

CASE InsightsSM on Philanthropy (Canada)

in partnership with



2022 KEY FINDINGS

**COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION**



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ABOUT CASE

CASE—the Council for Advancement and Support of Education—is a global, not-for-profit membership association with a vision to advance education to transform lives and society.

CASE is the home for advancement professionals, inspiring, challenging, and equipping them to act effectively and with integrity to champion the success of their institutions. CASE defines the competencies and standards for the profession of advancement, leading and championing their dissemination and application for more than 97,000 advancement professionals at 3,100 member institutions in 80 countries. Broad and growing communities of professionals gather under the global CASE umbrella. Currently, these professionals include those working in alumni relations, development and advancement services, communications, fundraising, government relations, and marketing. These professionals are at all stages of their careers and may be working at universities, schools, colleges, cultural institutions, or other not-for-profit organizations.

Through CASE InsightsSM, CASE is the world leader in providing data, standards, and research to help institutions and advancement professionals make data-informed decisions and achieve their goals.

Headquartered in Washington, D.C., CASE works across all continents from its regional offices in London, Singapore, and Mexico City to achieve a seamless experience for all of its stakeholders, particularly its members, volunteers, and staff.



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Advancing education to transform lives and society.

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ABOUT CCAE

The Canadian Council for the Advancement of Education (CCAЕ), established in 1993, is a nonprofit, volunteer-led organization that promotes excellence in educational advancement. CCAЕ members benefit from opportunities for networking, professional development, and mutual support for those who work to advance and promote Canadian education. The vision of CCAЕ, a leading national organization, is to enable advancement professionals, and the educational institutions in which they work, to fulfill their aspirations.

CCAЕ's mission is to strengthen the capacity, reach, and impact of the advancement community through exemplary programs, resources, partnerships, and services. CCAЕ members represent universities, colleges, institutes, and independent schools that include 3,500 individual advancement professionals spanning 146 institutions, businesses, and other organizations across Canada (as of January 2023).



Canadian Council for the
Advancement of Education
Le Conseil canadien pour
l'avancement de l'éducation

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At CCAE, President and CEO Mark Hazlett and Director, Strategic Communications and Marketing Kara Perz helped steer the project and provided expert advice and insights.

CASE and CCAE are deeply grateful to the Executive Review Group that offered valuable perspectives on the survey findings. Their insights enriched the report.

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Jo-Ann Campbell-Boutilier	Holland College	Executive Director, College Advancement and the Holland College Foundation
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Jason Moreton	University of Guelph	Associate Vice-President, Alumni Advancement
Mark Savenkoff	Algonquin College	Vice President, Advancement and Strategy
Kathryn Slemko	Emily Carr University of Art + Design	Director of Advancement

Finally, this report series depends on the advancement leaders at Canadian colleges, institutes, polytechnics, and universities who generously share detailed information about their programs. Because of their efforts, we are able to document the philanthropic contributions to Canadian higher education.

ACCESSING ADDITIONAL ANALYSES

Participants in CASE InsightsSM on Philanthropy (Canada), in partnership with CCAE, receive personalized summary benchmarking reports (formerly known as Graphical Program Summary [GPS] Reports), which include interactive charts and data sets for select variables for their institution and associated reporting group. Respondents may use this report to prioritize next steps, conduct further analysis, or partner with CASE InsightsSM by purchasing additional services, such as strategic benchmarking reports or benchmarking cohorts. These additional services provide deeper interactive analysis, the ability to select up to 10 peers for comparison, individualized review sessions focusing on how to use results, and an opportunity to collaborate to learn the stories behind the data. Contact the solutions team at insightsolutions@case.org to learn more.

FOREWORD BY CASE PRESIDENT AND CEO

I am pleased to introduce the 2022 edition of *CASE InsightsSM on Philanthropy (Canada) in partnership with CCAE*. After more than two years of unprecedented challenges due to the COVID-19 pandemic, this new report shows there is much we can celebrate.

First and foremost, we rejoice at the deep engagement of donors to Canadian higher education and their commitment and vision in supporting educational institutions that play a vital role in advancing and transforming lives and society. The results of this year's survey demonstrate a dramatic two-year increase in giving to Canadian higher education. After dropping from \$1.62 billion in 2019 to \$1.31 billion in 2020, giving increased over two years by nearly 31% and now exceeds the pre-pandemic benchmark. This change is a testament to the dedication and professionalism of advancement professionals and institutional and academic leaders in Canada, and it illustrates the value that donors place on higher education. As other CASE regions report results for 2022, we will be able to assess whether this is a global trend. It is very encouraging to see these positive results for Canada.

Of course, we rarely can report only positive outcomes. Countervailing trends that continue to cause concern in Canada and globally are a decline in the number of donors and the concentration of giving among fewer donors. Since 2019, the number of donors giving to Canadian institutions has declined by 4%, and in 2022, approximately 2,000 organizations and individuals—representing less than 1% of donors—were responsible for 84% of new funds committed. CASE will continue to monitor these trends and will work to help members broaden and deepen their donor populations. At the same time, this trend also reflects a propensity for some philanthropists to give at more significant levels, which is, of course, welcome for its impact on key institutional programs such as financial aid for students and support for research and teaching.

This year marks five years of partnership between CASE and CCAE to conduct the annual survey on which this report is based. CASE and CCAE have compiled a rich data set on education philanthropy in Canada that we hope provides considerable value to our members. CASE extends our profound gratitude to the institutions that have made these reports possible and to all at CCAE, the best of partner organizations and whose collaboration we value immensely in our efforts to support our members.

This report is also an important step in the continued integration of the *CASE Global Reporting Standards* into all of our research products. This year's survey is fully aligned with the Standards. To assist readers as they become accustomed to the new Standards, this report includes a section that defines core concepts such as new funds committed and funds received. By using consistent definitions, we are able to track global trends and compare philanthropic activity across nations and regions.

Finally, this report is part of the debut of CASE InsightsSM, the new name and look for CASE research services. CASE InsightsSM highlights the vision and deeper understanding we find through data—the insights—and is available to CASE members and stakeholders, no matter the size, focus, or location of their schools, universities, and colleges. To learn more about the CASE InsightsSM benefits available as part of your membership, visit <https://www.case.org/case-insights>.

Thank you to all who provided valuable data for this survey. I look forward to seeing you in person or virtually in the year ahead.

Sue Cunningham

President and CEO

Council for Advancement and Support of Education (CASE)

FOREWORD BY CCAE PRESIDENT AND CEO

CCAЕ is pleased to have a continued partnership with CASE to create a comprehensive and authoritative source of data on higher education fundraising within Canada. In 2022, we marked the fifth year of this work—a sign of the sustained importance of this project. The key findings shared in the 2022 edition of *CASE InsightsSM on Philanthropy (Canada) in partnership with CCAE* provide the sector with a map of the resilience of philanthropy within education and an idea of what the future might hold. The survey fully integrates the *CASE Global Reporting Standards* to allow for benchmarking on a global scale.

A total of 50 institutions submitted data for the 2022 analysis, including four new participants and the return of two from previous years. During the five years of this initiative, 29 universities, colleges, and institutes have participated every year, and we want to thank each of them for their continued support of this project.

The 2022 results give a clear indication that Canadian higher education is emerging from the pandemic, with a two-year increase of nearly 31% in total new funds committed and numbers now exceeding the pre-pandemic benchmarks. Among the 29 institutions that have reported consistently since 2019, total funds received increased substantially, rising from \$1.18 billion in 2019 to \$1.50 billion in 2022.

In 2022, alumni accounted for 42% of institutions' donors, and other non-alumni individuals accounted for 43% of donors. Interestingly, corporations, trusts and foundations, and other organizations made up a relatively small proportion of donors but accounted for 71% of new funds committed.

Once again, CASE offers participating institutions complimentary access to an interactive summary benchmarking report (formerly called the Graphical Program Summary [GPS] Reports) and the ability to purchase strategic benchmarking reports to gain a comprehensive overview of all survey data for an institution alongside that of self-selected peer institutions.

We offer sincere thanks to the advancement leaders and staff who worked to submit data for this survey and to the members of the Executive Review Group who provided feedback and guidance throughout the process. The collaboration between CCAE and CASE has been tremendously productive in establishing an authoritative source of data on charitable support for higher education in Canada, as well as adding Canada to the global stage of philanthropic giving.

The sixth edition of this survey, which will collect data for the 2022–23 fiscal year, will be launched in summer 2023. I thank you in advance for your support of this important initiative.

Mark Hazlett

President and CEO

Canadian Council for the Advancement of Education (CCAЕ)

Executive Summary

NEARLY \$2 BILLION IN TOTAL NEW FUNDS COMMITTED IN 2022 REPORTED BY SURVEY PARTICIPANTS

- After a decrease from \$1.62 billion in 2019 to \$1.31 billion in 2020, when many institutions temporarily suspended major fundraising operations due to the global COVID-19 pandemic, total new funds committed rose by almost 31% in two years and now exceed pre-pandemic giving.
- During a five-year period, survey participants reported a total of \$7.52 billion in new funds committed, including contributions of \$1 million or more from 1,145 donors.
- Median new funds committed ranged from \$2.27 million for colleges and institutes to \$84.83 million for medical/doctoral universities.
- Total giving for student financial aid rose from \$221 million in 2019 to nearly \$300 million in 2022, an increase of 36% in only four years.*
- In 2022, research programs accounted for the largest share of giving at 40%, followed by student financial aid and capital projects, each at 20%.

268,619 DONORS REPORTED BY SURVEY PARTICIPANTS IN 2022

- For those institutions providing donor counts in each of the past four years, the total number of donors declined by 4%.*
- The total number of donors reported since 2018 is 969,053.
- In 2022, alumni accounted for 42% of institutions' donors, and other non-alumni individuals accounted for 43% of donors. Corporations, trusts and foundations, and other organizations made up a relatively small proportion of donors but accounted for 71% of new funds committed.

A TOTAL OF \$1.75 BILLION RECEIVED BY SURVEY PARTICIPANTS IN 2022

- Median funds received ranged from \$1.71 million at colleges and institutes to \$74.01 million at medical/doctoral universities.
- Since 2019, survey participants have received total funds of \$5.31 billion.*
- Among the 29 institutions that have consistently reported since 2019, total funds received increased substantially, rising from \$1.18 billion in 2019 to \$1.50 billion in 2022.*

LESS THAN 1% OF DONORS (2,044 ORGANIZATIONS OR INDIVIDUALS) RESPONSIBLE FOR 84% OF NEW FUNDS COMMITTED IN 2022

- In 2022, 343 donors contributed \$1 million or more. One-third of those donors were trusts and foundations, and 25% were alumni.
- For institutions that responded in both 2021 and 2022, the total number of donors making gifts of \$1 million or more grew from 217 in 2021 to 296 in 2022, an increase of 36.4%.
- While the number of donors contributing less than \$25,000 was relatively stable given the tumultuous circumstances during the pandemic, total funds received from these donors increased among three of the four institutional cohorts since 2019.

DESPITE THE PANDEMIC'S IMPACT ON ADVANCEMENT OFFICES, TOTAL STAFFING FOR FUNDRAISING AND ALUMNI RELATIONS HAS BEEN STABLE.

* Due to a change in survey question wording, 2018 data are excluded.

Survey and Report Information

The survey was open to participants from June to October 2022. The Council for Advancement and Support of Education (CASE) and the Canadian Council for the Advancement of Education (CCAЕ) sent invitations to 106 colleges, institutes, and universities that are members of CCAЕ; 50 institutions completed the survey, for a response rate of 47.2%. Three institutions responded for the first time this year.

Institutions submitted data as of the end of their most recently completed fiscal year. Fifty-four percent of survey participants had reporting years ending March 31, 2022, and 42% had reporting years ending April 30, 2022. The remaining two institutions had reporting years ending in June 2022.

CASE research staff screened survey responses for outliers, inconsistencies, and potential errors and queried survey participants to confirm or correct their responses.

For the inaugural survey conducted in 2018, CASE conducted a cluster analysis of a range of variables relating to fundraising production, enrollments, investments in fundraising, advancement staffing, and other factors. The analysis identified four primary cohorts: primarily undergraduate, comprehensive, medical/doctoral, and colleges and institutes. For the past four years, CASE and CCAЕ have asked survey participants to identify the most appropriate reporting group for their institution based on these cohorts. A list of participating institutions by reporting group can be found on page 32 of this report.

Many charts throughout this report disaggregate results for the four cohorts of institutions. These cohorts are color-coded consistently throughout the report as follows:

- Colleges/Institutes
- Primarily Undergraduate
- Comprehensive
- Medical/Doctoral

In the cohort breakouts, each vertical bar represents data submitted by an individual institution, providing insight into the range of responses among institutions in any given cohort. The vertical scale on charts for any given variable may differ from cohort to cohort. The median value for each cohort is indicated by a horizontal dashed line across the bars. Medians, indicating the middle point in a range of values, are more representative of a cohort than average values, which can be unduly influenced by outliers.

Not every chart represents data for all 50 institutions participating in this year's survey. In some cases, institutions did not submit data for an individual question. The total number of institutions represented in the chart and the survey question(s) from which the data are drawn are listed below each chart.

Year-over-year comparisons are based on the subset of participants that submitted data for each reporting year represented in that chart. Data are reported for all years in which a data element was collected in a consistent manner.

Monetary values are all reported in Canadian dollars and are not adjusted for inflation.

Core Concepts

This report and the survey on which it is based rely on the following core concepts. Terminology and definitions for these key measures were updated in 2022 to align with the *CASE Global Reporting Standards*.

PHILANTHROPIC FUNDS

This survey collects data on philanthropic funds secured by Canadian colleges, institutes, and universities. Philanthropic funds include gifts from private donors (including gifts-in-kind of property, art, or equipment), bequest income, donations and grants from charitable trusts or foundations, gifts and grants from businesses, and funds from affiliated support organizations based outside Canada. Philanthropic funds do not include funding from Canadian federal, provincial, or local governments or their agencies; royalties from the institutions' intellectual property; or funds transferred internally within an institution.

NEW FUNDS COMMITTED

The term “new funds committed” (formerly “new funds secured”) refers to a comprehensive measure of the impact and effectiveness of fundraising efforts in a given year. New funds committed are new monies and property committed in the reporting year from any individual or qualified organization. These funds include new outright gifts, new documented pledges for up to five years, new irrevocable planned gifts received or committed, and new qualified and documented bequests or legacy intentions if the donor is age 65 or older. The measure excludes some philanthropic income received in the reporting year, notably payments on pledges and recurring gifts secured in prior years. Bequests and legacy commitments from living donors, although an important outcome of development activity, are collected separately and not included in new funds committed.

FUNDS RECEIVED

The term “funds received” (formerly “cash income”) refers to monies and property received within the reporting year from any individual or qualified organization. These funds include outright gifts, payments received to fulfill pledges made in the current or previous years, irrevocable planned gifts at face value, and realized bequests or legacy intentions.

DONOR POPULATIONS

Data on donor populations are based on “hard credit” legal donors counted through the lens of either funds received or new funds committed. A large proportion of gifts attributed to trusts, foundations, donor-advised funds, and other organizations may reflect the philanthropy of alumni and other individuals who make charitable contributions through these vehicles.

Visit www.case.org/research/surveys/case-insights-philanthropy-canada for more information on the survey and reporting rules.

For more on the *CASE Global Reporting Standards*, see www.case.org/standards.

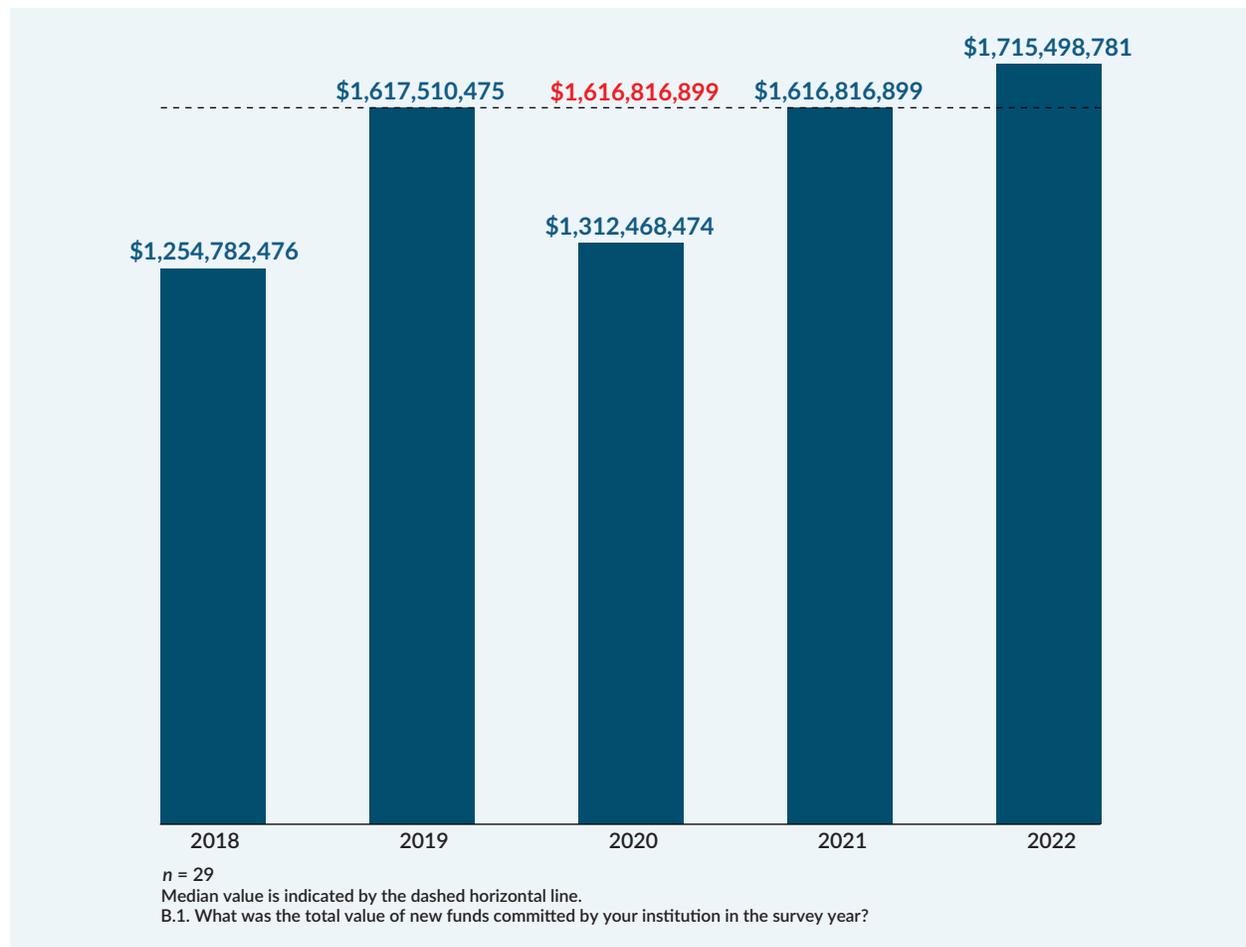
Detailed Findings and Trends

NEW FUNDS COMMITTED

Data on new funds committed have been collected consistently since the survey's inception, so it is possible to track trends since 2018 for the 29 institutions that have participated in every year since then. Figure 1 documents the growth of educational philanthropy in Canada and the impact of the global pandemic. After a drop in 2020, when

many institutions temporarily suspended major fundraising operations, total giving has rebounded and now exceeds pre-pandemic levels. This growth is a reflection of the dedication and skill of CCAE members, the value the public places on higher education, and donors' generosity and commitment.

Figure 1: Total New Funds Committed, 2018-22



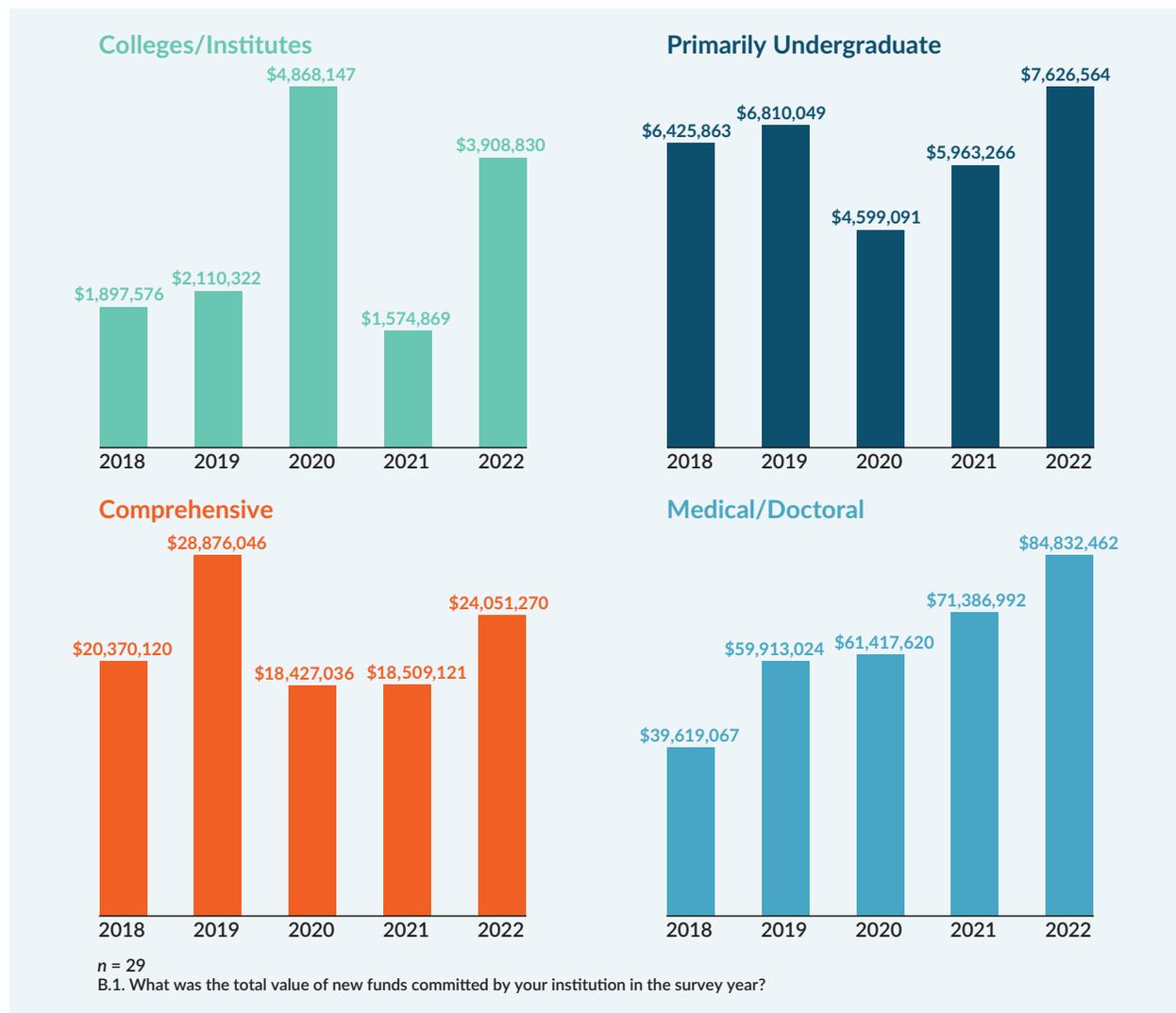
Since 2018, participants have reported a total of \$7.52 billion in new funds committed, including 1,145 gifts greater than \$1 million. By cohort, new funds committed over the five years amount to the following totals:

- Colleges/Institutes: \$125.70 million
- Primarily undergraduate institutions: \$184.20 million
- Comprehensive universities: \$1.11 billion
- Medical/Doctoral universities: \$6.10 billion

Trends in median new funds committed varied by institution cohort (Figure 2). Primarily undergraduate and comprehensive institutions saw giving decline in 2020 and grow in subsequent years, with primarily undergraduate institutions exceeding pre-pandemic levels in 2022. At medical/doctoral

universities, median giving plateaued in 2020 and has grown substantially since then. There is no clear trend among colleges/institutes, but only a small number of these institutions have participated consistently in the survey since 2018, so these data should be interpreted with caution.

Figure 2: Median New Funds Committed, 2018–22

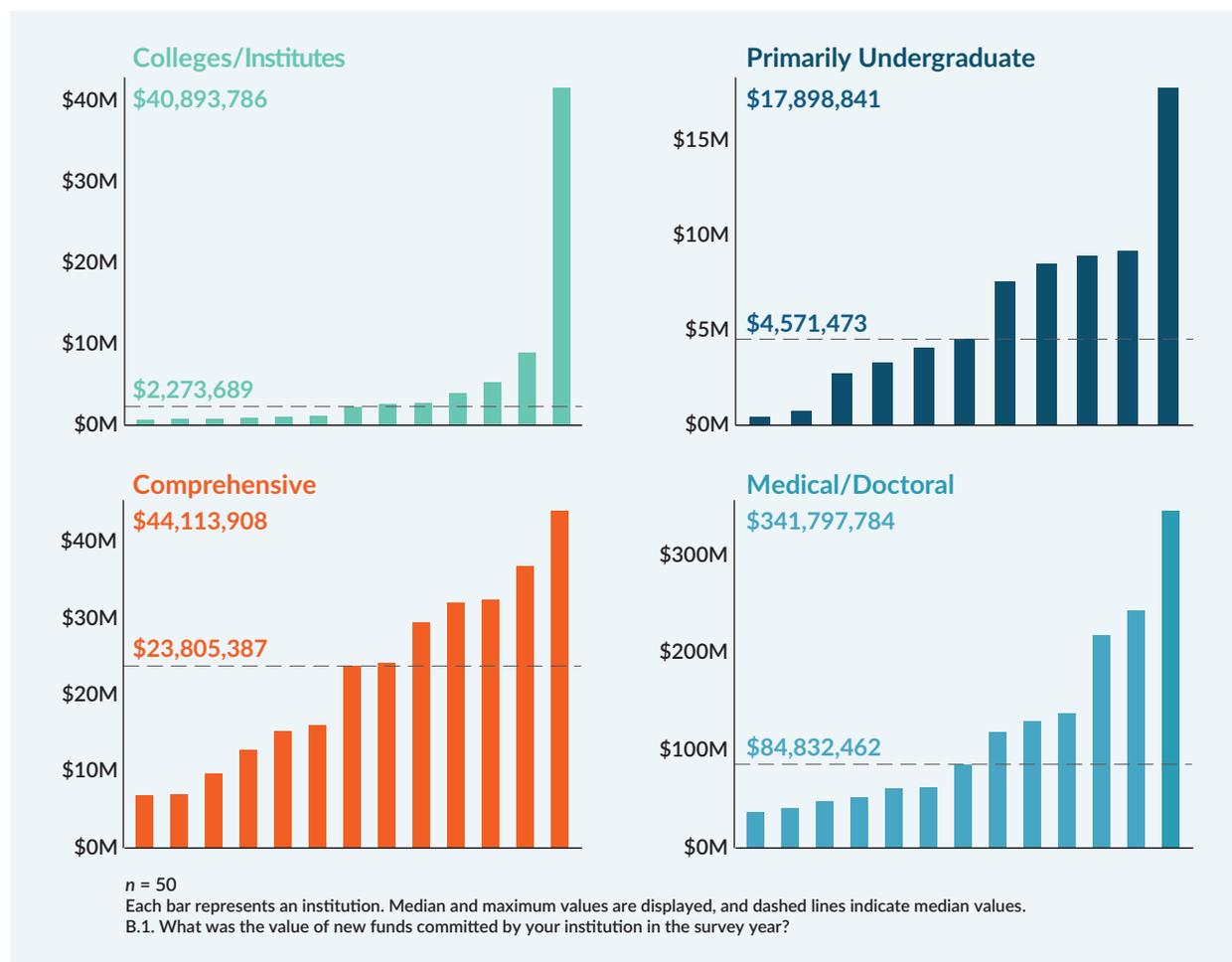


For the broader set of recent survey respondents, the trend has been positive as well. Among the 44 institutions that reported for the past two years, 28 saw new funds committed increase between 2021 and 2022.

In the 2022 reporting year, survey participants reported nearly \$2 billion in new funds committed

from 268,619 donors. This is equivalent to \$1,967 for each full-time equivalent (FTE) student. Median new funds committed ranged from \$2.27 million for colleges and institutes to \$84.83 million for medical/doctoral universities (Figure 3). In each cohort, there was an outlier institution that secured a far greater amount than its peers.

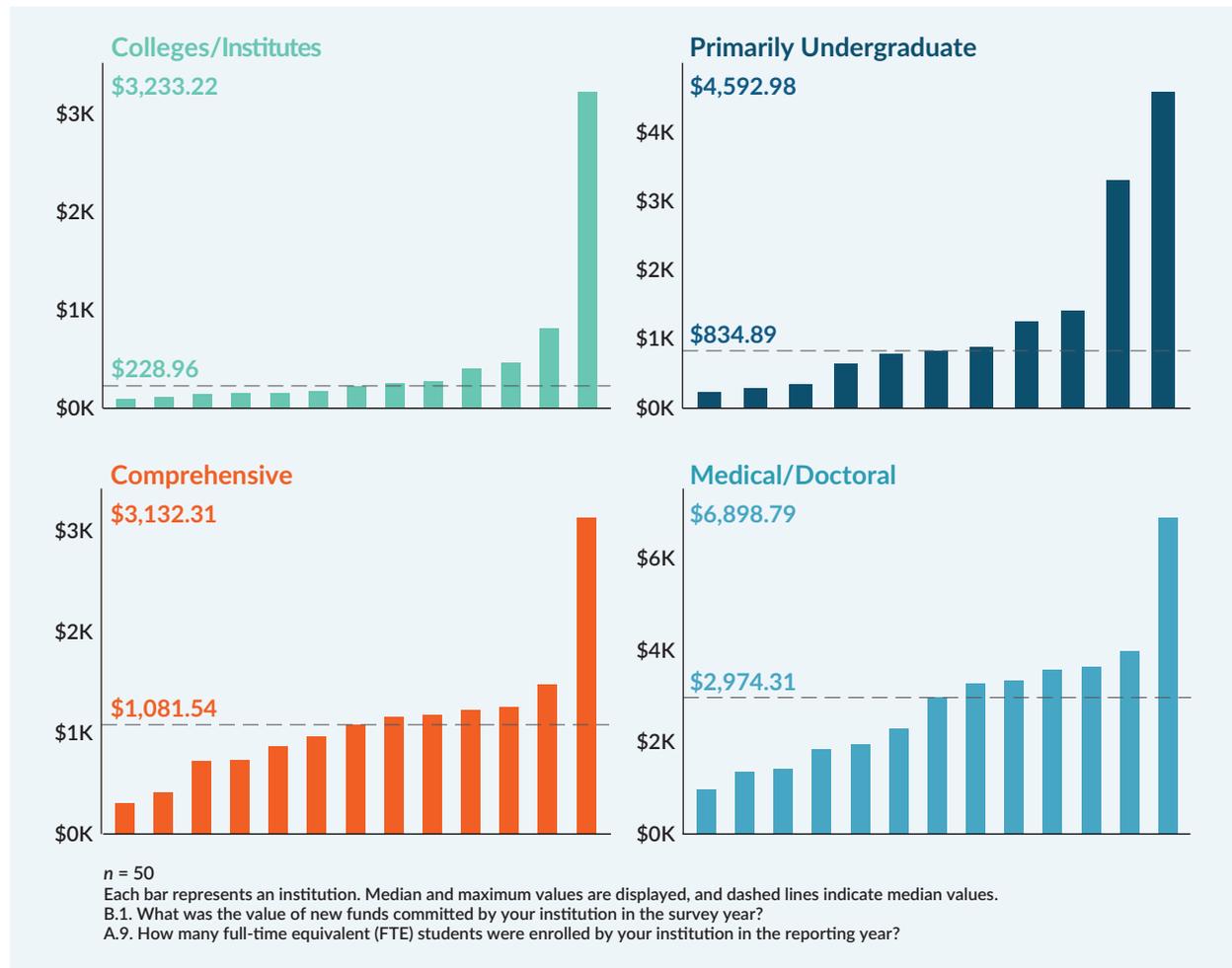
Figure 3: New Funds Committed, 2022



To some extent, the value of new funds committed is contingent on institution size, number of alumni, and scale of advancement programs. By looking at new funds committed on a per-student basis, we can “normalize” the data, make more accurate comparisons among institutions with differing enrollment numbers, and get a better picture of the trends in relation

to institution size. New funds committed per FTE student varied considerably both across and within institution types, reflecting both enrollment and the scale of advancement operations. Median new funds per FTE student ranged from \$229 at colleges/institutes to \$2,974 at medical/doctoral universities (Figure 4).

Figure 4: New Funds Committed per FTE Student, 2022

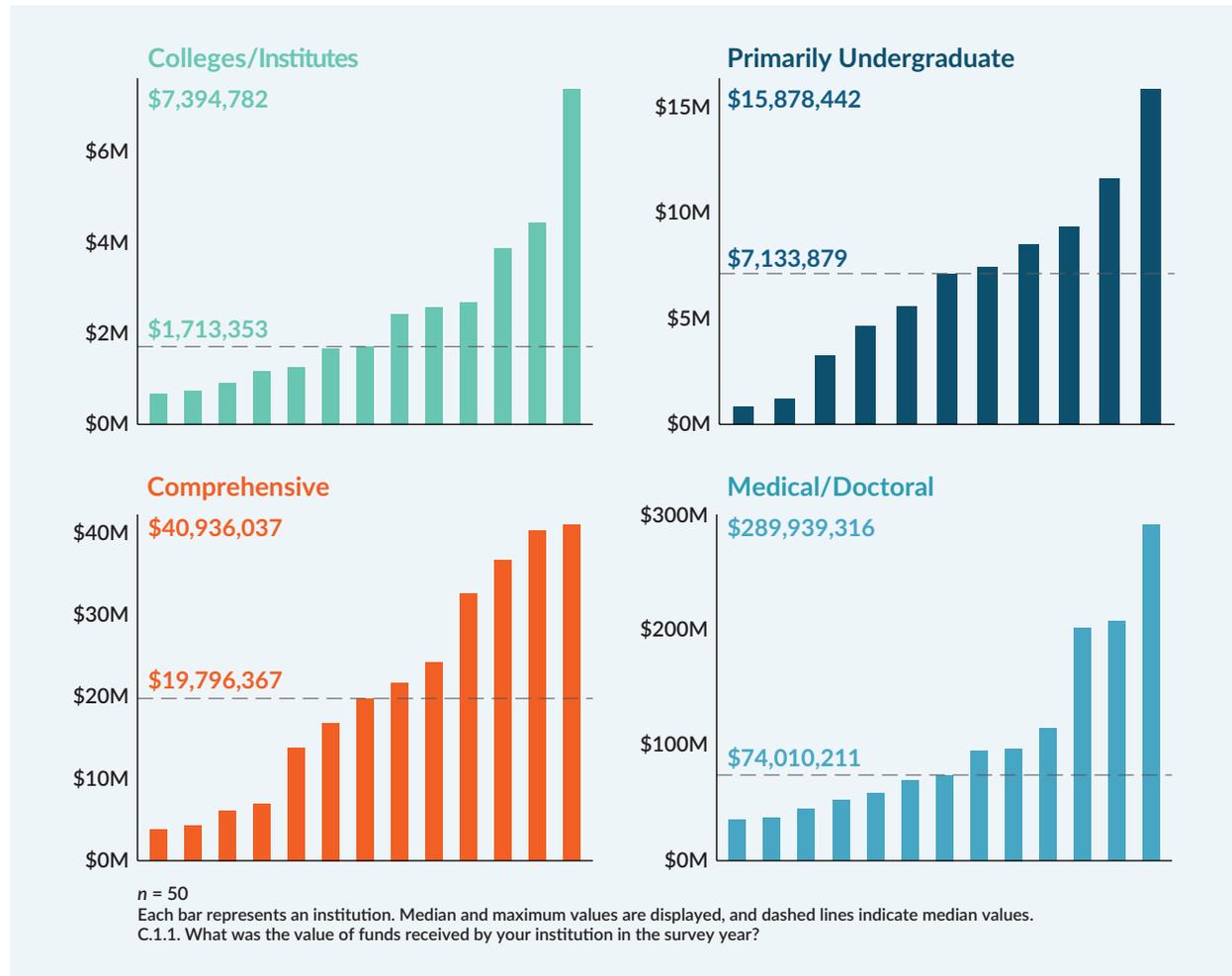


FUNDS RECEIVED

Responding institutions received a total of \$1.75 billion in 2022. Median funds received ranged from \$1.71 million at colleges/institutes to \$74.01 million

at medical/doctoral universities and varied widely within cohorts, with a few institutions receiving far more than their peers (Figure 5).

Figure 5: Funds Received, 2022



Since 2019, survey participants have received \$5.31 billion in total. Here are the total funds received between 2019 and 2022 for each cohort:

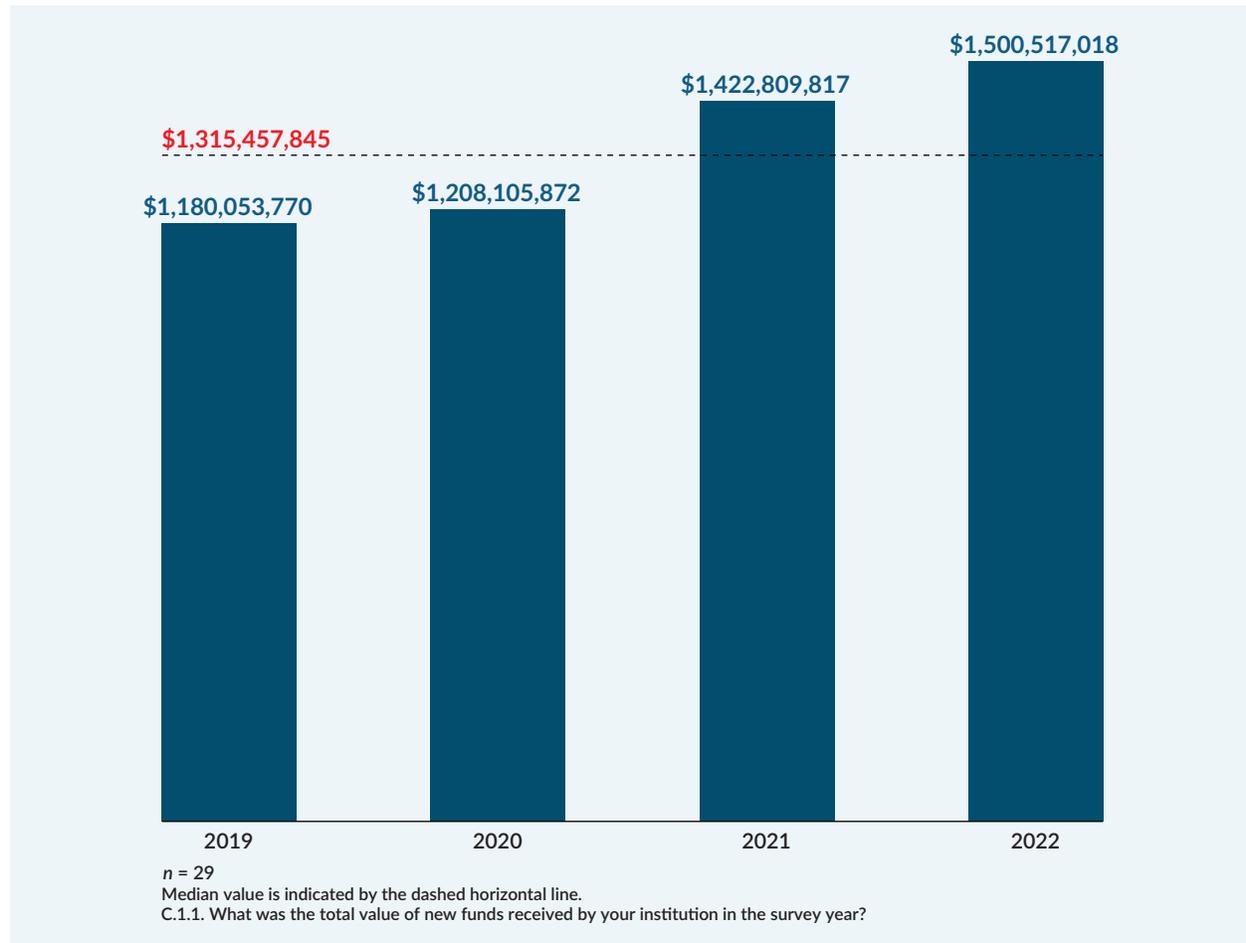
- Colleges/Institutes: \$31.35 million
- Primarily undergraduate institutions: \$136.78 million
- Comprehensive universities: \$793.56 million
- Medical/Doctoral universities: \$4.35 billion

Because of a change in how institutions were asked to report funds received between the 2018 and 2019 surveys, it is not yet possible to report five-year trends.

Among the 29 institutions that have consistently reported this information since 2019, total funds received have increased substantially, rising from \$1.18 billion in 2019 to \$1.50 billion

in 2022 (Figure 6). Across all four years in which this question has been asked consistently, the median total amount received is \$1.32 billion.

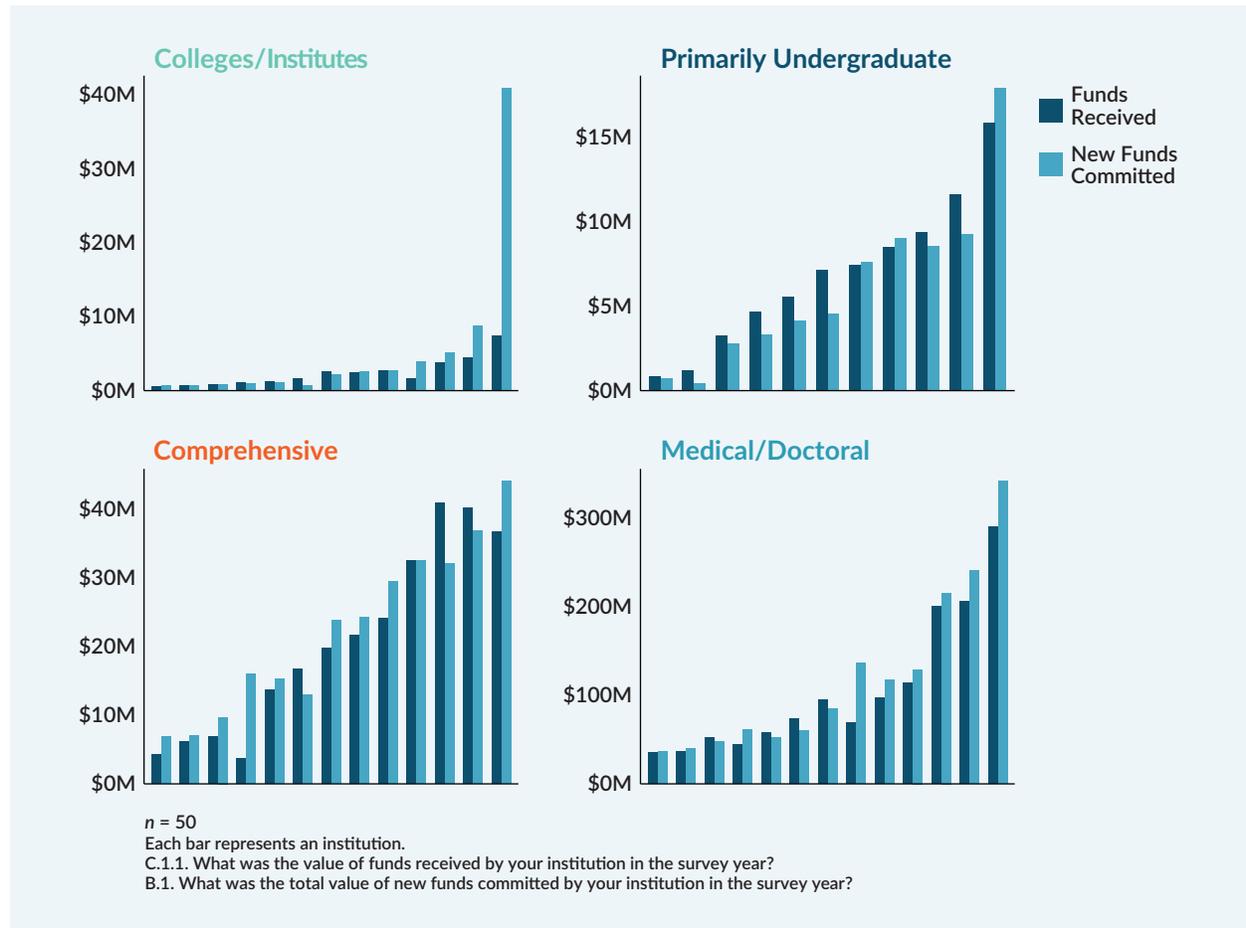
Figure 6: Total Funds Received, 2019–22



As Figure 7 indicates, there can be a large difference between funds received and new funds committed for individual institutions, reflecting the impact of large individual gifts and pledges.

However, the median values of funds committed and new funds received by all 2022 survey respondents differ by less than \$1 million.

Figure 7: Funds Received and New Funds Committed, 2022

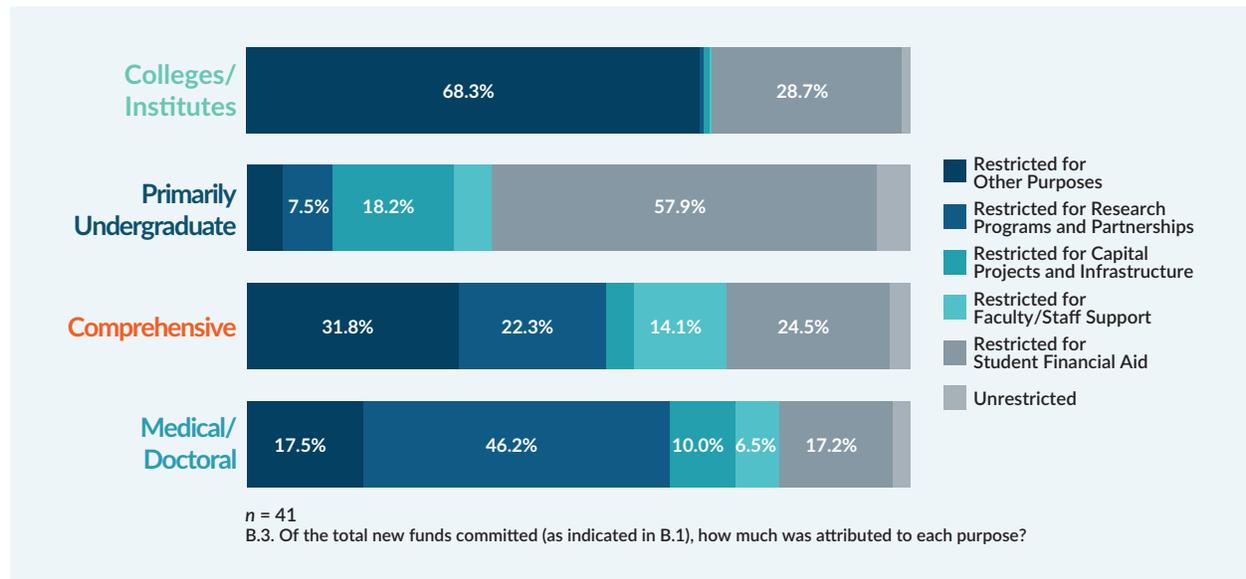


FUND DESIGNATIONS

The vast majority of donors to higher education elect to designate their gifts for one or more particular institutional purposes. Gifts play a critical role in the provision of financial aid for students and fund research, faculty support, programs, and facilities. Just 2.7% of all new funds committed by survey participants were unrestricted

by donors in the 2022 reporting year. Research programs accounted for the largest share of giving at 40.3%, followed by student financial aid at 20%. Gift designations varied in ways that are consistent with institutional mission. For example, almost half of new funds committed to medical/doctoral universities were earmarked for research (Figure 8).

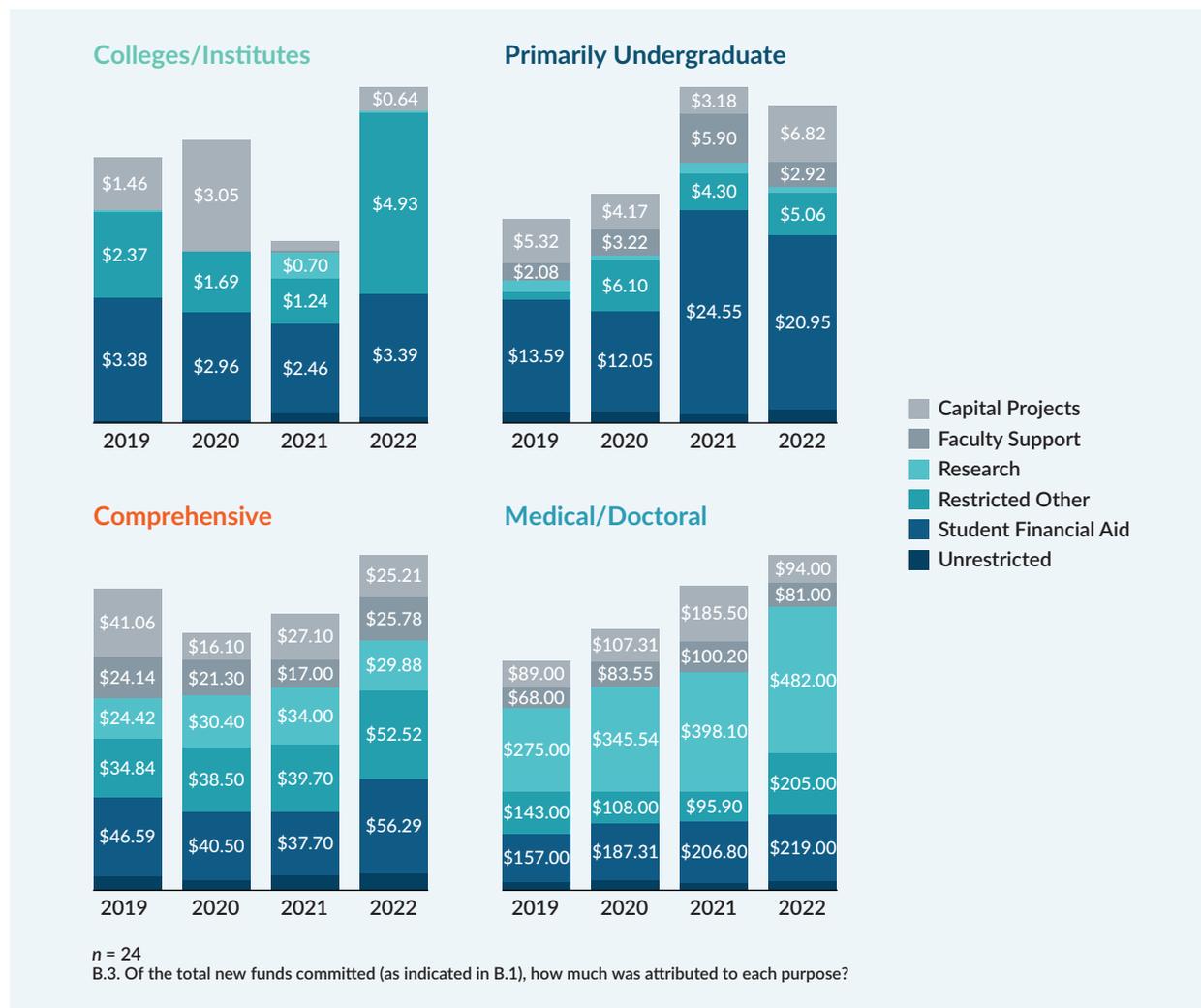
Figure 8: Percentage Distribution of New Funds Committed by Purpose, 2022



Large gifts can skew single-year results, so it is helpful to review trends in gift designation over time. Figure 9 displays total new funds committed by purpose for the 24 institutions that have participated in the survey every year since 2019

and responded to this optional question. They differ from many other charts in this report in that they display total rather than median new funds committed.

Figure 9: Total New Funds Committed by Purpose, 2019–22
(Dollars in Millions)



These charts show that total giving for student financial aid has risen since 2019 in three of the four institution cohorts. Across all four cohorts, giving to assist students rose from \$221 million in 2019 to nearly \$300 million in 2022, an increase of 36% in only four years. This trend likely reflects the fundraising priorities of institutions and donor understanding of the hardships students have experienced during the pandemic. Most notably, new gifts to primarily undergraduate institutions

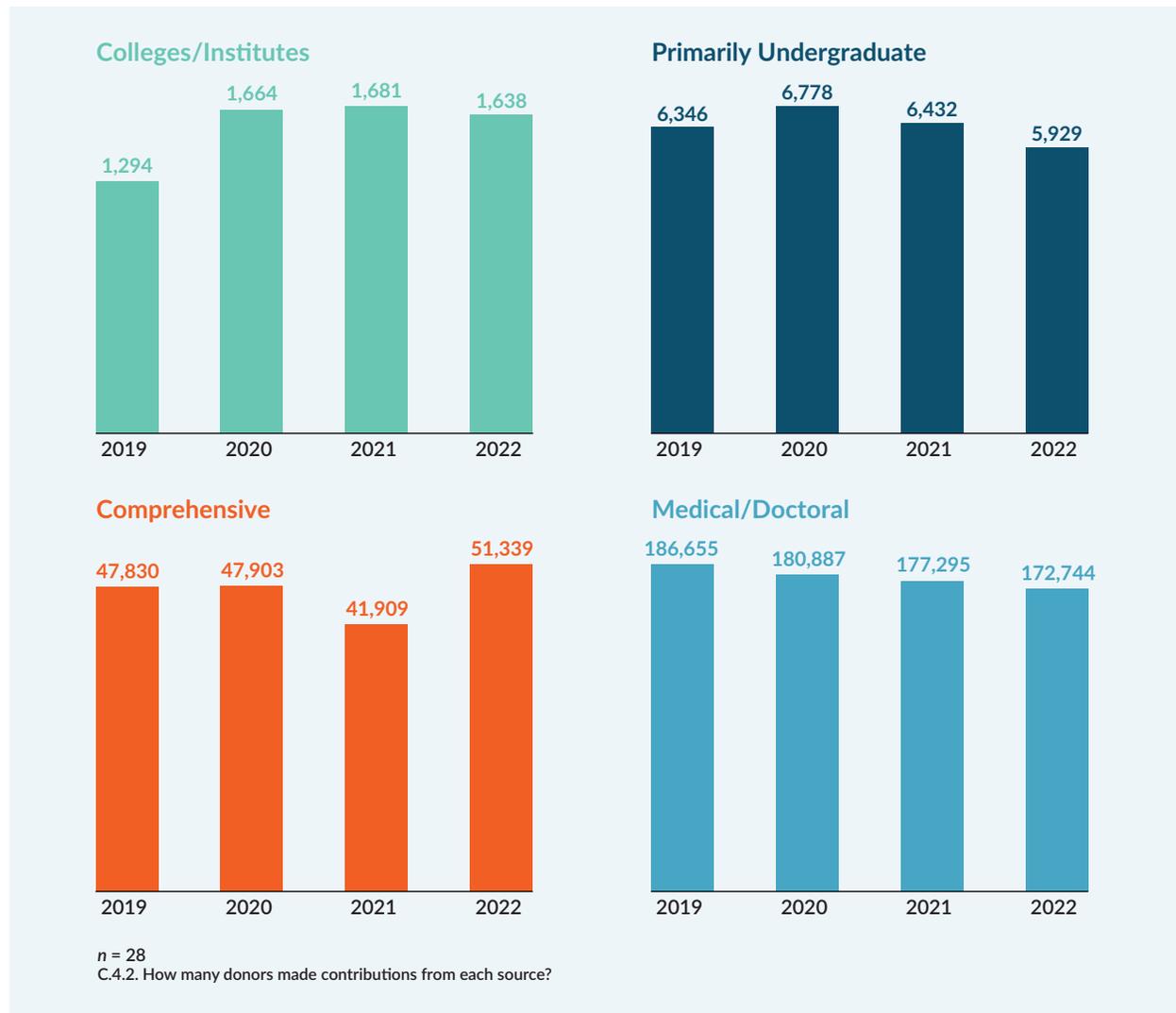
are increasingly—but not exclusively—devoted to student financial aid. At these institutions, total new funds committed for financial aid nearly doubled, from \$13.59 million in 2019 to \$24.55 million in 2021, before dropping slightly to \$20.95 million in 2022. A rapid rise in support for research, especially at medical/doctoral universities, may demonstrate a recognition of the role that academic research plays in addressing major societal issues such as the COVID-19 pandemic.

DONORS AND SOURCES OF FUNDS

All survey participants in 2022 reported 268,619 donors in 2022. For the 28 institutions that provided donor counts in each of the past four years (Figure 10), the total number of donors declined by 4% since 2019. Among these respondents, results

varied by sector; colleges and institutes and comprehensive institutions saw the total donor population increase, while primarily undergraduate institutions and medical/doctoral universities experienced declining numbers of donors.

Figure 10: Total Number of Donors, 2019–22



The total number of donors reported since 2019 is 969,053.

The 2022 survey found that alumni accounted for 42% of institutions’ donors, and other non-alumni individuals accounted for 43% of donors. All institution types except primarily undergraduate institutions had more non-alumni than alumni donors (Figure 11). Corporations, trusts and foundations, and other organizations made up a relatively small proportion of donors, but together they accounted for more than half of the new funds committed in each institution cohort (Figure 12). Combined, they accounted for 71% of new funds committed. Alumni were responsible for 18% of new funds committed in 2022.

Use of donor-advised funds may influence the distribution of donors. The 2022 survey asked for a breakout of these funds for the first time, and just 16 institutions were able to provide that information as a separate category. Historically, donor-advised funds have been included in the “Other Organizations” category, and some respondents may have continued to include them in that category in 2022. As institutions update their data to track these funds separately, results may change in future reports.

Figure 11: Composition of Donor Population (New Funds Committed), 2022

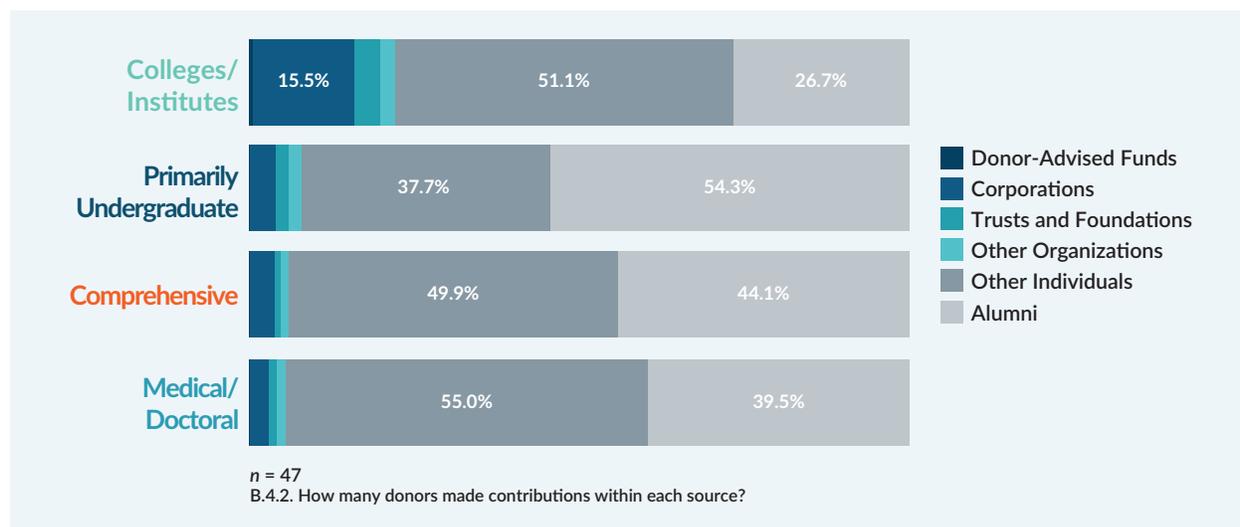
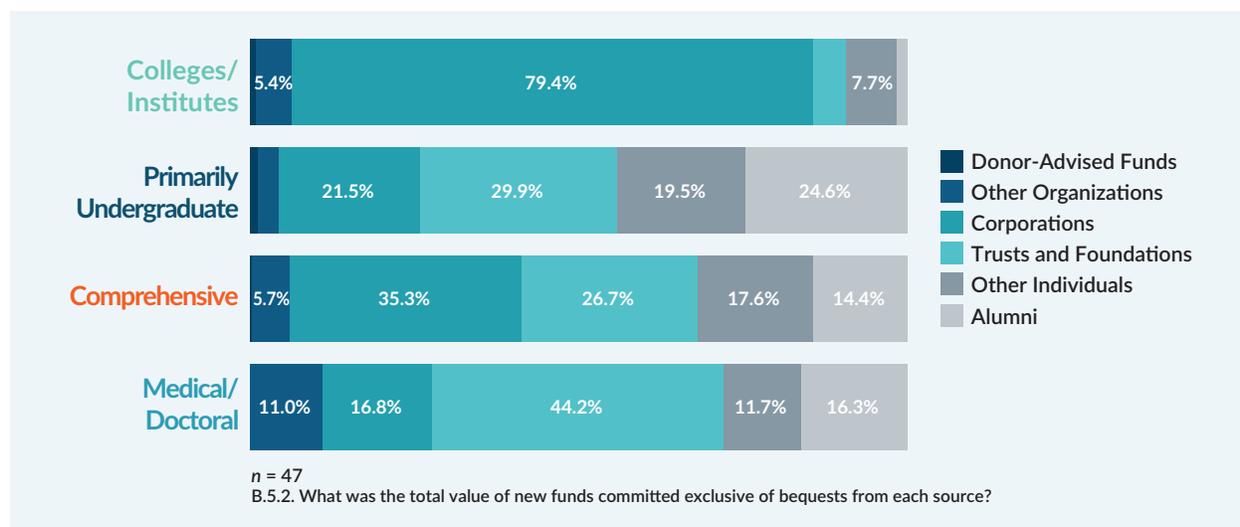


Figure 12: Proportion of New Funds Committed by Source, 2022



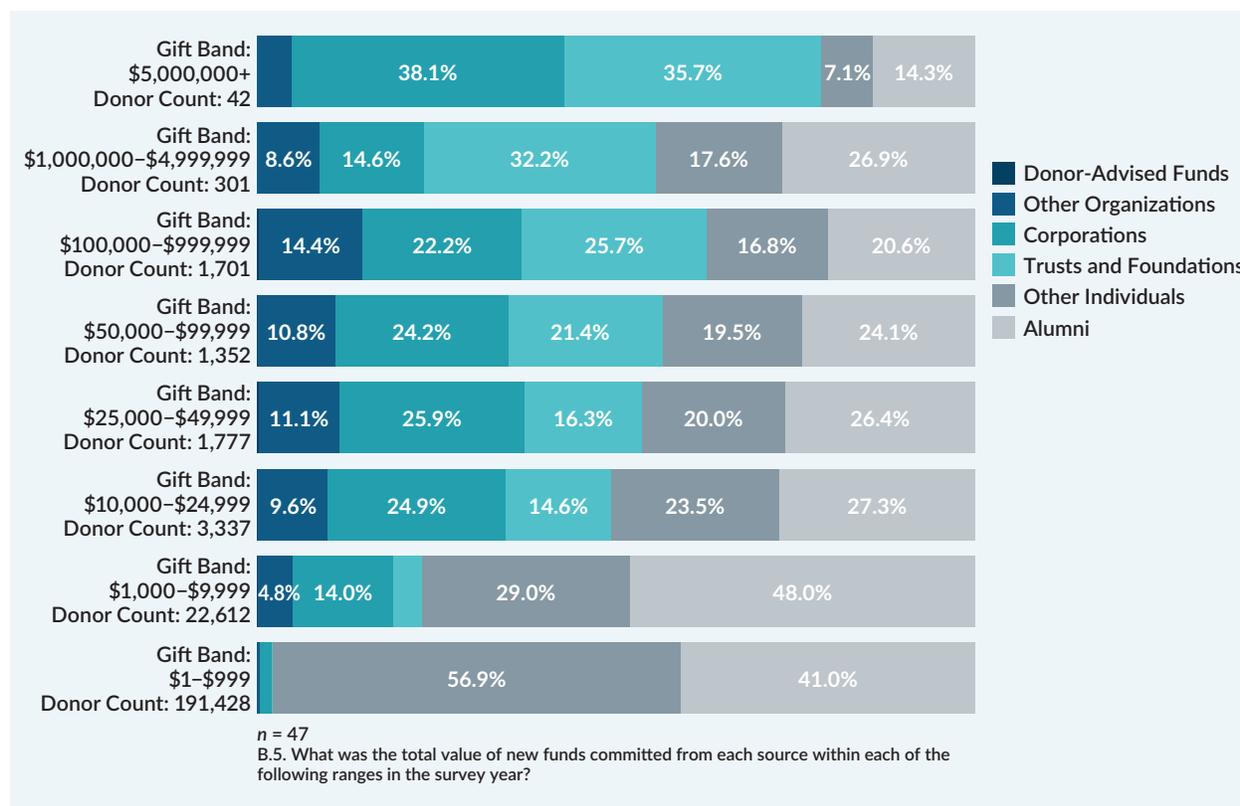
GIVING BANDS

Displaying the composition of the donor population by their cumulative contributions within the year provides a more nuanced picture of the sources and amounts of philanthropic giving. These data points reflect the total funds committed by donors within the reporting year, so an individual donor who made two separate gifts of \$5,000 would be counted once in the \$10,000–\$24,999 gift band. Gifts legally credited to trusts, foundations, private corporations, or other organizations may reflect the

private philanthropy of individual donors giving via family foundations, donor-advised funds, or other giving vehicles.

As one would expect, as the value of giving increases, the composition of the donor population shifts from alumni and other individuals to organizations such as trusts, foundations, and corporations (Figure 13). In 2022, 343 donors contributed \$1 million or more. One-third of those donors were trusts and foundations, and 25% were alumni.

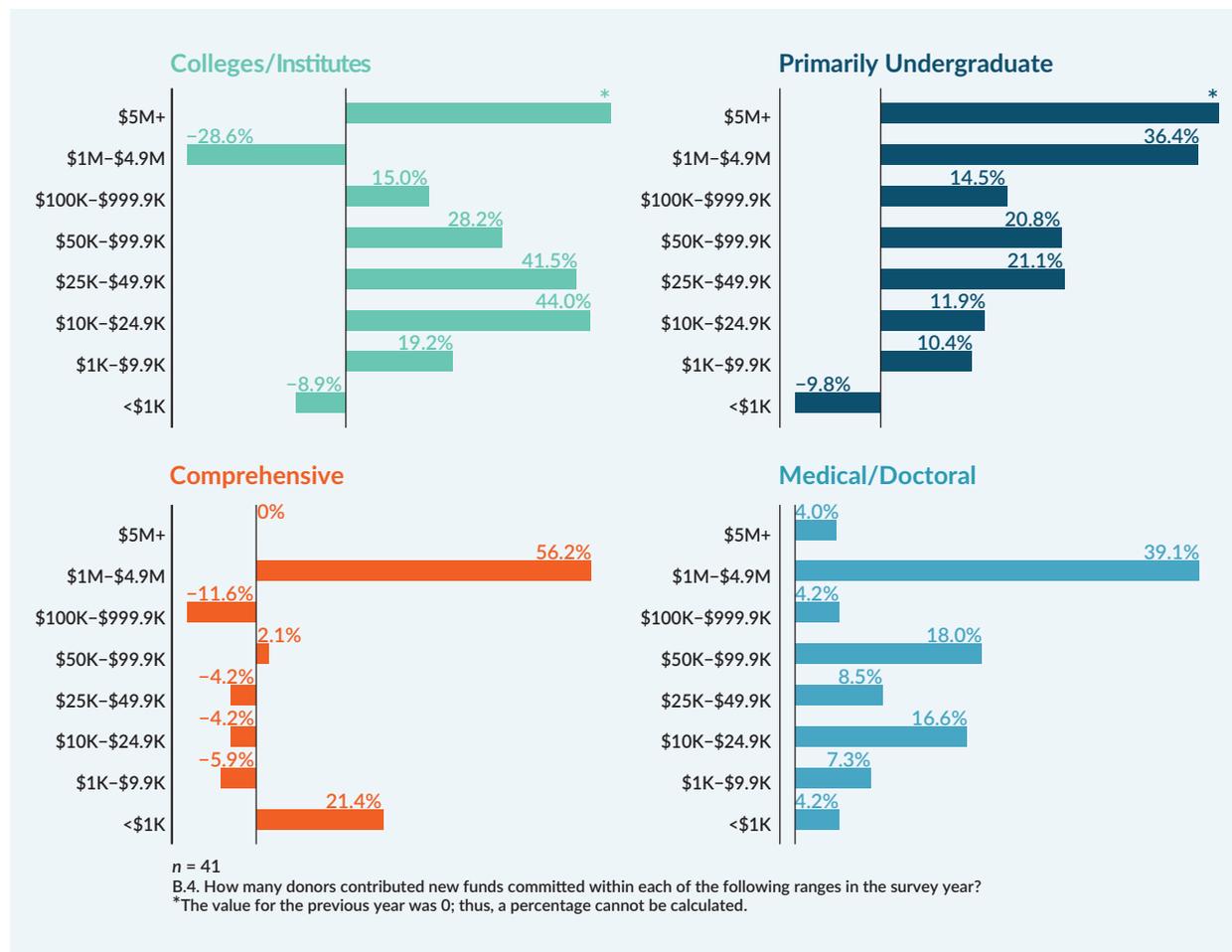
Figure 13: Composition of Donor Population Within Gift Bands, 2022



Although there was some variation by cohort, as a group, the institutions that submitted data for the past two years reported more donors at all levels of giving in 2022 than in 2021 (Figure 14). The vast majority of donors (86.4% in both years) gave less than \$1,000. The total number of donors

giving \$1 million or more at these 41 institutions grew from 217 in 2021 to 296 in 2022, an increase of 36.4%. Nonetheless, donors at this level accounted for less than 1% of the donor population in both years, and this general pattern held for each cohort.

Figure 14: Percentage Change in Number of Donors, by Gift Band, 2021–22



The number and share of donors contributing \$1 million or more remained small, but these donors accounted for a large share of total giving. Among institutions reporting donor counts and new funds committed by gift bands, less than 1% of donors (2,044 organizations or individuals) contributed 83.9% of new funds committed in 2022. Only 42 donors made gifts of \$5 million or more, contributing \$565 million, or 32.8% of all new funds committed.

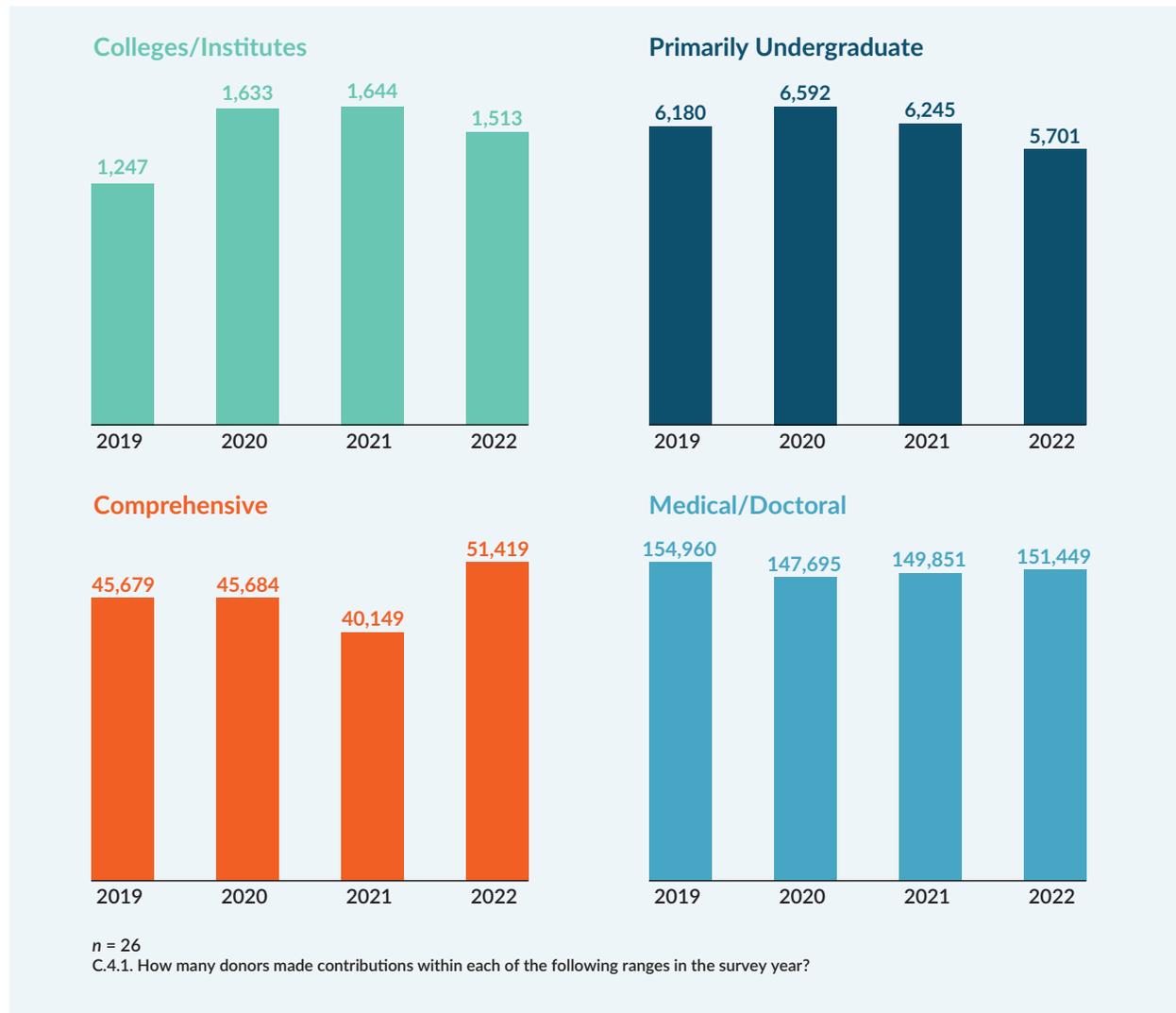
In addition, survey participants reported on the single largest donation received in 2022. Not surprisingly, the largest gifts received by medical/doctoral universities had by far the highest median dollar value (\$20 million, compared with \$2.54 million at comprehensive universities, \$1.01 million at primarily undergraduate institutions, and \$250,000 at colleges/institutes). However, despite the importance of these individual donations, the largest gifts accounted for a greater share of total

giving at colleges/institutes than at other types of institutions. At colleges/institutes, the largest gifts together accounted for 34% of all giving to that cohort, compared with between 21% and 26% of total giving for the other three cohorts.

Another important indicator is giving by those who contributed less than \$25,000 because these donors made up most of the donor population.

Figure 15 shows that since 2019, the number of these donors decreased at primarily undergraduate and medical/doctoral institutions but rose at colleges/institutes and comprehensive institutions so that, among the 26 institutions providing this information every year since 2019, this total population of donors has remained virtually unchanged.

Figure 15: Total Number of Donors Contributing Less than \$25,000, 2019–22



Not only was the number of donors contributing less than \$25,000 relatively stable given the tumultuous circumstances during the pandemic, but total funds received from these donors increased since 2019 for three of the four cohorts (Figure

16). Moreover, although total contributions from those giving less than \$25,000 to medical/doctoral universities decreased in 2020 and 2021, they have rebounded in 2022 to near the levels they were at in 2019.

Figure 16: Total Contributions (Funds Received) from Donors Contributing Less than \$25,000, 2019–22

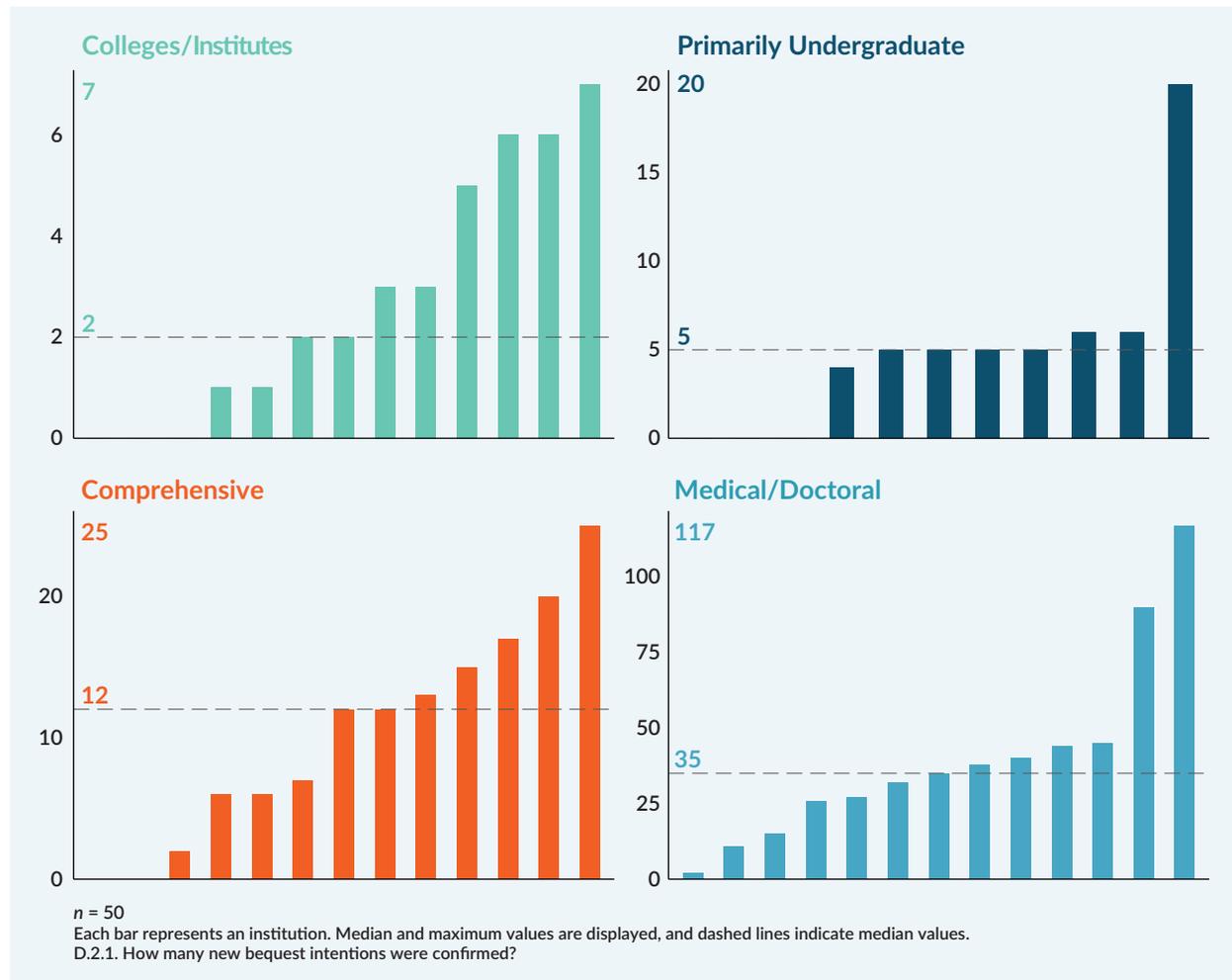


BEQUEST GIVING

Participating institutions confirmed 749 new bequest intentions in the 2022 reporting year; 522

of these confirmed bequest intentions were reported by medical/doctoral universities (Figure 17).

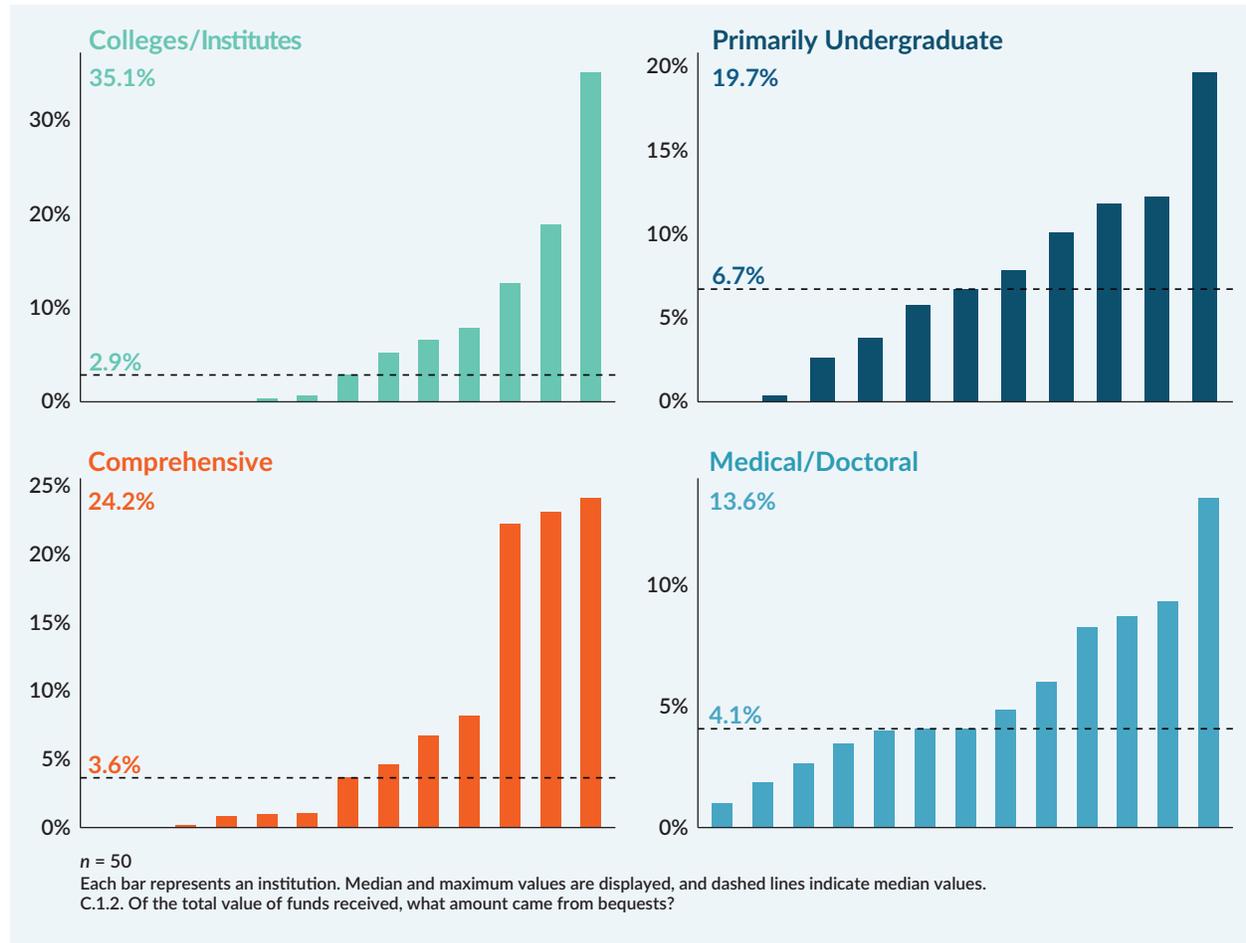
Figure 17: Number of New Bequest Intentions Confirmed, 2022



Realized bequests accounted for less than 10% of funds received at most responding institutions. However, five respondents reported that 20% or

more of their funds received in 2022 came from realized bequests (Figure 18).

Figure 18: Bequests as a Percentage of Funds Received, 2022



STAFFING

Staffing levels for fundraising and alumni relations are a proxy for advancement capacity. Median FTE staffing varied considerably by institution cohort, ranging from 5.0 to 65.0 for fundraising and from 1.6 to 27.8 for alumni relations (Figures 19 and

20). There was also considerable variation within cohorts, which may reflect the scope of advancement activities and, with respect to fundraising staff, whether an institution is currently in an active campaign.

Figure 19: Number of FTE Fundraising Staff, 2022

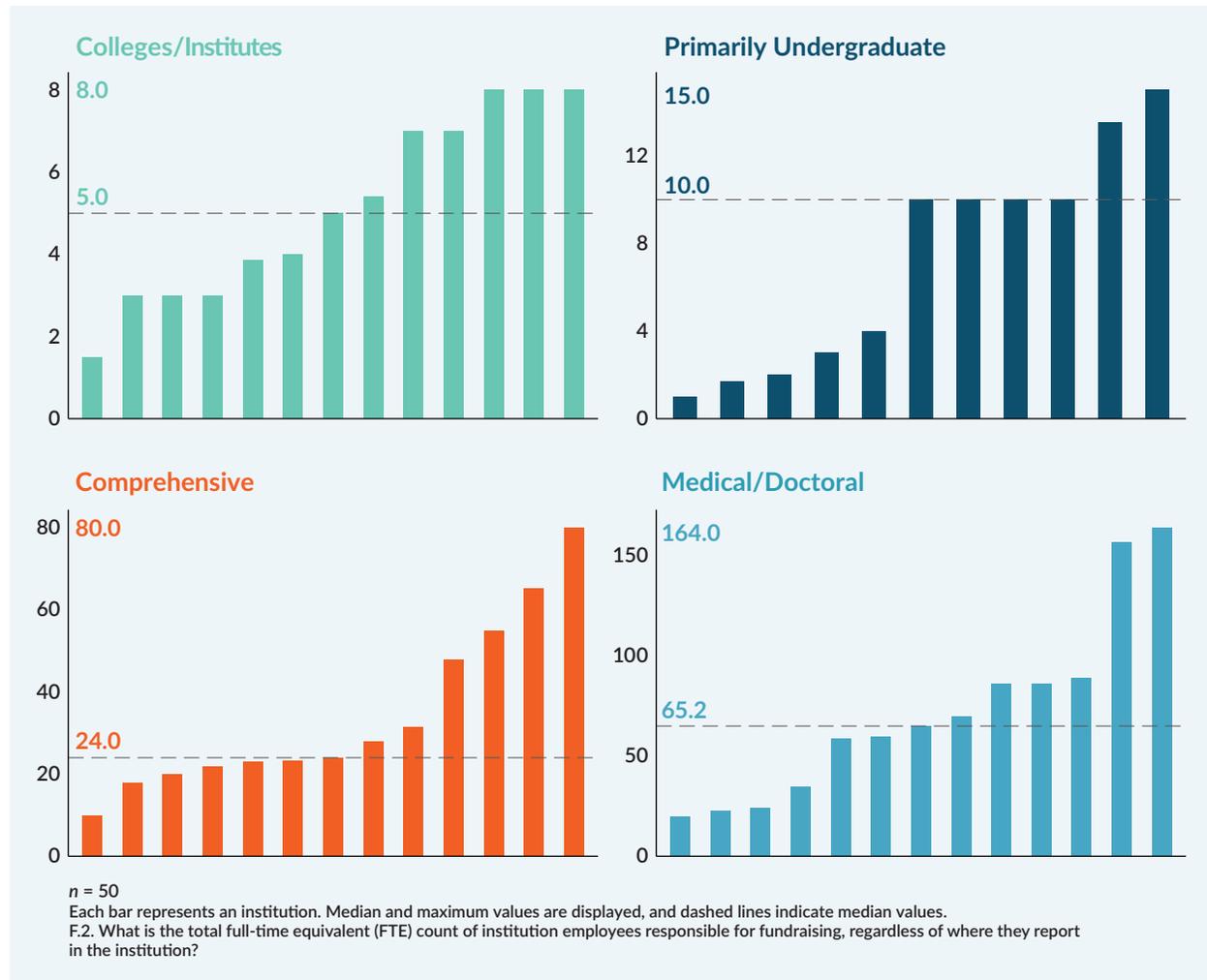
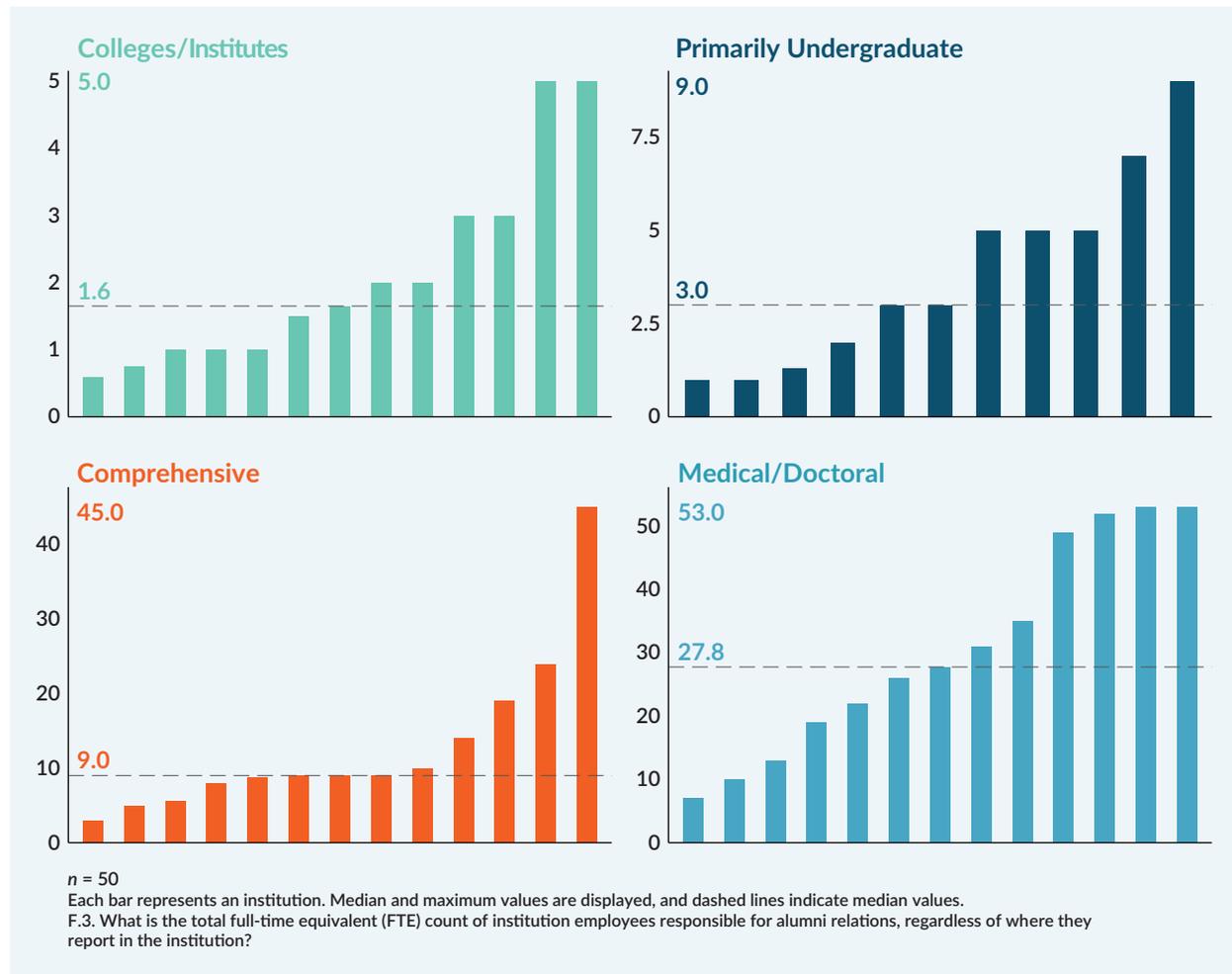


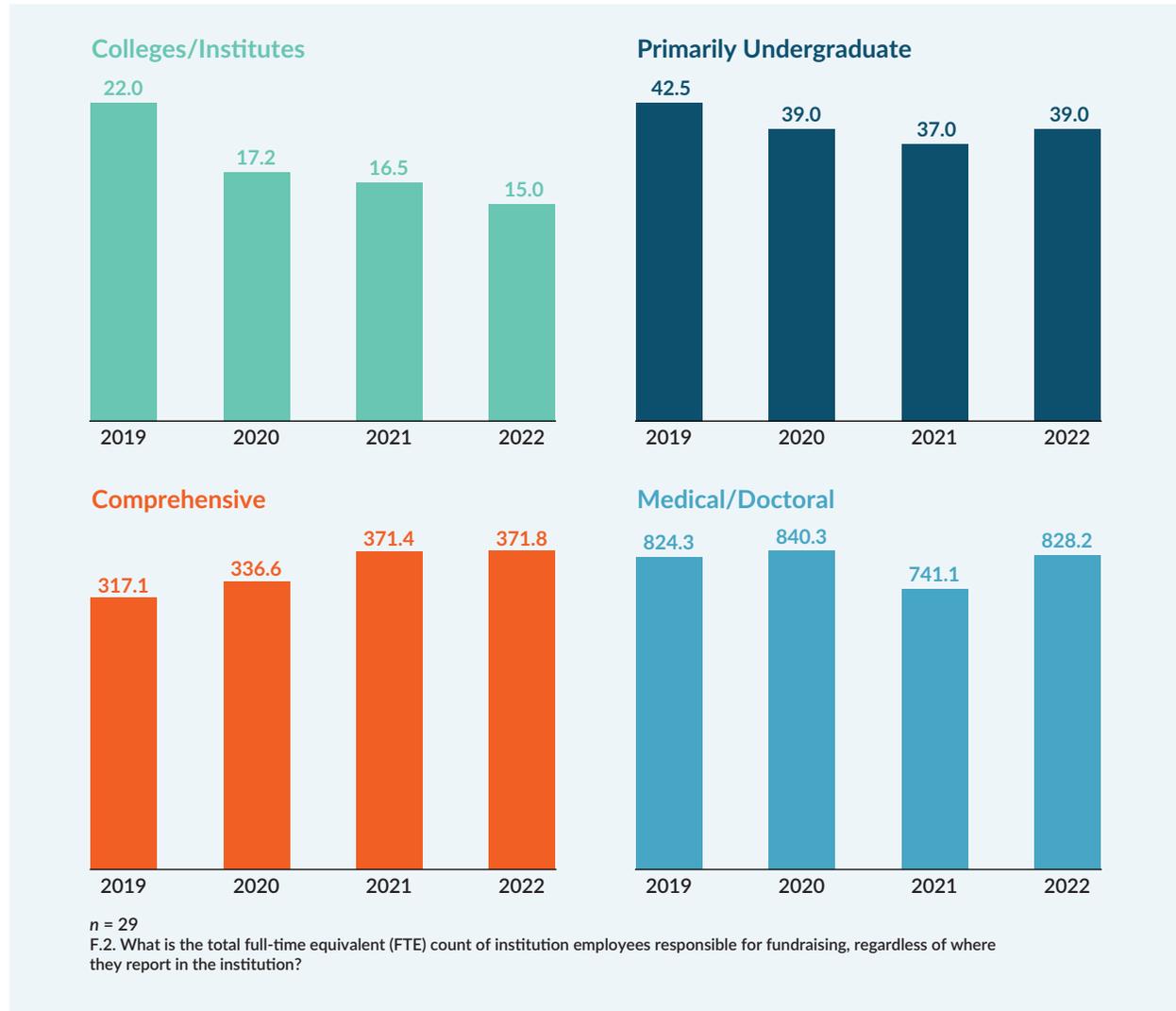
Figure 20: Counts of Alumni Relations FTE Staff, 2022



The total number of fundraising staff held steady at primarily undergraduate and comprehensive institutions and grew at medical/doctoral universities from 2021 to 2022 (Figure 21). The significant

increase in staff numbers at medical/doctoral universities may indicate the resumption of campaigns and annual appeals that had been suspended during the first years of the pandemic.

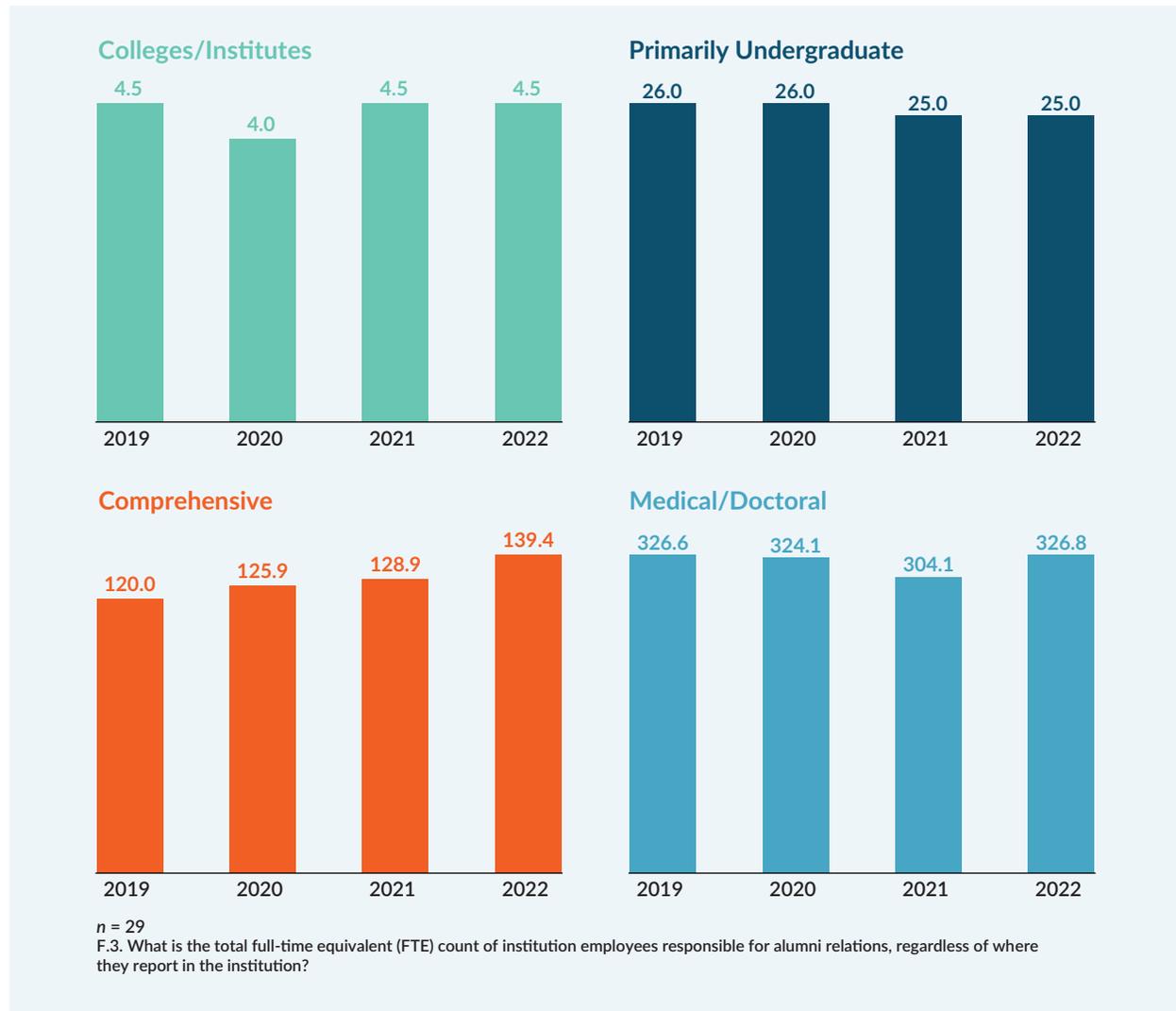
Figure 21: Total FTE Fundraising Staff, 2019–22



Total staffing for alumni relations has been quite stable, with growth at comprehensive

institutions and a rebound to pre-pandemic levels at medical/doctoral universities (Figure 22).

Figure 22: Total FTE Alumni Relations Staff, 2019–22



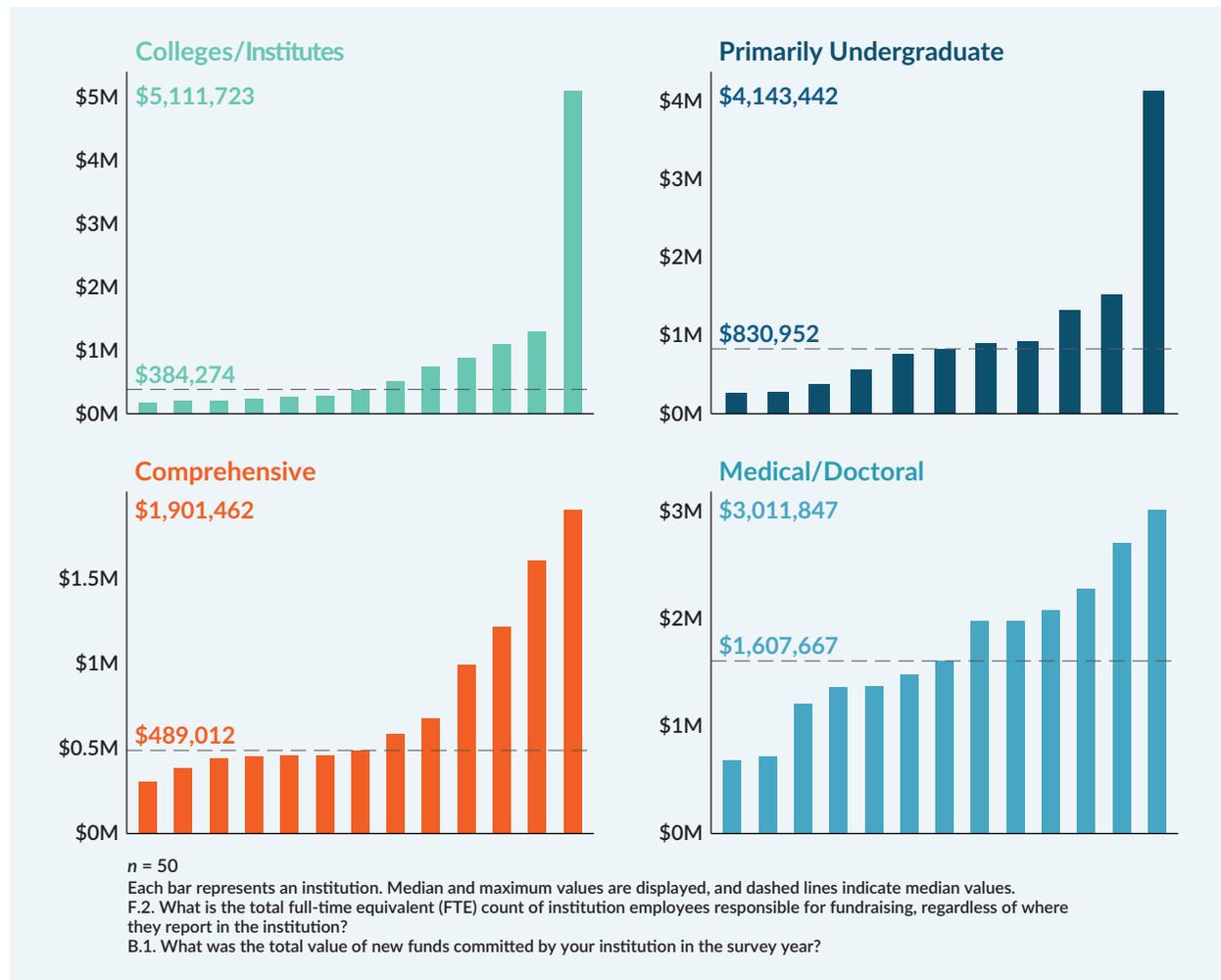
Staffing for both fundraising and alumni relations has been largely stable despite the so-called Great Resignation, suggesting that professionals

have high levels of job satisfaction and institutions prioritize sustaining strong relationships with alumni and other supporters.

One measure of the impact of fundraising staff as a group is new funds committed per FTE staff member. By this measure, the median amount secured by colleges/institutes and comprehensive universities varied by approximately \$100,000 per

FTE staff member, with higher median values for primarily undergraduate institutions and medical/doctoral universities (Figure 23). However, there was considerable variability within each cohort even after controlling for staffing.

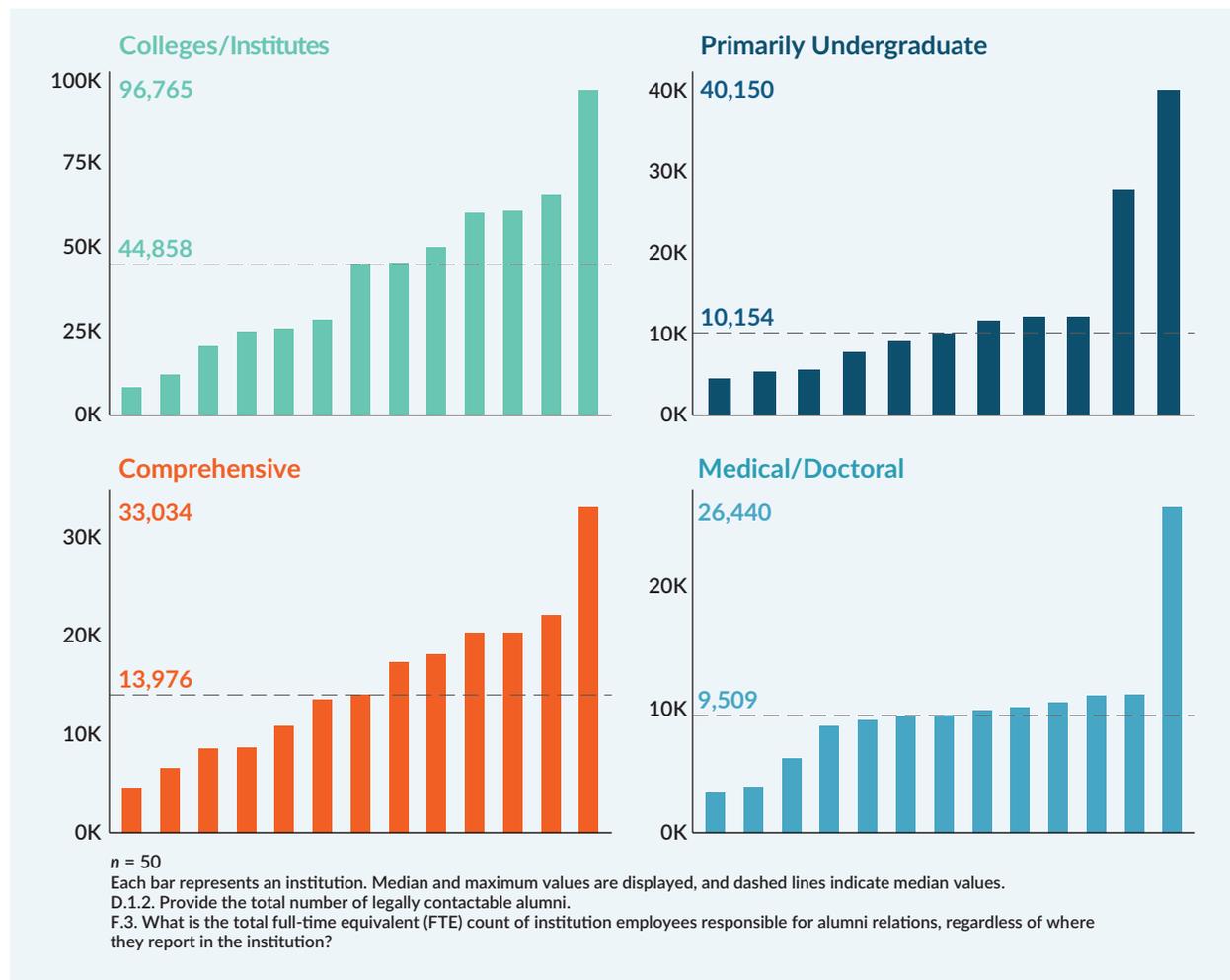
Figure 23: New Funds Committed per FTE Fundraising Staff, 2022



A measure of the reach and impact of alumni relations staff is the number of legally contactable alumni per FTE staff member. Again, there were similarities among several cohorts and significant variation within cohorts. The median number of contactable alumni per FTE alumni relations staff ranged from approximately 9,500 to 14,000 for

three of the four cohorts, with colleges/institutes reporting far more alumni per FTE staff, with a median of 44,858 per FTE staff member (Figure 24). Within each cohort, the variation continued, with some institutions reporting fewer than 10,000 alumni per FTE and others reporting 30,000 or more alumni per FTE staff member.

Figure 24: Contactable Alumni per FTE Alumni Relations Staff, 2022



Participating Institutions and Cohorts, 2022

Colleges/Institutes	Primarily Undergraduate Institutions	Comprehensive Universities	Medical/Doctoral Universities
Algonquin College	Acadia University	British Columbia Institute of Technology	Dalhousie University
Confederation College	Emily Carr University of Art + Design	Brock University	McGill University
Holland College Foundation	Mount Allison University	Concordia University	McMaster University
Humber College	Mount Royal University	Memorial University of Newfoundland	Queen's University
Lakeland College	Nipissing University	Simon Fraser University	Université de Montréal
Lethbridge College	Saint Mary's University	Thompson Rivers University	University of Alberta
Northern Alberta Institute of Technology	St. Francis Xavier University	Toronto Metropolitan University	University of British Columbia
New Brunswick Community College	Trent University	University of Guelph	University of Calgary
Niagara College	Université de Moncton	University of New Brunswick	University of Manitoba
Okanagan College Foundation	University of Prince Edward Island	University of Regina	University of Ottawa
Seneca College	University of Winnipeg	University of Victoria	University of Saskatchewan
Sheridan College		University of Waterloo	University of Toronto
St. Lawrence College		Wilfrid Laurier University	Western University