



Trends in Philanthropic Support: Where Do We Stand?

Income | Donors | Investment

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Executive Summary/Key Findings/Introduction



New funds secured



Cash income received



Total donors



Alumni donors



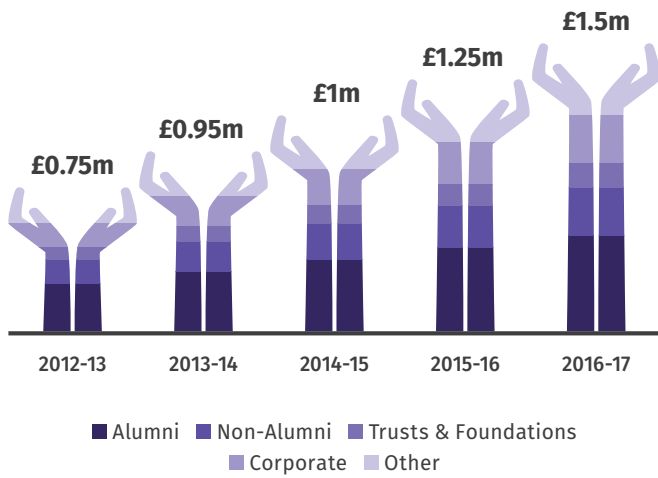
Investment



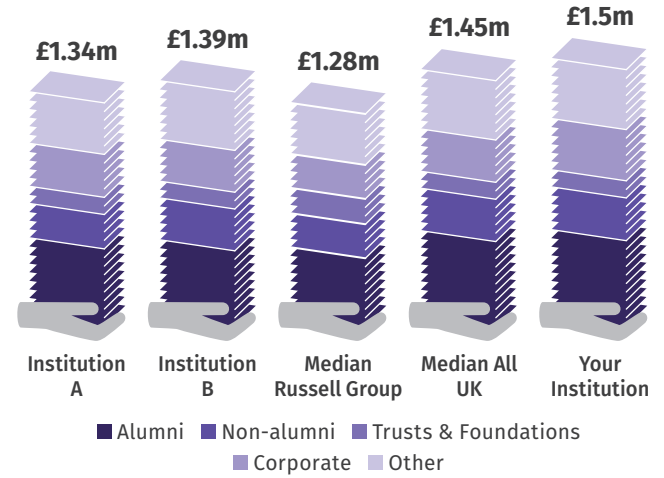
Cluster

Trends in Philanthropic Support: Income

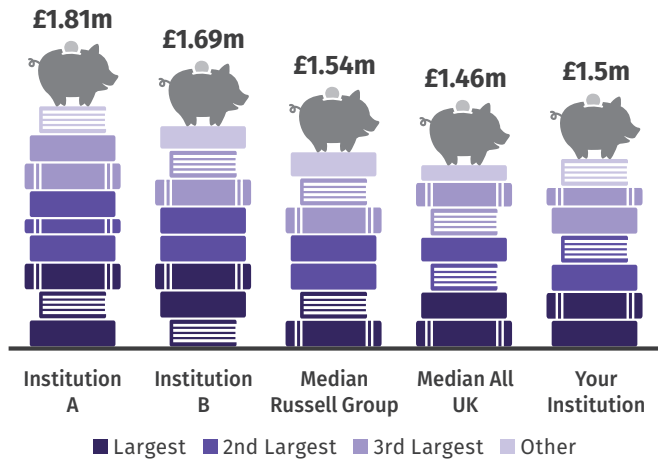
Comparing new funds secured by year and by source



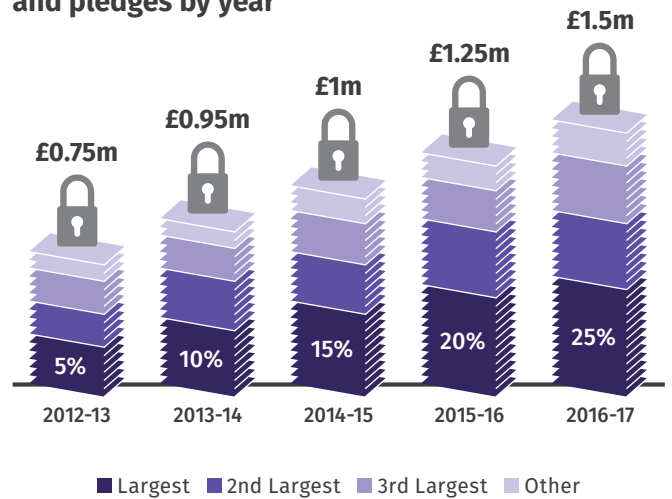
Comparing new funds secured by mission group and peer institutions, and by source



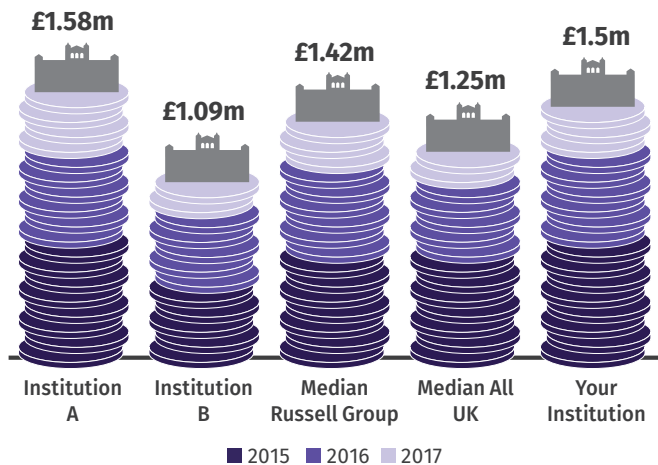
Comparing largest gifts and pledges by mission group and peer institutions



Comparing largest gifts and pledges by year



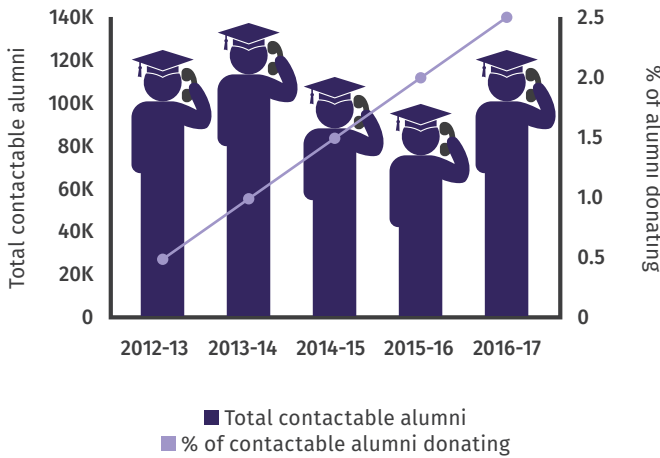
Comparing three-year cumulative new funds by mission group and peer institutions



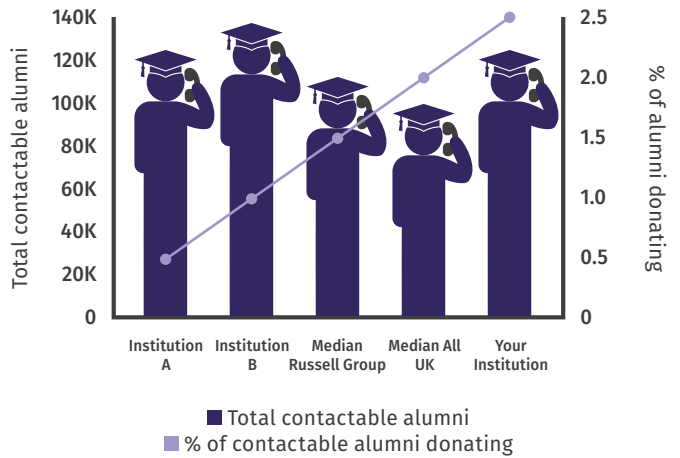
Other benchmarking ideas?



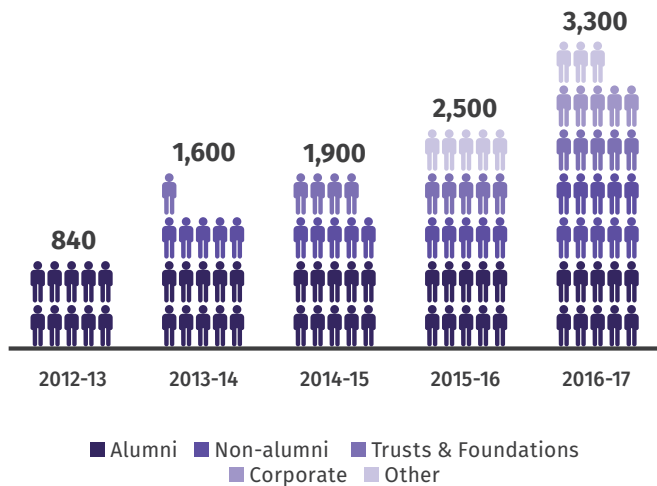
Comparing participation rate by year



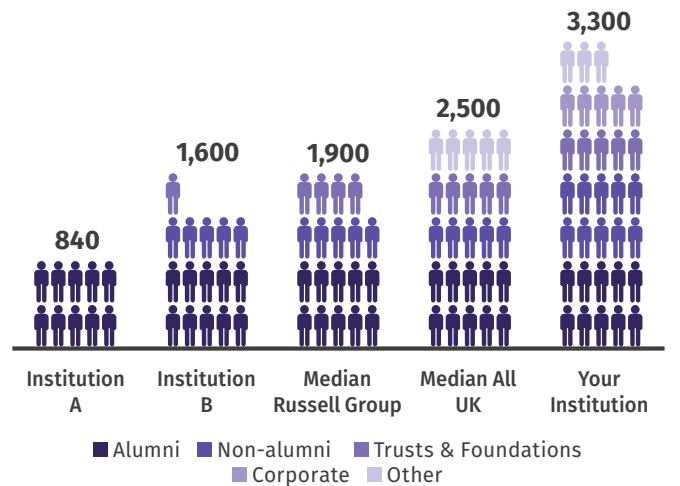
Comparing participation rate by mission group and peer institutions



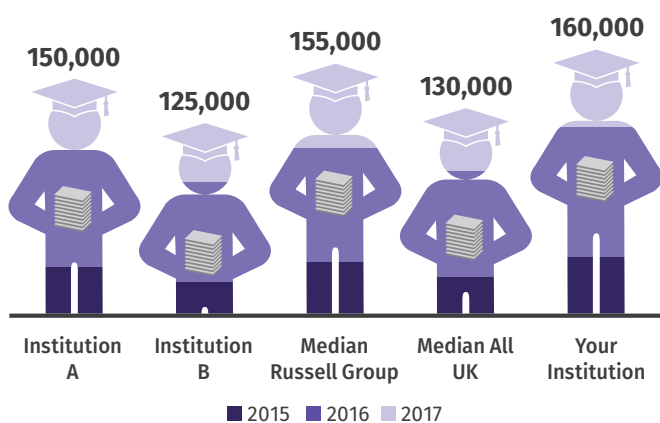
Comparing total donors and alumni donors by year



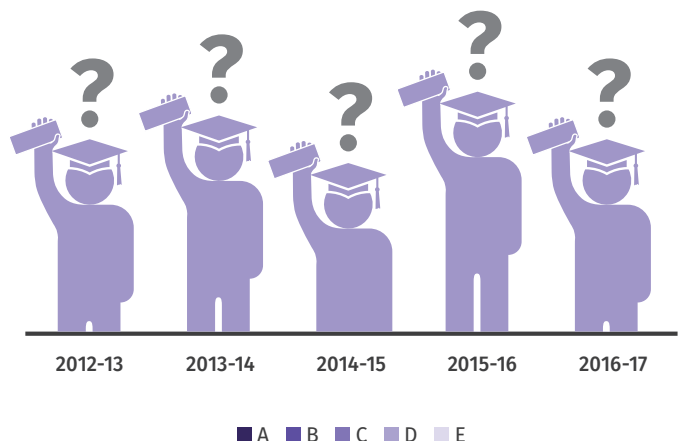
Comparing total donors and alumni donors by mission group and peer institutions



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

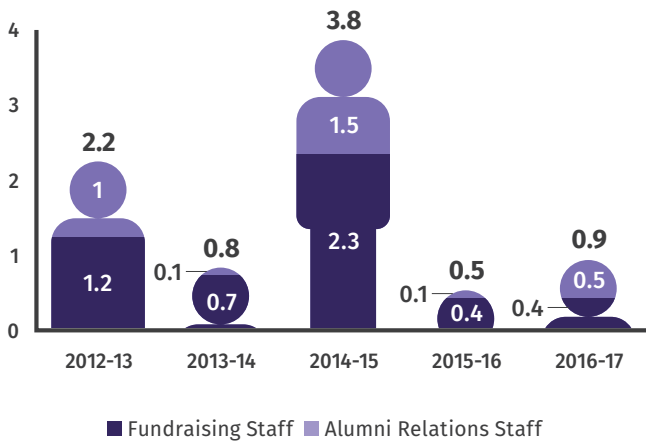


Other benchmarking ideas?

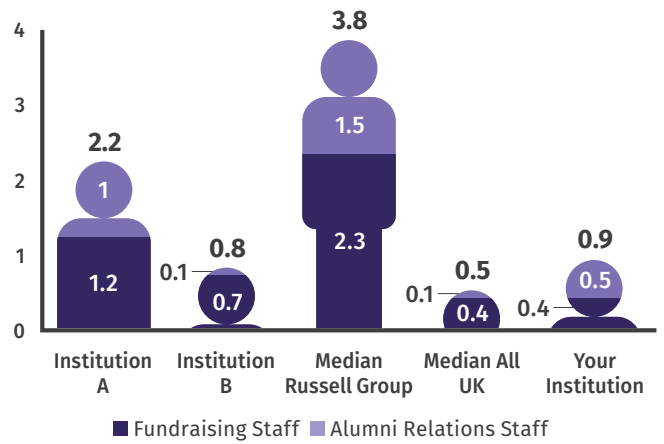


Trends in Philanthropic Support: Investment

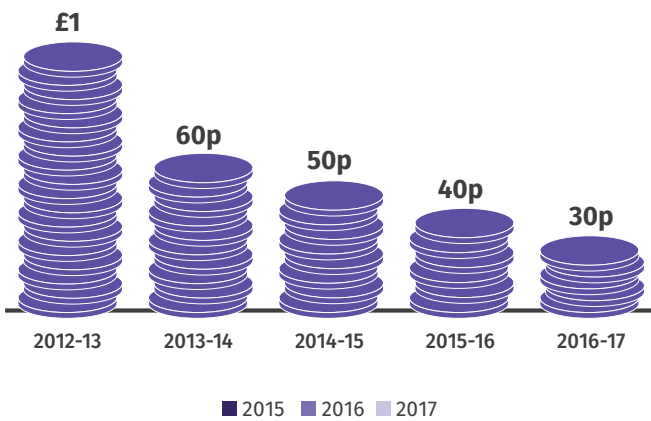
Comparing fundraising and alumni relations staff per 1,000 contactable alumni by year



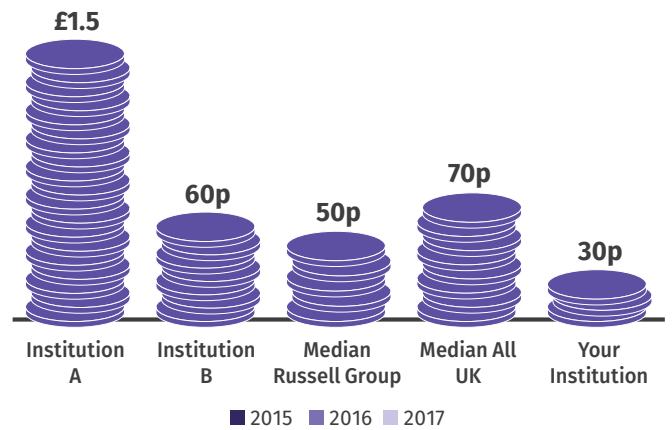
Comparing fundraising and alumni relations staff per 1,000 contactable alumni by mission group and peer institutions



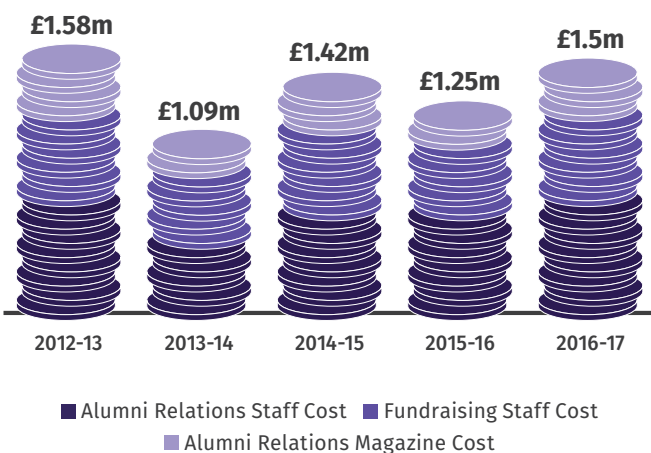
Comparing fundraising cost per pound of new funds secured by year



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



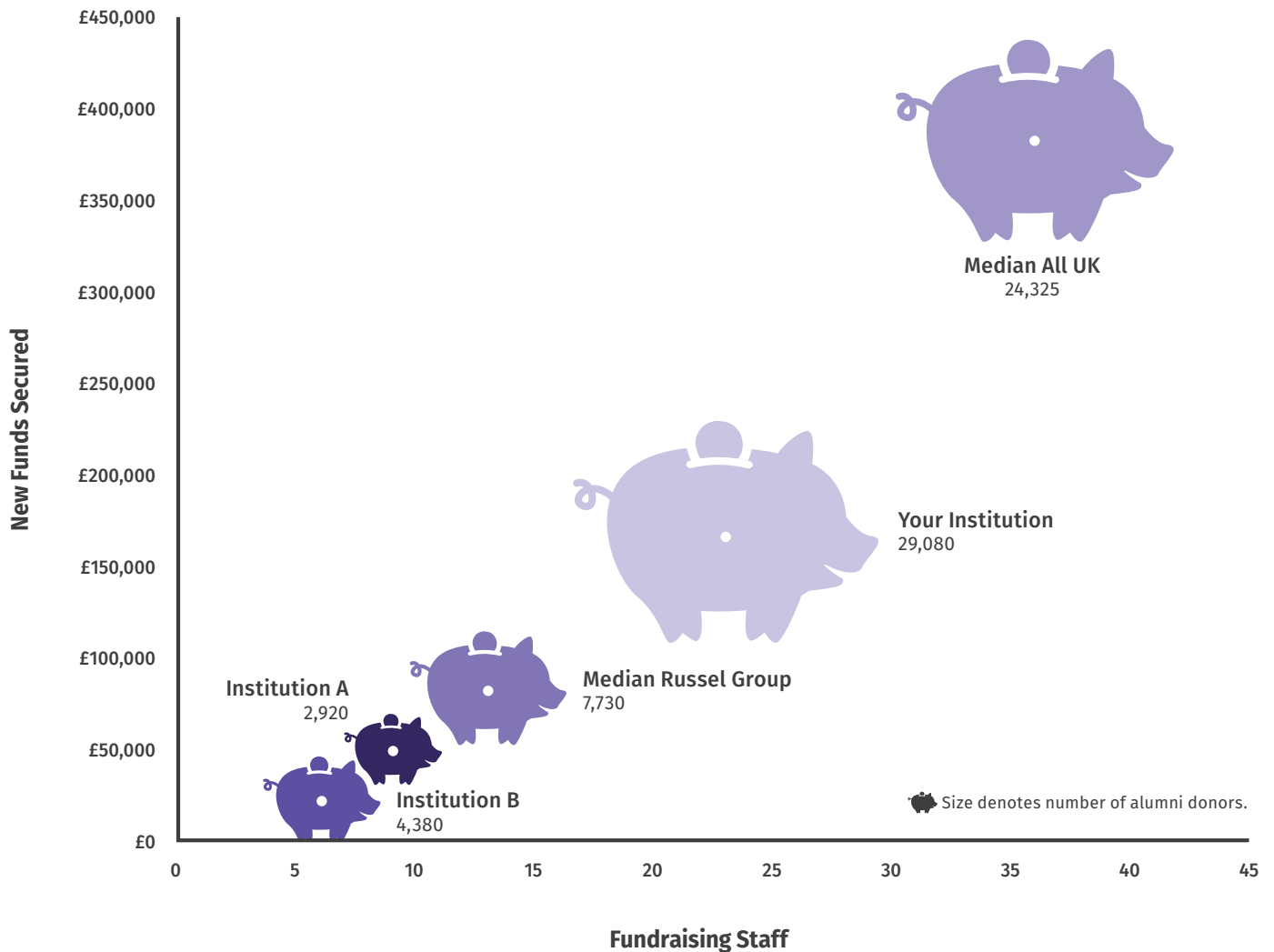
Comparing fundraising and alumni relations costs by year



Other benchmarking ideas?



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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