Trend in Philanthropic Support: Where Do We Stand?

Income | Donors | Investment

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Executive summary

• New funds secured:

The total amount of philanthropic income secured in new funds decreased by 12 per cent since 2015-16 and fell short of the £1 billion mark by £21 million, totalling to £979 million in 2016-17. Fifty-two per cent of this income came from organisations (including companies, and trusts and foundations) and 48 per cent from individuals. The number of donors who gave gifts/pledges of more than £500,000 was 211 in 2016-17.

• Cash income received:

Total cash income received increased by 6 per cent since 2015-16 to £886 million in 2016-17. Individuals contributed 49 per cent and organisations (including companies, and trusts and foundations) contributed 51 per cent towards cash income received. Total cash income from legacies was £96 million in 2016-17, from 1,066 legators.

• Donors:

The total number of donors was 246,056, with 97 per cent being individuals and 3 per cent organisations. There are 11.4 million contactable alumni across 107 institutions, 2 per cent of alumni donated (191,073 alumni donors). Total donors increased by 7 per cent since 2015-16 and alumni donors increased by 2 per cent since 2015-16.

• Investment in fundraising and alumni relations:

In 2016-17 the total investment in alumni relations was £49 million while total investment in fundraising was 2.5 times more at £121 million. Total fundraising costs increased by 8 per cent and alumni relations costs by 11 per cent. This highlights the continued investment in development and advancement operations across the sector. Staff costs accounted for 68 per cent of total fundraising costs and 65 per cent of alumni relations costs. All costs include the costs of operational and administrative staff.

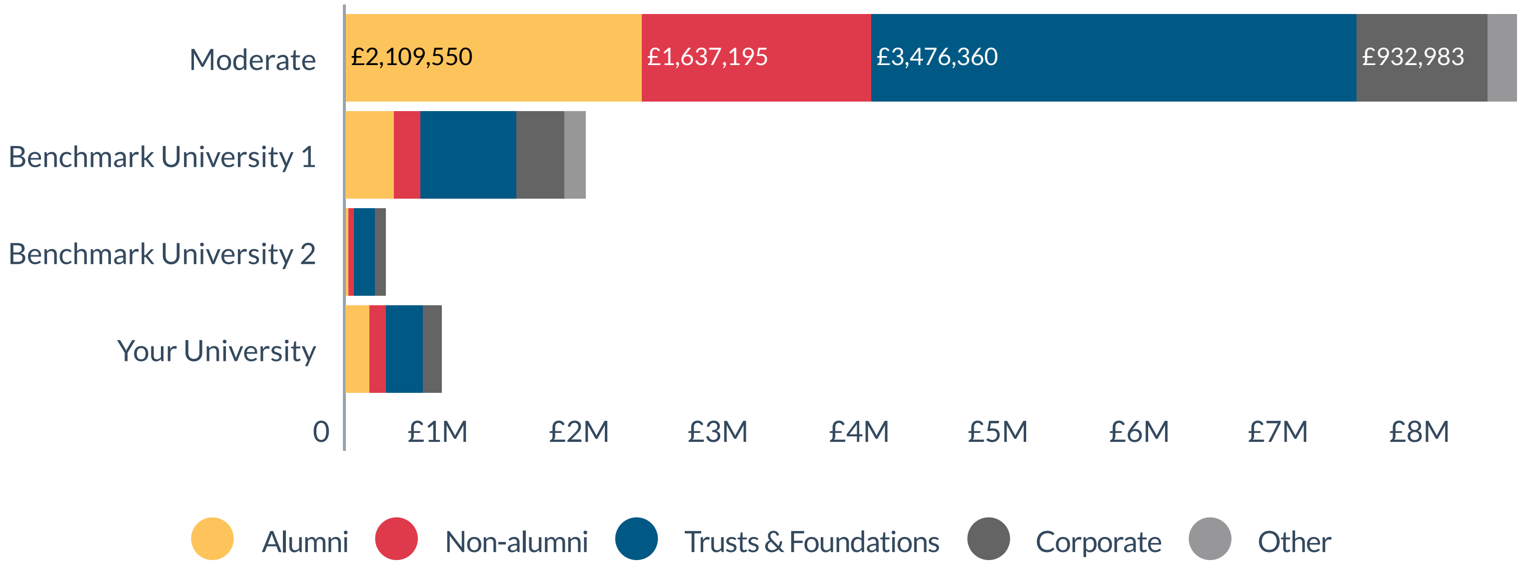
• Cluster analysis:

Since 2013, the Ross-CASE Survey has deployed Latent Class Analysis methodology to identify groups of similar institutions and has consistently found five clusters of reporting institutions with distinct patterns and similar characteristics: Fragile; Emerging; Moderate; Established; and Elite. Last year, additional analysis on the Emerging cluster data revealed how the institutions within this cluster have evolved and shown a marked difference – from those that are still truly emerging and may feel the impact of fluctuations from institutional support, priorities, and staff – to those who are 'developing' from this emerging state and demonstrate more consistency of spend, staffing, and institutional support over time. This year too, we have used the same approach and divided the institutions into six clusters: Fragile; Emerging; Developing; Moderate; Established; and Elite.

Interestingly, the Established cluster this year reduced in size to eight institutions, the six other previously Established institutions having moved to the Moderate cluster. The Fragile cluster was left with one institution as two previously Fragile institutions also moved clusters - one moved to Emerging while the other to Developing. We have not reported data for the Fragile cluster in this report. All the other clusters demonstrate similar characteristics as in previous years.

Trends in Philanthropic Support: Income

New funds secured by comparators and by source 2016-17



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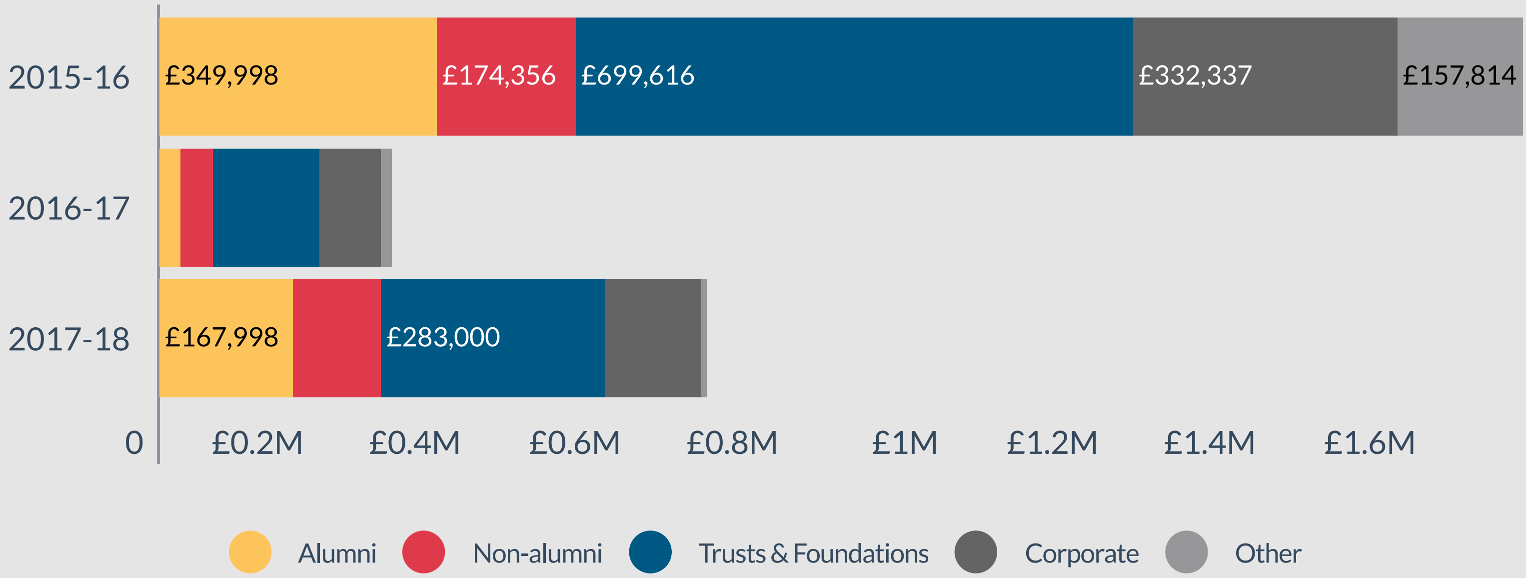
New funds secured by year and by source 2014-17



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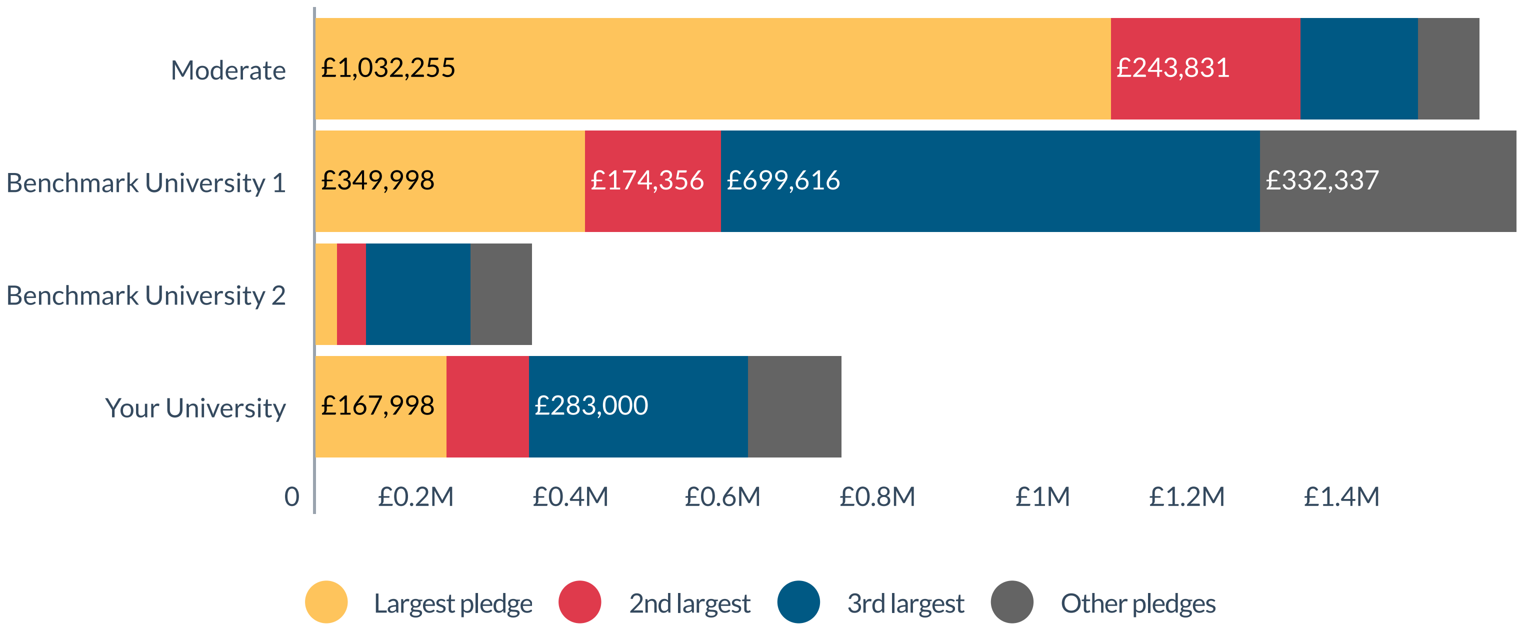
Largest pledges by comparators 2016-17



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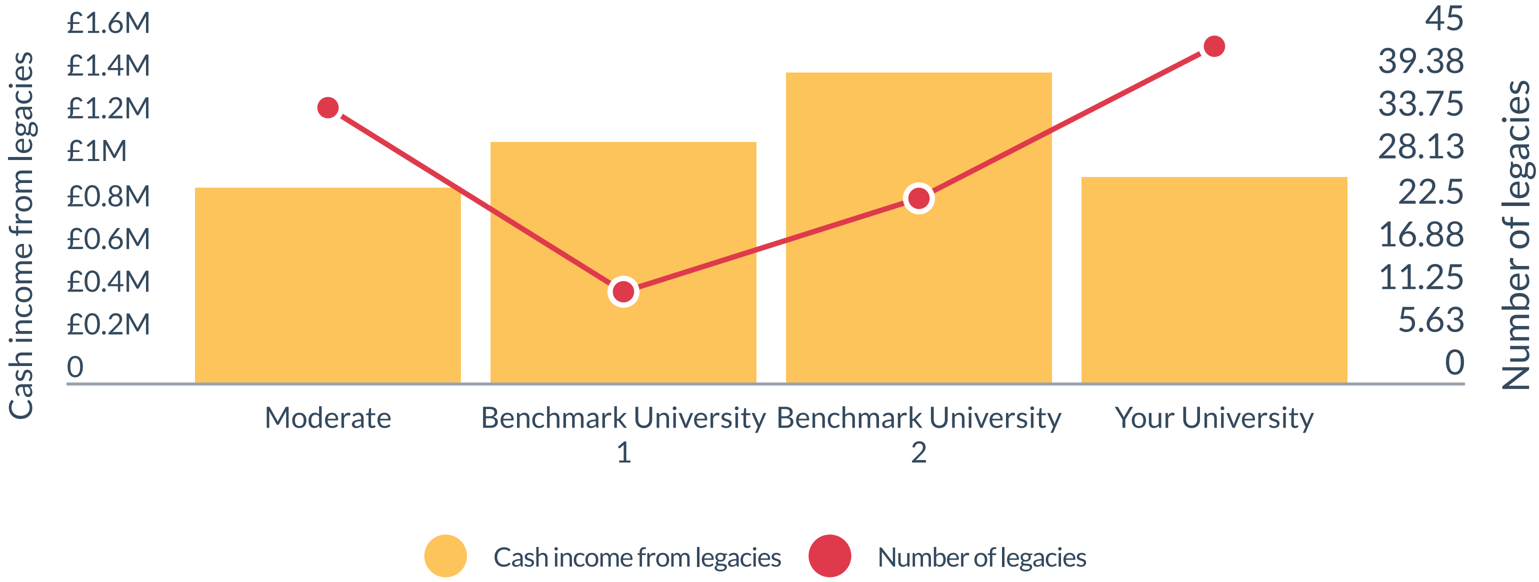
Trends in Philanthropic Support: Income

Cash income from legacies by comparators 2016-17



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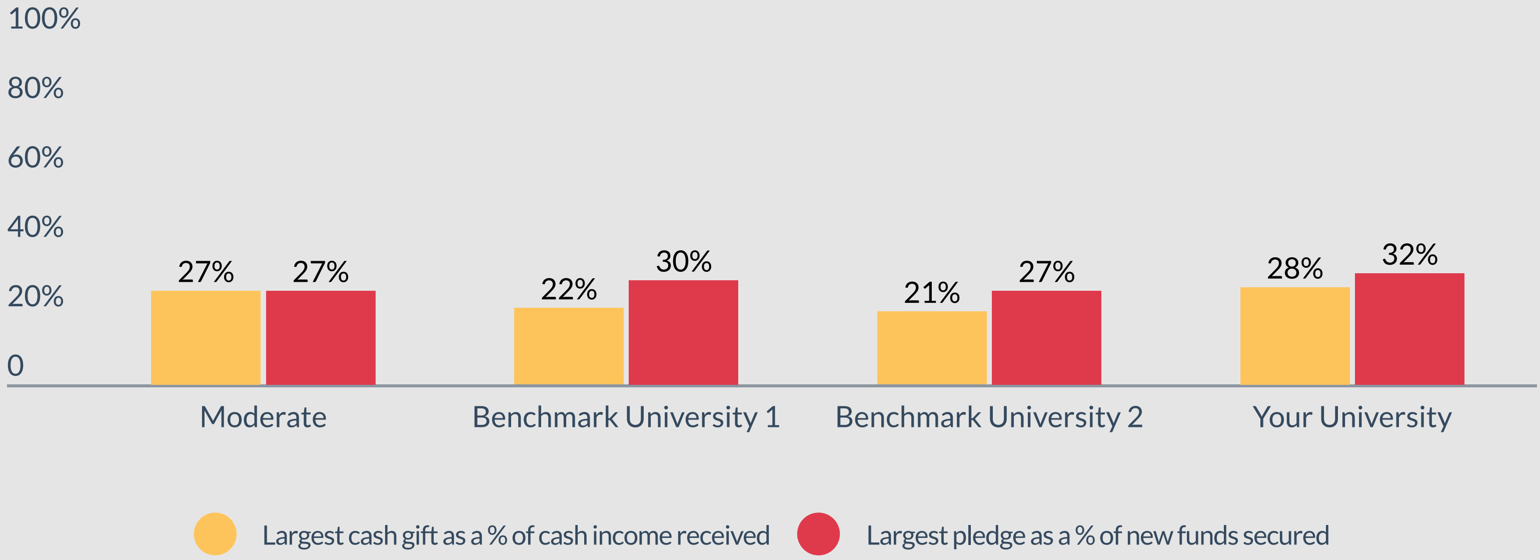
Largest gifts and pledges as a % of income by comparators 2016-17



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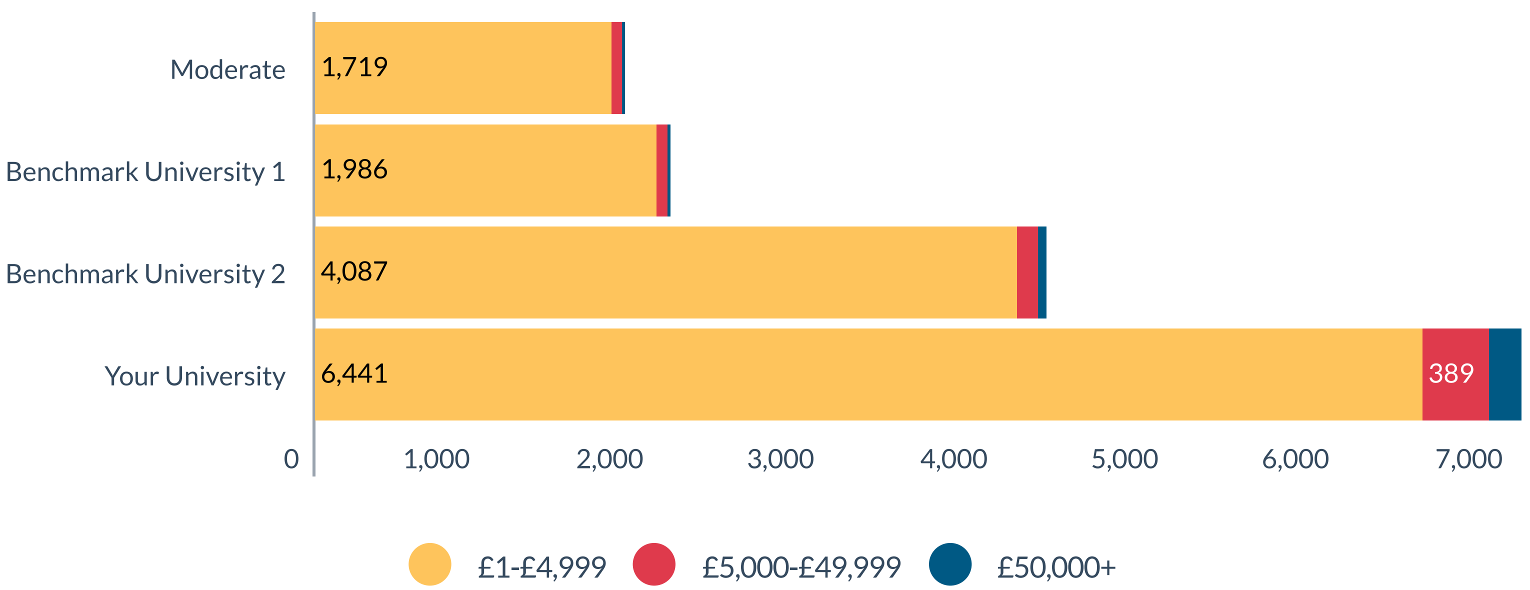
Pledge contributions by comparators 2016-17



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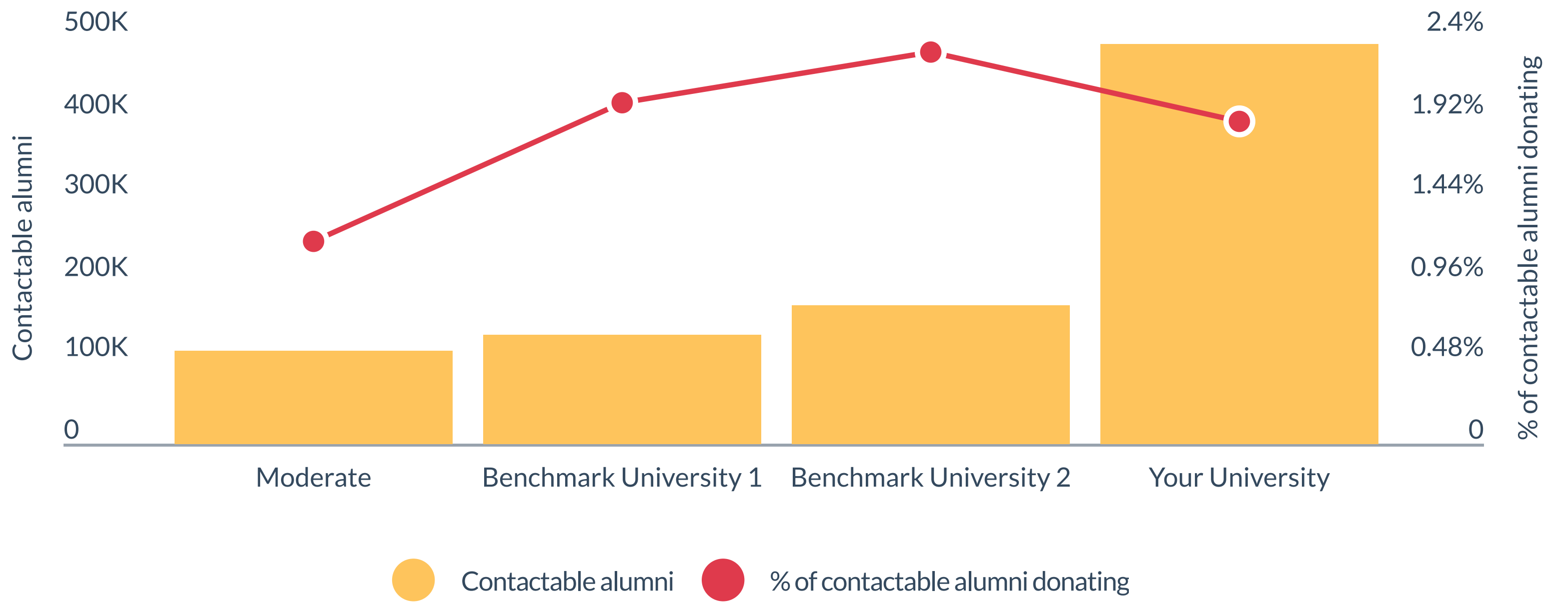
Trends in Philanthropic Support: Alumni and Donors

Alumni participation rate by comparators 2016-2017



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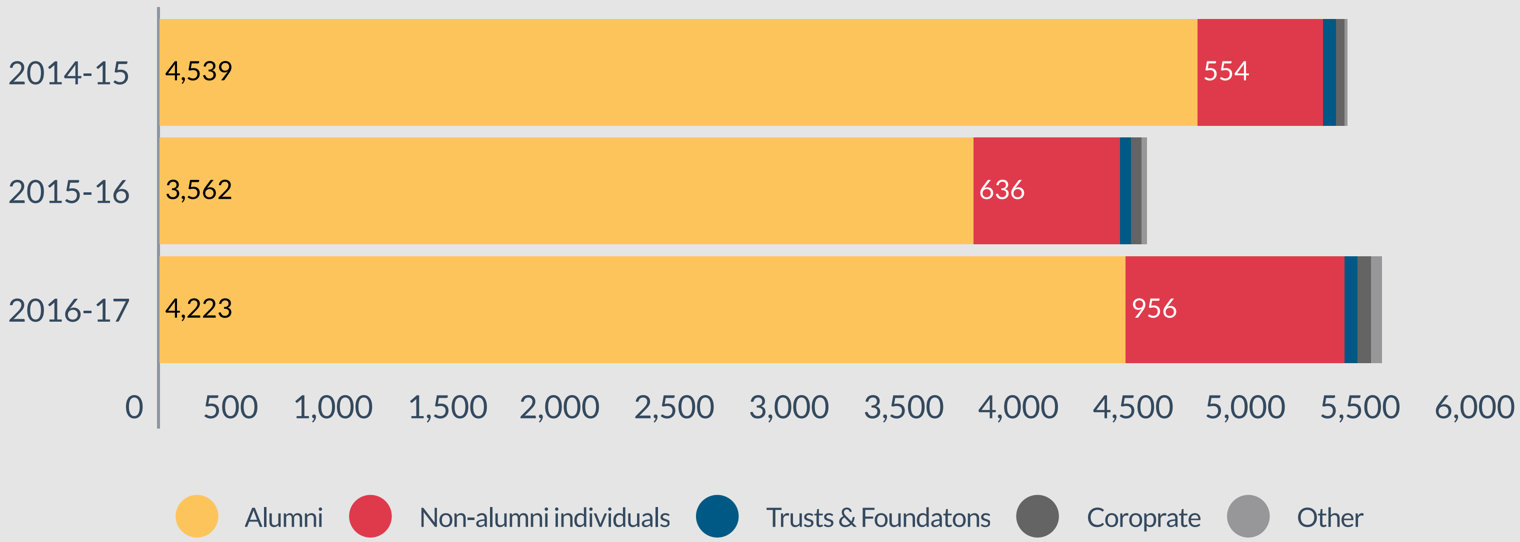
Total donors and alumni donors by year 2014-17



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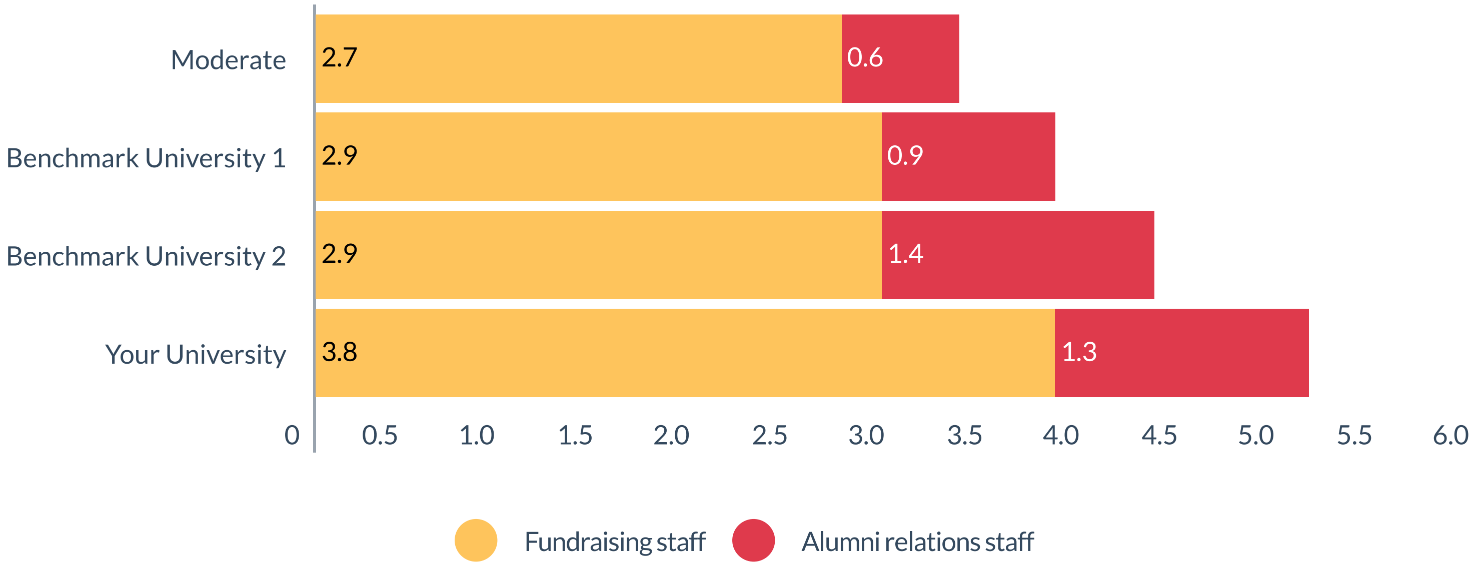
Fundraising and alumni relations staff per 10k contactable alumni by comparators 2016-17



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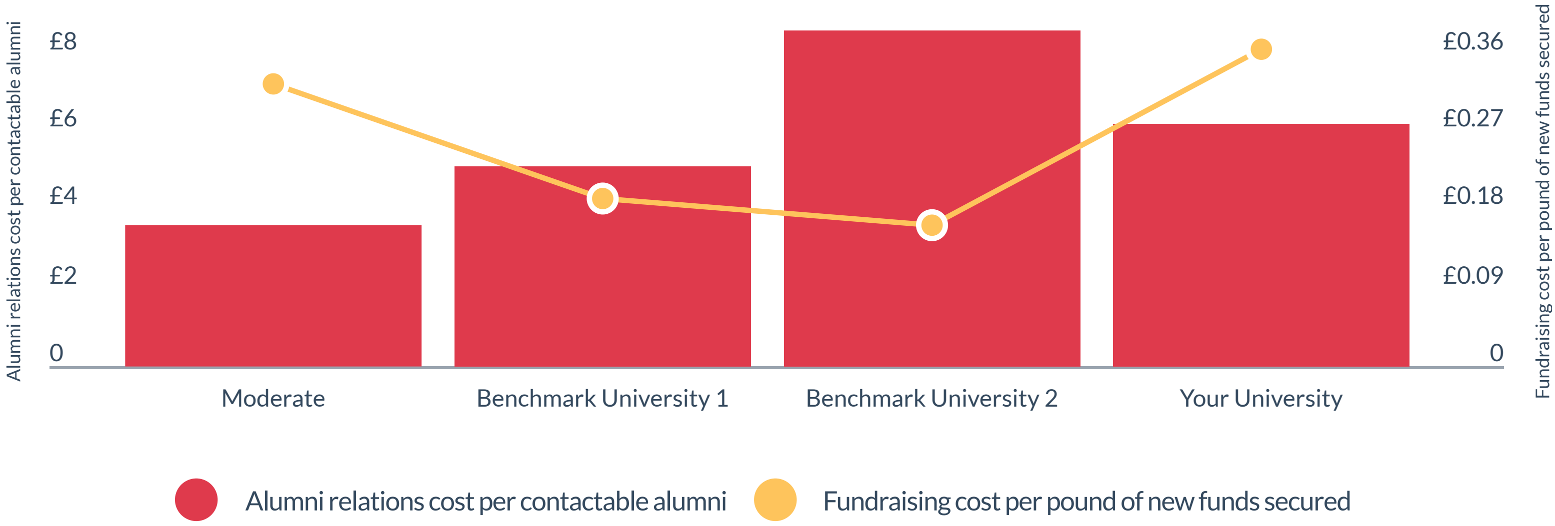
Trends in Philanthropic Support: Investement

Fundraising cost per pound of new funds secured and alumni relations cost per contactable alumni by comparators



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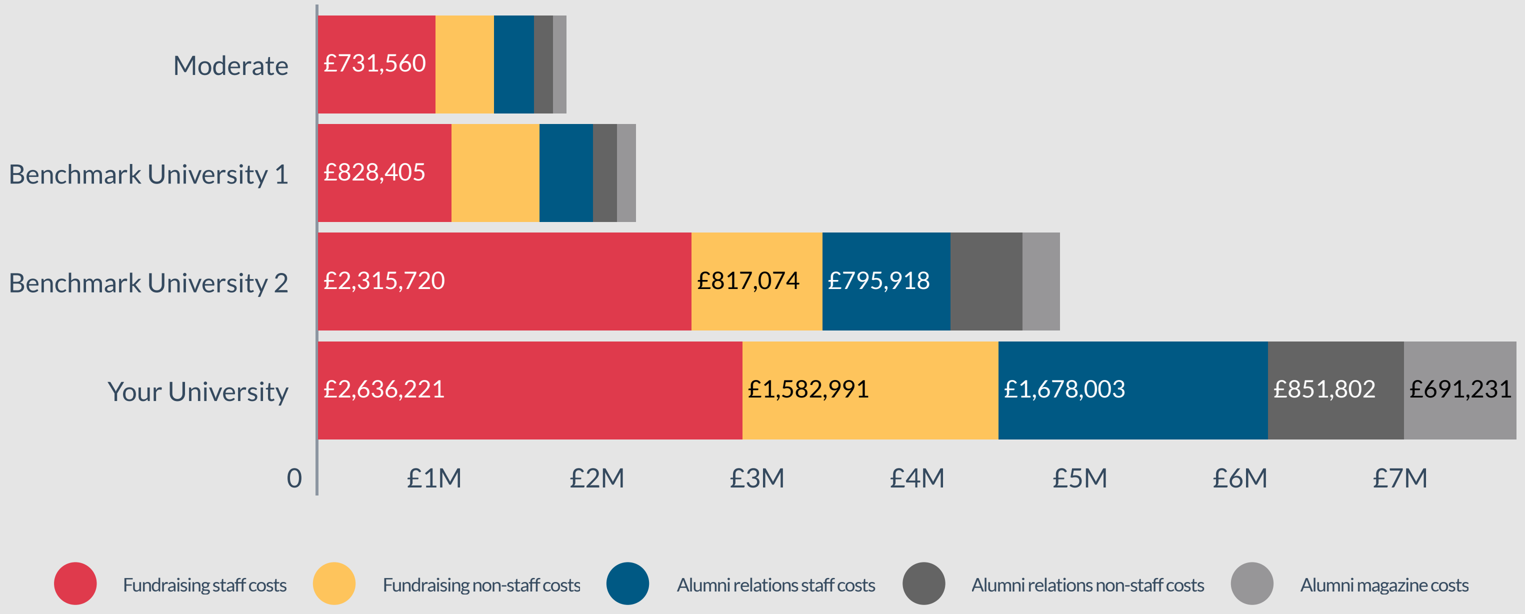
Fundraising and alumni relations costs by comparators 2016-17



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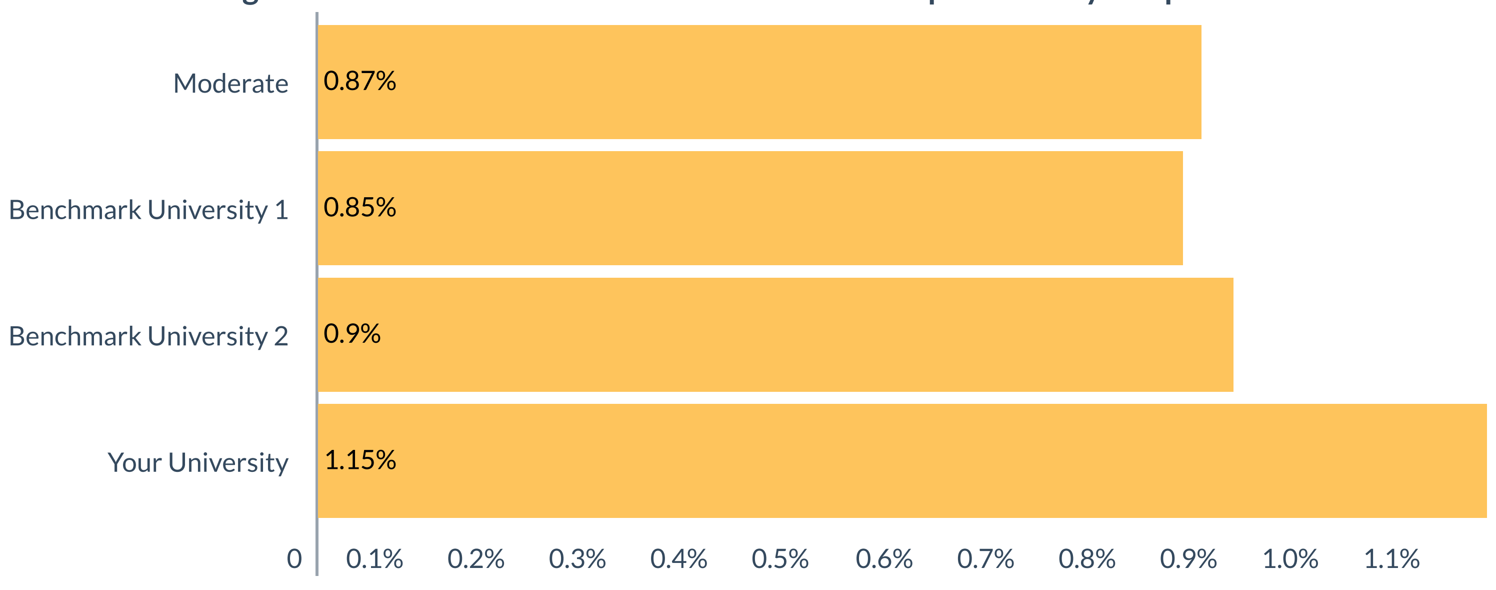
Fundraising and alumni relations cost as a % of institutional expenditure by comparators 2016-17



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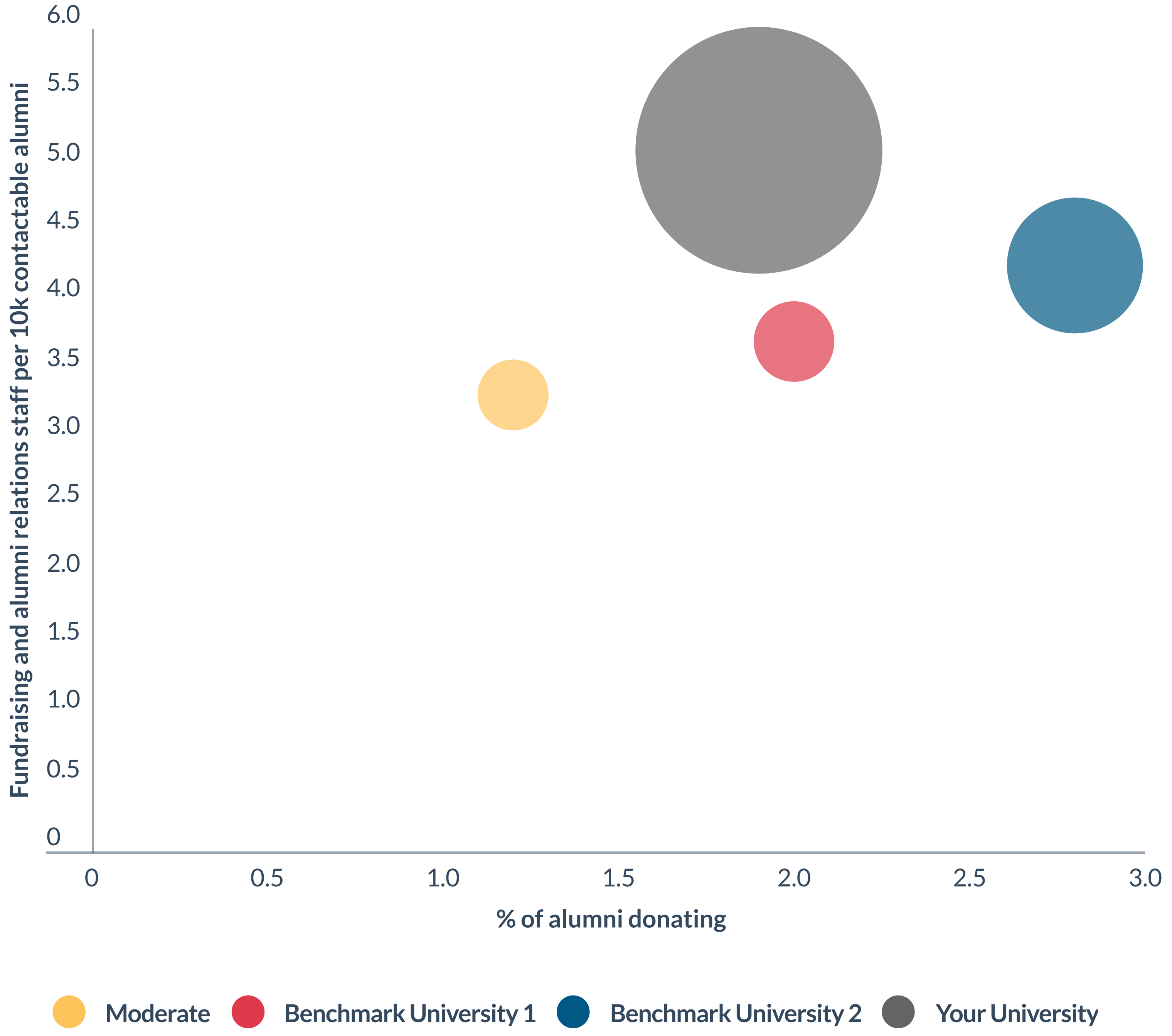
Trends in Philanthropic Support: Advancement Matrix

New funds secured, % of alumni donating & fundraising and alumni relations staff per 10k contactable alumni



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This infographic benchmarks fundraising performance for Your University with values of its comparators - Moderate Cluster, Benchmark University 1 and Benchmark University 2.

This infographic is intended for internal benchmarking purposes only. Please do not share this externally as the data represented is governed by the Ross-CASE data sharing agreement. It does not provide any environmental or organisational context, nor does it provide reasons as to why differences may have occurred between years. These are included in the bespoke institutional report. For further details on methodology, reporting rules, question guidance and list of all participating institutions, please refer to the overall sector report.