



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION®

Charitable Giving to Universities in Australia and New Zealand Survey

Findings from data collected from 24 universities in
Australia and New Zealand for 2013, 2014 and 2015

*Based on the Ross-CASE Survey methodology of Charitable Giving to
universities in the UK*

Charitable Giving to Universities in Australia and New Zealand Survey - Editorial Board Asia-Pacific

The Editorial Board members helped manage the project by contributing their time and expertise at each stage of the survey and report. They were involved with survey review, script creation, survey promotions, data collection, data verification, analysis, report writing and dissemination. The 2016 committee consisted of:

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- Stefanie Hardacre - Monash University (Gift Administration Advisor, Operations)
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Contents

Introduction by CASE Asia-Pacific	1
Foreword	2
1 Executive summary.....	4
1.1 Findings	4
2 Key indicators	6
2.1 New funds secured 2015.....	7
2.2 Cash income received 2015.....	9
2.3 Annual funds 2015	11
2.4 Alumni and donors 2015.....	12
2.5 Fundraising investment 2015.....	14
2.6 Alumni relations investment 2015	16
2.7 Institutional expenditure and advancement staff 2015	18
3 Trends in key indicators 2013-2015.....	20
3.1 Philanthropic income.....	20
3.2 Alumni and donors	26
3.3 Fundraising and alumni relations staffing trends	28
3.4 Fundraising and alumni relations cost trends	29
4 Comparisons with institutions in the UK	32
5 Appendix.....	34
5.1.1 CASE	34
5.1.2 About the survey	34
5.1.3 Reporting conventions	34
5.1.4 Acknowledgements	35
5.1.5 Participating institutions	35
5.1.6 Glossary.....	38

Introduction by CASE Asia-Pacific

The Council for Advancement and Support of Education, along with Group of Eight, introduced the *Charitable Giving to Universities in Australia and New Zealand Survey* in 2012 to provide reliable data on giving for institutional leaders, development and alumni staff in these two countries. I'm pleased that the data has allowed these institutions to engage in more rigorous benchmarking, be more confident in accountability and more persuasive in the relationships with alumni and other donors.

I'm also delighted to report that 24 institutions participated in this year's survey-- a higher participation rate, thrice the number since its inception. This is a heartening sign that attention is increasingly being given to this particular sector of the advancement profession, and that it is something worth being concerned about. I would like to take this opportunity to thank all participating institutions in contributing to the insightful results.

I would also like to express my appreciation to Tim Dolan, Vice Principal (Advancement) of the University of Sydney, and chair of the committee of Chief Advancement Officers of the Group of Eight and friends, for his leadership in this survey. Special thanks also goes to our survey committee members for contributing their time and expertise to this project. I also would like to thank Nikki McGregor, Director, Advancement Services of University of Sydney, for chairing the survey committee, and Stefanie Hardacre, Gift Administration Advisor, Operations of Monash University, for guiding the committee in the transition from the 2014 and 2015 surveys to the 2016 survey.

My appreciation also goes to our CASE colleagues from our London and Singapore offices, who have worked together tirelessly with our volunteers in providing timely support to ensure that the survey produced tangible results on the status of advancement activity.

Through everybody's continued support, I believe that we can further develop the survey to make it even more significant, and eventually garner more support from Australia and New Zealand institutions. Your contribution to the *Charitable Giving to Universities in Australia and New Zealand Survey* is important. Thank you for your dedication towards the profession.

Chua Beng Hwee (Ms)

Executive Director, CASE Asia-Pacific

Foreword

Philanthropy to universities in Australia and New Zealand is gathering both momentum and conviction. Contrary to popular mythology, Australians and New Zealanders are generous people. They will give to education. They do so in increasing numbers and with striking generosity. This is not just a matter of anecdote and impression. With the survey of charitable giving now in its fourth year, we are accumulating real evidence and can begin to see helpful trends in the data collected. It is a pleasure therefore to introduce this report on behalf of the Group of Eight (Go8) research-intensive universities, which initiated this survey exercise in 2012.

This year's report, which draws on information from 2013-2015, charts several heights – though it also indicates some areas for concern and for future attention. The largest number of universities to date have taken part this year, 24 in total, with over 50 percent of eligible Australian institutions submitting a response. Being willing and able to undertake a demanding benchmarking exercise is not only an indicator of increasing competence; it also provides a valuable tool for improving fundraising performance. On both counts, the growing number of participants bodes well for the future. The drop in responses from New Zealand universities (from five last year to just one this year) is, by the same token, disquieting. The sector in Australasia as a whole will benefit, as well as the individual institutions, if it proves feasible for more of them to complete the survey in 2017.

Acceleration in new funds secured (26 percent) and cash income received (24 percent) in 2015 to record levels is a matter for congratulation on several counts. It reflects strong growth in giving to Go8 and, encouragingly, to non-Go8 universities in particular. This growth has continued notwithstanding an economy that was less confident than in recent years and despite political uncertainty over funding structures and deregulation. We can see that the right fundraising behaviour, consistently and professionally followed, produces satisfying results.

2015 has been an exceptional year for income from bequests (standing out more sharply also because of a weaker performance in 2014). This income strand is steadily strengthening, as universities come to understand the importance of sustaining long-term relationships with donors. Every university should pay consistent attention to “planned giving” at a time when we can expect a massive intergenerational shift in wealth in the region – further fuelled by rising property prices in our cities.

The headline-grabbing 8-figure gifts that are the real powerhouse of philanthropic success have been achieved more broadly in 2015, and happily we know there will be more such transformative gifts to be reported in future iterations of the survey. It is a welcome fact that there were 70 pledges of \$1m or more, with a 60% increase in 7-figure gifts to non-Go8 institutions. There is no question that the oldest universities start the process of engaging their alumni and friends with some advantages. But these substantial gifts to institutions beyond “the usual suspects” should encourage all Australasian universities to develop advancement initiatives focused on their particular strengths and opportunities. It is striking that, while alumni of Go8 universities are more generous to their alma mater than other graduates, non-alumni donors are evenly divided between Go8 and non-Go8 institutions. That suggests the universities concerned are doing a fine job in telling the story: presenting their philanthropic projects not as a matter of obligation, or “giving back”, but more as a good cause, a project worthy of investment, regardless of whether the donor is a graduate, a student's parent, a resident of the community or an individual, trust or company who cares about an area where the university has real strengths. “Giving forward”, in fact.

Last year's report encouraged advancement offices to rebalance investment slightly in favour of alumni relations, as distinct from fundraising teams. We are seeing signs now of a shift from the era when alumni relations was somewhat nervously characterised as "friend-raising" to a more purposeful, strategic and measurable engagement with an institution's supporters en masse.

So there is much to applaud in the story these figures reveal – but no room for complacency. It must be the case that most universities are still performing below capacity on their advancement potential. One reason for this is the ongoing frustration generated by the shortage of appropriate fundraising professionals. We have all found that the right people are hard to find and difficult to keep. If we could double our fundraising teams, the resulting impact would be phenomenal. Encouragingly, a number of initiatives are taking shape to help "grow our own" in the longer term, including the welcome introduction in Australia of CASE Asia-Pacific's Educational Fundraising Graduate Trainee program, pioneered in Europe.

For these and other reasons, we are grateful to our colleagues at CASE for their support and for the use of the Ross-CASE¹ survey instrument, which allows meaningful comparisons with UK institutions. We would like to thank all those universities who participated in the survey this year and to encourage a still wider group to get into better fundraising shape by doing so next year. It is in the interests of advancement professionals, university leaders and donors alike that we should be rigorous in our practice and accountable in our reporting through this means.

Tim Dolan, Vice Principal (Advancement), University of Sydney
Chair, Go8 Chief Advancement Officers

¹ The Ross-CASE survey is annually performed by CASE Europe and provides an estimate of the overall state of philanthropic giving to the higher education sector and is a key source of information on this subject in the UK.

1 Executive summary

The survey Supporting Document prescribes definitions for recording philanthropic income. As per the document the two main methods of reporting philanthropic income are:

- **New funds secured** reflects the success of current fundraising activity. It includes new gifts and confirmed pledges committed in the year. This includes both new single cash gifts as well as the full value of new confirmed pledges. It does not include cash payments made against gift pledges made in previous.
- **Cash income received** reflects the success of both current and previous years' fundraising activity. It shows all cash received in the year, including new single cash gifts as well as payments made on pledges.

1.1 Findings

- **New funds secured**

The total amount of philanthropic income secured in new funds increased by 26 percent since 2014 and reached \$538.19m in 2015. The number of confirmed pledges over \$1m dollars was 70 in 2015, 15 percent more than in 2014. Non-Go8 institutions saw a 60 percent increase and Go8 institutions saw a 6 percent increase since 2014 in the number of gifts of million dollar plus pledges secured.

- **Cash income received**

Total cash income received increased by 24 percent since 2014 to \$392.83m in 2015. The total number of gifts over \$1m in 2015 (74) was 72 percent higher than in 2014 (43). This was a significantly large increase and is explained by the increase in number of million dollar plus gifts at both Go8 and non-Go8 institutions. Total cash income from bequests was \$72.64m in 2015, 162 percent higher than the amount received in bequests in 2014 (\$27.70m).

- **Annual funds**

Total new funds secured by annual funds was \$13.14m in 2015 and cash income received by annual funds was \$10.92m. While cash income received by annual funds remained consistent with previous years, new funds secured by annual funds increased by 15 percent since 2014.

- **Donors**

The total number of donors and total number of alumni donors reached a peak of 60,452 and 33,442 respectively in 2015. Total number of donors increased by 23 percent since 2014, with non-Go8 institutions reporting a 48 percent increase. The total number of contactable alumni was also at its highest in 2015, at nearly 3.29 million (median of 136,199 alumni). The number of alumni making gifts represents 0.71 percent of the total number of contactable alumni in 2015, this has increased by 0.34 percentage points since 2013 when it was 0.37 percent. In 2015, non-alumni donors accounted for approximately 40 percent of total donors.

- **Investment in fundraising and alumni relations**

In 2015, the total investment in fundraising was \$65.51m being 1.8 times more than the total investment in alumni relations at \$36.53m. Fundraising staff costs and non-staff costs were \$45.75m and \$19.76m respectively and alumni relations staff costs and non-staff costs were \$25.60m and \$10.93m respectively. Alumni magazine production and distribution costs (not included in alumni relations non-staff costs above) stood at \$5.22m in 2015.

Institutions were investing 21 cents on fundraising activities per \$1 in new funds raised and 28 cents on fundraising activities per \$1 in cash income received.

Total fundraising costs increased by 11 percent and alumni relations costs by five percent since 2014. The increase in fundraising costs was fuelled by a significant increase in non-staff fundraising costs of 33 percent since 2014.

Both fundraising staff numbers and alumni relations staff numbers increased by 13 percent since 2014 with 406 fundraising staff (from 359 in 2014) and 226 alumni relations staff (from 200 in 2014) in employment in 2015.

2 Key indicators

This chapter presents an in-depth analysis of the key indicators for 2015.

The key findings are based on new funds secured, cash income received, contactable alumni, donors and investment in fundraising and alumni relations activities. The important figures to note in Table 2 are the sum totals of the different key indicators. They give a broad overview of the economic impact of fundraising across institutions in the region.

Twenty-four institutions participated in this year's survey out of approximately 51 higher education institutions in Australia and New Zealand that are involved in some form of fundraising or alumni relations activities (i.e. a response rate of 47 per cent). Data has not been reweighted to estimate figures for all 51 institutions and total figures in Table 2 are conservative estimates of where the sector currently stands.

The means and medians differ significantly due to the presence of outliers in the sample. The sample consists of development offices that are at different stages of their maturity cycle and operations. Given that there are double the number of non-Go8 institutions in the survey sample than Go8 institutions the overall median will most probably be a median that is associated with a non-Go8 institution. Institutions must take these factors into consideration when deciding which variables to benchmark their institutions performance against.

Table 2 Key indicators 2015	Base	Sum	Mean	Median
Charitable giving to participating universities in Australia and New Zealand				
Philanthropic income (AUD)				
New funds secured	24	\$538,190,040	\$22,424,585	\$8,213,910
Cash income received	24	\$392,831,774	\$16,367,991	\$6,104,981
Alumni				
Contactable alumni	24	3,289,898	137,079	136,199
Alumni donors	24	33,442	1,393	750
Donors				
Total donors	24	60,452	2,519	1,891
Total number of bequests confirmed	24	438	18	6
Investment (AUD)				
Total institutional expenditure	24	\$21,166,045,971	\$881,918,582	\$853,277,005
Fundraising costs	24	\$65,513,254	\$2,729,719	\$1,520,501
Alumni relations costs	24	\$36,530,274	\$1,522,095	\$1,165,267
Staff				
Fundraising staff	24	406	17	12
Alumni relations staff	24	226	9	7

2.1 New funds secured 2015

New funds secured enables an institution to see the true impact of philanthropic support and its future pipeline, not just in the current financial period but over a number of years. It can assist in demonstrating the success of an advancement program.

The median value for new funds secured and new funds secured from bequests was \$8.21m and \$483,128 respectively in 2015. Mean and median figures for new funds secured do not vary significantly for Go8 institutions (\$52.01m and \$43.16m respectively) while they vary for non-Go8 institutions (\$7.63m and \$3.66m respectively) in 2015.

The number of confirmed pledges of more than \$1m was 70 in 2015, 54 of which came from Go8 institutions. It is also interesting to note that bequest gifts in 2015 contribute to 16% of Go8 institutions' total new funds secured while only three percent of non-Go8 institutions' new funds secured is covered by bequests. Both Go8 and non-Go8 institutions were considerably dependent on their institution's largest non-bequest pledge generating 18 percent and 12 percent of their total new funds secured respectively in 2015 from such large pledges.

On ranking the values from highest to lowest, the top-five largest non-bequest pledges cover 79 percent of the total value of \$104.79m while the bottom five account for only 0.24 percent. Three out of five institutions received their largest non-bequest pledge from trusts and foundations and in income terms, trusts and foundations contributed to 63 percent of the total income from the largest non-bequest pledges.

Table 2.1 New funds secured in 2015			
Charitable giving to participating universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
New funds secured - Total	\$538,190,040	\$416,084,099	\$122,105,941
New funds secured - Mean	\$22,424,585	\$52,010,512	\$7,631,621
New funds secured - Median	\$8,213,910	\$43,155,878	\$3,660,254
New funds secured from bequests - Total	\$72,288,131	\$65,857,230	\$6,430,901
New funds secured from bequests - Mean	\$3,012,005	\$8,232,154	\$401,931
New funds secured from bequests - Median	\$483,128	\$5,151,908	\$102,661
Largest non-bequest pledge - Total	\$104,790,343	\$84,789,150	\$20,001,193
Largest non-bequest pledge - Mean	\$4,366,264	\$10,598,644	\$1,250,075
Largest non-bequest pledge - Median	\$834,277	\$7,575,000	\$195,000
Gifts-in-Kind - Total	\$9,359,103	\$5,489,790	\$3,869,313
Gifts-in-Kind - Mean	\$389,963	\$686,224	\$241,832
Gifts-in-Kind - Median	\$40,005	\$9,637	\$130,563
Percentage			
Median new funds secured from bequests as a percentage of new funds secured*	4%	16%	3%
Median largest non-bequest pledge as a percentage of new funds secured*	16%	18%	12%
Median gifts-in-kind as a percentage of new funds secured*	0.25%	0.01%	3%
Number			
Number of confirmed pledges over \$1,000,000 - Total	70	54	16
Number of confirmed pledges over \$1,000,000 - Mean	3	7	1
Number of confirmed pledges over \$1,000,000 - Median	1	7	0
<i>Number of universities</i>	<i>24</i>	<i>8</i>	<i>16</i>

*Calculated as per Section 5.1.3 iv) Computed variables

2.2 Cash income received 2015

Cash income received in a year includes all cash which is received during the year – whether from new single cash gifts, or from cash payments received against pledges secured in this or previous years.

The median value for cash income received and bequest cash income received was \$6.10m and \$335,182 respectively in 2015. Mean and median figures for cash income received are similar (\$37.71m and \$37.63m respectively) for Go8 institutions and vary for non-Go8 institutions (\$5.70m and \$3.19m respectively).

The number of confirmed cash gifts of more than \$1m was 74 in 2015, 62 of which came from Go8 institutions. Like new funds secured from bequests, cash income from bequests in 2015 also consists of a significant proportion (a fifth in this case) of total cash income received for Go8 institutions while only three percent of non-Go8 institutions' cash income received is covered by bequests. Non-Go8 institutions were more dependent on their institutions largest cash gift, which generated 21 percent of their total cash income received in 2015. The median value of a Go8 institution's largest cash gift is eight times more than that of non-Go8 institutions.

On ranking the values from highest to lowest, the top-five largest cash gifts cover 57 percent of the total value of \$62.29m while the bottom five account for only 1.3 percent. Two out of five institutions received their largest cash gifts from trusts and foundations and in income terms, trusts and foundations contributed to 44 percent of the total income from the largest cash gifts.

Table 2.2 Cash income received in 2015			
Charitable giving to participating universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
Cash income received - Total	\$392,831,774	\$301,659,483	\$91,172,291
Cash income received - Mean	\$16,367,991	\$37,707,435	\$5,698,268
Cash income received - Median	\$6,104,981	\$37,626,672	\$3,192,337
Cash income received from bequests - Total	\$71,050,772	\$65,586,321	\$5,464,451
Cash income received from bequests - Mean	\$2,960,449	\$8,198,290	\$341,528
Cash income received from bequests - Median	\$335,182	\$5,151,908	\$52,446
Largest cash gift - Total	\$62,287,955	\$34,598,349	\$27,689,606
Largest cash gift - Mean	\$2,595,331	\$4,324,794	\$1,730,600
Largest cash gift - Median	\$1,021,603	\$4,500,000	\$561,916
Percentage			
Median cash income from bequests as a percentage of cash income received*	4%	22%	3%
Median largest cash gift as a percentage of cash income received*	16%	14%	21%
Number			
Number of cash gifts over \$1,000,000 - Total	74	62	12
Number of cash gifts over \$1,000,000 - Mean	3	8	1
Number of cash gifts over \$1,000,000 - Median	1	7	0
<i>Number of universities</i>	24	8	16

*Calculated as per Section 5.1.3 iv) Computed variables

2.3 Annual funds 2015

Participating institutions secured \$13.14m in new funds for annual funds and received \$10.92m in cash income. Median value of annual funds from new funds for Go8 institutions was \$664,027 and median value of annual funds from cash income received was \$568,824, compared to \$160,785 for non-Go8 institutions in new funds and \$104,404 in cash income.

Participating institutions secured 2.9 percent of total new funds and 3.2 percent of total cash income received from their annual fund.

Institutions vary significantly in terms of annual fund income as the mean and median values differ across the sample and within the Go8 and non-Go8 groups.

Table 2.3 Annual fund income in 2015			
Charitable giving to participating universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
Annual fund income secured - Total	\$13,142,369	\$9,924,585	\$3,217,784
Annual fund income secured - Mean	\$547,599	\$1,240,573	\$201,111
Annual fund income secured - Median	\$264,035	\$664,027	\$160,785
Annual fund income received in cash - Total	\$10,922,590	\$8,476,243	\$2,446,347
Annual fund income received in cash - Mean	\$455,108	\$1,059,530	\$152,897
Annual fund income received in cash - Median	\$201,041	\$568,824	\$104,404
Percentage			
Median annual fund income secured as a percentage of new funds secured*	2.9%	2.4%	3.7%
Median annual fund income received in cash as a percentage of cash income received*	3.2%	2.7%	3.7%
Number of universities	24	8	16

*Calculated as per Section 5.1.3 iv) Computed variables

2.4 Alumni and donors 2015

Participating institutions reported 3.29 million contactable alumni and 60,452 donors (33,442 alumni donors and 27,010 non-alumni donors) in 2015. Go8 institutions reported 1.38 million contactable alumni and 38,635 donors (25,130 alumni donors and 13,505 non-alumni donors). Non-Go8 institutions reported 1.91 million contactable alumni and 21,817 donors (8,312 alumni donors and 13,505 non-alumni donors).

Median contactable alumni was 136,199 for all institutions and median figures for Go8 and non-Go8 institutions were 193,453 and 132,699 respectively in 2015. Median number of donors was 1,891 donors and 750 alumni donors in 2015. Median number of donors for Go8 institutions was 3.7 times that of non-Go8 institutions.

Almost 75 percent of alumni donors were from Go8 institutions, compared to 25 percent from non-Go8 institutions while non-alumni donors were equally split between Go8 and non-Go8 institutions. Non-Go8 institutions received a higher proportion of their gifts from non-alumni sources (48 percent) than Go8 institutions (35 percent).

Go8 institutions report a higher alumni donor conversion rate (median alumni donor as a percentage of contactable alumni) than non-Go8 institutions in 2015, 1.52 percent as compared to 0.45 percent respectively.

Institutions secured \$5,037 in new funds per donor and \$4,548 in cash income per donor.

Median number of bequests intentions confirmed for Go8 institutions were 39 (mean was 44) and for non-Go8 institutions were five (mean was four).

Table 2.4 Alumni and donors in 2015

Charitable giving to universities in Australia and New Zealand			
Number	All	Go8	Non-Go8
Contactable alumni - Total	3,289,898	1,377,537	1,912,361
Contactable alumni - Mean	137,079	172,192	119,523
Contactable alumni - Median	136,199	193,453	132,669
All donors - Total	60,452	38,635	21,817
All donors - Mean	2,519	4,829	1,364
All donors - Median	1,891	3,881	1,040
Alumni donors - Total	33,442	25,130	8,312
Alumni donors - Mean	1,393	3,141	520
Alumni donors - Median	750	2,123	397
Non-alumni donors - Total	27,010	13,505	13,505
Non-alumni donors - Mean	1,125	1,688	844
Non-alumni donors - Median	712	1,068	394
New bequest intentions confirmed - Total	438	354	84
New bequest intentions confirmed - Mean	18	44	5
New bequest intentions confirmed - Median	6	39	4
Percentage			
Median alumni donors as a percentage of contactable alumni*	0.71%	1.52%	0.45%
Median alumni donors as a percentage of total donors*	59%	65%	52%
Amount (AUD)			
Median new funds secured per donor*	\$5,037	\$8,288	\$3,552
Median cash income received per donor*	\$4,548	\$5,423	\$3,090
<i>Number of universities</i>	<i>24</i>	<i>8</i>	<i>16</i>

*Calculated as per Section 5.1.3 iv) Computed variables

2.5 Fundraising investment 2015

Total investment in fundraising by participating institutions was \$65.51m in 2015. This was split between staff and non-staff costs in the ratio of approximately 3:1 across the sample.

The median amount invested in fundraising activities by Go8 institutions was \$5.31m each and by non-Go8 institutions was \$1.03m each in 2015.

It is difficult for institutions to differentiate between philanthropic income solely as a result of the development and advancement activities and philanthropic income due to activities that are outside the scope of a development office. Also the value of institutional leadership and other academic time invested in fundraising can be substantial, particularly at higher performing institutions.

A return on investment for fundraising departments has been calculated by comparing the fundraising costs to the philanthropic income received. When comparing investment to returns (i.e. fundraising costs to new funds secured and cash income received) it was noticed that Go8 institutions invested 13 cents to raise \$1 in new funds and 18 cents to get \$1 in cash income, compared to 24 cents invested by non-Go8 institutions to raise \$1 in new funds and 34 cents to get \$1 in cash income in 2015.

When figures are analysed in terms of number of constituents who donated, Go8 and non-Go8 institutions did not differ significantly in terms of fundraising cost per donor. Fundraising cost per donor for Go8 institutions was \$1,282, compared to \$1,207 for non-Go8 institutions in 2015.

Table 2.5 Fundraising investment in 2015

Charitable giving to universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
Fundraising costs - Total	\$65,513,254	\$44,905,322	\$20,607,933
Fundraising costs - Mean	\$2,729,719	\$5,613,165	\$1,287,996
Fundraising costs - Median	\$1,520,501	\$5,311,696	\$1,026,342
Staff fundraising costs - Total	\$45,749,876	\$31,296,505	\$14,453,372
Staff fundraising costs - Mean	\$1,906,245	\$3,912,063	\$903,336
Staff fundraising costs - Median	\$1,253,734	\$3,958,405	\$767,997
Non-staff fundraising costs - Total	\$19,763,378	\$13,608,817	\$6,154,561
Non-staff fundraising costs - Mean	\$823,474	\$1,701,102	\$384,660
Non-staff fundraising costs - Median	\$505,955	\$1,651,475	\$199,688
Percentage			
Median staff fundraising costs as a percentage of fundraising costs*	75%	72%	77%
Median non-staff fundraising costs as a percentage of fundraising costs*	25%	28%	23%
Amount (AUD)			
Median fundraising investment per dollar of new funds secured*	\$0.21	\$0.13	\$0.24
Median fundraising investment per dollar of cash income received*	\$0.28	\$0.18	\$0.34
Median fundraising cost per donor*	\$1,282	\$1,282	\$1,207
Number of universities	24	8	16

*Calculated as per Section 5.1.3 iv) Computed variables

2.6 Alumni relations investment 2015

Participating institutions invested \$36.53m in alumni relations activities, with median alumni relations costs being \$1.17m. This investment excludes costs to produce and distribute alumni magazines, which was \$5.22m with a median alumni magazine cost of \$83,998. Magazine costs varied across non-Go8 institutions as noticed by the difference in the mean and median figures.

Go8 institutions invested \$17.24 in alumni relations cost per contactable alumni and \$1,139 in alumni relations costs per alumni donor and non-Go8 institutions invested \$8.06 in alumni relations cost per contactable alumni and \$1,468 in alumni relations costs per alumni donor. Go8 institutions invested \$2.53 in alumni magazine costs per contactable alumni and \$154 in alumni magazine costs per alumni donor whereas non-Go8 institutions invested only \$0.46 in alumni magazine costs per contactable alumni and \$139 in alumni magazine costs per alumni donor.

The median ratio of fundraising investment to investment in alumni relations excluding magazines is 2:1 for Go8 institutions, i.e. the amount they invest in fundraising activities is twice as much as the amount they invest in alumni relations activities. This ratio for non-Go8 institutions is 1.4:1, they invest 1.4 times the amount they invest in alumni relations activities, on fundraising activities.

Table 2.6 Alumni Relations investment in 2015			
Charitable giving to universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
Alumni relations costs - Total	\$36,530,274	\$22,238,471	\$14,291,803
Alumni relations costs - Mean	\$1,522,095	\$2,779,809	\$893,238
Alumni relations costs - Median	\$1,165,267	\$2,673,919	\$1,047,270
Staff alumni relations costs - Total	\$25,596,254	\$15,633,041	\$9,963,213
Staff alumni relations costs - Mean	\$1,066,511	\$1,954,130	\$622,701
Staff alumni relations costs - Median	\$809,059	\$1,944,137	\$706,761
Non-staff alumni relations costs - Total	\$10,934,019	\$6,605,430	\$4,328,589
Non-staff alumni relations costs - Mean	\$455,584	\$825,679	\$270,537
Non-staff alumni relations costs - Median	\$360,745	\$709,969	\$260,920
Production and distribution alumni magazine costs - Total	\$5,220,015	\$3,527,269	\$1,692,746
Production and distribution alumni magazine costs - Mean	\$217,501	\$440,909	\$105,797
Production and distribution alumni magazine costs - Median	\$83,998	\$460,126	\$55,791
Percentage			
Median staff alumni costs as a percentage of alumni relations costs*	66%	67%	66%
Median non-staff fundraising costs as a percentage of alumni relations costs*	34%	33%	34%
Amount (AUD)			
Median alumni relations cost per contactable alumni*	\$9.92	\$17.24	\$8.06
Median alumni relations cost per alumni donor*	\$1,429	\$1,139	\$1,468
Median alumni magazine cost per contactable alumni*	\$1.24	\$2.53	\$0.46
Median alumni magazine cost per alumni donor*	\$154	\$154	\$139
Number of universities	24	8	16

*Calculated as per Section 5.1.3 iv) Computed variables

2.7 Institutional expenditure and advancement staff 2015

All participating institutions collectively had an annual expenditure of \$21.17b in 2015. Median fundraising costs as a percentage of institutional expenditure was 0.25 percent and median alumni relations costs as a percentage of institutions expenditure was 0.15 percent. This totals 0.4 percent of total institutional expenditure being invested in fundraising and alumni relations activities, equivalent to over \$102.04m.

The participating institutions' fundraising workforce stood at 406 FTE staff. Go8 institutions employed 268 FTE fundraising staff and non-Go8 employed 138 fundraising FTE staff. In alumni relations, 226 FTE staff members worked across the participating institutions, 150 of which were at Go8 institutions.

Institutions spent \$113,561 per fundraising staff member and each of them can be attributed to \$682,041 in new funds secured and \$446,432 in cash income received.

Go8 institutions invested \$122,246 per fundraising FTE staff returning \$1.50m in new funds secured and \$1.13m in cash income per fundraising FTE staff. Non-Go8 institutions invested \$111,721 per fundraising FTE staff returning \$535,687 in new funds secured and \$423,074 in cash income per fundraising FTE staff.

Table 2.7 Institutional expenditure and advancement staff 2015			
Charitable giving to universities in Australia and New Zealand			
Amount (AUD)	All	Go8	Non-Go8
Total institutional expenditure - Total	\$21,166,045,971	\$11,688,545,000	\$9,477,500,971
Total institutional expenditure - Mean	\$881,918,582	\$1,461,068,125	\$592,343,811
Total institutional expenditure - Median	\$853,277,005	\$1,699,975,500	\$605,557,500
Percentage			
Median fundraising costs as a percentage of institutional expenditure*	0.25%	0.40%	0.23%
Median alumni relations costs as a percentage of institutional expenditure*	0.15%	0.19%	0.14%
Number			
Fundraising staff - Total	406	268	138
Fundraising staff - Mean	17	34	9
Fundraising staff - Median	12	34	7
Alumni relations staff - Total	226	150	76
Alumni relations staff - Mean	9	19	5
Alumni relations staff - Median	7	18	5
Amount (AUD)			
Median new funds secured per FTE fundraising staff*	\$682,041	\$1,497,379	\$535,687
Median cash income received per FTE fundraising staff*	\$446,432	\$1,128,568	\$423,074
Median fundraising staff cost per FTE fundraising staff*	\$113,561	\$122,246	\$111,721
Median alumni relations staff cost per FTE alumni relations staff*	\$102,200	\$107,316	\$100,680
Number of universities	24	8	16

*Calculated as per Section 5.1.3 iv) Computed variables

3 Trends in key indicators 2013-2015

Trends are calculated using data from institutions that participated and provided information for a key set of variables for three surveys, 2013, 2014 and 2015. These findings are on a like-for-like basis and are illustrated in the following charts (all participating institutions, Go8 institutions and non-Go8 institutions).

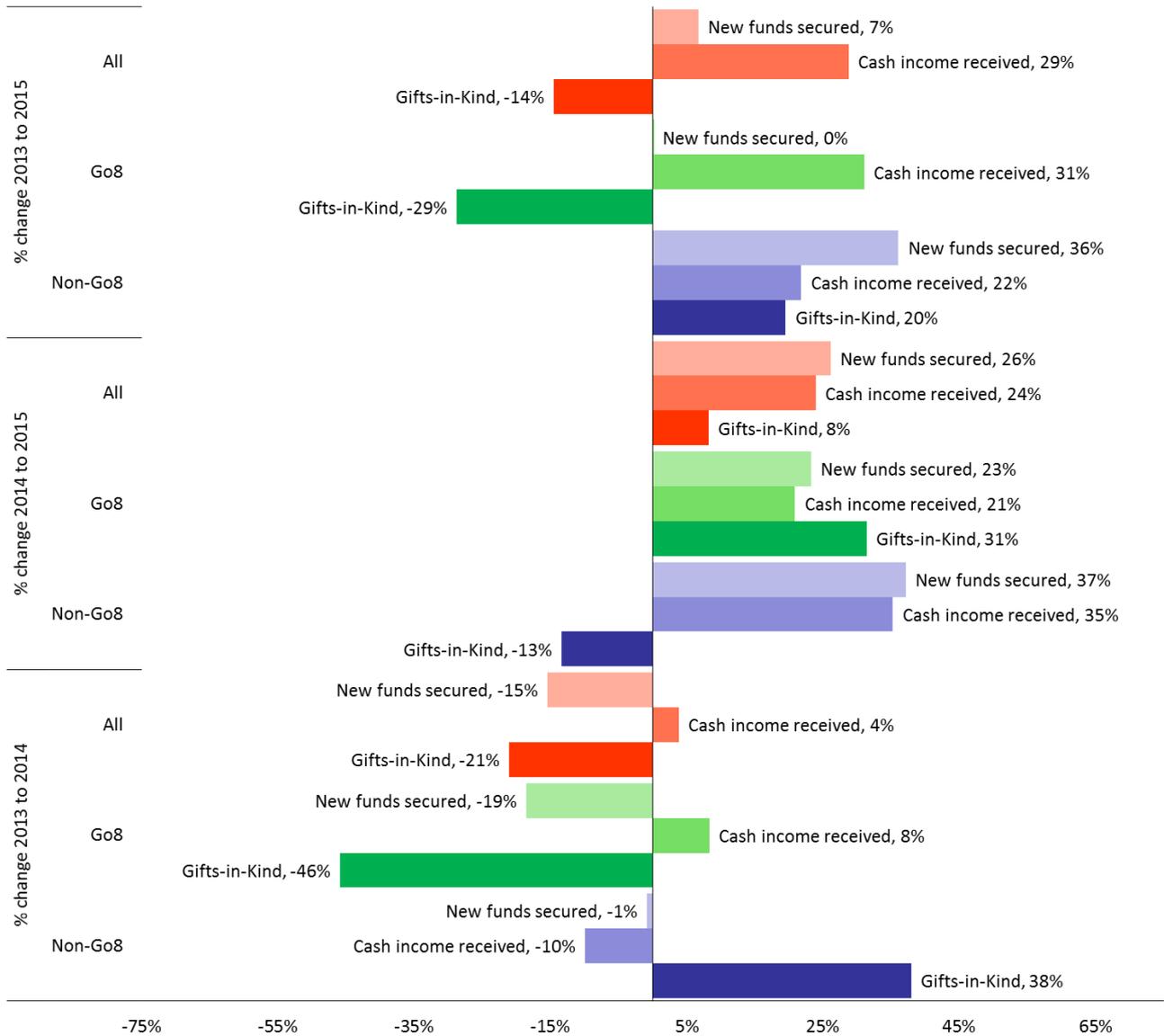
Below are the highlights of the trends in key indicators:

3.1 Philanthropic income

- New fund secured increased by 26 percent since 2014 after a 15 percent drop from 2013 to 2014.
- Cash income received has shown an increase over the years since 2013 with a 29 percent increase from 2013 to 2015.
- Gifts-in-kind decreased by 21 percent from 2013 to 2014 and then increased by 8 percent from 2014 to 2015.
- Income from bequests across the 24 institutions, Go8 institutions and the non-Go8 institutions rose considerably from 2014 to 2015.
- Annual fund income secured increased by 58 percent at non-Go8 institutions from 2014 to 2015 and Go8 institutions saw an increase of six percent in annual fund income secured during the same time period.
- Non-Go8 institutions saw a significant rise in the amount of large gifts and pledges with a 90 percent increase in the amount of largest pledge secured and a 114 percent increase in the amount of largest cash gift received from 2014 to 2015.
- Go8 institutions reported a rise of 172 percent in the number of bequest intentions confirmed from 2014 to 2015 after an increase of 14 percent from 2013 to 2014. Non-Go8 are consistently reporting an increase of over 40 percent year on year since 2013 on the number of bequest intentions confirmed.
- Number of cash gifts over \$1m increased by 140 percent for non-Go8 institutions as compared to a 63 percent increase for Go8 institutions from 2014 to 2015.

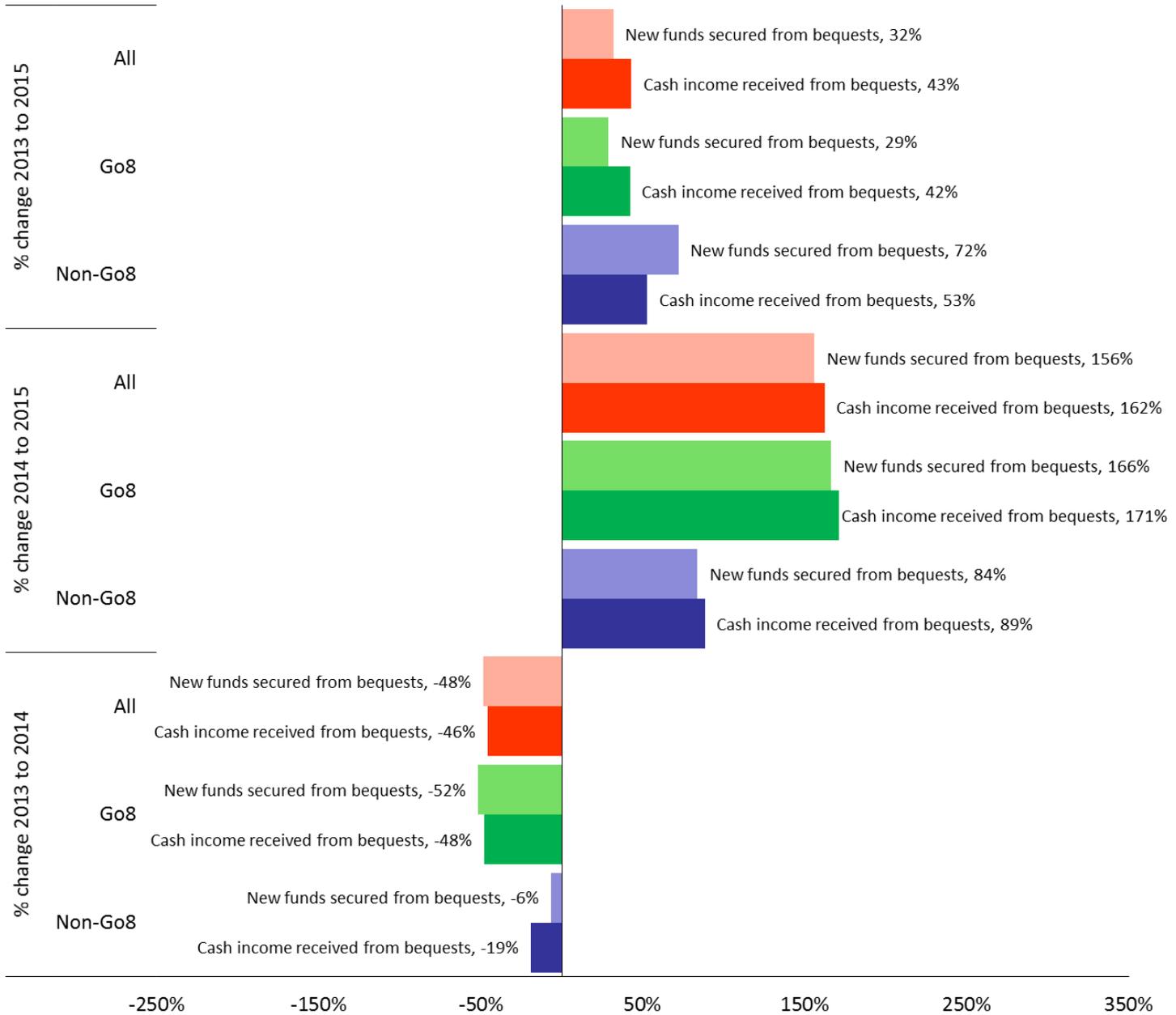
Philanthropic income trends 2013 to 2015

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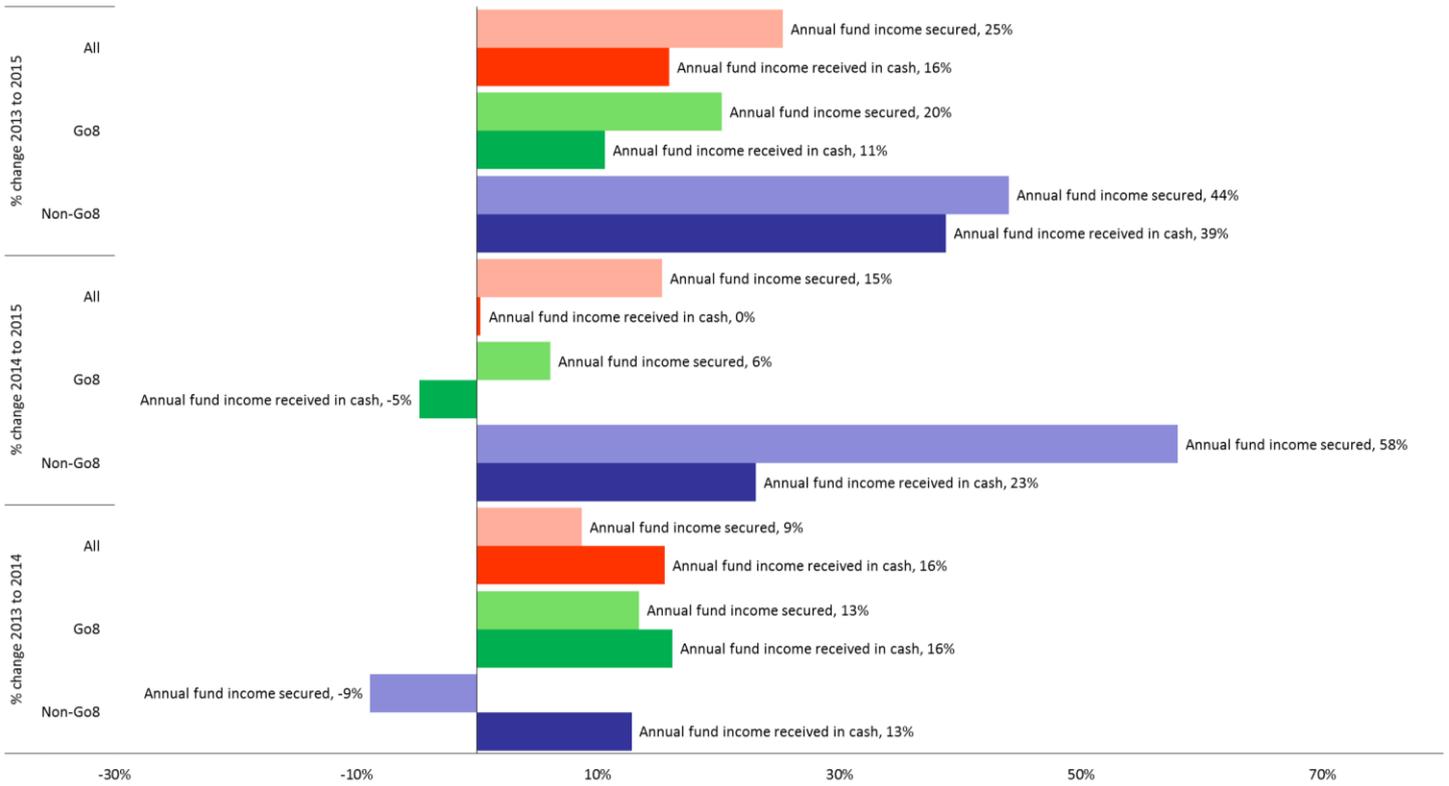
Philanthropic income from bequests 2013 to 2015

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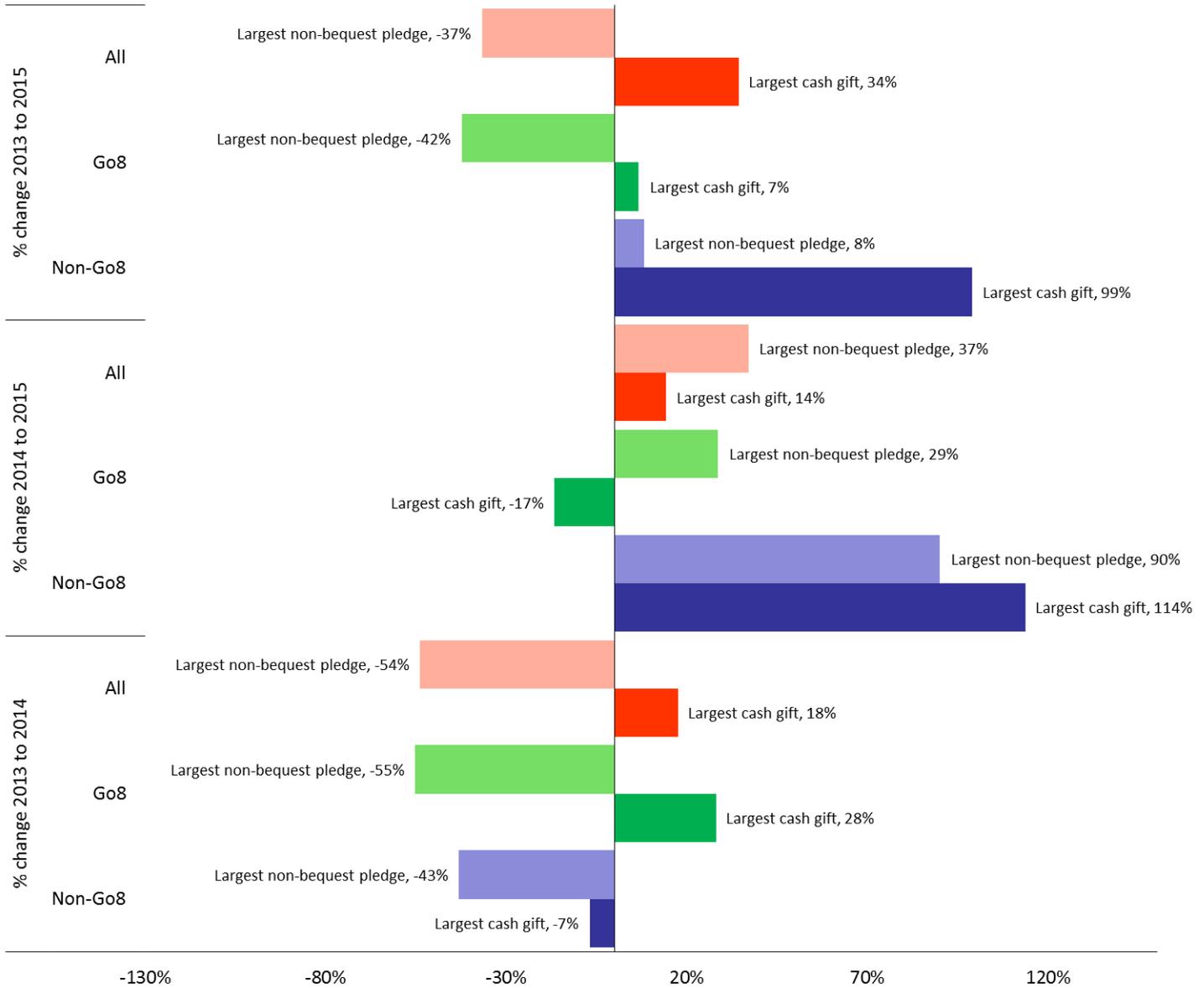
Annual fund income trends 2013 to 2015

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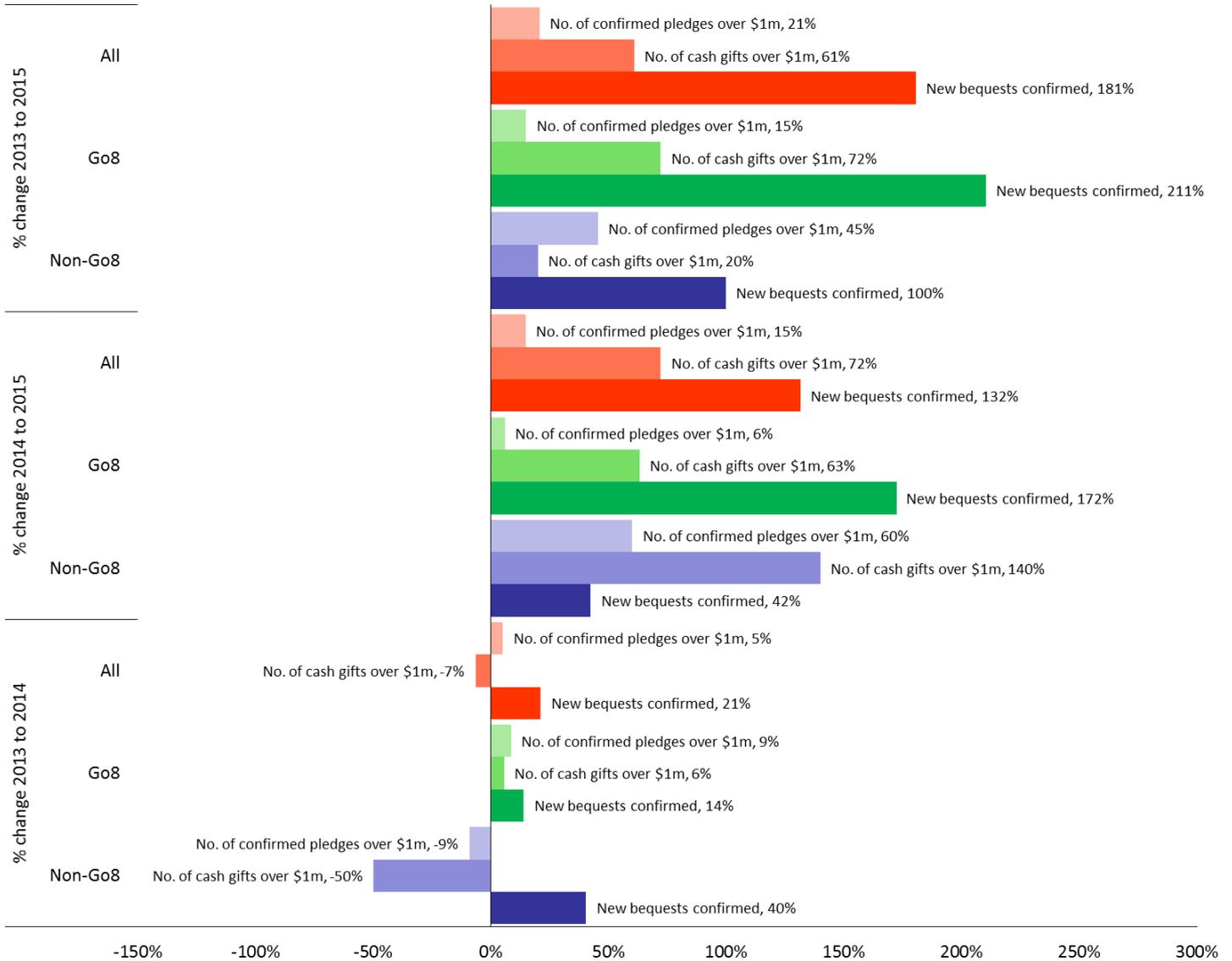
Largest gifts and pledges trends 2013 to 2015

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Confirmed gifts, pledges and bequests trends 2013 to 2015

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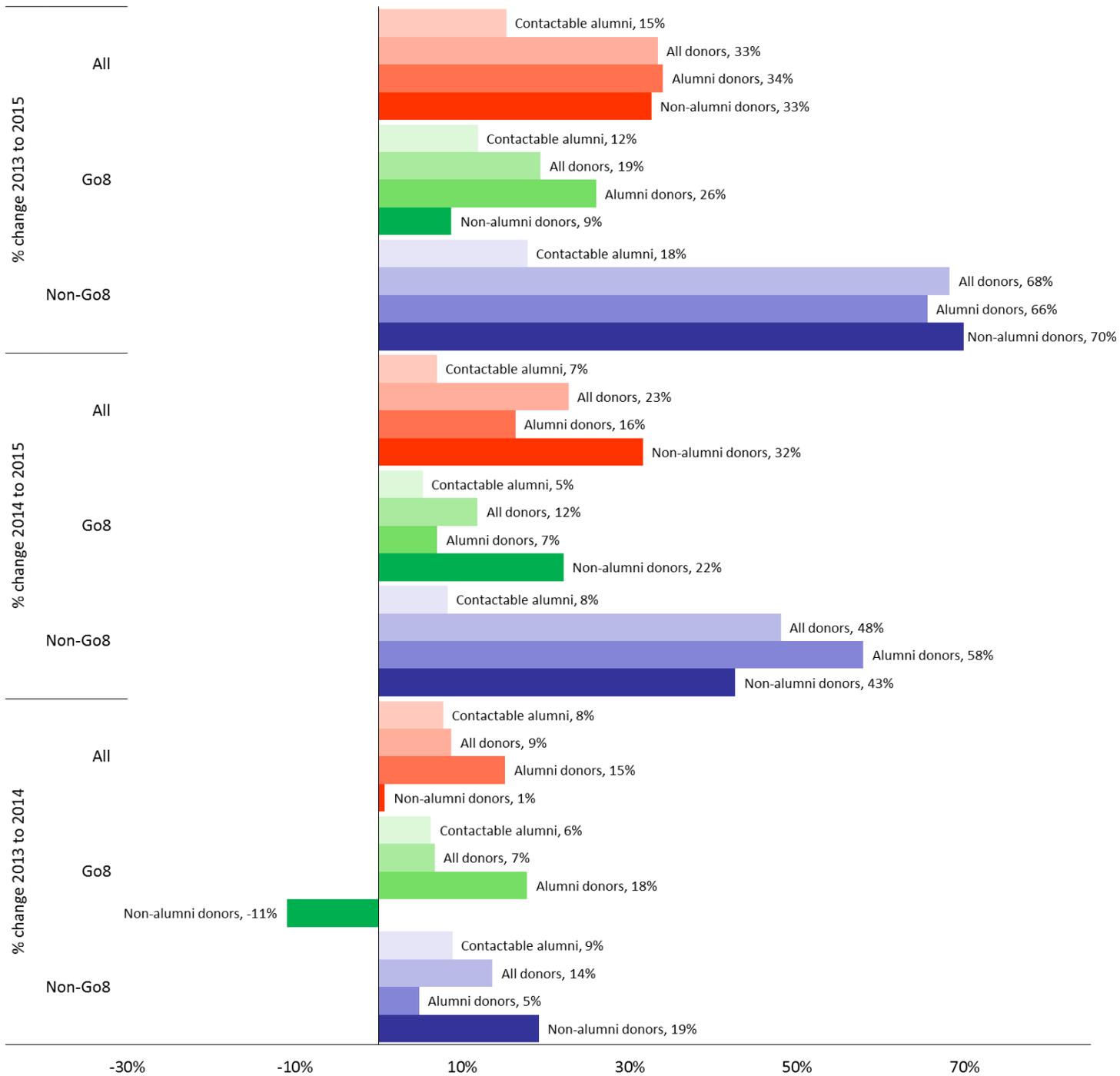


3.2 Alumni and donors

- Contactable alumni numbers grew by 12 percent and 18 percent for Go8 and non-Go8 institutions respectively from 2013 to 2015.
- Total donors increased by 48 percent for non-Go8 institutions from 2014 to 2015 and 12 percent for Go8 institutions during the same time period.
- Alumni donors increased by 58 percent at non-Go8 institutions and by seven percent at Go8 institutions from 2014 to 2015.
- Number of non-alumni donors increased by 43 percent for non-Go8 institutions from 2014 to 2015 and by 22 percent for Go8 institutions.

Alumni and donor trends 2013 to 2015

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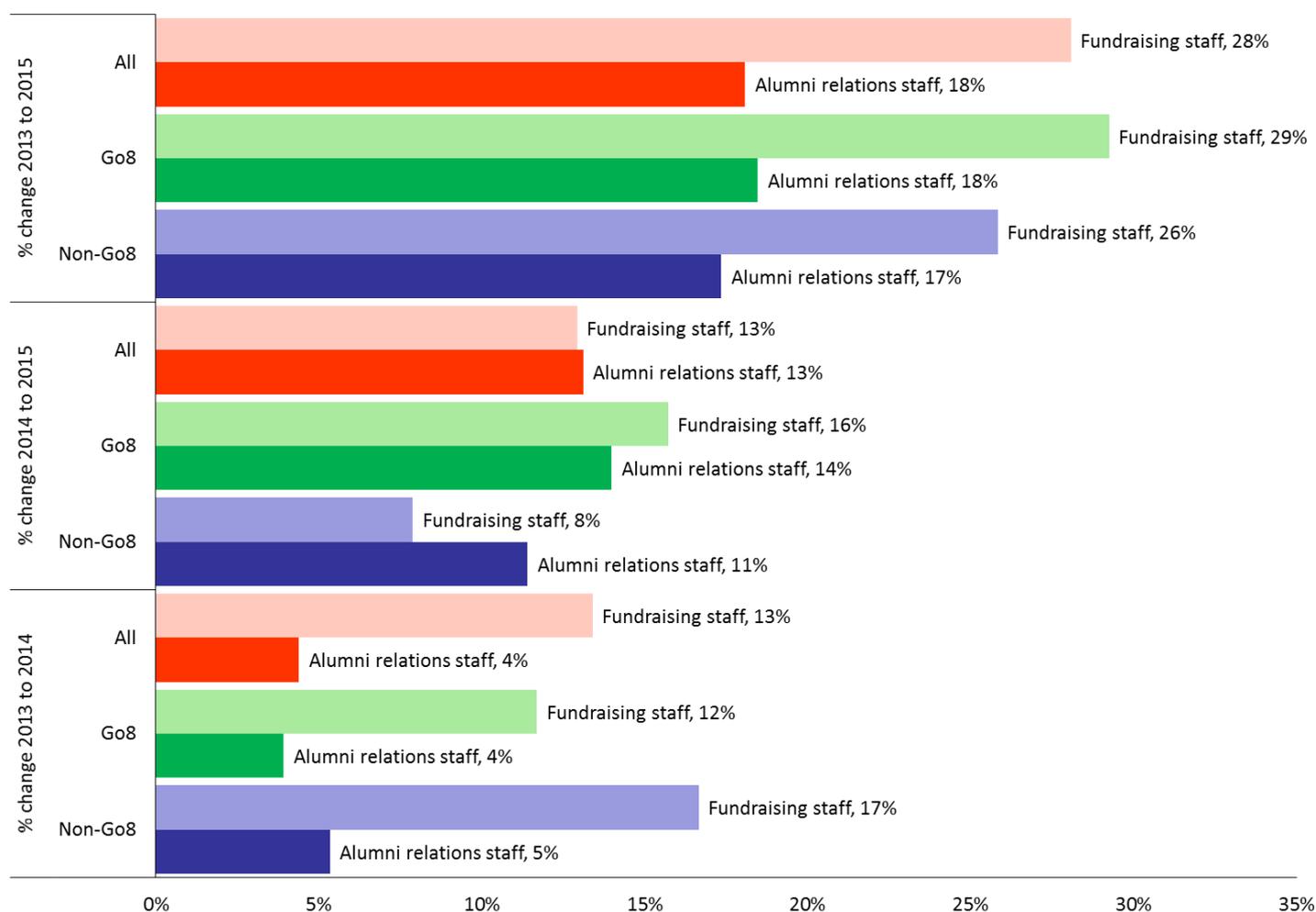


3.3 Fundraising and alumni relations staffing trends

- Fundraising staff numbers grew year on year by 13 percent from 2013 to 2014 and 2014 to 2015.
- Alumni relations staff numbers grew by four percent from 2013 to 2014 and by 13 percent from 2014 to 2015.

Staffing trends 2013 to 2015

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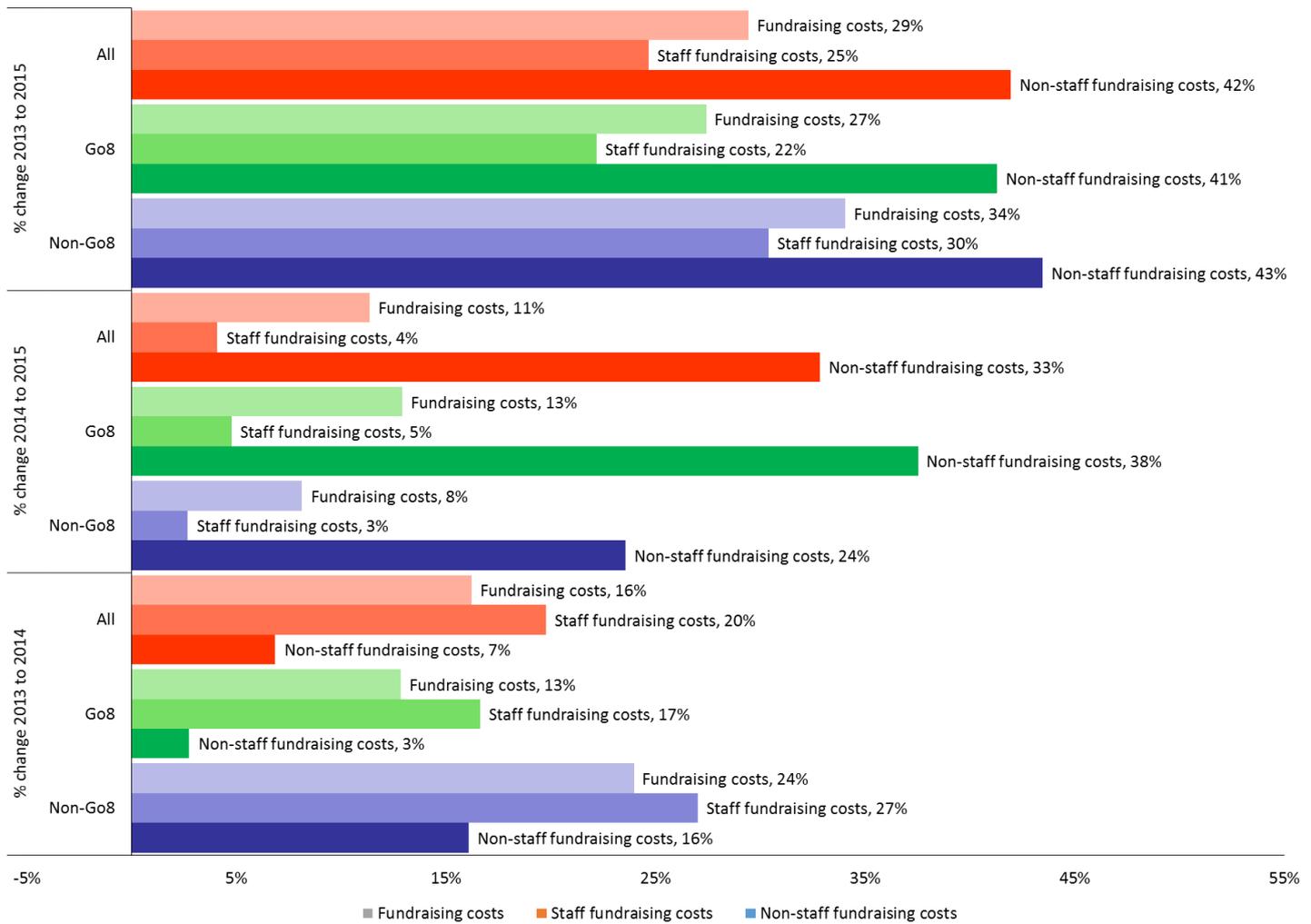


3.4 Fundraising and alumni relations cost trends

- Staff fundraising costs increased by 27 percent and 17 percent from 2013 to 2014 for non-Go8 and Go8 institutions respectively but this trend significantly slowed down to three percent and five percent from 2014 to 2015 for non-Go8 and Go8 institutions respectively
- Non-staff alumni relations costs decreased by 27 percent for non-Go8 institutions from 2014 to 2015 and increased by 20 percent for Go8 institutions
- Alumni relations staff costs increased by 23 percent for non-Go8 institutions and by three percent for Go8 institutions
- Alumni magazine production and distribution costs decreased for non-Go8 institutions from 2014 to 2015 whereas Go8 institutions saw a five percent rise during the same time period.

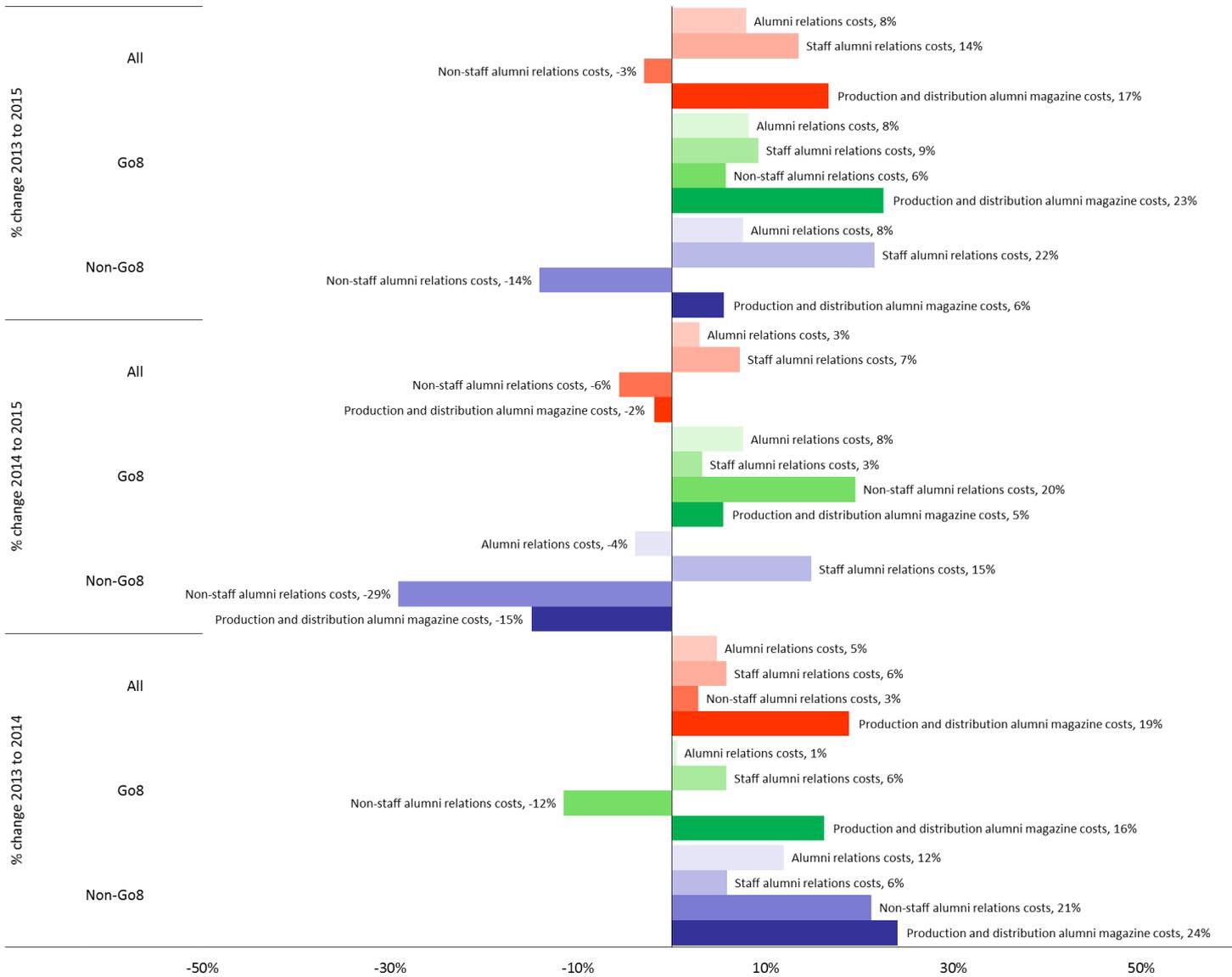
Fundraising cost trends 2013 to 2015

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Alumni cost trends 2013 to 2015

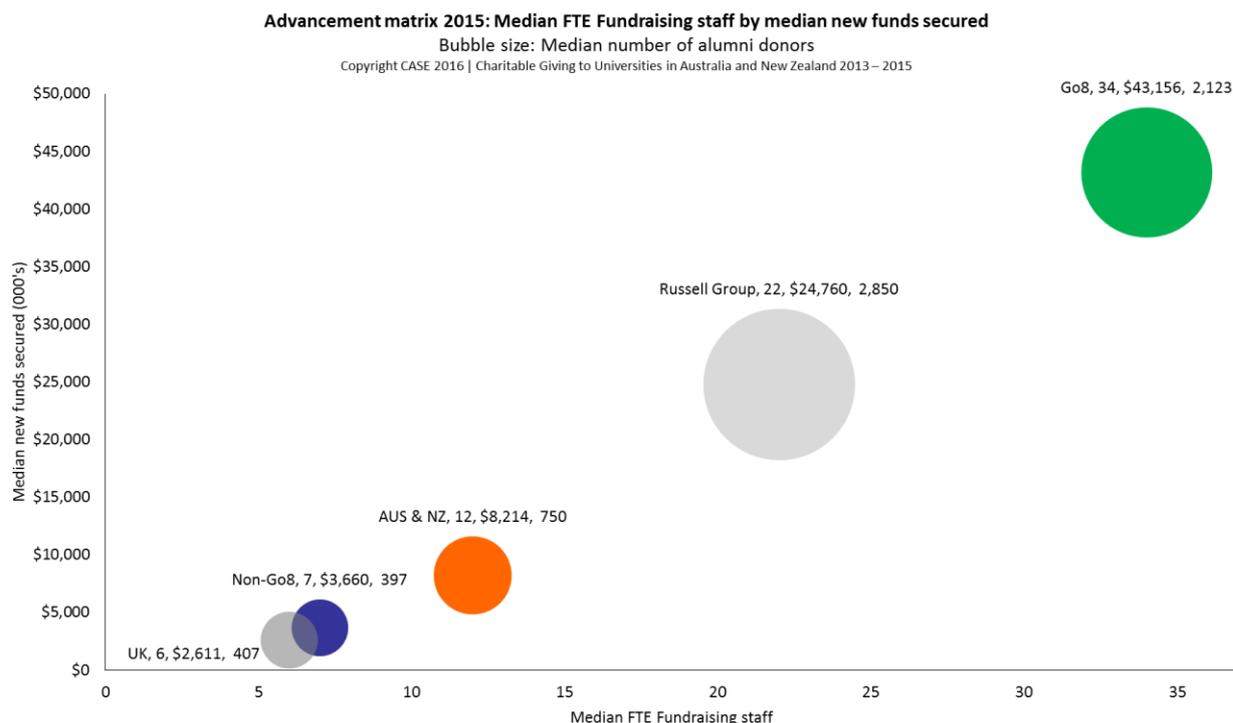
Copyright CASE 2016 | Charitable Giving to Universities in Australia and New Zealand 2013 – 2015



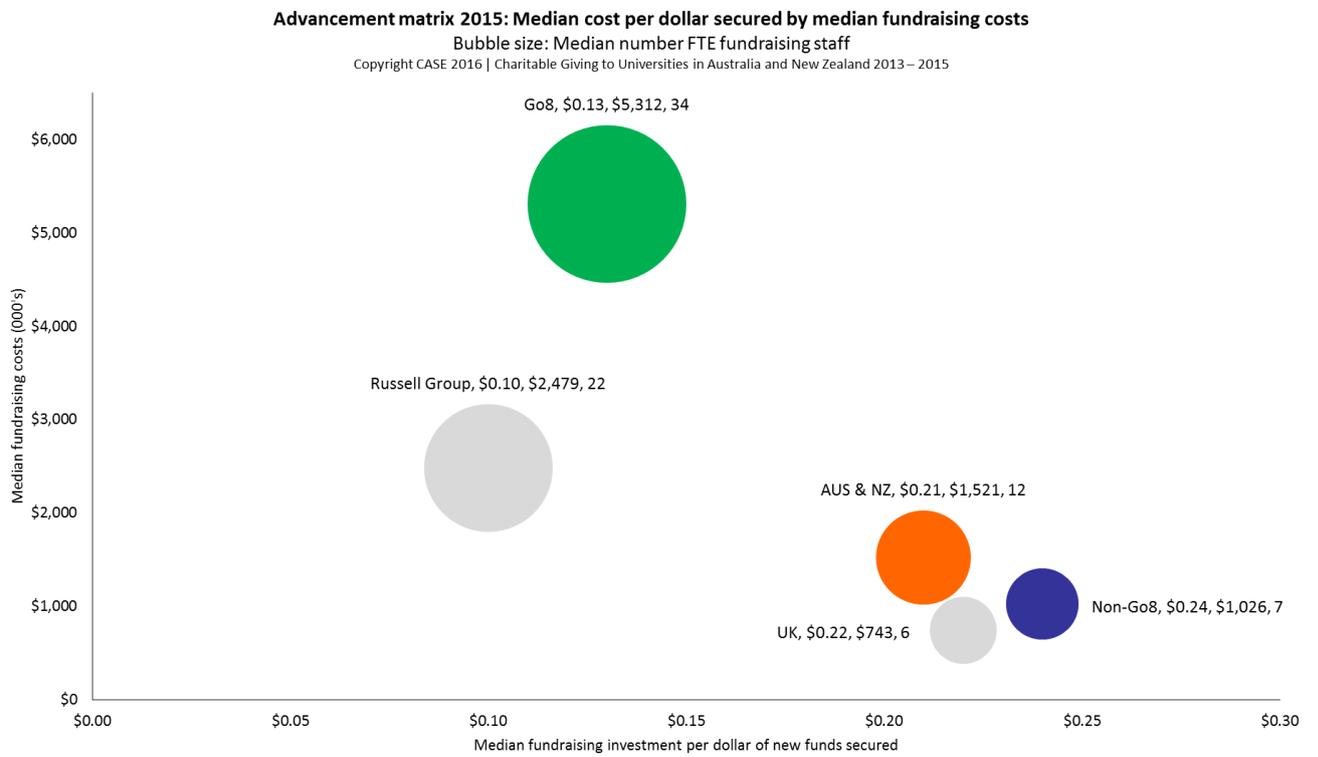
4 Comparisons with institutions in the UK

Plotting median new funds secured with median FTE fundraising staff illustrates a trend line going upwards from left to right, indicating that institutions with more FTE fundraising staff are securing more philanthropic income. Go8 institutions are positioned at the top-right of this chart followed by the Russell Group on this trend line. Non-Go8 institutions taking part in this survey are placed between the 24 institutions taking part in this survey and those that take part in the UK.

The chart also illustrates that not only is the number of alumni donor numbers important but also the amount donated per donor on average. Median FTE fundraising staff size at UK institutions and non-Go8 institutions are quite similar, six and seven respectively and so are their median alumni donor numbers (407 and 397 respectively) but non-Go8 institutions secure \$1m more in median new funds secured as compared to institutions in the UK. Even more interestingly, on average each Go8 institution has slightly less number of median alumni donors than the Russell Group (2,123 and 2,850 respectively) but median new funds secured by a Go8 institution is \$18.40m more than that secured by a Russell Group institutions.



With more median alumni donors, Russell Group institutions and Go8 institutions both report the lowest median investment per \$1 in new funds secured of 10 cents and 13 cents respectively. But for Go8 institutions, median fundraising costs are \$2.83m more than that of institutions in the Russell Group and median FTE fundraising staff at Go8 institutions are 12 more than FTE fundraising staff at Russell Group institutions.



5 Appendix

5.1.1 CASE

The Council for Advancement and Support of Education (CASE) is a professional not-for-profit association serving educational institutions and the advancement professionals who work on their behalf in alumni relations, communications, development, marketing and allied areas.

5.1.2 About the survey

This report presents findings from the Charitable Giving to Universities in Australia and New Zealand Survey 2013, 2014 and 2015. The project was conducted by CASE Europe and funded by the participating institutions. The survey is based on the UK Ross-CASE Survey and has been carried out since 2012. The survey was offered online for the first time in 2016 to collect data for 2013, 2014 and 2015.

The survey is overseen by a survey committee. The committee and CASE research staff review the survey script, reporting rules and the question-by-question guide before launching the survey to eligible institutions in Australia and New Zealand.

The 2013, 2014 and 2015 survey was launched online via the CASE Benchmarking Toolkit in July 2016 and closed in August 2016. Members of the board and CASE Research staff queried the data submitted by the institutions against an exhaustive set of logic, ratio, arithmetic and substantive tests (a full list can be obtained on request). The queries were emailed to the participating institutions who had the option of rectifying the errors by amending their data or leaving the answers unanswered. Best possible efforts were made to remove any unreliable data that was submitted. Descriptive statistics, mainly using the measures of central tendencies (mean and median), was used to analyse the data and key indicators were reported on this basis.

Results were published by the medium of this report accompanied by an infographic. All participating institutions also received access to the CASE Benchmarking toolkit's reporting tools.

All data collected has been reported on a confidential and aggregated basis in this report. All income figures in this report are in Australian Dollars (AUD). As with previous reports this year's data is intended for benchmarking purposes, and as such does not provide sector or organisational context, nor does it speculate as to reasons why differences may have occurred between years.

5.1.3 Reporting conventions

i) Trend data

Trend data are presented on a like-for-like basis for each variable reported in Chart 2.2 in percentages only. Participating institutions were requested to submit data for three years - 2013, 2014 and 2015.

ii) Base size

The number of institutions given as the base in tables and figures refers to the number of institutions answering a particular question or set of questions, rather than the total number participating in the survey.

iii) Measures of central tendencies

Mean figures provide a snapshot of the overall group's performance while median figures highlight the distribution in fundraising figures across the participating institutions. Where the mean and median are close together, the group is relatively homogenous and where the mean is significantly different to the median, the group is much more diverse. Differences in mean and median figures could also be due to the presence of outliers in a sample. Given that the sample size covers a diverse range of institutions, there is a variation between institutions with some institutions having substantially higher values than others and vice-versa. Thus, some mean values are skewed upwards and are generally much higher than the median values. This variation is reduced when mission groups are analysed. This is because mission group institutions are generally very similar to each other in terms of their operations.

iv) Computed variables

Some variables are calculated on the basis of two variables from the survey. For example largest cash gift as a percentage of total cash income received was calculated by first computing the percentage of largest cash gift to total cash income received for each institution and then the median was calculated from these figures rather than computing it by using the total of the largest cash gift and dividing that by total cash income received.

5.1.4 Acknowledgements

First and foremost we would like to thank the university staff who gave their time to provide information about the philanthropic income of their institutions. A special thanks to all the new institutions participating in the study for the first time and we are hopeful of increasing this number in the future and expanding the study across the Asia-Pacific region. In addition we are grateful to the survey committee for their guidance and support.

5.1.5 Participating institutions

Table 2.6.5 Response rates 2013 - 2016	2013	2014	2015	2016
Charitable Giving to Universities in Australia and New Zealand				
Higher education institutions in Australia				
Invited to participate	43	43	43	43
Number participating	8	10	14	23
Response rate	19%	23%	32%	53%
Higher education institutions in New Zealand				
Invited to participate	8	8	8	8
Number participating	0	1	5	1
Response rate	0%	12%	62%	12%
Higher education institutions in Australia and New Zealand				
Invited to participate	51	51	51	51
Number participating	8	11	19	24
Response rate	16%	21%	37%	47%

Go8

1. Australian National University
2. Monash University
3. University of Adelaide
4. University of Melbourne
5. University of New South Wales
6. University of Queensland
7. University of Sydney
8. University of Western Australia

Non-Go8 Australia

1. Curtin University
2. Deakin University
3. La Trobe University
4. Macquarie University
5. Murdoch University
6. Queensland University of Technology
7. RMIT University
8. Swinburne University of Technology
9. The University of Newcastle
10. University of Canberra
11. University of New England
12. University of South Australia
13. University of Tasmania
14. University of the Sunshine Coast
15. University of Wollongong

New Zealand

1. University of Auckland

Universities that participated in the 2014-15 Ross-CASE Survey and have been included in the analysis of this report are as follows:

Other UK institutions

1. Abertay University
2. Aberystwyth University
3. Anglia Ruskin University
4. Arts University Bournemouth
5. Aston University
6. Bath Spa University
7. Birkbeck College
8. Bournemouth University
9. Brunel University London
10. Canterbury Christ Church University
11. Cardiff Metropolitan University
12. City University London
13. Courtauld Institute of Art
14. Coventry University
15. Cranfield University
16. Edge Hill University
17. Edinburgh Napier University
18. Glasgow Caledonian University
19. Goldsmiths, University of London
20. Guildhall School of Music & Drama
21. Heriot-Watt University
22. Institute of Cancer Research
23. Kingston University
24. Lancaster University
25. Leeds College of Art
26. Leeds Trinity University
27. Liverpool Hope University
28. Liverpool John Moores University
29. Liverpool School of Tropical Medicine
30. London Business School
31. London School of Hygiene & Tropical Medicine
32. London South Bank University
33. Loughborough University
34. Manchester Metropolitan University
35. Middlesex University
36. Newman University
37. Nottingham Trent University
38. Open University
39. Oxford Brookes University
40. Queen Margaret University Edinburgh
41. Robert Gordon University
42. Rose Bruford College
43. Royal Agricultural University
44. Royal College of Art
45. Royal College of Music
46. Royal Holloway, University of London
47. Royal Northern College of Music
48. Royal Veterinary College
49. Royal Welsh College of Music & Drama
50. SOAS, University of London
51. Swansea University
52. Teesside University
53. The University of West London
54. Trinity Laban Conservatoire of Music and Dance
55. Ulster University
56. University Campus Suffolk
57. University of Aberdeen
58. University of Bath
59. University of Bedfordshire
60. University of Brighton
61. University of Chester
62. University of Cumbria
63. University of Derby
64. University of Dundee
65. University of East Anglia
66. University of Essex
67. University of Huddersfield
68. University of Hull
69. University of Kent
70. University of Leicester
71. University of Lincoln
72. University of Northumbria at Newcastle
73. University of Portsmouth
74. University of Reading
75. University of Roehampton
76. University of Salford
77. University of South Wales
78. University of St Andrews
79. University of St Mark & St John
80. University of Stirling
81. University of Strathclyde
82. University of Surrey
83. University of Sussex
84. University of the Arts London
85. University of the West of England, Bristol
86. University of the West of Scotland
87. University of Wolverhampton
88. University of Worcester
89. York St John University

UK institutions in the Russell Group

1. Cardiff University
2. Imperial College London
3. King's College London
4. London School of Economics and Political Science
5. Newcastle University
6. Queen Mary University of London
7. Queen's University Belfast
8. University College London
9. University of Birmingham
10. University of Bristol
11. University of Cambridge
12. University of Durham
13. University of Edinburgh
14. University of Exeter
15. University of Glasgow
16. University of Leeds
17. University of Liverpool
18. University of Manchester
19. University of Nottingham
20. University of Oxford
21. University of Sheffield
22. University of Southampton
23. University of Warwick
24. University of York

5.1.6 Glossary

Annual funds: Gifts obtained through mass participation often directed to general operations and/or designated university priorities.

Bequests: A commitment (pledge) that a transfer of wealth will occur upon a donor's death. Within the survey bequest gifts are only counted in either new funds secured or cash income received (depending on the type of gift) when it is actually received. Committed bequests (whether received in year or not) are included in the committed bequests question within the survey.

Cash income received: Income actually received by the institution including payments received towards pledges made in previous years, excluding new pledges where payment has not been received.

Contactable alumni: This refers to addressable alumni (former students of the institution) – those who you have reliable postal or email addresses anywhere in the world.

Gifts-in-kind: This includes other goods donated that are not a monetary contribution.

Group of Eight: The Group of Eight (Go8) is a coalition of Australian higher education institutions.

Investment in alumni relations: The costs associated with engagement activity with alumni and community, including staff and non-staff expenditure.

Investment in fundraising: The costs associated with the efforts to gather new funds secured and cash income received. It includes the cost of the staff (staff expenditure) undertaking the fundraising and the other costs (non-staff expenditure) of running and maintaining the fundraising operations. When the cost of both staff expenditure and non-staff expenditure is combined this equals the total fundraising expenditure.

Mean: A measure of central tendency which is the average value i.e. the sum of the sampled values divide by the number of items in the sample. In this report mean denotes the arithmetic mean.

Median: A measure of central tendency the median separates the higher half of a data sample, a population, or a probability distribution, from the lower half.

New funds secured: New funding secured by the institution, including new donations received and new confirmed pledges not yet received but excluding payments of pledges made in previous years. This does not include bequest pledges but includes bequest received.

Organisations: Includes trusts, foundations, companies and other organisations.

Philanthropic income: This is defined in the Supporting Document and includes gifts/donations or grants that meet two criteria – source of funds should be eligible and the nature of funds should meet the survey's definition of philanthropic intent. The survey reports philanthropic income in two ways – new funds secured and cash income received.

Reporting rules and Question-by-question guide: These documents provide guidance and definitions on funding that is eligible for inclusion in the survey and how that funding is recorded. It also contains general guidance on completing the survey.

Russell Group Universities: The Russell Group is an Association of 24 research-intensive institutions in the UK.

Sum: Summation is the operation of adding a sequence of numbers; the result is their sum or total.