



Funded by the  
Erasmus+ Programme  
of the European Union

**UNIVERSITY FUNDRAISING**  
**A TAM workshop co-organized by:**  
**HERE team – Egypt, SPHERE, and NEO - Egypt**

Cairo University  
Monday, 23<sup>rd</sup> – Tuesday, 24<sup>th</sup> October 2017

# Success in European Universities' Fundraising Activities

Tatyana Koryakina, PhD

# Fundraising in Europe

Despite the promising signs of an emerging philanthropy sector in Europe, it is still a phenomenon and a sector that is not very well understood. Besides the anecdotal glimpses from national researchers and the great work that has been carried out on the subdomains of philanthropy, we know little about its actual scope, size and forms in Europe.

# Fundraising in Europe - limitations

- No culture of giving to higher education;
- HE funding predominantly from government sources;
- No significant tax incentives;
- Students are not treated as clients;
- No distinct branding of universities (lack of differentiation).

# A case of the UK

- The Campaign for Oxford of the late 1980s
- An Association of University Administrators conference on fundraising in 1989
- The creation of CASE Europe (Council for Advancement and Support of Education) in 1994
- Formation of the Development Directors' Forum (forerunner to the Ross Group) in 1997
- Task Force "Increasing Voluntary Giving to HE", 2004
- Cambridge fundraising campaign in 2005
- Matched Funding Scheme 2008-2011

# Fundraising UK – 2016 results

- New funds secured: increase by 23% since 2014-15, reached a landmark £1.06 billion in 2015-16;
- 55% from organisations and 45% from individuals;
- Donors: 229,060, with 97% individuals and 3% organisations;
- Investment: 16% increase in fundraising and 10% increase in alumni relations

# Cambridge University

- Comprehensive communication strategy
- 800th Anniversary Campaign: “Celebrating the Past, Transforming the Future”
- £1 billion raised 2005-2010
- Wide participation
- Monetary and non-monetary collaboration



[www.alamy.com](http://www.alamy.com) - AY14H2

# Cambridge University

- Development Office – counselling to donors
- Gifts:
  - Restricted (to specific projects)
  - Unrestricted
- Acknowledgement of donors
- International gifts



## **University of Exeter - The gift of time**

- “Creating a world-class university together” campaign.
- Asking alumni to give their time and expertise to help students.
- More than 1,000 alumni gave over 8,500 hours of volunteer time.
- As a result, previously disengaged alumni have also made financial gifts to the university.

# Chalmers University (Sweden)

Strategic objectives:

- World class education
- Internationally renowned research
- Creative work environment
- Professionalism and drive for sustainable development



# Fundraising results 2005

- Support for Chalmers school of entrepreneurship, private donor - €2.8 M
- Support for automotive research, private donor - €1.7 M
- Support for energy research, company - €5.8 M
- Support for marine research, company+ foundation - €10,8 M
- Support for marine research, company - €2.8 M
- Support for nanotechnology research, foundation, - €2.8 M
- Number of small donations, private donors - €1 M

Fundraising costs €0.7 M

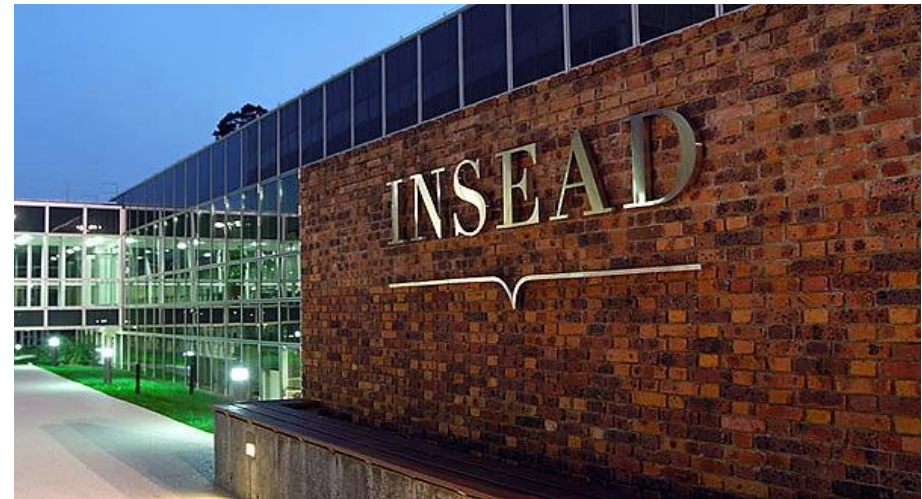
# “Support Chalmers - become a friend of Chalmers”

Areas of interest:

- Scholarships for international students
- Recruitment of top level scientists
- Sports and Technology
- Energy on Campus
- Centre for Advanced Studies
- Engineering for healthy life
- Graduate School of Entrepreneurship

# INSEAD Business School (France)

- Private institution
- Monothematic – MBA
- > 1000 students
- Highest ranking non-US business school
- Fundraising campaigns:
  - 1995-2000 - €118 M
  - 2003-2008 - €203M
- Fundraising objectives: scholarships, faculty and facilities



# INSEAD – success factors

- Structure
- Ambition
- Investment in friend raising and fundraising
- Network of international alumni
- Dedication
- Strategic alignment

# Fundraising in Europe: Conclusions

- Build up institutional capacity
- Review management and accounting practices
- Take advantage of university autonomy
- Promote a culture of giving and create a culture of asking



*Thank you!*  
tatyana.koryakina@ua.pt