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Philanthropic Support of Higher Education in International Perspective

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The universities of the world have entered a time of disquieting turmoil that has no end in sight.

Burton Clark (1998)

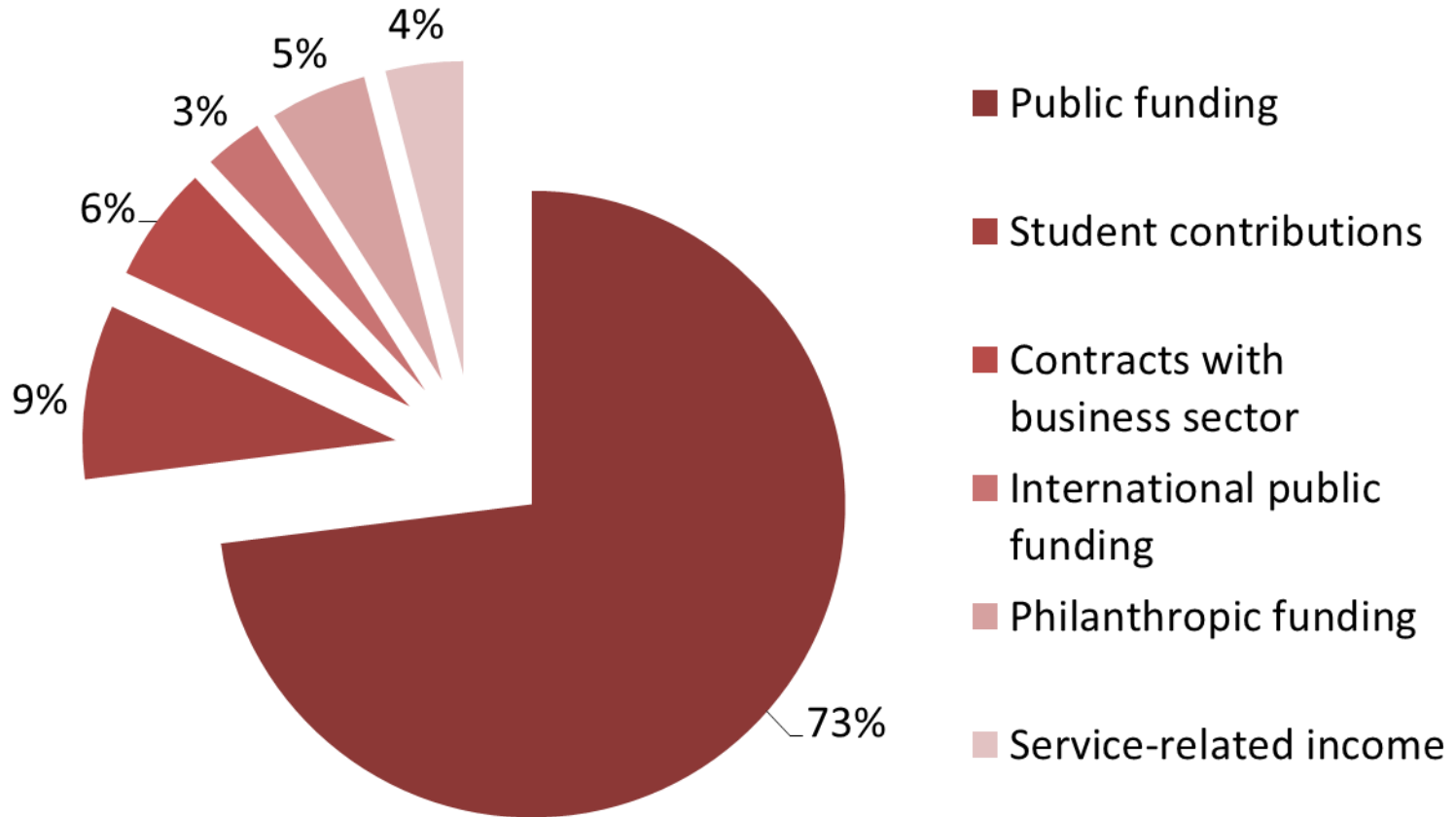
Changes in the funding environment

- Dealing with the consequences of massification
- Rising costs in higher education
- Austerity in the public sector
- Changing attitudes towards public services
- Increased international competition (Lisbon strategy, Europe 2020)

Funding solutions

- Cost-sharing
 - Tuition fees
- Competitive funding: national & international
- Industry and business partnerships
- Philanthropy

Funding trends (EUA)



Philanthropic giving

- Alumni
- “Friends”
- Foundations
- Charities
- Corporations

Benefits of Philanthropy

- Philanthropy provides flexible income.
- Philanthropy enables universities to build on their strengths, enhance student experience, and extend research programmes.
- Philanthropy builds networks of friends and supporters who contribute to the long-term wellbeing of the university in ways beyond their financial contribution.

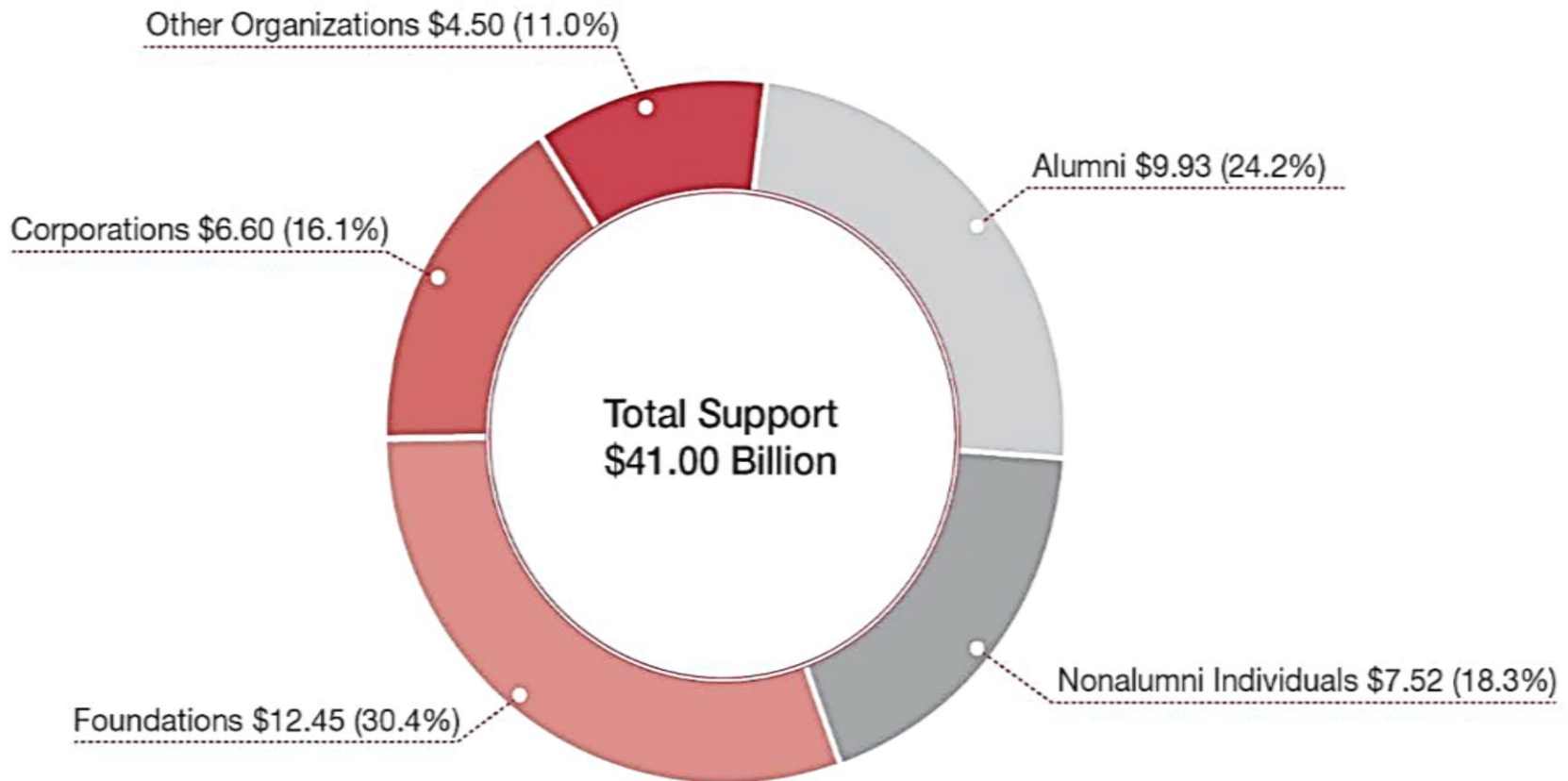
US Institutions that Raised the Most (and Amount Raised), 2016

1. Harvard University	(\$1.19 billion)
2. Stanford University	(\$951.15 million)
3. University of Southern California	(\$666.64 million)
4. Johns Hopkins University	(\$657.29 million)
5. University of California-San Francisco	(\$595.94 million)
6. Cornell University	(\$588.26 million)
7. Columbia University	(\$584.81 million)
8. University of Pennsylvania	(\$542.85 million)
9. University of Washington	(\$541.44 million)
10. Yale University	(\$519.15 million)

Source: VSE survey data (CAE 2017)

Sources of philanthropic giving

Voluntary Support of Higher Education by Source, 2016



Necessary conditions

- Accumulated wealth
- Favourable tax policies
- Institutional support
- Time
- Culture of giving and volunteering

Limitations

- Type of institution
- Costs
- Time-consuming
- Restrictions on gifts
- Mission distortion

Summary

Universities

- Show success
- Show accountability

Governments

- Build capacity (E.g. Hong Kong)
- Legal framework/tax regime
- Adequate base funding

A word in conclusion

Universities and other institutions of higher education need to cultivate alumni and friends—rather than simply rely on the occasional philanthropic windfall of an enormously wealthy donor or a generous foundation.

D.B. Johnstone