

VSE Higher Education 2022

FY2022

1. New Funds Committed

New Funds Committed

	A. Number of Donors	B. Value of Commitments
1. New Pledges		
2. Funds Received that Were Not Pledged in a Previous Year		
3. New Revocable Bequest Intentions		
4. Total New Funds Committed Without Bequests	N/A	
5. Total New Funds Committed Including Bequests	N/A	

2. Enrollment, Endowment, Expenditures, Characteristics

ENROLLMENT: Count enrollment at the beginning of the academic year being reported (i.e., fall of 2021 for the report covering the 2021-22 fiscal year). All students (except continuing education) are counted: full-time, part-time, resident, extension, nondegree. (DO NOT convert part-time students to full-time equivalents.)

FULL-TIME EQUIVALENT ENROLLMENT: Count the FTE enrollment figure as of the beginning of the reporting period, i.e., opening fall FTE enrollment. If the FTE figure is not available, use the formula: the sum of all full-time students plus one-third of the number of part-time students (e.g., three part-time students equal one full-time student).

ENDOWMENT/LONG-TERM INVESTMENTS: Include all the following:

- **True endowment:** funds provided the institution, the principal of which is not expendable by the institution under the terms of the agreement that created the fund.

- **Term endowment:** similar to true endowment except that all or part of the funds may be expended after a stated period or upon the occurrence of a certain event as stated in the terms governing the funds.

Quasi-endowment: funds functioning as endowment - funds given to the institution "with no strings attached" or surplus funds that have been added to the endowment fund, the principal of which may be spent at the discretion of the governing board.

Public institutions should include the combined endowment of the foundation and the institution.

EXPENDITURES: Include all expenditures for Instruction, Research, Public Service, Academic Support, Student Services, Institutional Support, Scholarships and Fellowships, and Operation and Maintenance of Physical Plant. Exclude Auxiliary Enterprises, Hospital Services, and Independent Operations. Public institutions should enter the combined expenditures for the foundation and the institution.

If you wish to change your previous-year data, contact vse@case.org. If the fields for last year are blank, there is no need to add them this year.

	FY2021	FY2022
1. Enrollment - total		
2. Enrollment - full-time equivalent		
3. Endowment market value \$		
4. Expenditures \$		

Are hospital or medical facility data included in your survey?

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In what decade did your institution first employ full-time development/fundraising staff?

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2b. Advancement Investment

Regardless of how the advancement function is administered (centrally or in a decentralized manner), report the distribution of expenditures by function below. Salaries and benefits should be included in rows 1 and 2 by function, even if they are paid for centrally.

The following reporting standards have changed:

1. Report **both** exempt and non-exempt positions.
2. Report communications and marketing expenses in their functional area. So, if you're reporting communications and marketing for fundraising, put those investments in the fundraising column.

There is no longer a separate column for communications and marketing outside fundraising and alumni relations. Communications and marketing within fundraising or alumni relations should continue to be recorded in columns A or B.

A. Expenditures

If someone works in more than one functional area, distribute the costs of the position accordingly.

	A. Development/ Fundraising	B. Alumni Relations /Affairs	C. Advancement Services	D. Advancement Management	E. Total Expenditures
1. Salaries					
2. Benefits					
3. Current Operations Expenditures					
4. Capital Expenditures					
5. Total Expenditures					

B. Advancement Staff FTEs

Report the FTEs of paid staff by function. A single employee*s time may be spread over several functional areas. This question is for **number** of staff, not for dollar amounts. Distribute FTES to correspond to the distribution of costs in question A.

	A. Development/ Fundraising	B. Alumni Relations/Affairs	C. Advancement Services	D. Advancement Management	E. Total Staff
1. Staff FTEs					

C. Student Workers

Payments to student workers should be counted in Question A, Row 3, either under fundraising or alumni relations. In Row 1 below, record how much such workers were paid in the reporting period. In Row 2, record the number of hours students worked in total for each function. Note, this is not an FTE count. Rather, it is a count of student work hours. One student working 40 hours is recorded as 40. Ten students working 4 hours each is also recorded as 40 student-work hours.

	A. Development/ Fundraising	B. Alumni Relations/Affairs	C. Total
1. Student Worker \$			
2. Student Worker Hours			

D. Comprehensive Campaign

Use the field below to indicate whether you are in either the silent or public phase of a comprehensive campaign. CASE and Marts & Lundy are collecting a full data set on campaigns. You can look for more information here: [CASE-Marts & Lundy Campaign Source](#)

Is your institution in the silent or public phase of a comprehensive campaign?

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3. Fundraising Totals (Minimal)

The minimal survey is designed for swift completion. Once you do this section, please also do the three questions in 4a.

You are invited to do any or none of the optional questions in 4b. You can skip that entire section or pick and choose among the questions.

A. Total Support by Type of Donor

	Total
1. Alumni	
2. Nonalumni Individuals	
3. Foundations	
4. Corporations	
5. Donor-Advised Funds	
6. Other Organizations	
Grand Total	

B. Total Support by Purpose

1. Current Operations, Unrestricted	
2. Current Operations, Restricted	
3. Current Operations Total	
4. Gifts to Endowment, Income Unrestricted	
5. Gifts to Endowment, Income Restricted	
6. Property, Buildings, Equipment	
7. Loan Funds (If Any)	
8. Outright to Capital Purposes	
9. New CRTs, CGAs, Pooled-Income Funds (Full Face Value)	
Grand Total	

C. How many gifts are reported on row 9 above? Enter zero if dollar amount is zero.

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4a. Additional Details: Required

A. Contributions from Alumni

Do not count any soft credits in this section. You may do so in 4b.

CASE also collects a full panel of data on alumni engagement that includes, but is not limited to, philanthropic engagement. Data from that survey, called the AEM survey, are much more robust evidence of how engaged your alumni are with the institution than is philanthropic participation alone. If you wish to learn more about that survey, visit: [AEM Resources](#)

You may also email us with questions about the AEM survey: [AEM Support](#).

	A. Legally Contactable Alumni	B. Number Solicited	C. Number Hard-Credit Donors
1. Total			

	A. No. of Donors	B. Amount \$
1. Total Bequests Received		

	A. Largest Donor	B. Second Largest Donor	C. Third Largest Donor	D. Total
1. Living Individuals				
2. Bequests				
3. Donor-Advised Funds				
4. Foundations				
5. Corporations				
6. Totals				

4b. Additional Details: Optional Questions

Questions in this section are optional. You may choose to complete only selected columns in a question, but you must enter data into all the cells in those selected columns. Enter zeros where applicable. Do not leave a cell blank if you are completing a column. You may only leave blanks in columns you are skipping entirely.

A. Contributions from Alumni

If you are able to break down alumni by type of degree(s) earned, you may do so here. You may also report additional soft-credit donors and dollars.

If a married couple or legal partners, both of whom are constituents, make a gift, hard-credit the legal donor with the full amount, regardless of which constituent type the person is. The person who receives soft credit as a donor also gets soft credit for the full dollar amount.

If an organization such as a DAF, family foundation, or company makes a gift that is soft-credited to one person in a legal partnership or marriage, the other person in the partnership ALSO gets soft credit as a donor, and that person is also soft credited for the full dollar amount.

CASE also collects a full panel of data on alumni engagement that includes, but is not limited to, philanthropic engagement. Data from that survey, called the AEM survey, are much more robust evidence of how engaged your alumni are with the institution than is philanthropic participation alone. If you wish to learn more about that survey, visit: [AEM Resources](#)

You may also email us with questions about the AEM survey: [AEM Support](#).

For this question, you have two options. You can provide details by completing rows 1-5, 7 & 8. Rows 6 and 10 will auto-total; row 9 will gray out.

OR

If you cannot provide details, complete row 9 only. Row 10 will auto-total and will match row 9.

You may complete only selected columns in this question - e.g., complete hard-credit columns but skip soft-credit columns - but for those selected columns, you must fill in all the cells in it. Enter zeros where applicable. Do not leave blanks. You may only leave blanks in columns you are skipping entirely.

	A. No. Legally Contactable Alumni	B. No. Solicited	C. No. Hard- Credit Donors	D. Hard- Credit Dollars	E. No. Additional Soft-Credit Donors	F. Additional Soft- Credit Dollars
1. Multiple-Degreed						
2. 4-Year Undergraduate Degreed						
3. Associate*s Degreed						
4. Graduate Degreed						
5. Certificate or Award						
6. Total Degreed Alumni						
7. Non-Degreed						
8. Other						
9. If you cannot provide details above, enter totals only on this line.						
10. Total						

**Number of Legally Contactable Alumni in cell A10 must equal
Number of Legally Contactable Alumni in Section 4a, shown here:**

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**Number of Alumni Solicited in cell B10 must equal
Number of Alumni Solicited in Section 4a, shown here:**

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**Number of Alumni Donors in cell C10 must equal
Number of Alumni Donors in Section 4a, shown here:**

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B. Nonalumni Individual Giving Details

There is no hierarchy in this question. One individual may have a variety of roles at the institution. For example, someone could be a student, faculty, and a board member. The objective of this question is to allow institutions to track participation without omitting someone due to the hierarchy in the Standards. Note that this is an optional question that is not intended to violate standards, but, rather, to give institutions a place to record participation among constituencies.

	A. Hard-Credit Donor Count	B. Additional Soft-Credit Donors	C. Total Donor Count	D. Hard- Credit Dollars	E. Additional Soft-Credit Dollars	F. Total Dollars
1. Parents						
2. Faculty/Staff						
3. Students						
4. Other Individuals (Not in Other Categories Above)						
5. Trustees/Board of Directors						
6. Public Institution Foundation Board Members						

C. Giving by Alumni Graduation Cohort

Report unduplicated counts of legally contactable degreed alumni by graduation cohort. In Row 8, include all nondegreed alumni—former students and honorary alumni who did not receive a diploma, degree, award, or certificate—regardless of year(s) of attendance

In Columns B and C, count both hard- and soft-credit contributions.

Count individuals who received multiple credentials from the institution (an undergraduate degree and subsequent professional degree) based on when the first credential was awarded.

	A. No. Legally Contactable Alumni	B. No. Donors (Hard & Soft Credit)	C. Dollars (Hard & Soft Credit)
1. 0-5 Years Out			
2. 6-10 Years Out			
3. 11-20 Years Out			
4. 21-30 Years Out			
5. 31-40 Years Out			
6. 41-50 Years Out			
7. 51+ Years Out			
8. Other Alumni--Non Degree/Diploma Holders			
9. Total			

D1. Gift Bands Funds Received

Report the value of funds received in the reporting year, based on hard/legal credit. Values of funds received should be counted in gift band corresponding to the donor*s total contributions in the reporting year. If one donor made several gifts, add the amounts together to determine the donor*s gift band. Credit realized bequests to the decedent, either under alumni or nonalumni.

	A. Alumni \$	B. Nonalumni Individuals \$	C. Foundations \$	D. Corporations \$	E. Donor- Advised Funds \$	F. All Other Orgs. \$	G. Total \$
1. \$25,000,000+							
2. \$10,000,000- \$24,999,999							
3. \$5,000,000-\$9,999,999							
4. \$1,000,000-\$4,999,999							
5. \$250,000-\$999,999							
6. \$100,000-\$249,999							
7. \$50,000-\$99,999							
8: \$25,000-\$49,999							
9. \$10,000-\$24,999							
10. \$5,000-\$9,999							
11. \$2,500-\$4,999							
12. \$1,000-\$2,499							
13. \$500- \$999							
14. \$100-\$499							
15. Under \$100							
16. Total							
	A. Alumni \$	B. Nonalumni Individuals \$	C. Foundations \$	D. Corporations \$	E. Donor- Advised Funds \$	F. All Other Orgs. \$	G. Total \$

D2. Gift Bands Number of Donors

Submit unduplicated counts of donors based on hard/legal credit. Count donors within the gift band corresponding to the total value of funds received from them by the institution in the reporting year. Credit realized bequests to the decedent, either under alumni or nonalumni.

	A. Alumni No. Donors	B. Nonalumni Individuals No. Donors	C. Foundations No. Donors	D. Corporations No. Donors	E. Donor- Advised Funds No. Donors	F. All Other Orgs No. Donors	G. Total No. Donors
1. \$25,000,000+							
2. \$10,000,000- \$24,999,999							
3. \$5,000,000-\$9,999,999							
4. \$1,000,000-\$4,999,999							
5. \$250,000-\$999,999							
6. \$100,000-\$249,999							
7. \$50,000-\$99,999							
8: \$25,000-\$49,999							
9. \$10,000-\$24,999							
10. \$5,000-\$9,999							
11. \$2,500-\$4,999							
12. \$1,000-\$2,499							
13. \$500- \$999							
14. \$100-\$499							
15. Under \$100							
16. Total							
	A. Alumni No. Donors	B. Nonalumni Individuals No. Donors	C. Foundations No. Donors	D. Corporations No. Donors	E. Donor- Advised Funds No. Donors	F. All Other Orgs No. Donors	G. Total No. Donors

E. Real Property Giving

This question is intended to capture gifts of property that have likely, though not necessarily, increased in value over the cost basis. There may be exceptions, but do not use the question to report contributions of little or no value. Do not include conservation easements on the survey unless they produce income, which is rare.

	A. No. Transactions	B. Amount \$
1. Securities		
2. Real estate		
3. Other real property		
4. Enter Totals here ONLY if you have left lines 1-3 above blank		
5. Total Real Property		

F. Types of Foundations

Below report the number of foundations (excluding corporate foundations) and the dollar amount they contributed. If a foundation gave more than one gift, count the entity only once, and add the amounts together.

The term "Family Foundation" has no legal definition. The Council on Foundations defines a family foundation as one whose funds are derived from members of a single family. The Council on Foundations suggests that family foundations have at least one family member serving as an officer or board member of the foundation and, as the donor, that individual (or a relative) must play a significant role in governing and/or managing the foundation.

	A. No. of Donors	B. Amount \$
1. Personal and Family		
2. Other Foundations		
3. Total		

G. Corporations: Forms of Giving

In this question, count the number of transactions, not the number of donors. So, if one company matched 100 gifts, count that as 100 matching gift transactions. This is an exception to the usual practice.

In the third and fourth column in row 4, you may report matching corporate gifts that were dispensed through a third party, such as a community foundation, charitable gift fund, or other entity. These would not be counted as corporate giving elsewhere in the survey, but are under the control of companies.

	A. No. of Gifts/Transactions	B. Amount \$	C. No. Additional Soft-Credit Matching Gift Transactions	D. Additional Soft-Credit Matching Gift Dollars
1. Cash and Securities (excluding matching gifts)			N/A	N/A
2. Company Products			N/A	N/A
3. Other Company Property			N/A	N/A
4. Matching gifts				
5. Total			N/A	N/A

H. Software Licenses

If your institution wishes to record software licenses, include them below. DO NOT include them anywhere else in the survey.

	A. No. Contributing Companies	B. Value of Software
1. Software		

I. Purposes of Gifts to Endowment with Income Restricted

Include both outright gifts to endowment, income restricted, and the face value of all newly established charitable remainder trusts, gift annuities, remainder interest in property, or pooled-income funds.

	A. Amount \$
1. Academic Divisions	
2. Faculty/Staff Comp	
3. Research	
4. Student Financial Aid	
5. Student Affairs/Life	
6. Athletics	
7. Other	
8. Total	

J. Support of Intercollegiate (Extramural) Athletics

Note that the total you report here is not comparable to other athletics giving amounts in the VSE survey. In Section 3A and in the question above this one, you report gifts restricted to either intramural or extramural athletics. Here you report only gifts to extramural sports.

In addition, here you would break out gifts of property or for buildings dedicated to extramural athletics or largely used for those teams. This breakout also does not exist anywhere else on the VSE survey.

	A. No. of Donors	B. Amount \$
1. Restricted to current operations		
2. Restricted to capital purposes		
3. Total		

Comments for Survey Administrators

Use this space to comment on anything you reported in this year*s survey that you would like to emphasize or explain.

If you want to change or correct a previous-year survey, email us: [VSE support](#).

Comments:

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