015–16, additional analysis on the Emerging cluster was conducted. It was found that the institutions in this cluster could be further divided into two sub-clusters producing a total of six clusters in recent years. The same process was first applied to the 2021–22 dataset of 88 institutions using Latent GOLD® v6.0 software. However, this did not yield clear clusters. Further analysis showed that the best fit was a five-cluster solution in which the largest cluster was then divided into two clusters to yield the Developing and another larger cluster which then divided naturally into a group of 19 Emerging, and 11 Fragile institutions. Through most of this report, data presented has been broken down into the following six clusters of institutions:

1. Elite (2 institutions)
2. Established (10 institutions)
3. Moderate (29 institutions)
4. Developing (17 institutions)
5. Emerging (19 institutions)
6. Fragile (11 institutions)

Interpreting the Charts and Tables

- Through most of this report (other than trends by key indicators), data presented has been broken down into the six clusters of instiutions.
- Descriptive statistics, mainly using the measures of central tendencies – arithmetic mean/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, while 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 it could reflect the varied nature of fundraising operations and/or 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.
- For variables that were calculated from the responses to more than one question in the survey, first, the variable was calculated for each institution and then the mean was calculated at a cluster level and at an 'all institutions' level.
- 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 = £0.84651 or £0.85). Data from the 2022 edition of CASE Insights[SM] on Philanthropy (Canada) in partnership with CCAE that was reported in Canadian Dollars (CAD) was converted to Pound Sterling using an average for the year to 31 March 2022 (1 CAD = £0.5819). Data from the 2021 edition of CASE Support of Education Survey (Australia and New Zealand) that was reported in Australian Dollars (AUD) was converted to Pound Sterling using an average for the year to 31 December 2021 (1 AUD = £0.5474).

KEY INDICATORS

The following section reports on new funds committed, funds received, contactable alumni, donors and investment in fundraising and alumni relations staff and activities. These key indicators provide a broad overview of the return on investment and economic impact of fundraising across institutions in the UK and Ireland.

Key indicators 2021–22

	n	Total	Mean	Median
Philanthropic Income				
New Funds Committed	87	£1,489,503,139	£17,120,726	£2,854,492
Funds Received	88	£1,084,024,634	£12,318,462	£2,828,252
Alumni				
Total Alumni	87	16,285,286	187,187	176,819
Contactable Alumni	87	11,567,944	132,965	120,745
Alumni Donors#	83	125,101	1,507	553
Donors				
Total Donors*	87	170,949	1,965	970
Individual Donors†	87	165,338	1,900	907
Organisation Donors‡	86	5,434	63	41
Costs				
Fundraising Costs	85	£117,149,841	£1,378,233	£635,792
Alumni Relations Costs	85	£53,905,594	£634,183	£352,000
Alumni Magazine Costs	46	£3,235,819	£70,344	£43,485
Staff				
Fundraising Staff (FTE)	87	1,571	18	9
Alumni Relations Staff (FTE)	87	824	9	5

All figures reported 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.

#Note that many institutions, including one institution from the Elite cluster, did not provide data for this question.

*Total donor figures include individual and organisational donors; one institution from the Elite cluster did not provide data for this question.

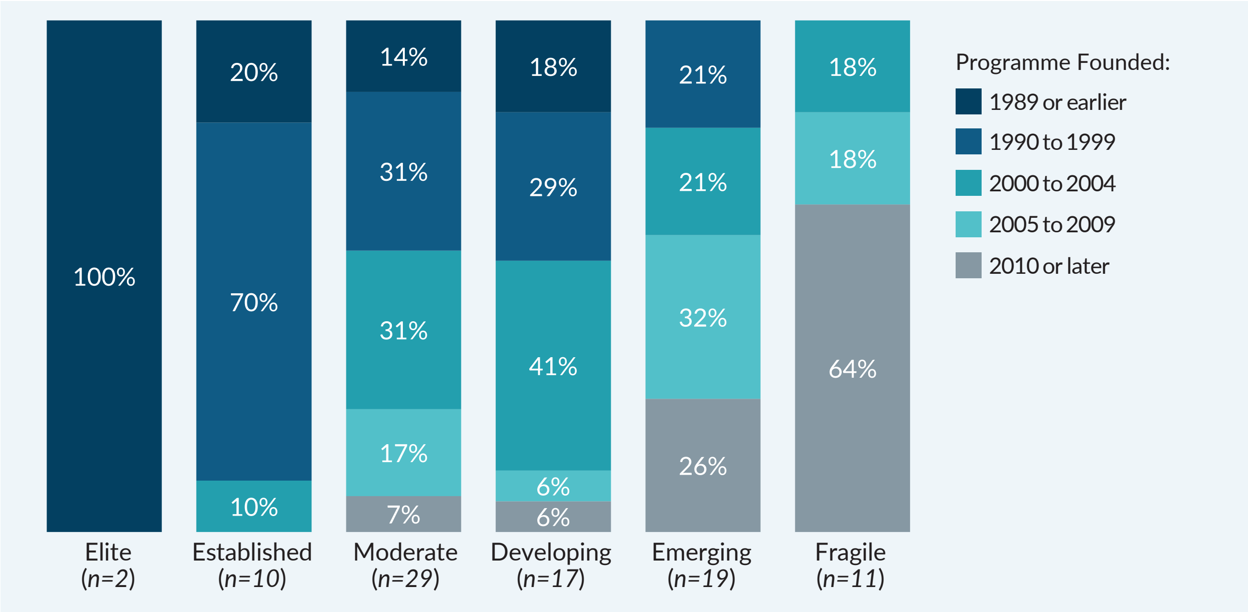
†Individual donor figures include alumni donors and non-alumni donors; one institution from the Elite cluster did not provide a breakdown of total donors into these sub-categories.

‡Organisation donors include trusts and foundations, companies, lottery and other organisations; a few institutions, including one institution from the Elite cluster did not provide a breakdown of total donors into these sub-categories.

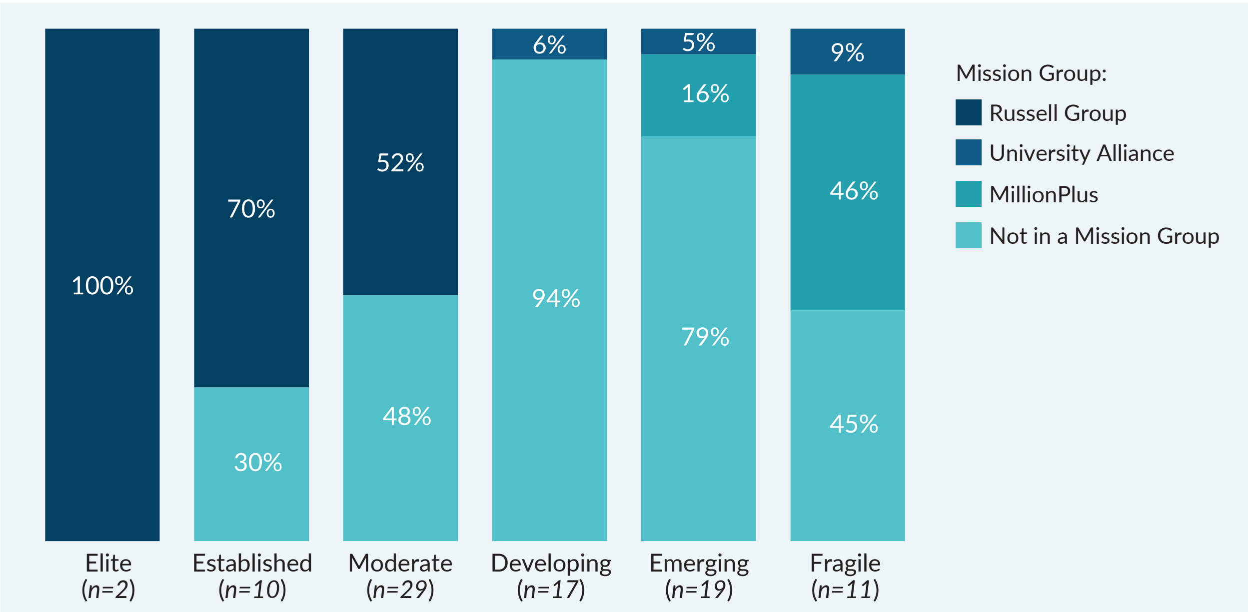
A clear progression of fundraising capacity and performance is apparent, ranging from the nascent programmes in the Fragile cluster to the long-established, well-resourced and highly productive programmes in the Elite cluster.

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 can vary widely from one year to the next.

Age of development and alumni relations programme by cluster 2021–22
(*n*=88; % number of institutions)



Mission groups[3] by cluster 2021–22
(*n*=88; % number of institutions)



[3]This includes the Russell Group, University Alliance and MillionPlus.

New Funds Committed

New funds committed in a year are new gifts/donations received and new confirmed pledges, including legacies[4], (counting multi-year value for up to five years) from donors that are made during the year. The funds pledged may not have been received during the year. New funds committed *include* all legacy gifts where the funds have been received during the year; and *exclude* cash payments made against all other gift pledges committed in previous years. Thus, new funds committed reflect the success of current fundraising activity and demonstrate the true impact of development efforts inclusive of new gift funds received in a year and the value of future commitments.

Gifts given by individuals via charitable vehicles such as a personal trust or foundation or from a privately held company are also recorded as gifts from an individual.

The total value of new funds committed for all institutions was £1.49 billion[5].

Mean new funds committed 2021–22

	New funds committed (*n=87*)	Largest pledge (*n=87*)
Elite	£392,745,311	£113,144,455
Established	£38,927,462	£15,327,236
Moderate	£8,845,455	£1,886,259
Developing	£2,491,275	£916,413
Emerging	£772,731	£315,796
Fragile	£118,613	£38,815
All	£17,120,726	£5,244,024

Total number of institutions that raised new funds at different income levels 2021–22

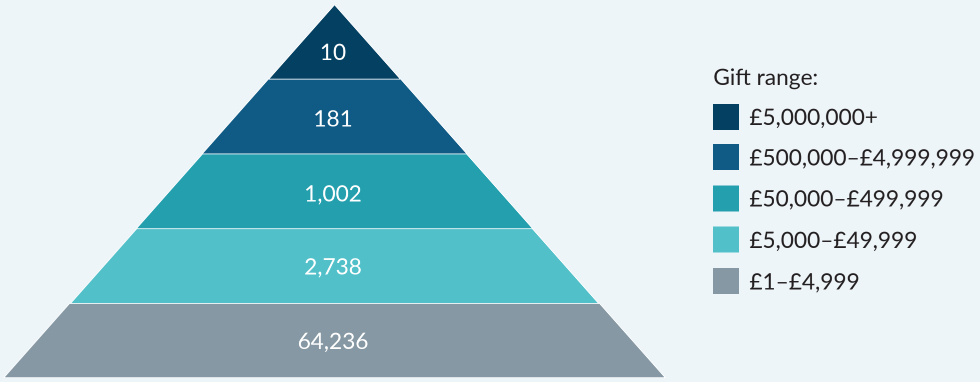
(*n=87*; number of institutions)

[4]Legacies are donations received from a donor's estate.

[5]See the table on page 10 for more information on key indicators.

Note that participating institutions (excluding Elite institutions which did not provide this data) secured 191 confirmed pledges of more than £500,000 each. Of these, 92% were secured by Established and Moderate institutions, while the remaining 9% were secured by Developing and Emerging institutions; there were no confirmed pledges of more than £500,000 received by Fragile institutions.[6]

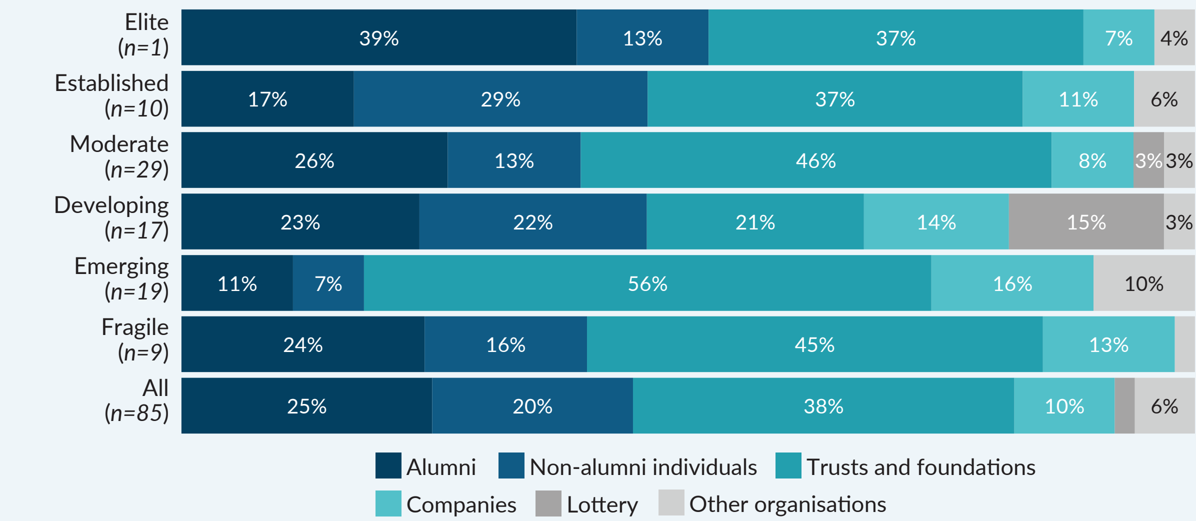
Number of donors that gave or committed new funds at various contribution levels 2021–22
(n=69)



Note that many institutions, including both members of the Elite cluster, did not provide data for this question.

Individuals contributed 45% of the total new funds committed while organisations[7] contributed 55%.

Mean sources of new funds committed 2021–22
(% of income)

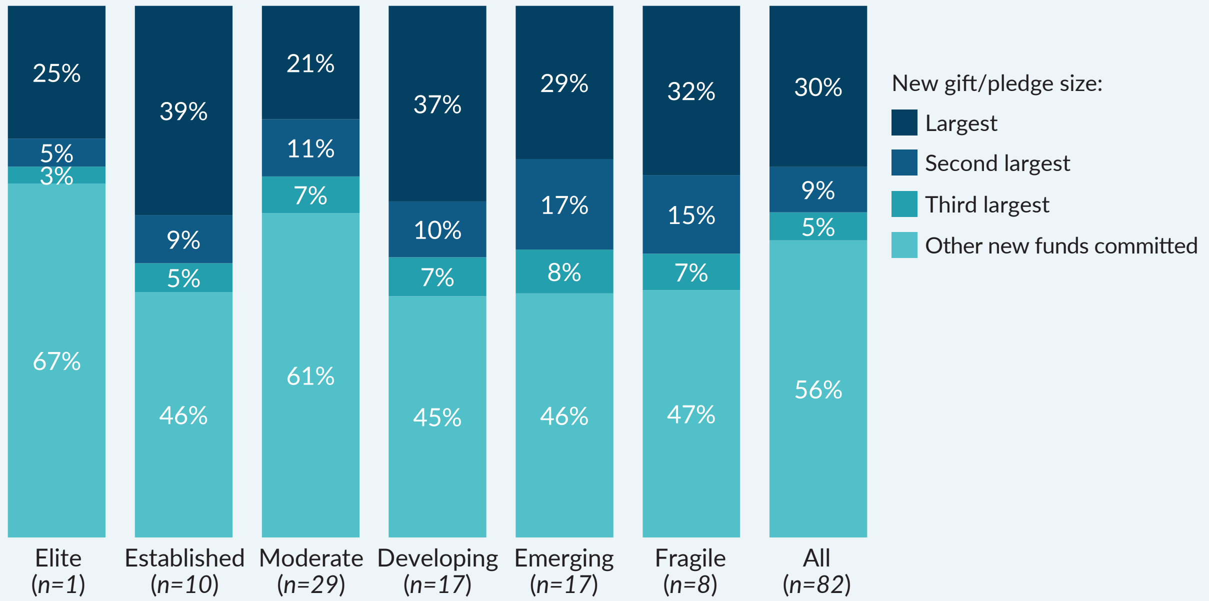


This chart has been compiled using responses to multiple questions and hence the sample size varies.

[6]Institutions from the Elite cluster did not provide data for this question.
[7]Organisations include trusts, foundations, companies, lotteries and other organisations.

On average, the largest single new gift/pledge accounted for 30% of average funds committed by all institutions; a higher dependency on the largest gift is an indication of the programme being overly dependent upon the largest gift, while a smaller proportion indicates more sustainability.

Three largest gifts/pledges as a percentage of new funds committed 2021–22
(% of income; chart shows mean figures)

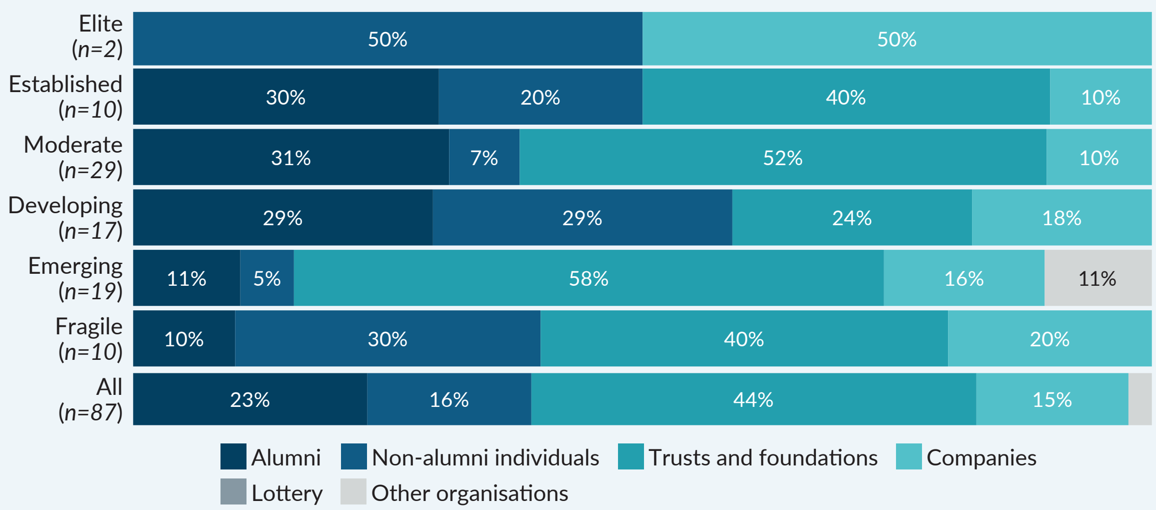


This chart has been compiled using responses to multiple questions and hence the sample size varies.
Note that some institutions from the Fragile, Emerging and Elite clusters did not provide data for this question.

Individuals contributed 39% of the largest gifts/pledges received by all institutions. 44% of participating institutions secured their largest new gift/pledge from a trust or foundation.

As noted earlier, gifts given by individuals via other vehicles (such as their personal trust/foundation or own company) are recorded as gifts from an individual.

Sources of largest gifts/pledges 2021–22
(% number of institutions)



This chart has been compiled using responses to multiple questions and hence the sample size varies.

Funds Received

Funds received includes all donations received during the year. This includes new single cash gifts, funds received against pledges secured in the current or previous years and cash from legacies[8]; it excludes new pledges where payment has not been received. Funds received reflect the success of the current and past years' fundraising activity.

The total funds received by all institutions in 2021–22 was £1.08 billion[9].

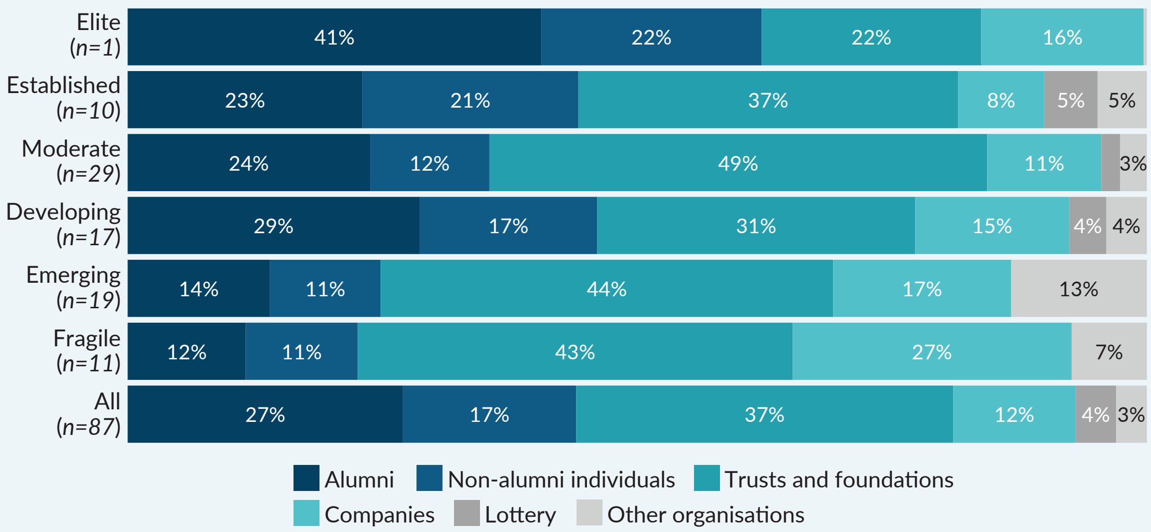
Mean funds received 2021–22

	Funds received (n=88)	Largest cash gift* (n=87)
Elite	£251,795,751	£14,800,000
Established	£26,201,780	£7,702,116
Moderate	£9,025,231	£1,682,032
Developing	£2,499,217	£550,638
Emerging	£701,456	£166,041
Fragile	£79,026	£30,958
All	£12,318,462	£1,763,865

This table has been compiled using responses to multiple questions and hence the sample size varies.
*Note that a member of the Elite cluster did not provide data for this question.

Individual donors contributed 44% of all mean funds received.

Sources of funds received 2021–22
(% of mean funds received)



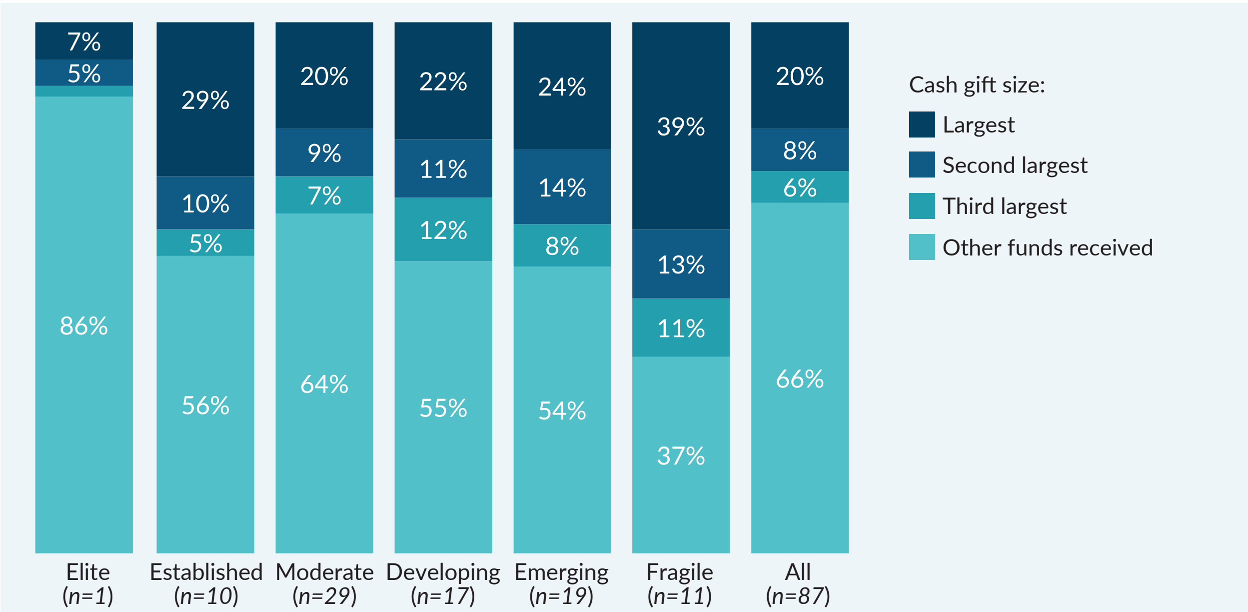
This chart has been compiled using responses to multiple questions and hence the sample size varies.

[8]Legacies are donations received from a donor's estate.
[9]See the table on page 10 for more information on key indicators.

Total number of institutions that received funds at different income levels 2021–22
(*n*=88; number of institutions)

On average, an institution's largest cash gift accounted for 20% of the average funds received by the institution.

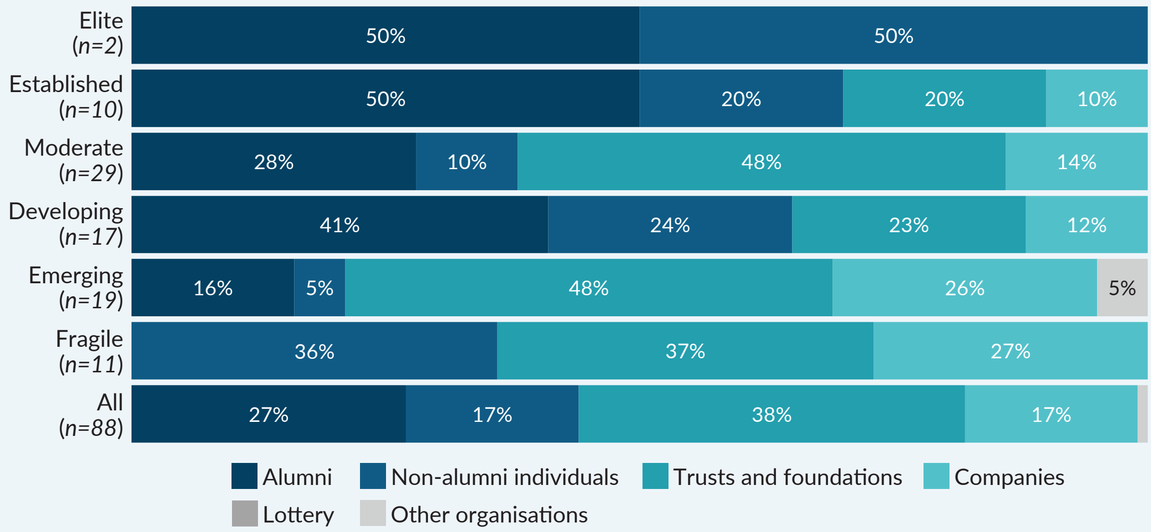
Three largest gifts as a percentage of mean funds received 2021–22
(% of income; chart shows mean figures)



Note that some institutions, including a member of the Elite cluster, did not provide data for this question.

Individuals contributed 44% of the largest cash gifts received by all institutions.

Sources of largest cash gifts 2021–22
(% number of institutions)



This chart has been compiled using responses to multiple questions and hence the sample size varies.

Mean funds received from legacies was £1.7 million across 61 institutions that provided the amount received via legacy gifts. On average, the value of a legacy gift received was £73 thousand (by institutions that provided both the amount received via legacy gifts and the number of legacy gifts).

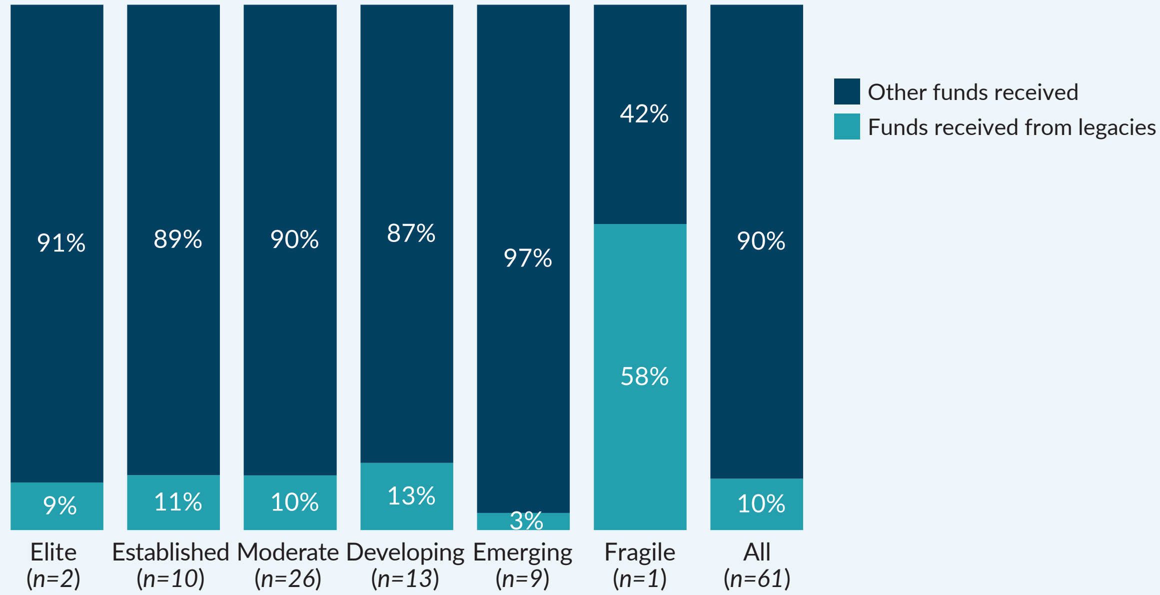
Mean funds received from legacies 2021–22

	Funds received from legacy* (*n*=61)	Funds received per legacy** (*n*=60)
Elite	£22,815,640	£72,564
Established	£2,753,878	£104,299
Moderate	£921,768	£80,569
Developing	£334,502	£70,626
Emerging	£26,382	£20,436
Fragile	£70,137	£70,137
All	£1,668,724	£73,042

This table has been compiled using responses to multiple questions.
*Note that many institutions, including most of the Fragile cluster, did not provide data for this question.
**Note that many institutions, including a member of the Elite cluster and most of the Fragile cluster, did not provide data for this question.

Overall, 10% of funds received came from legacies.

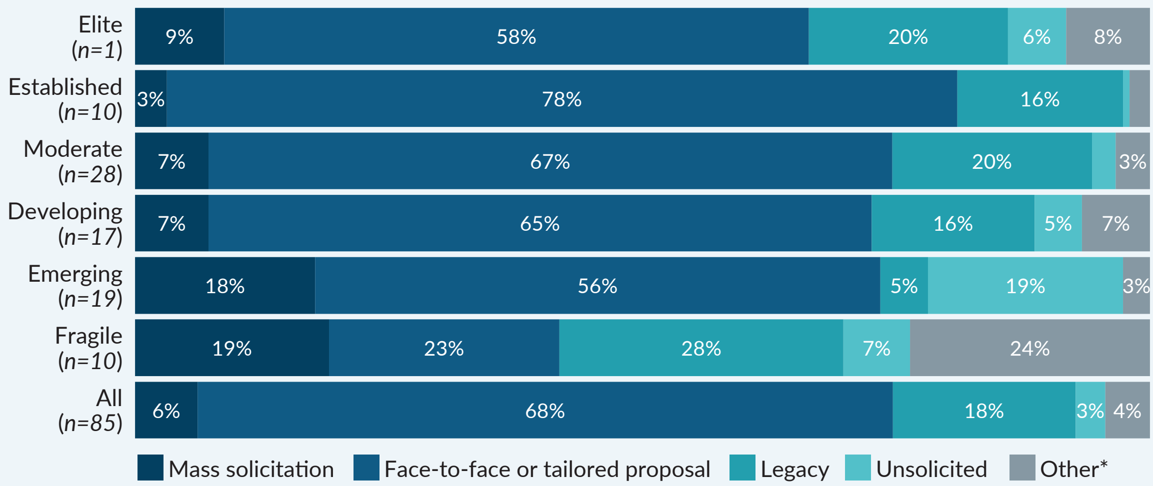
Funds received from legacies as a percentage of total funds received 2021–22
(% of income)



This chart has been compiled using responses to multiple questions.
Only institutions that provided figures for funds received from legacies have been included.

Sixty eight percent of funds received from individuals was received as a result of face-to-face meetings or tailored proposals.

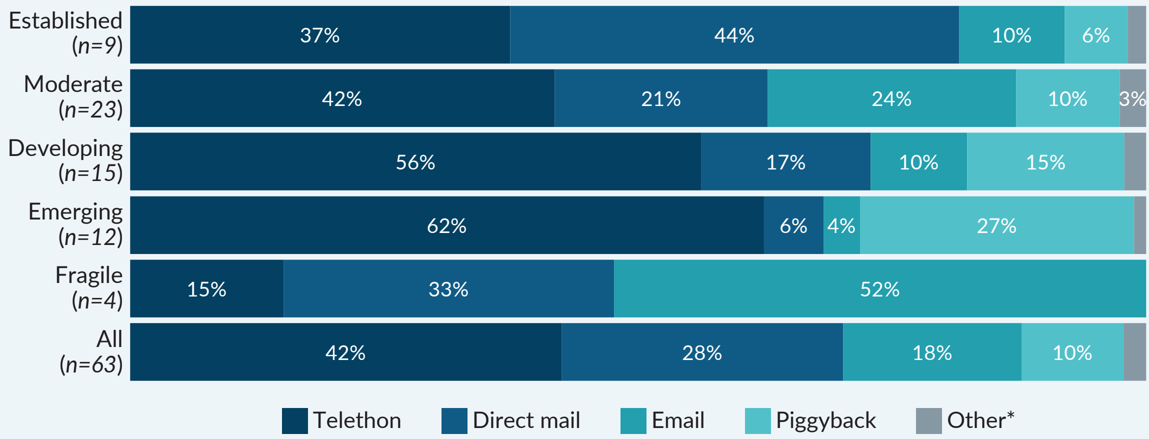
Funds received from individuals by communication trigger 2021–22
(% of income)



*Other includes Unknown and Other types of communication triggers.
Note that some institutions, including a member of the Elite cluster, did not provide data for this question.

Telethon campaigns accounted for 42% of total funds received from individuals via mass solicitations, followed by direct mail which accounted for 28%.

Funds received from individuals by mass solicitation 2021–22
(% of income)



*Other includes Text and Other types of mass solicitation.
Note that some institutions did not provide data for this question including both members of the Elite cluster.

Alumni and Donors

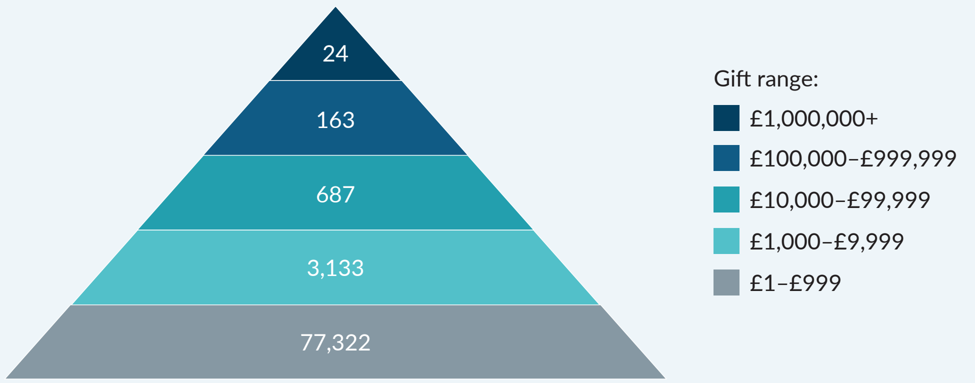
Contactable alumni refer to addressable alumni (former students of the institution) – those who have reliable postal or email addresses anywhere in the world and who have not opted out of communications. The average number of donors across all participating institutions (that provided both total donor and alumni donor figures) was 1,965.

Mean number of alumni and donors 2021–22

	Total alumni (*n=87*)*	Contactable alumni (*n=87*)*	Total donors† (*n=87*)	Alumni donors‡ (*n=83*)	Number of legacies (*n=60*)
Elite	340,248	295,574	36,911	32,091	329
Established	301,923	228,319	4,111	2,864	51
Moderate	178,974	135,913	2,526	1,808	20
Developing	175,740	125,100	779	596	4
Emerging	195,070	121,562	300	227	2
Fragile	91,210	49,460	66	46	1
All	187,187	132,965	1,965	1,507	24

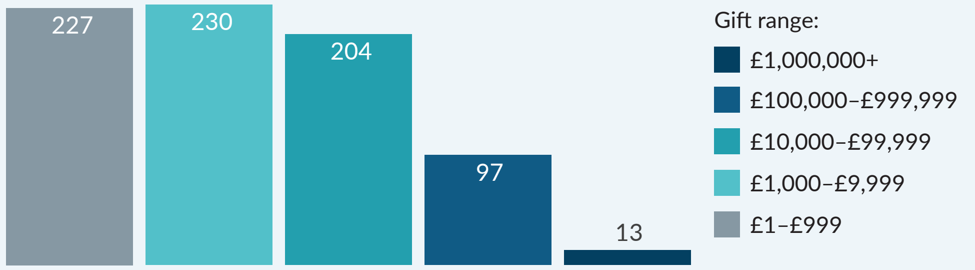
This table has been compiled using responses to multiple questions and hence the sample size varies.
*This includes institutions that provided both alumni figures and contactable alumni figures
†Total donor figures include individual and organisational donors; one institution from the Elite cluster did not provide data for this question.
‡Note that many institutions, including one institution from the Elite cluster, did not provide data for this question.

Number of alumni donors making cash contributions by gift range 2021–22
(*n=67*)



Note that many institutions, including both members of the Elite cluster, did not provide data for this question.

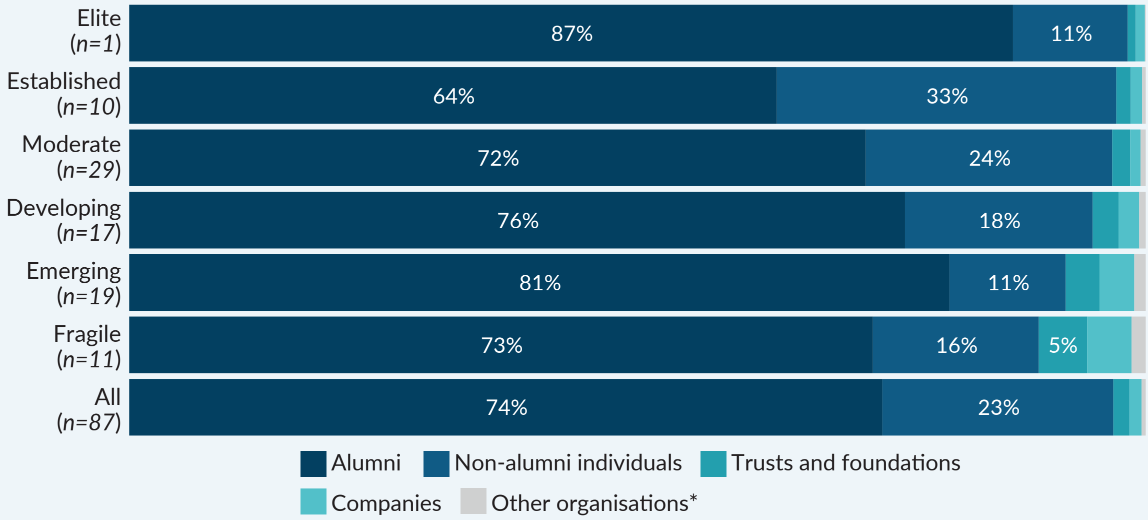
Number of legacies received by gift range 2021–22
(*n=53*)



Note that many institutions, including both members of the Elite cluster, did not provide data for this question.

Individuals accounted for 97% of total donors.

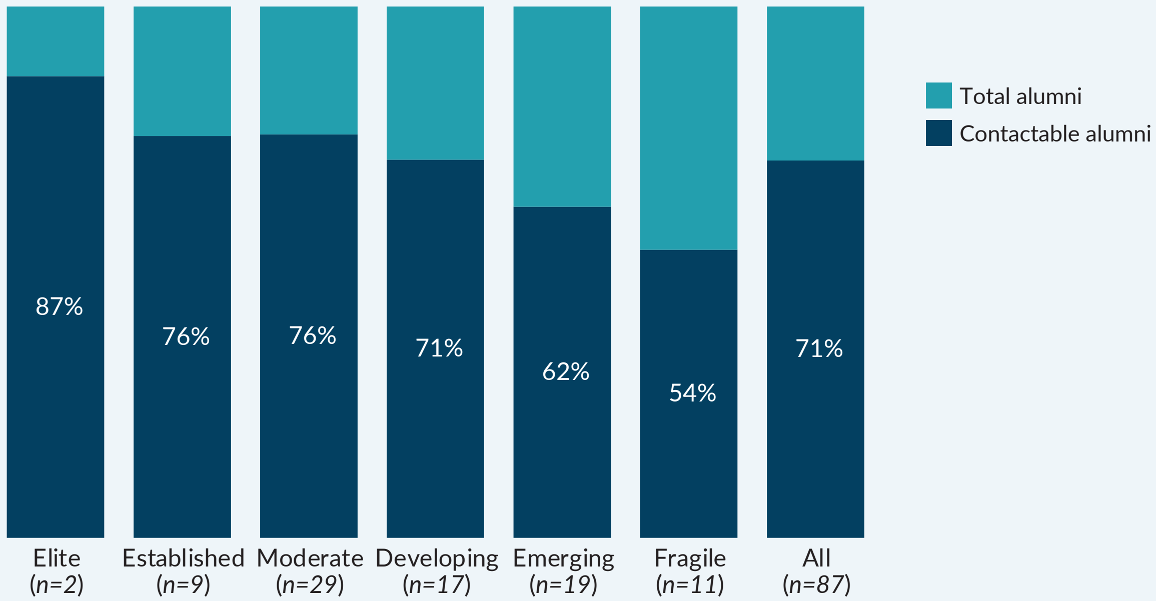
Composition of donor population 2021–22
(% number of donors)



*Other organisations include Lottery and Other types of organisations.
This chart has been compiled using responses to multiple questions and hence the sample size varies.
Note that a member of the Elite cluster did not provide data for this question.

Institutions reported that they could contact 71% of their alumni via at least one of two contact mediums – email or post.

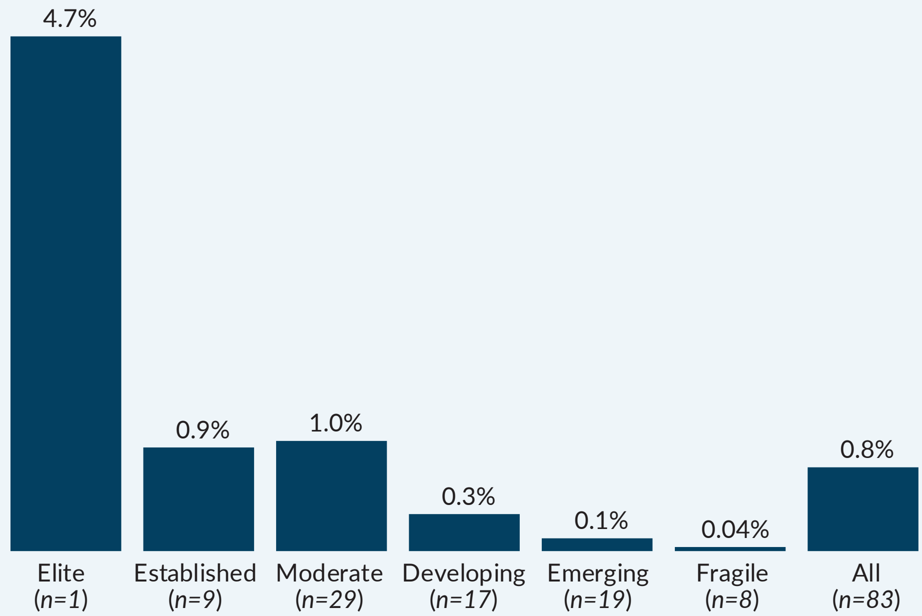
Percentage of contactable alumni 2021–22
(contactable alumni as a percentage of total alumni)



This chart has been compiled using responses to multiple questions.

On average, across all participating institutions, 0.8% of contactable alumni made a gift.

Percentage of alumni donating 2021–22
(alumni donors as a percentage of the contactable alumni)



Only institutions that provided both alumni donor and contactable alumni figures are included.

Investments in Fundraising and Alumni Relations

Fundraising costs are costs associated with the efforts to gather and process new funds committed and funds received. These costs include the staff undertaking fundraising activity and advancement services (staff expenditure) and the other costs of running and maintaining the fundraising operations (non-staff expenditure). Total fundraising expenditure is calculated when staff and non-staff expenditure are combined.

Alumni relations costs are costs resulting from engagement activity with an institution's alumni and community, including staff and non-staff expenditure.

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 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 advancement activities yield returns in the form of alumni engagement, annual and major giving and legacies over the course of years or decades.

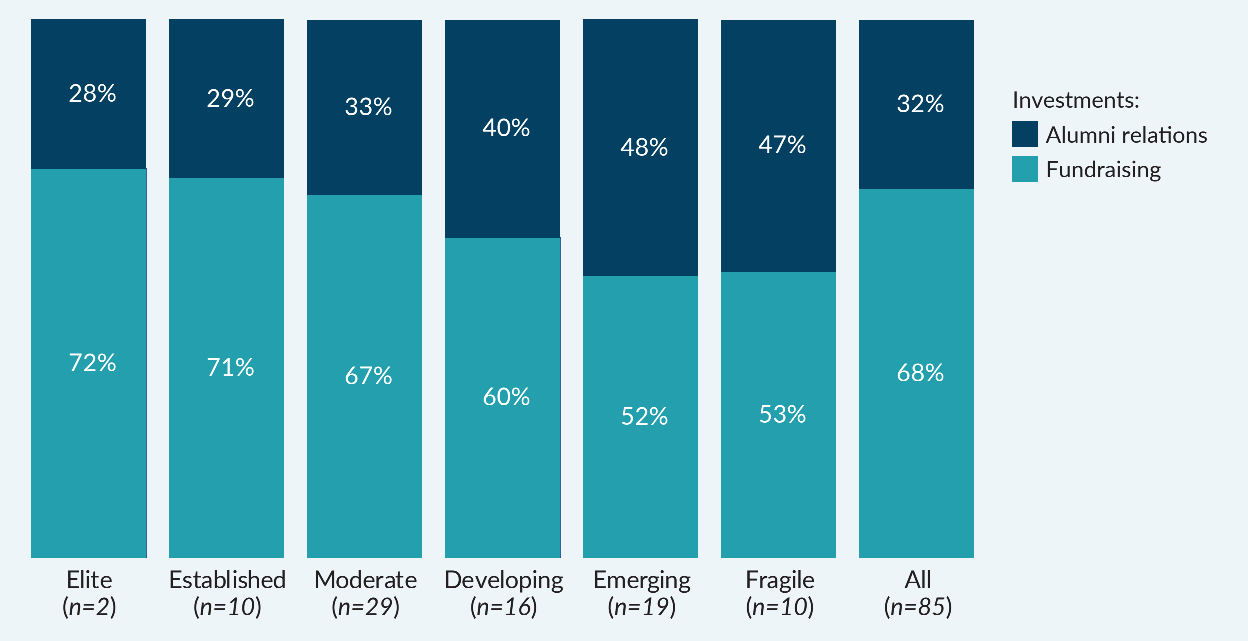
Overall, £171 million was invested in fundraising and alumni relations in total across all institutions. Sixty-eight and a half percent of the total investment was for fundraising and 31.5% was for alumni relations. Institutions spent about £3.2 million on alumni magazines annually.

Mean fundraising and alumni relations investments 2021–22

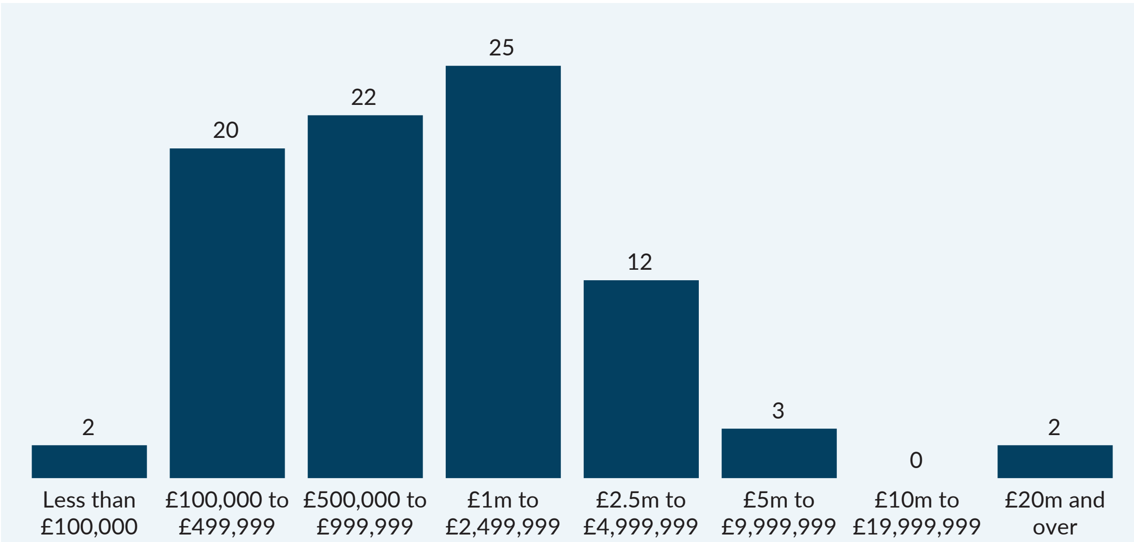
	Fundraising investments (*n=85*)	Alumni relations investments (*n=85*)	Fundraising and alumni relations investments (*n=86*)	Alumni magazine investments (*n=46*)	Institutional expenditure (*n=85*)
Elite	£18,849,426	£7,227,761	£26,077,187	£475,416*	£1,852,189,000
Established	£3,046,405	£1,273,139*	£4,192,230	£124,280*	£742,056,472
Moderate	£1,180,013	£570,999	£1,751,011	£87,493*	£448,998,824*
Developing	£561,939*	£382,198*	£888,599	£35,021*	£290,362,400*
Emerging	£257,212	£234,113	£491,326	£25,998*	£172,892,508
Fragile	£98,724*	£86,954*	£159,823	£14,427*	£117,965,102
All	£1,378,233*	£634,183*	£1,943,812	£70,344*	£382,073,919*

This table has been compiled using responses to multiple questions and hence the sample size varies.
*Note that many institutions did not provide data for these questions.

Mean fundraising and alumni relations investments by cluster 2021–22
(% of fundraising and alumni relations investments)



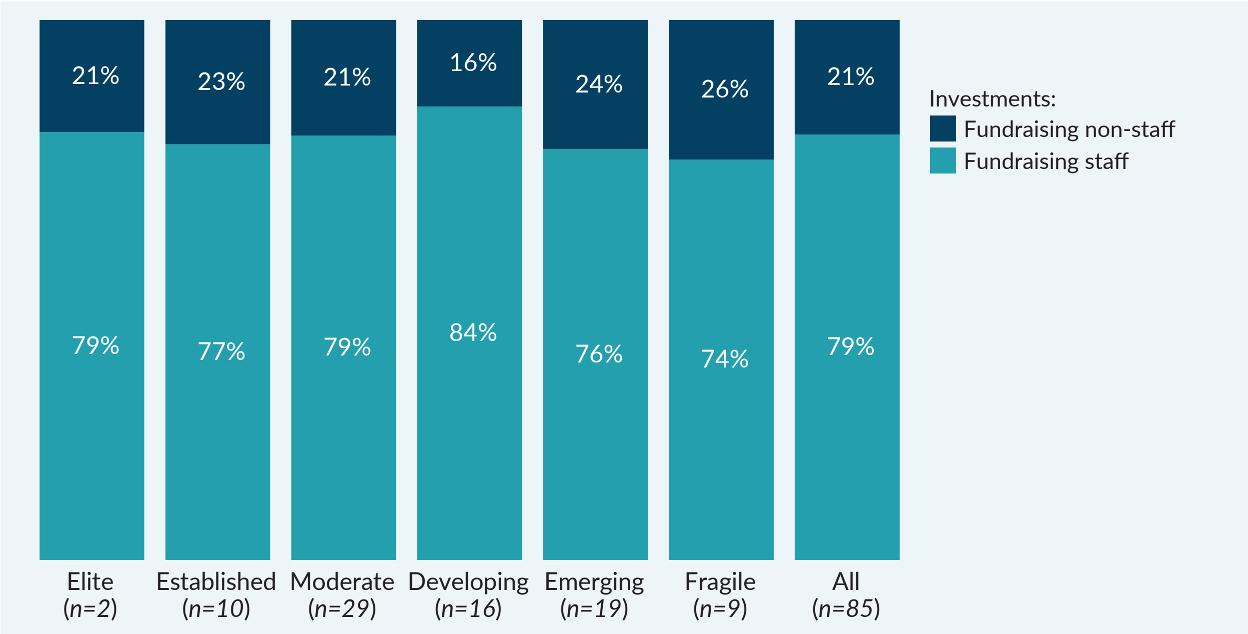
Total number of institutions that made fundraising and alumni relations investments at different levels 2021–22
(*n=86*; number of institutions)



This includes investments on fundraising, alumni relations and alumni magazines.

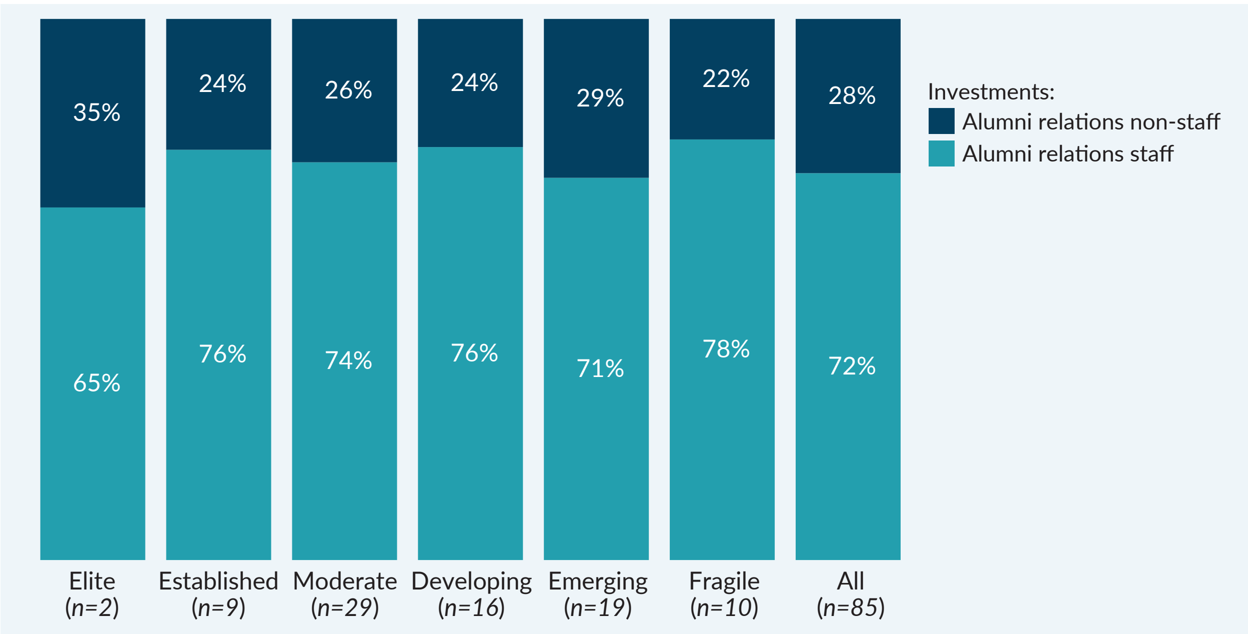
On average, staff costs accounted for 79% of total fundraising expenditures while 21% were non-staff costs.

Mean staff and non-staff fundraising investments 2021–22
(% of fundraising investments)



Of the average alumni relations costs, 28% was spent on non-staff costs and 72% on staff costs.

Mean staff and non-staff alumni relations investments 2021–22
(% of alumni relations investments)



Fundraising and Alumni Relations Staff

A total of 2,395 staff (full-time equivalent or FTE) were employed in fundraising and alumni relations roles across the sector[10].

Forty-nine percent of these staff members were employed in Elite and Established institutions.

The ratio of average FTE fundraising staff to average FTE alumni relations staff was 1.9 across all participating institutions. This figure was highest for Elite institutions where the average ratio was 2.5:1.

Mean fundraising and alumni relations staff 2021–22

	Fundraising staff (*n*=87)	Alumni relations staff (*n*=87)	FR/AR staff ratio* (*n*=86)
Elite	241.2	97.3	2.5
Established	34.6	18.0	1.9
Moderate	17.0	9.4	1.8
Developing	9.0	5.8	1.5
Emerging	4.1	4.0	1.0
Fragile	1.7	2.0	0.9
All	18.1	9.5	1.9

This table has been compiled using responses to multiple questions.
*Only institutions that provided both fundraising and alumni relations staff figures were included.

[10] See the table on page 10 for more information on key indicators.

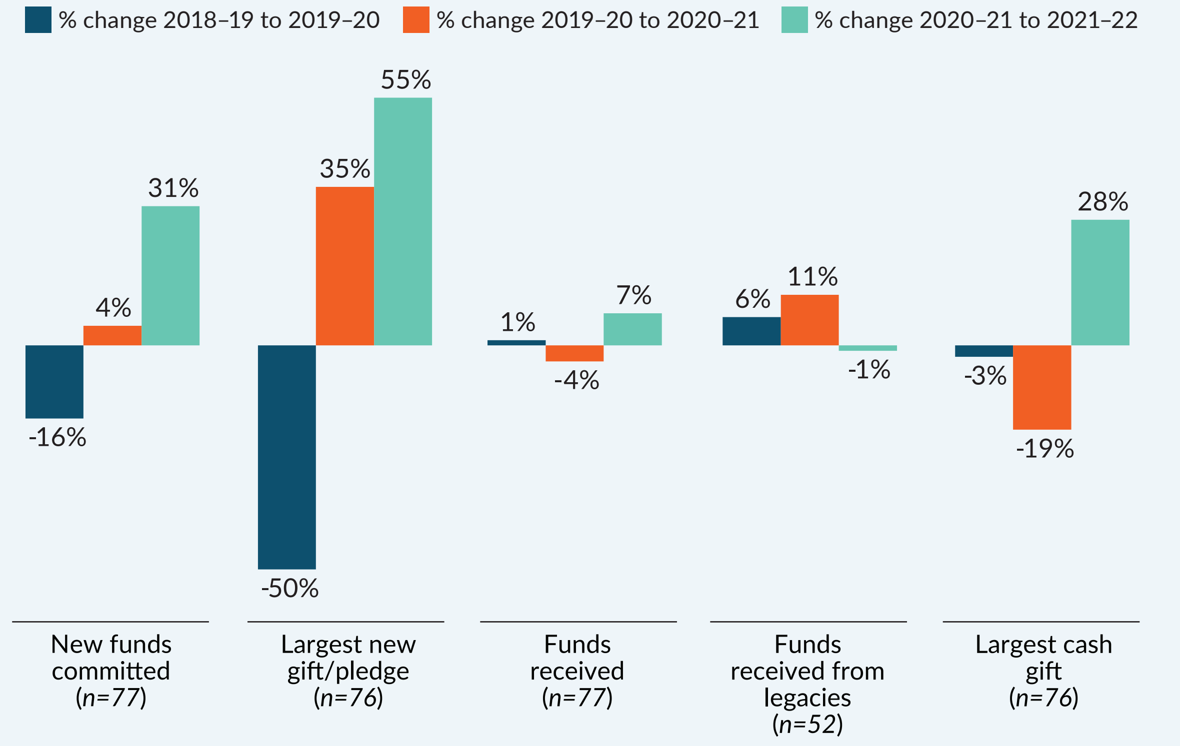
TRENDS IN KEY INDICATORS

Trends are calculated using data from a base of 78 institutions that provided information for a key set of variables for all four years – 2018–19, 2019–20, 2020–21, and 2021–22. The following charts show the percentage change of the variables from one year to the next over the last three years. Trends are based on consistent year-over-year samples. Since institutions did not provide data for all key indicators for all years, samples sizes vary.

Philanthropic Income

- Mean new funds committed increased for the second year, by 31% over 2020–21 figures.
- The largest new gift/pledge committed also increased for the second year, by 55% over 2020–21 figures.
- Mean funds received increased by 7% since 2020–21.
- Mean funds received from legacies decreased by 1% since 2020–21.
- In the case of the largest cash gift received, the mean percentage increase was 28% since 2020–21.

Mean percentage change in philanthropic income 2018–19, 2019–20, 2020–21, and 2021–22

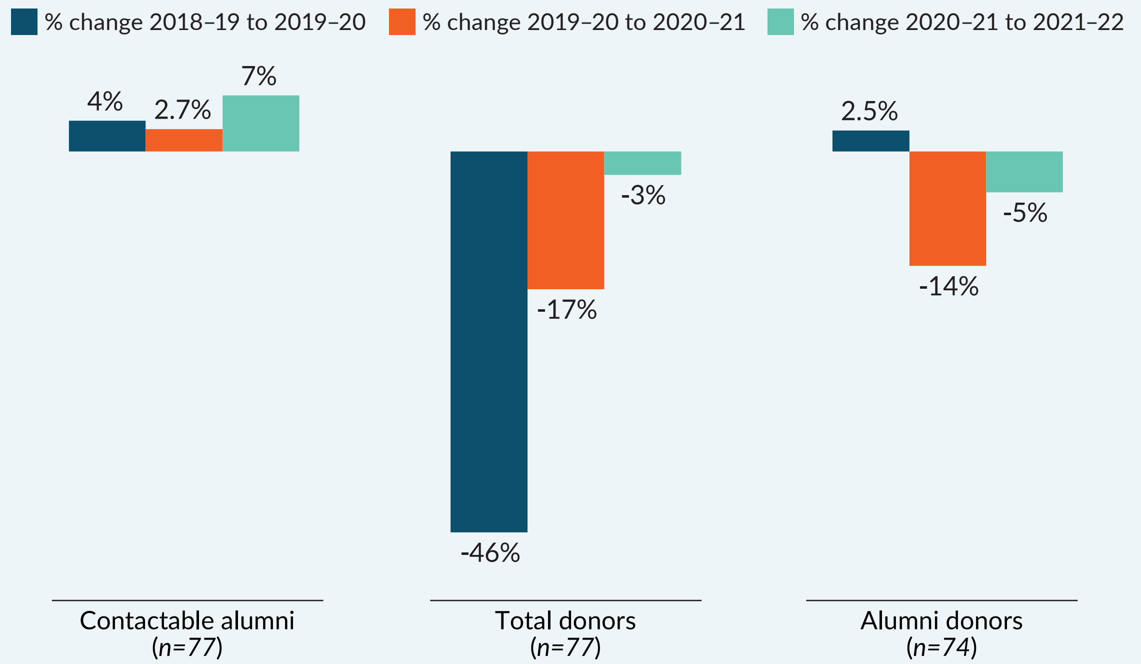


This chart has been compiled using responses to multiple questions and hence the sample size varies.

Alumni and Donors

- The mean contactable alumni increased again for the third year, by 7% over 2020–21 figures.
- Mean donors decreased for the third year, by 3% over 2020–21 figures.
- Mean number of alumni donors decreased for the second year, by 5% over the previous year's figures.

Mean percentage change in alumni and donors 2018–19, 2019–20, 2020–21, and 2021–22

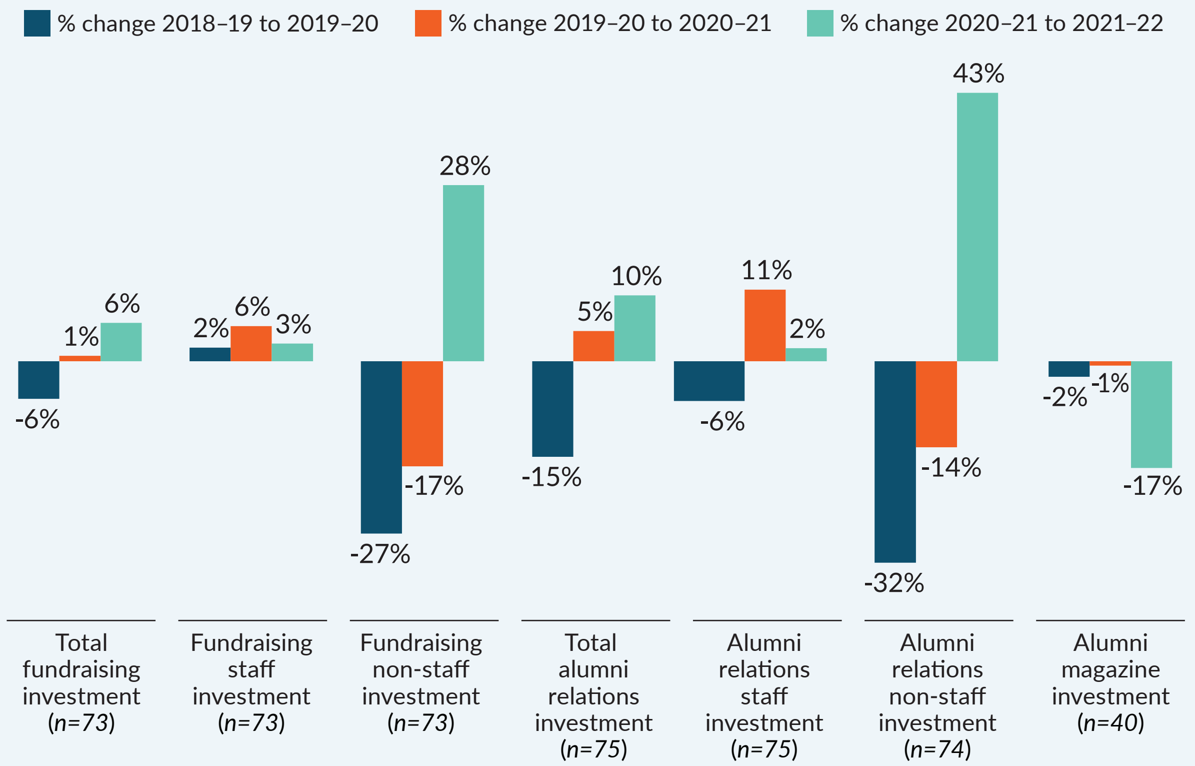


This chart has been compiled using responses to multiple questions and hence the sample size varies.

Investments in Fundraising and Alumni Relations

- The mean fundraising investments increased by 6% since 2020–21.
- The mean alumni relations investments increased by 10% since 2020–21.
- Mean fundraising and alumni relations staff investments increased by 3% and 2% respectively since the previous year.
- Mean fundraising and alumni relations non-staff investments increased by 28% and 43% respectively since the previous year.
- Mean alumni magazine investment decreased by 17% since 2020–21.

Mean percentage change in fundraising and alumni relations investments 2018–19, 2019–20, 2020–21, and 2021–22

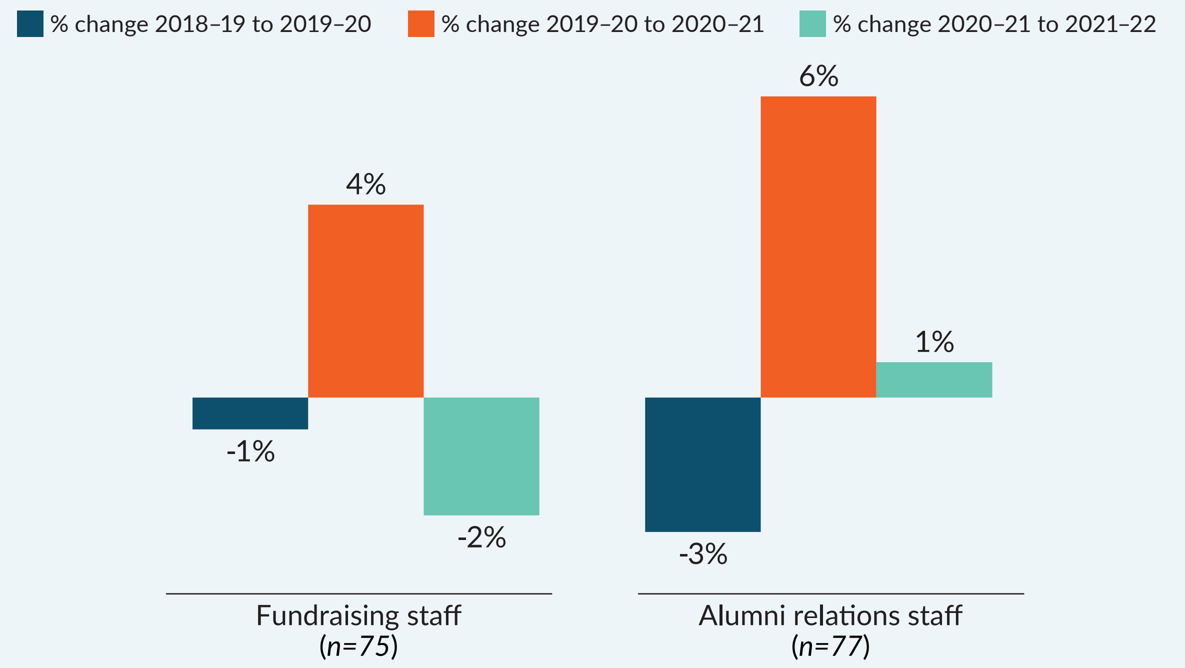


This chart has been compiled using responses to multiple questions and hence the sample size varies.

Fundraising and Alumni Relations Staff

- The mean number of fundraising staff decreased by 2% since 2020–21.
- The mean number of alumni relations staff increased by 1% since 2020–21.

Mean percentage change in fundraising and alumni relations staff 2018–19, 2019–20, 2020–21, and 2021–22



This chart has been compiled using responses to multiple questions and hence the sample size varies.

Trends by Cluster

The composition of clusters, as determined by the cluster analysis described on page 8, varies from year to year. To provide accurate year-over-year comparisons, the following trends have been calculated using clusters consisting of the same 78 institutions for each year. For example, an institution identified as Moderate in 2021–22 would be included in the Moderate cluster for the three years prior even if they were identified as Developing in prior-year cluster analyses. Since institutions did not provide data for all key indicators for all years, samples sizes vary.

Mean percentage change in philanthropic income by cluster for 2018–19, 2019–20, 2020–21, and 2021–22

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
New funds committed (*n*=77)	2018–19 to 2019–20	-35%	17%	-5%	-19%	-29%	-81%
	2019–20 to 2020–21	28%	-21%	-2%	4%	40%	-24%
	2020–21 to 2021–22	35%	47%	9.5%	-9%	-9%	114%
Funds received (*n*=77)	2018–19 to 2019–20	-5%	6%	7%	-8%	-11%	-58%
	2019–20 to 2020–21	10%	-25%	0%	1%	8%	-43%
	2020–21 to 2021–22	-2%	24%	14%	-2%	-8%	-22%

Mean percentage change in donor numbers by cluster for 2018–19, 2019–20, 2020–21, and 2021–22

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
Total donors (*n*=77)	2018–19 to 2019–20	-58%	10%	2%	-21%	-8%	-30%
	2019–20 to 2020–21	-14%	-12%	-22%	-17%	-11%	-22%
	2020–21 to 2021–22	-5%	-12%	7%	1%	-19%	0%
Alumni donors (*n*=74)	2018–19 to 2019–20	8%	13%	4%	-27%	-16%	-2%
	2019–20 to 2020–21	-1%	-15%	-22%	-15%	-1%	-11%
	2020–21 to 2021–22	-6%	-8%	-2%	0%	-16%	-25%

Mean percentage change in fundraising and alumni relations investments by cluster for 2018–19, 2019–20, 2020–21, and 2021–22

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
Fundraising investments (*n*=73)	2018–19 to 2019–20	-3%	-20%	-2%	-3%	-2%	-47%
	2019–20 to 2020–21	-4%	9%	-1%	-5%	-5%	-24%
	2020–21 to 2021–22	4%	15%	12%	2%	-5%	49%
Alumni relations investments (*n*=75)	2018–19 to 2019-20	-18%	-21%	-14%	-12%	11%	-23%
	2019–20 to 2020–21	3%	3%	11%	4%	-6%	0%
	2020–21 to 2021–22	9%	13%	11%	11%	2%	2%

Mean percentage change in fundraising and alumni relations staff by cluster for 2018–19, 2019–20, 2020–21, and 2021–22

Variable	Year	Elite	Established	Moderate	Developing	Emerging	Fragile
Fundraising staff (*n*=75)	2018–19 to 2019–20	8%	-9%	-5%	-6%	8%	-35%
	2019–20 to 2020–21	-1%	11%	6%	1%	1%	3%
	2020–21 to 2021–22	-4%	2%	5%	-3%	-11%	5%
Alumni relations staff (*n*=77)	2018–19 to 2019–20	7%	-7%	-4%	-10%	-9%	-8%
	2019–20 to 2020–21	1%	13%	9%	5%	3%	-1%
	2020–21 to 2021–22	-8%	-2%	7%	4%	7%	18%

FINDINGS BY MISSION GROUPS

- The Russell Group is an Association of 24 research-intensive institutions in the UK.
- The University Alliance represents institutions in the UK that are leaders in technical education, professional training, research and development, enterprise, and innovation.
- The MillionPlus is the Association for Modern Universities in the UK and the voice of 21st century higher education.

Key indicators for Mission Groups 2021–22
(mean figures)

	Russell Group *(n=24)*	Russell Group excluding Oxbridge *(n=22)*	University Alliance *(n=3)*	MillionPlus *(n=8)*
Philanthropic income				
New funds committed	£51,582,746	£20,567,967	£1,004,926	£210,257#
New funds committed from individuals	£14,018,130*	£7,914,147	£1,181,980‡	£34,776#
New funds committed from organisations	£18,027,227*	£12,619,809	£192,645	£175,481#
Largest new gift/pledge	£14,488,814	£5,520,119	£578,525	£102,286#
Funds received	£35,187,895	£15,496,271	£535,919	£238,996
Funds received from individuals	£10,928,906*	£5,894,089	£414,817	£47,878
Funds received from organisations	£12,393,928*	£9,596,541	£132,410	£176,037
Funds received from legacies	£3,444,726	£1,683,734	£50,203‡	£40,069#
Largest cash gift	£3,433,195*	£2,916,522	£198,333	£78,198
Number of legacy gifts	30*	17	2‡	1#
Alumni				
Total alumni	290,004	285,436	207,253	109,623
Contactable alumni	224,559	218,103	124,071	71,887
Donors				
Total donors	4,804*	3,345	701	77
Individual donors	4,670*	3,234	680	68
Alumni donors	3,972*	2,694	543	42#
Organisation donors	135*	111	19	9
Costs				
Fundraising costs	£3,446,919	£2,046,691	£363,174	£140,029
Alumni relations costs	£1,527,030	£1,008,782	£189,111	£132,072
Non-staff production and distribution costs of alumni magazine	£129,849*	£108,251†	£226‡	£19,248#
Staff				
Fundraising staff	46	28	5	2
Alumni relations staff	23	16	3	2

**n<24, †n<22, ‡n<3, #n<8*

FINDINGS BY OTHER GROUPS

GuildHE is an officially recognised representative body for UK Higher Education. Member institutions include some major providers in professional subject areas including art, design and media, music and the performing arts, agriculture and food, education, maritime, health and sports.

Key indicators for other groups 2021–22
(mean figures)

	Arts *(n=5)*	Medical *(n=4)*	Specialist†† *(n=9)*	GuildHE *(n=4)*
Philanthropic income				
New funds committed	£7,110,771	£8,458,408	£7,709,721	£228,565
New funds committed from individuals	£4,068,856	£5,149,812	£4,549,281	£48,483
New funds committed from organisations	£3,048,212	£3,308,596	£3,163,938	£167,668
Largest new gift/pledge	£1,461,737	£3,090,158	£2,185,480	£45,625
Funds received	£8,496,043	£8,938,054	£8,692,492	£252,128
Funds received from individuals	£3,290,281	£4,758,212	£3,942,694	£48,059
Funds received from organisations	£5,205,762	£4,179,842	£4,749,798	£202,462
Funds received from legacies	£1,101,406	£1,258,443	£1,171,200	£24,944#
Largest cash gift	£2,436,189	£3,042,117	£2,705,490	£52,962
Number of legacy gifts	7	77	38	1#
Alumni				
Total alumni	68,047	28,780†	53,322‡	50,344
Contactable alumni	38,461	23,548†	32,868‡	37,661
Donors				
Total donors	784	3,276	1,892	118
Individual donors	723	3,219	1,832	107
Alumni donors	106	495†	252‡	58
Organisation donors	61	57	59	9
Costs				
Fundraising costs	£778,731*	£1,189,842	£984,286‡	£47,536
Alumni relations costs	£49,248*	£268,771†	£143,329‡	£60,439
Non-staff production and distribution costs of alumni magazine	£12,436*	£62,593†	£37,514‡	£22,926#
Staff				
Fundraising staff	9	10	10	1
Alumni relations staff	2	3†	2‡	2

*n<5, †n<4, ‡n<9, #n<4
††Includes institutions grouped under the categories of arts and medical.

FINDINGS BY PEARCE REVIEW GROUPS

The 2012 HEFCE Pearce Review of Philanthropy in UK higher education looked at how fundraising changed over the past 10 years and how the sector responded to the Thomas Report on Voluntary Giving to UK Universities 2004.

Key indicators for Pearce Review groups†† 2021–22
(mean figures)

	Pre-1960s *(n=31)*	1960s *(n=19)*	1990s *(n=15)*	2000s *(n=3)*
Philanthropic income				
New funds committed	£15,757,869	£5,992,148	£570,189	£32,740#
New funds committed from individuals	£6,161,436	£3,730,020	£291,790‡	£23,740#
New funds committed from organisations	£9,581,414	£2,273,093	£292,993	£9,000#
Largest new gift/pledge	£4,182,880	£3,371,588	£220,556	£17,500#
Funds received	£12,318,943	£4,393,878	£495,987	£63,532
Funds received from individuals	£4,948,143	£1,976,062	£174,292	£44,674
Funds received from organisations	£7,365,071	£2,411,304	£311,110	£18,858
Funds received from legacies	£1,446,990*	£164,488†	£39,301‡	£70,137#
Largest cash gift	£2,325,076	£1,768,816	£125,287	£35,046
Number of legacy gifts	24*	3†	2‡	1#
Alumni				
Total alumni	261,157	169,206	183,287	65,794
Contactable alumni	182,081	123,780	126,793	45,734
Donors				
Total donors	2,574	1,602	278	31
Individual donors	2,474	1,556	259	29
Alumni donors	2,131	1,041	222‡	22#
Organisation donors	95	46	18	2
Costs				
Fundraising costs	£1,698,408	£611,540	£279,015‡	£27,655
Alumni relations costs	£816,444	£363,473	£243,704‡	£61,060
Non-staff production and distribution costs of alumni magazine	£100,681*	£33,426†	£20,882‡	£24,165#
Staff				
Fundraising staff	23	10	4‡	1
Alumni relations staff	13	6	4	2

**n<31, †n<19, ‡n<15, #n<3*

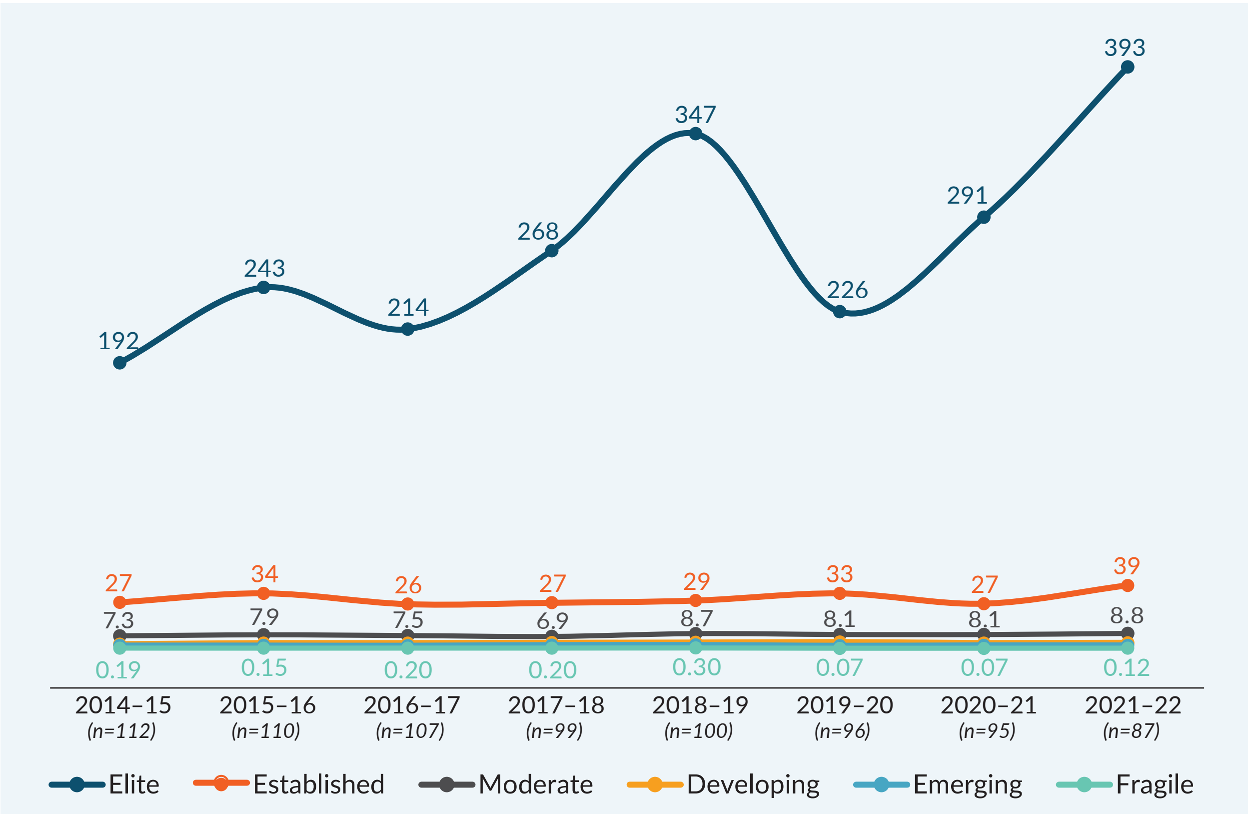
††Review of Philanthropy in UK Higher Education, 2012.

APPENDIX

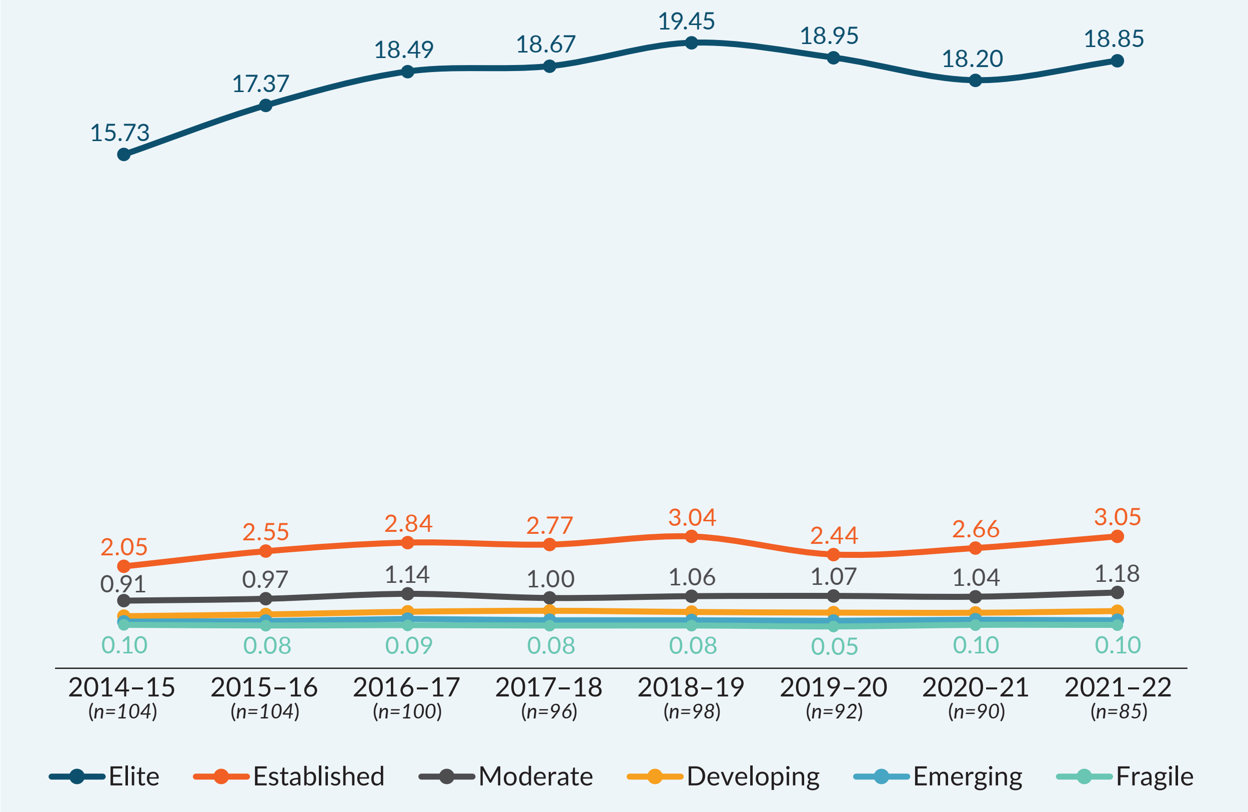
Long Term CASE-Ross Trends

Total new funds committed, 2004–05 to 2021–22
(in £ billions)

Mean new funds committed, 2014–15 to 2021–22
(in £ millions)



Mean fundraising investment, 2014–15 to 2021–22
(in £ millions)

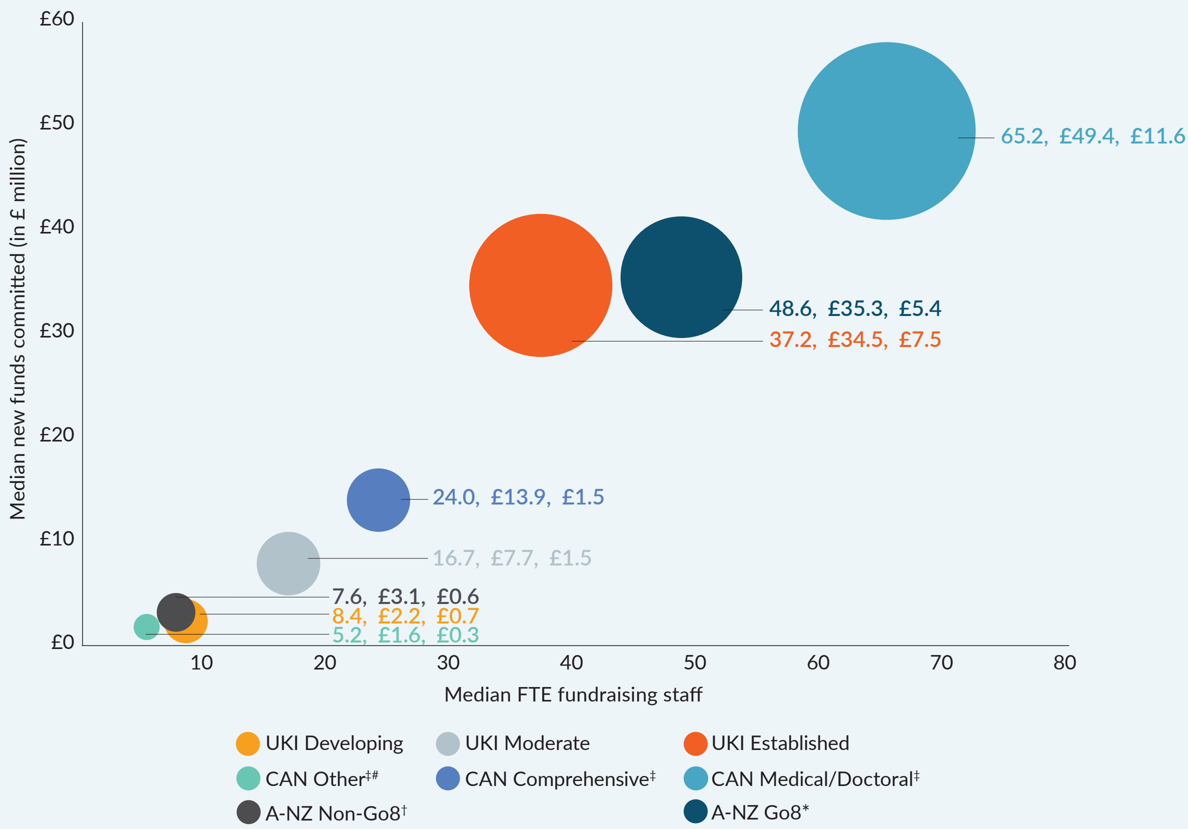


Comparisons with Institutions in Canada, and Australia and New Zealand

The CASE Support of Education Survey for Australia and New Zealand (conducted annually since 2012) and the CASE Insights℠ on Philanthropy (Canada) in partnership with CCAE (previously called the CASE-CCAE Support of Education Survey, Canada, and conducted annually since 2018) are both based on the CASE-Ross Support of Education Survey (United Kingdom and Ireland). Institutions participating in Australia and New Zealand, and Canada provide a valuable point of comparison for institutions in United Kingdom and Ireland.

The bubble chart below shows a comparison of data for 2021–22 from the CASE-Ross Survey (United Kingdom and Ireland), from the 2022 edition of CASE Insights℠ on Philanthropy (Canada) and from the 2021 edition of the CASE Support of Education Survey (Australia and New Zealand).

Median FTE fundraising staff by median new funds committed
Bubble size: Median largest new pledge/gift (in £ millions)



*The Group of Eight (Go8) is a coalition of research intensive Australian higher education institutions.
†Institutions that are outside of the Group of Eight are called the Non-Go8 and include institutions from both Australia and New Zealand.
‡These are the cohorts (primarily undergraduate, comprehensive, medical/doctoral, and colleges and institutes) identified after conducting a cluster analysis of a range of variables relating to fundraising production, enrollments, investments in fundraising, advancement staffing, and other factors. Participating institutions identify the most appropriate reporting group for their institution based on these cohorts.
#CAN Other includes colleges and institutes and primarily undergraduate institutions.

Response Rate

Response rates for UK higher education institutions 2013 to 2022*

	2013–14	2014–15	2015–16	2016–17	2017–18	2018–19	2019–20	2020–21	2021–22
English higher education institutions									
Invited to participate	131	128	144	133	133	133	133	133	133
Number participating	101	91	90	87	80	77	76	71	69
Response rate	77%	71%	63%	65%	60%	58%	57%	53%	52%
Welsh higher education institutions									
Invited to participate	8	9	9	9	9	9	9	9	9
Number participating	5	6	6	4	3	4	3	3	2
Response rate	63%	67%	67%	44%	33%	44%	33%	33%	22%
Scottish and Northern Irish higher education institutions									
Invited to participate	21	18	19	22	19	19	19	19	19
Number participating	18	16	14	14	14	16	14	17	13
Response rate	86%	89%	74%	64%	74%	84%	74%	89%	68%
UK higher education institutions									
Invited to participate	160	155	172	164	161	161	161	161	161
Number participating	124	113	110	105	97	97	93	91	84
Response rate	78%	73%	64%	64%	60%	60%	58%	57%	52%

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

Participating Institutions

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

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 97,000 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℠ 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.

CASE Insights℠

CASE

COUNCIL FOR ADVANCEMENT AND SUPPORT OF EDUCATION