Trends in Philanthropic Support: Where Do We Stand?

Income | Donors | Investment

LOREM IPSUM UNIVERSITY
Executive Summary/Key Findings/Introduction

- New funds secured
- Cash income received
- Total donors
- Alumni donors
- Investment
- Cluster
Comparing new funds secured by year and by source


£0.75m £0.95m £1m £1.25m £1.5m

Alumni Non-Alumni Trusts & Foundations Corporate Other

Comparing largest gifts and pledges by mission group and peer institutions

£1.81m £1.69m £1.54m £1.46m £1.5m

Institution A Institution B Median Russell Group Median All UK Your Institution

Largest 2nd Largest 3rd Largest Other

Comparing three-year cumulative new funds by mission group and peer institutions

£1.58m £1.42m £1.25m £1.5m

Institution A Institution B Median Russell Group Median All UK Your Institution

2015 2016 2017

Comparing largest gifts and pledges by year

£0.75m £0.95m £1m £1.25m £1.5m


Largest 2nd Largest 3rd Largest Other

Comparing new funds secured by mission group and peer institutions, and by source

£1.34m £1.39m £1.28m £1.45m £1.5m

Institution A Institution B Median Russell Group Median All UK Your Institution

Alumni Non-alumni Trusts & Foundations Corporate Other

Other benchmarking ideas?
Comparing participation rate by year

Comparing total donors and alumni donors by year

Comparing three-year cumulative alumni donors by mission group and peer institutions

Other benchmarking ideas?
Trends in Philanthropic Support: Investment

Comparing fundraising and alumni relations staff per 1,000 contactable alumni by year

Comparing fundraising cost per pound of new funds secured by year

Comparing fundraising and alumni relations costs by year

Comparing fundraising and alumni relations staff per 1,000 contactable alumni by mission group and peer institutions

Comparing fundraising cost per pound of new funds secured by mission group and peer institutions

Other benchmarking ideas?


Institution A Institution B Median Russell Group Median All UK Your Institution

Fundraising Staff Alumni Relations Staff

Fundraising Staff Alumni Relations Staff

2015 2016 2017

Institution A Institution B Median Russell Group Median All UK Your Institution

Fundraising Staff Alumni Relations Staff

2015 2016 2017

Institution A Institution B Median Russell Group Median All UK Your Institution

Alumni Relations Staff Cost Fundraising Staff Cost Alumni Relations Magazine Cost

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Alumni Relations Staff Cost Fundraising Staff Cost Alumni Relations Magazine Cost
Advancement Matrix: New Funds Secured, Fundraising Staff and Alumni Donors by Mission Group and Peer Institutions

As part of this infographic package, you will receive:

- Up to 18 visually-engaging illustrated benchmarking charts and two bubble matrix charts. You can choose the order, size and layout so far as it fits into the original infographic framework of 2 columns x 3 rows
- A striking cover page to present the infographic as a mini-report highlighting the key findings. This can be personalised using the institution’s logo
- Options to choose a colour scheme that resonates with your institution’s brand guidelines
- Digital files in JPEG/PNG format for each of the charts
- Data tables in MS Excel format for each of the charts
- Final print-friendly PDF version with hyperlinks
- Please email europe@case.org to order yours now.

This infographic benchmarks fundraising performance for your institution with:

- The median value for key peer groups
- Values for your peer institutions

You can choose the key peer groups and peer institutions to benchmark your institution's data against. The key groups and institutions displayed in this infographic are:

- Institution A
- Institution B
- Median Russell Group
- Median All UK
- Your Institution

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.

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