

CASE InsightsSM on Philanthropy (Canada)

in partnership with



2024 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 91,000 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 individuals 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.

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.



COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION

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 fulfil 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 4,500 individual advancement professionals spanning 145 institutions, businesses, and other organizations across Canada (as of January 2025).



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

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ACKNOWLEDGMENTS

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

This report 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 contributions that philanthropy makes to Canadian higher education.

Framework for Measuring CASE InsightsSM on Philanthropy

Educational philanthropy

is the **voluntary act** of providing private **financial support** to **nonprofit educational institutions**. Financial support must be provided for the sole **purpose of benefiting the institution's mission and its social impact**, without the expressed or implied expectation that the donor will receive anything more than recognition and stewardship as the result of such support.

CASE Global Reporting Standards, 2nd Edition

Key Definitions



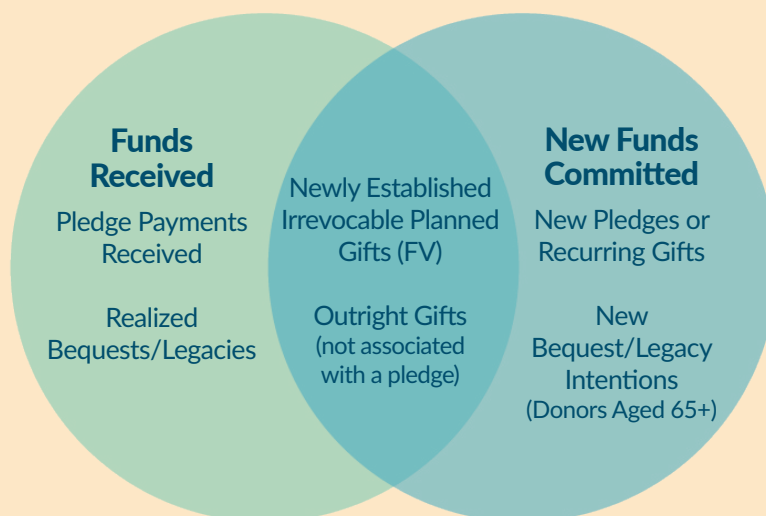
Funds Received

A measure of money in the bank. Funds Received are monies and property received within the reporting year.

New Funds Committed

Measures the impact of fundraising efforts. New monies and property committed in the reporting year.

Two Lenses on Philanthropy



CASE InsightsSM Philanthropy Surveys

Philanthropy (Australia/New Zealand)
 Philanthropy (Canada) with CCAE
 Philanthropy (United Kingdom/Ireland)
 Voluntary Support of Education (United States)
 Philanthropy Independent Schools (United States) with NAIS
 Philanthropy (Latin America)
 Philanthropy International and Independent Schools



NOTE FROM CASE PRESIDENT AND CEO

Philanthropic support for Canadian higher education continues to grow, reflecting public trust in our institutions and a shared belief in their role in building a stronger, more inclusive society. In fiscal year 2024, the 35 institutions that participated in the CASE Insights on Philanthropy (Canada) survey reported an increase in giving with more than \$1.7 billion in new funds committed and nearly \$1.6 billion in funds received. I would like to take this opportunity to congratulate all of the institutions who participated and acknowledge all that is being achieved across the country through the professionalism, expertise and deep commitment to advancing education for Canada.

These results speak to something larger: a powerful belief in the value of education and the importance of contributing to a global data community. At a time of uncertainty, belonging to a global educational association like CASE offers both insight and connection—reassurance that advancement professionals are not in this work alone. And at CASE we are able, through our work with members in 80 countries and staff teams on four continents, to join the dots in supporting the success of our members' work.

This broad support is reflected across the donor landscape. Giving from all types of donors increased this year, underscoring the wide-ranging commitment from individuals, corporations, and foundations. On a very positive note, alumni giving rose by 31.2 percent compared to 2023—highlighting the enduring relationships between graduates and their institutions. Alumni give not only in gratitude for the education they received, but because they believe in the transformative power of that same experience for future generations and in the importance of the life-enhancing and life-saving research our universities lead. As Wanda Bedard, Vice President of the McGill University Alumni Association, shared: “When students come to McGill, they bring their unique perspectives and talents. By donating, I know I’m supporting access to a quality education that will not only change a student’s trajectory and career but also impact their family and community. And they will always carry their McGill experience with them.”

Donors are investing in people and progress. Contributions designated for student financial aid saw a significant increase, opening doors for students who may not have otherwise had the means to pursue higher education. Support for research programs and partnerships also grew substantially, reflecting donor confidence in the broader societal impact of higher education—from innovation and discovery to solutions that benefit communities and the world.

Institutions that participated in this year’s survey reported increases in advancement staffing—a promising indicator of the growing recognition that philanthropy does not happen by chance, but through the strategic and collaborative efforts of skilled professionals. Across all advancement disciplines—from alumni relations to fundraising, and from marketing to communications—each plays a vital role in cultivating the relationships and trust that sustain our institutions.

Equally important is the ability to understand and articulate the impact of that work. Participating in benchmarking efforts like this survey enables institutions to measure progress, surface insights, and tell a more complete story of advancement’s contributions. Continued investment in both talent and data-informed practice will be essential to strengthening our collective capacity and ensuring the long-term vitality of Canadian higher education.

Philanthropy remains essential to the success and sustainability of higher education. The consistent generosity of donors reflects a collective belief in the transformative power of education and its ability to create a more prosperous society. At CASE, we are committed to empowering institutions with the tools and best practices needed to engage donors and strengthen these critical relationships.

I am immensely grateful for our partnership with CCAE which, like the best of partnerships, is truly focused on the institutions we support and how we can do more through working together. It is a joy to work with Danielle Lamothe and her team and I am excited about our continued journey together.

Thank you to all who participated in this year's survey. Your contributions not only illuminate the value of education but also reflect the remarkable generosity of those who believe in its power to change lives. The generosity of supporters of Canadian higher education will shape a more promising future for us all.

Sue Cunningham

President and CEO

Council for Advancement and Support of Education (CASE)

NOTE FROM CCAE PRESIDENT AND CEO

CCAIE is grateful for its long-standing partnership with CASE to establish a comprehensive data source on higher education fundraising in Canada through the *CASE InsightsSM on Philanthropy (Canada)* initiative. The survey and its results are an increasingly valuable tool to measure philanthropic giving and strategies within the Canadian advancement sector.

The survey marked its seventh year in 2024. The key findings shared in the 2024 edition of *CASE InsightsSM on Philanthropy (Canada) in partnership with CCAIE* provide an in-depth portrayal of the success of philanthropy in the education sector and an idea of the trends as we look toward the future. A total of 35 institutions submitted data for the 2024 analysis, including 21 institutions that have participated each year since the survey's inception. We cannot emphasize enough how valuable this annual participation is for helping us better understand trends and measure the impact of initiatives.

The 2024 results show that Canadian higher education is continuing to rebound from the pandemic after slight declines in 2023. Among the 21 institutions that have reported consistently since 2018 we saw a 25.5% increase in total funds received from the previous year, and an 18.1% increase in new funds committed.

In 2024, total advancement staff increased across all institution types and cohorts. This investment in advancement highlights its inherent value and necessity for the cause of higher-ed philanthropy. Between 2023 and 2024 full-time equivalent advancement staff increased by 8.4% with the highest increase falling under the college and institute cohort with an increase of 12.9% compared to the previous year. It will be important to observe how this trend evolves throughout 2025, particularly considering the significant challenges confronting Canadian colleges and institutes in the first quarter of the year.

I am grateful for the advancement leaders and staff who worked to submit data for this survey, as well as for the collaboration between CCAIE and CASE, which has been tremendously productive in establishing Canadian institutions within the global stage of philanthropic giving.

All participating institutions are offered complimentary access to an interactive summary benchmarking report by CASE and the ability to purchase strategic benchmarking reports, so they have a comprehensive overview of all survey data for an institution alongside that of self-selected peer institutions.

The eighth edition of this survey, which will collect data on the 2024–25 fiscal year, will launch this summer. I thank you in advance for your support of this important initiative.

Danielle Lamothe

President & CEO

Canadian Council for the Advancement of Education (CCAIE)

Executive Summary

IN 2024, 35 SURVEY PARTICIPANTS REPORTED NEARLY \$1.6 BILLION IN FUNDS RECEIVED AND MORE THAN \$1.7 BILLION IN NEW FUNDS COMMITTED

- For the 35 institutions that responded to the 2024 survey, median funds received ranged from \$3.5 million at colleges and institutes to \$134.8 million at medical/doctoral universities. There was a similar variation in median new funds committed.
- The 21 institutions that participated in the survey since 2019 saw an increase in both total funds received and total new funds committed in 2024 after experiencing declines in 2023. Funds received increased 25.5% and new funds committed increased 18.1% compared to the prior year. Both metrics now exceed pre-pandemic levels.
- The one concerning note for these 21 institutions is that median new funds committed has generally been flat since 2020 and remains well below the pre-pandemic level reported in 2019.

GIVING FROM ALL DONOR TYPES INCREASED BETWEEN 2020 AND 2024

- New funds committed from all donor types increased between 2020 and 2024, with the size of the increase ranging from 22.0% among other organizations to 46.3% for trusts and foundations. New funds committed from alumni increased 35.5% since 2020.
- From 2020 to 2024, trusts and foundations were the largest source of support to Canadian postsecondary institutions. Alumni giving surpassed giving from corporations in 2024 to become the second largest source of new funds committed.
- Giving from alumni and other individuals varies widely, ranging from 7.3% of new funds committed at colleges/institutes to 33.4% at primarily undergraduate institutions.

NEW FUNDS COMMITTED FOR RESEARCH AND STUDENT FINANCIAL AID REBOUNDED AFTER DECLINES IN THE PRIOR YEAR

- There were 18 institutions that provided new funds committed by gift purpose in each of the past five years. Among these institutions, giving designated for student financial aid reached a five-year high in 2024, up 66.1% compared to 2020 and up 58.8% from 2023. Giving for financial aid accounted for 24.7% of new funds committed in 2024.
- Research programs and partnerships experienced a substantial increase in new funds committed since the COVID-19 pandemic (up 38%), highlighting donors' commitment to research initiatives.

TOTAL ADVANCEMENT STAFF INCREASED ACROSS ALL INSTITUTION TYPES, AND INSTITUTION TYPE DRIVES ADVANCEMENT RESOURCE ALLOCATION

- Among 29 institutions participating in both 2023 and 2024, total full-time equivalent (FTE) advancement staff rose by 8.4%, driven by colleges/institutes, which had an increase of 12.9% compared to the prior year.
- Primarily undergraduate institutions had smaller proportions of spending in advancement services and fundraising than other types of institutions in 2024. Perhaps reflecting the role that alumni and other individual donors play as supporters of these institutions, they devoted a far larger share of their advancement spending to communications and marketing.
- Because new funds committed to medical/doctoral universities were so much higher than to other types of institutions, they had the highest return on investment. Notably, primarily undergraduate institutions had the second highest ROI.

Survey and Report Information

The survey was open to participants from July 15 through September 30, 2024. The Council for Advancement and Support of Education (CASE) and the Canadian Council for the Advancement of Education (CCAЕ) sent invitations to 108 colleges, institutes, and universities that are members of CCAЕ; 35 institutions completed the survey, resulting in a response rate of 32.4%.

The survey response rate is lower than in previous years and may impact the results. In addition, there were definition changes implemented this year that may impact data reported as new funds committed. Multi-year new pledges secured in the reporting period are now counted at their full value instead of the five-year value that was reported in prior years. Recurring pledges without an end date, such as direct debit or automatic regular bank transfers, are now counted as the payments are received instead of counting the five-year value of expected payments. 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 outcomes, enrollments, investments in fundraising, advancement staffing, and other factors. The analysis identified four primary cohorts: primarily undergraduate institutions, comprehensive universities, medical/doctoral universities, and colleges and institutes. For the past five 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 groups can be found at the end of this report.

This report and the survey on which it is based rely on definitions of educational philanthropy, new funds committed, and funds received which are outlined in the CASE Global Reporting Standards. Philanthropic funds reported 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. The value of bequest and legacy commitments, part of the broader definition of new funds committed, are collected as separate totals in this survey and are not included in some figures in these key findings.

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.

Not every figure represents data for all 35 institutions participating in this year's survey. In some cases, institutions did not submit data for an individual question. Also, year-over-year comparisons are based on the subset of participants that submitted data for each reporting year represented in that figure. The total number of institutions represented are listed at the bottom of each figure. Data are reported for all the 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.

Details may not add to totals due to rounding.

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.

Overall Trends

This section presents an overview of trends in funds received and new funds committed since 2019, as

well as 2024 highlights for these two important indicators.

FUNDS RECEIVED

Figure 1: Total Funds Received, 2019–24 (\$, millions)

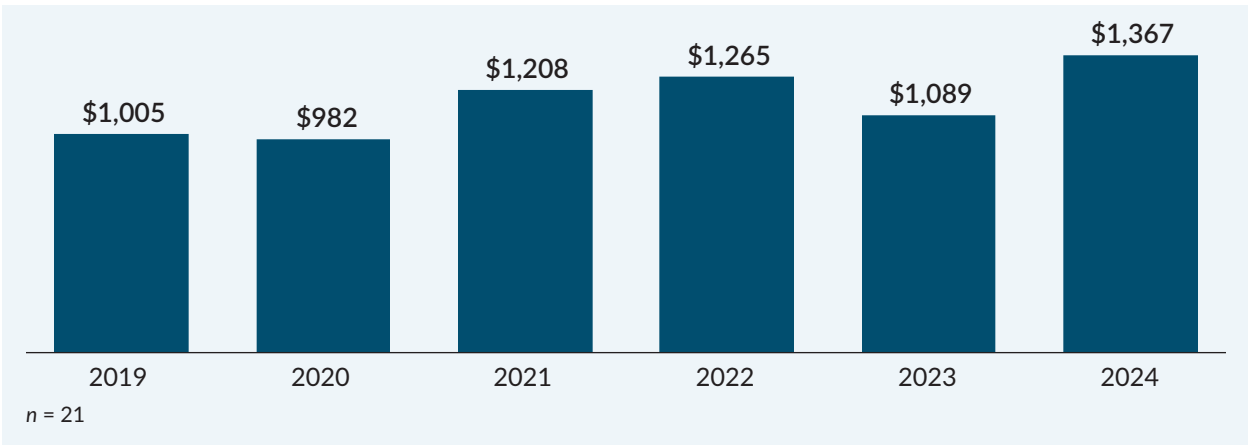
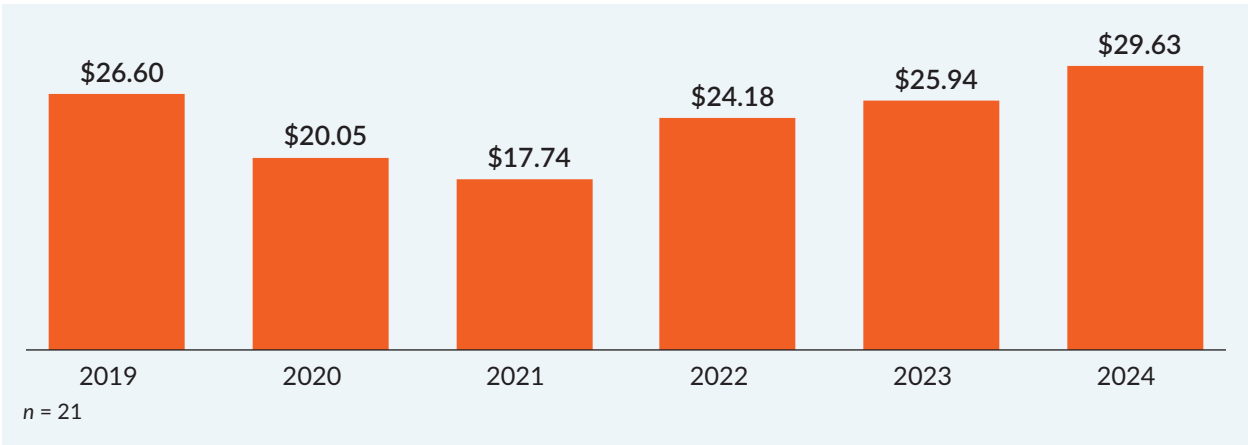


Figure 2: Median Funds Received, 2019–24 (\$, millions)

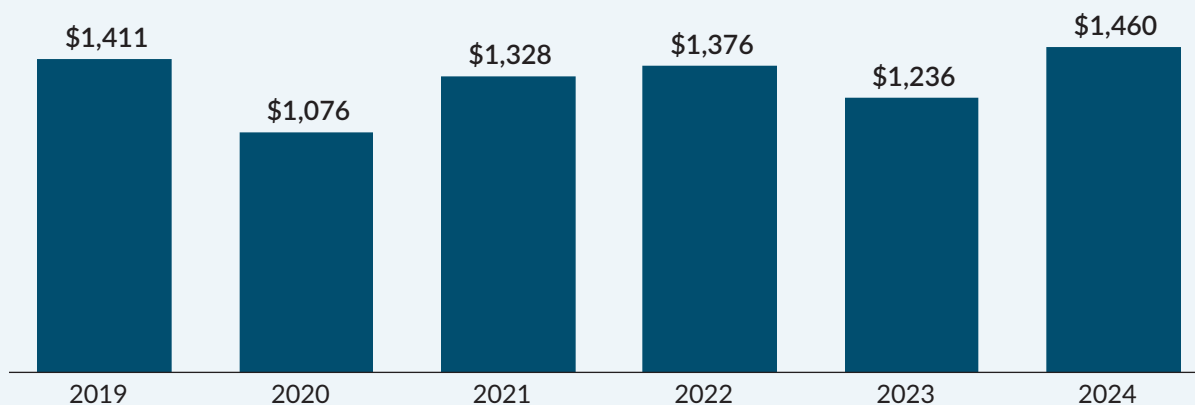


KEY INSIGHTS

- Twenty-one institutions have participated in the survey every year since 2019. Among this consistent cohort, total funds received increased 25.5% from 2023 to 2024. This increase was widespread with 18 out of 21 institutions experiencing growth in 2024. Compared to 2019, the total amount of funds received grew 36% (Figure 1).
- The increase in total philanthropic support was not evenly distributed across institutions and, as a result, the trends in total funds received and median funds received diverged. Nonetheless, after dropping significantly during the height of the pandemic, the median amount of funds received by these 21 institutions rose beginning in 2022 and now exceeds the pre-pandemic level (Figure 2).
- For the 35 respondents to the 2024 survey, median funds received ranged from \$3.5 million at colleges/institutes to \$134.8 million at medical/doctoral universities. Primarily undergraduate institutions and comprehensive universities received a median of \$8.1 million and \$22.1 million, respectively.

NEW FUNDS COMMITTED

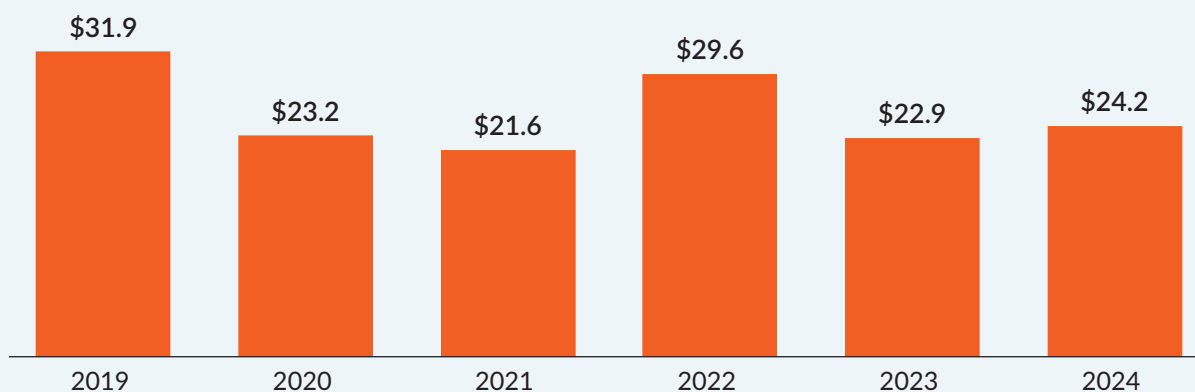
Figure 3: Total New Funds Committed, 2019–24 (\$, millions)



n = 21

Note. The definition of new funds committed was revised in 2024 to include the full value of new multi-year pledges secured in the reporting period. Previous years were limited to a five-year value.

Figure 4: Median New Funds Received, 2019–24 (\$, millions)



n = 21

Note. The definition of new funds committed was revised in 2024 to include the full value of new multi-year pledges secured in the reporting period. Previous years were limited to a five-year value.

KEY INSIGHTS

- As the disruption of the pandemic began to subside in 2021, total new funds committed increased 23.4% from the previous year (Figure 3). Despite a decline in 2023, the overall trend in new funds committed from 2020 to 2024 was upward. New funds committed now exceeds the pre-pandemic total.
- The increase in total new funds committed masks considerable variation from institution to institution. While there was a rebound in median new funds committed in 2022 and a 5.8% increase from 2023 to 2024, median new funds committed remains below the pre-pandemic level (Figure 4).
- The 35 respondents to the 2024 survey reported a median of \$16.4 million in new funds committed. As with funds received, medical/doctoral universities have by far the largest median at \$138.3 million, followed by comprehensive universities (\$21.9 million), primarily undergraduate institutions (\$9.8 million), and colleges/institutes (\$3.9 million).

Sources and Purposes of Philanthropic Giving

This section details trend data on new funds committed, categorized by source (donor type) and designated gift purpose. It also presents this information for all 2024 respondents, disaggregated by institution type.

SOURCES OF PHILANTHROPIC GIVING

Figure 5: New Funds Committed by Source, 2020–24 (\$, millions)

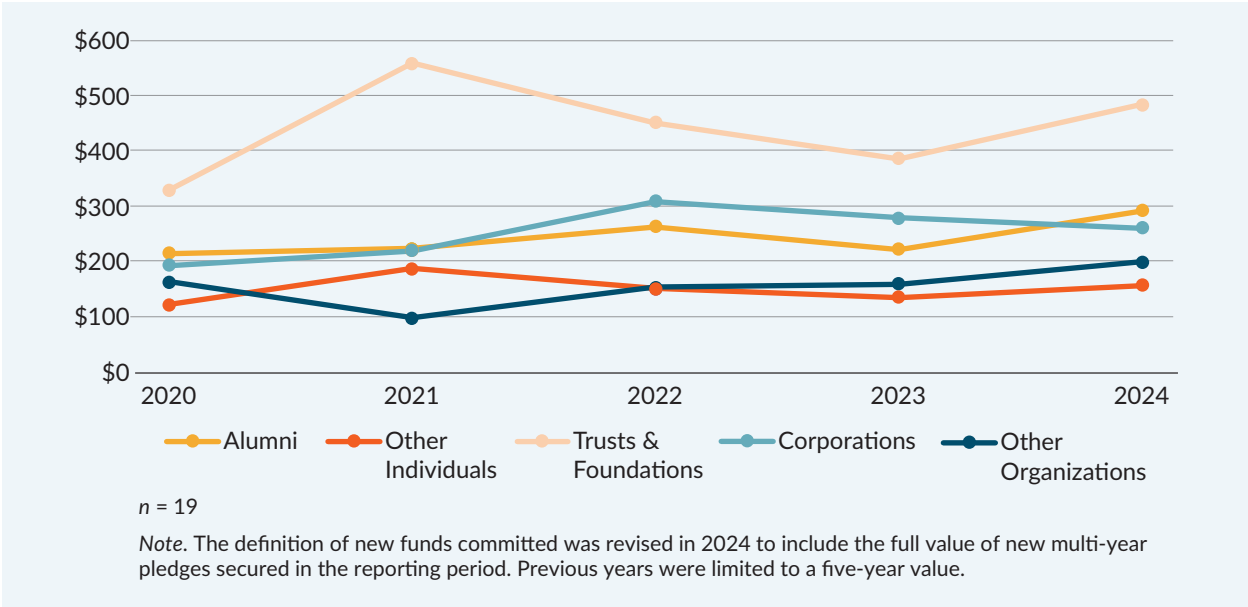
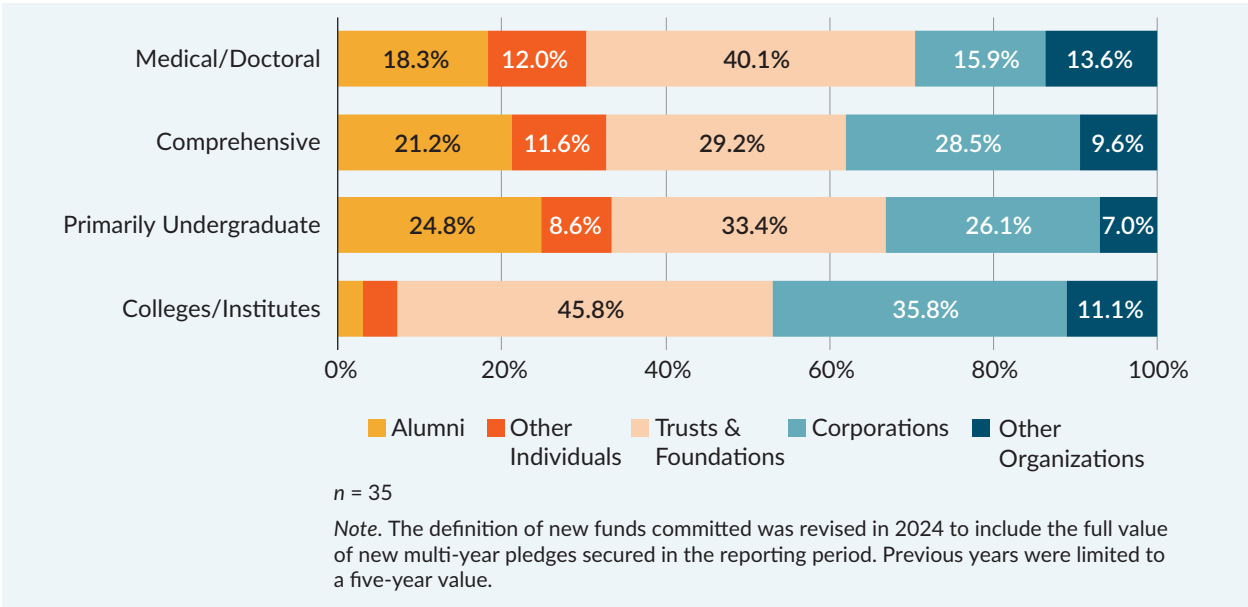


Figure 6: Percentage Distribution of New Funds Committed by Source and Institution Type, 2024



KEY INSIGHTS

- Figure 5 illustrates the impact that trusts and foundations had on new funds committed between 2020 and 2024. Their contribution was most significant in 2021, but they remain the largest source of philanthropic support in 2024.
- Despite fluctuations from year-to-year, across the five-year period, giving increased for all donor types between 2020 and 2024, with the size of the increase ranging from 22.0% among other organizations to 46.3% for trusts and foundations.
- New funds committed from alumni increased 35.5% since 2020. Giving from alumni surpassed giving from corporations in 2024 to become the second largest source of new funds committed.
- Figure 6 demonstrates the widely varying role individual donors play at different types of institutions. For example, at colleges and institutes, alumni and other individuals contribute only 7.3% of new funds committed. In contrast, at primarily undergraduate institutions, alumni and other individuals contribute one-third of new funds committed (33.4%).

PURPOSES OF PHILANTHROPIC GIVING

Figure 7: New Funds Committed by Purpose, 2020-24 (\$, millions)

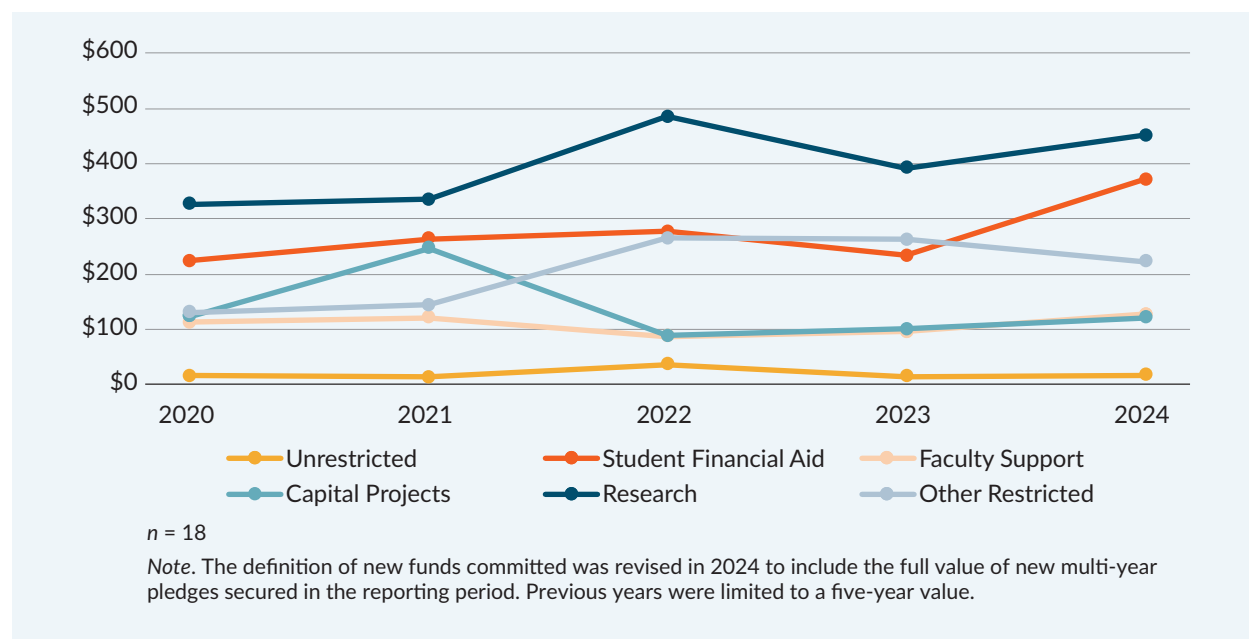
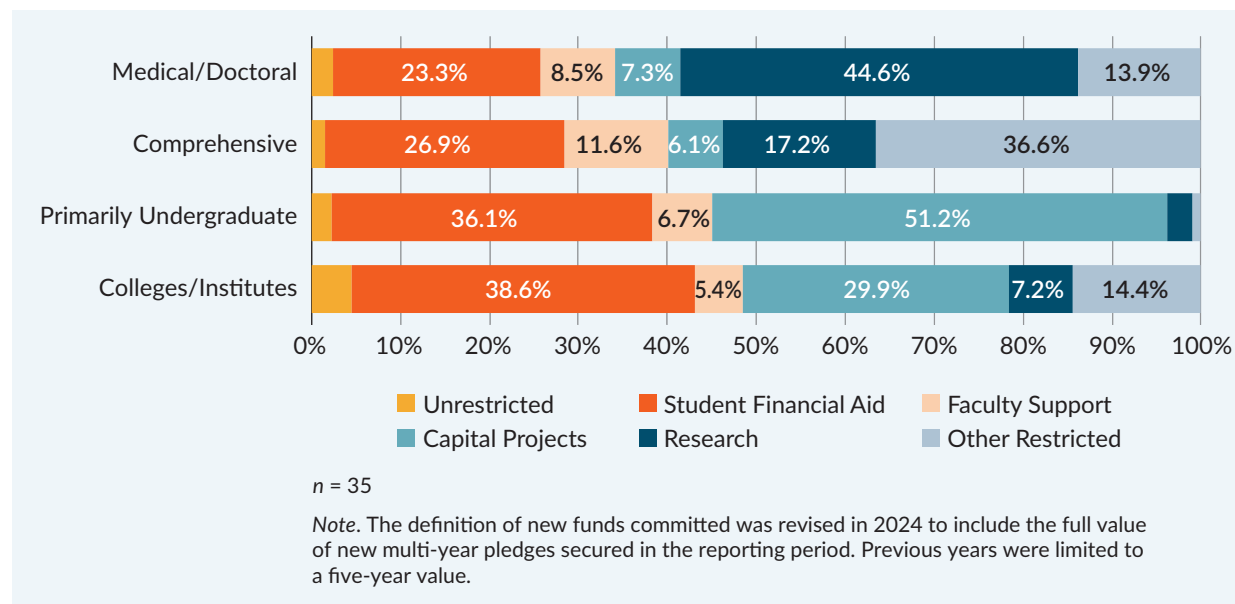


Figure 8: Percentage Distribution of New Funds Committed by Purpose and Institution Type, 2024



KEY INSIGHTS

- As shown in Figure 7, research remained the purpose for which the most funding was committed in each year between 2020 and 2024, with a significant surge in 2022 after the pandemic. This may reflect donor recognition of the important role academic research plays in solving societal problems such as pandemic disease.
- Support for student financial aid grew rapidly as well, increasing 58.8% in 2024 compared to the prior year, so that it is now the second most supported purpose, accounting for 24.7% of new funds committed.
- There were notable differences in how gifts were designated across types of institutions in 2024 (Figure 8). Primarily undergraduate institutions and colleges/institutes each received significant portions of their new funds committed to support student financial aid (38.6% and 36.1%, respectively). Meanwhile, 44.6% of new funds committed to medical/doctoral universities were earmarked for research.
- Because of the relatively small number of institutions that participated in the survey this year, several categories were influenced by large gifts to a few institutions. This was the case with regard to capital projects and other restricted gifts.

Largest Gifts and Bequest Intentions

This section reviews contributions that can have a significant impact on an institution's total new funds committed. Largest gifts in this section reflect the single largest outright gift or new pledge secured during the reporting year. Bequest intentions are provisions in a will, trust, or other

testamentary document providing a gift to the institution at the time of the donor's passing. Bequest intentions allow donors who may not have the means to contribute large cash donations the ability to make a more significant contribution in their lifetime.

Figure 9: Total Largest Gifts and Bequest Intentions, 2022–24 (\$, millions)

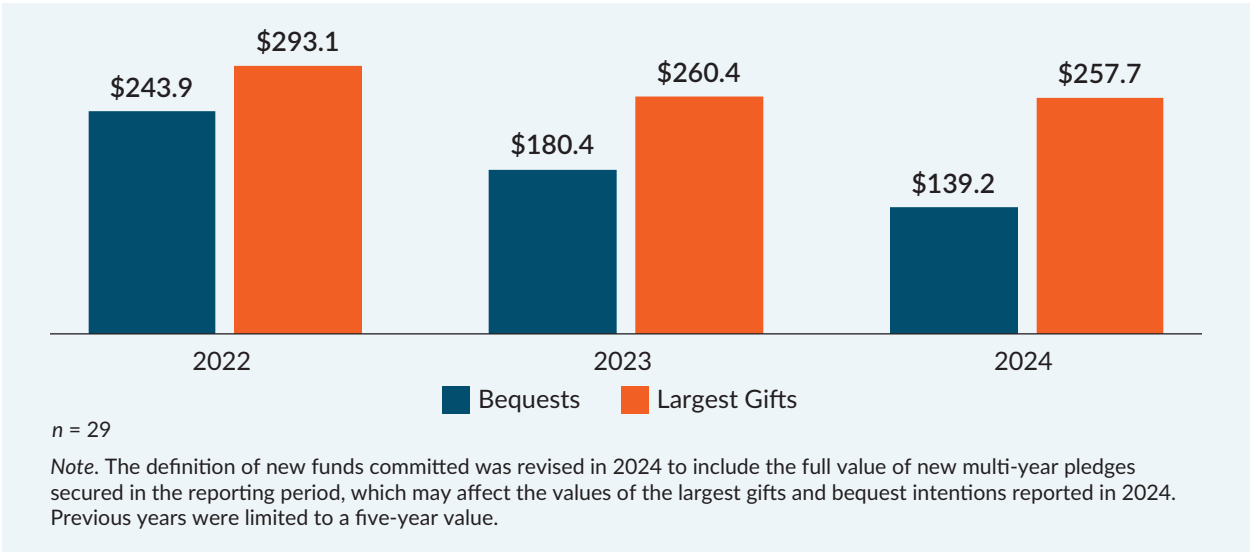


Figure 10: Median Largest Gifts, 2022–24

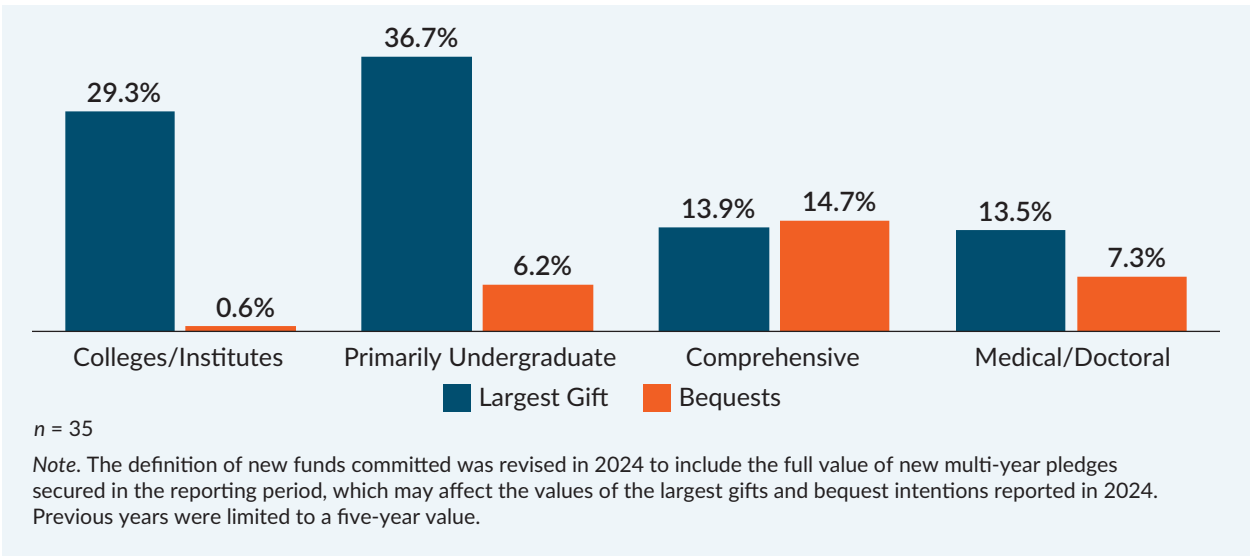
Institution Type	n	2022	2023	2024
Colleges/Institutes	6	\$158,375	\$350,000	\$1,000,000
Primarily Undergraduate	6	\$2,000,000	\$3,750,000	\$3,750,000
Comprehensive	8	\$2,162,500	\$2,000,000	\$2,625,000
Medical/Doctoral	9	\$20,000,000	\$23,000,000	\$20,000,000
All Institutions	29	\$2,500,000	\$3,500,000	\$3,000,000

Note. The definition of new funds committed was revised in 2024 to include the full value of new multi-year pledges secured in the reporting period, which may affect the values of the largest gifts and bequest intentions reported in 2024. Previous years were limited to a five-year value.

KEY INSIGHTS

- As shown in Figure 9, total bequest intentions declined in each of the years for which data are available. The drop in bequest intentions is concerning since these donations provide secure future funding. In 2024, bequest intentions accounted for 7.8% of total new funds committed, down from 15.1% in 2022.
- The total value of the single largest gifts also declined during this period. The share of total new funds committed represented by the single largest gifts declined from 18.2% in 2022 to 14.3% in 2024.
- Median largest gifts, however, were stable both overall and by institution type (Figure 10).

Figure 11: Largest Gifts and Total Bequest Intentions as a Percentage of New Funds Committed, by Institution Type, 2024



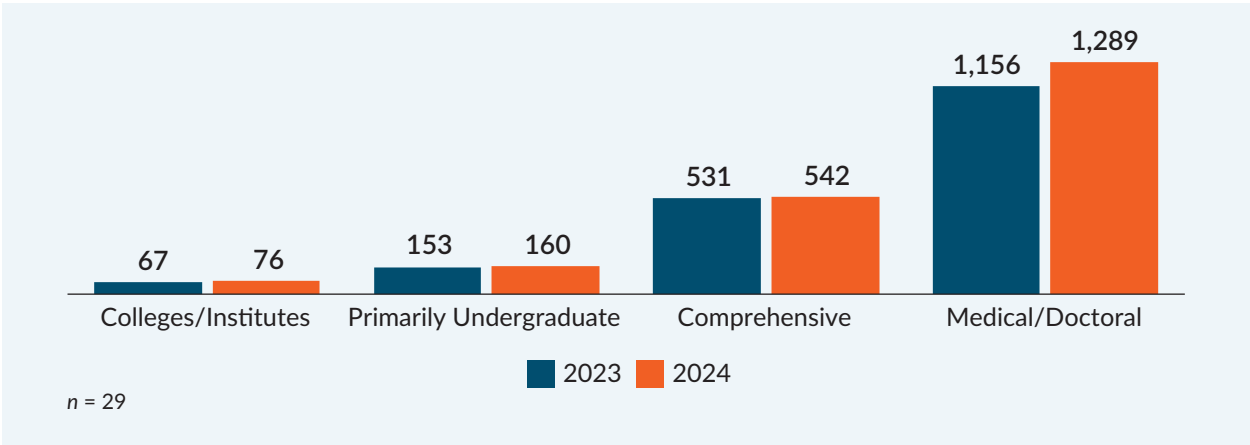
KEY INSIGHTS

- In 2024, bequests had the largest impact on comprehensive universities, making up 14.7% of new funds committed (Figure 11). Conversely, bequests barely factor in support for colleges and institutes, making up less than 1% of new funds committed.
- Primarily undergraduate institutions and colleges/institutes were most reliant on their largest gifts, with these donations representing 36.7% and 29.3% of total new funds committed, respectively.
- Not surprisingly, organizations are primarily responsible for the largest gifts; of the 35 respondents in 2024, 27 received their largest gifts from trusts, foundations, corporations, or other organizations (not shown). Of course, trusts and foundations may reflect the philanthropy of individuals or families, and the other organizations category includes donor-advised funds.

Advancement Staffing and Investment

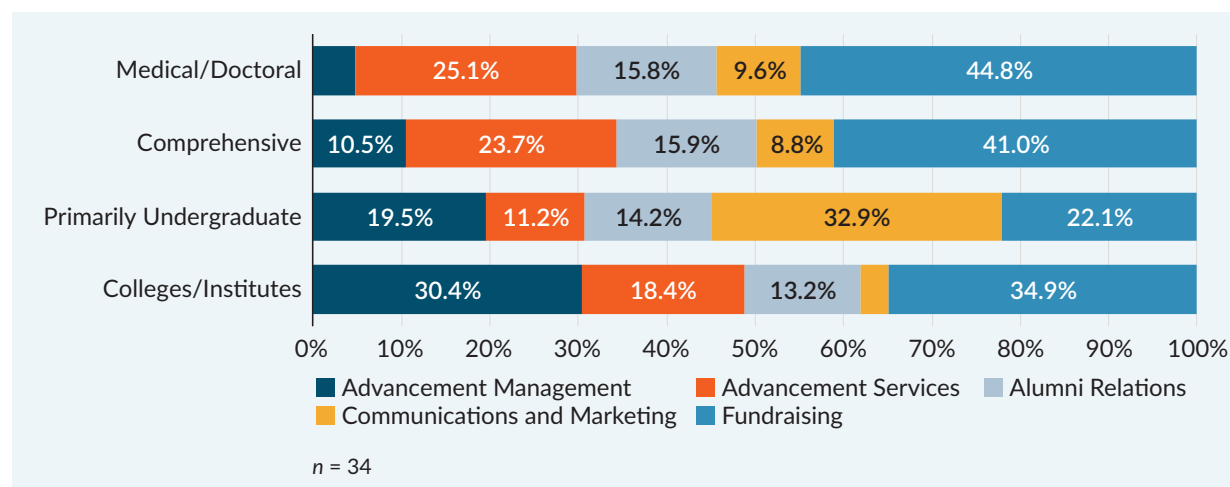
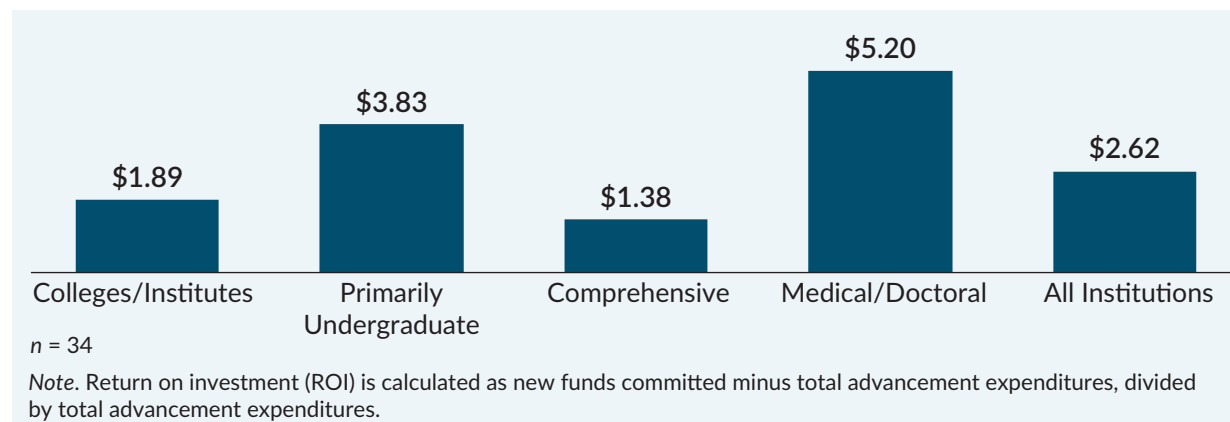
This section addresses factors such as staffing and expenditures that can influence an institution’s fundraising success and the return on institutional investment in advancement.

Figure 12: Total Number of FTE Advancement Staff by Institution Type, 2023–24



KEY INSIGHTS

- The overall number of full-time equivalent (FTE) advancement staff increased for the 29 institutions that participated in the survey over the past two years. Increases occurred across all institution types. The largest percentage increase was 12.9% at colleges/institutes, while comprehensive institutions saw a modest rise of 2%.
- Total staff increased in all five functional areas of advancement: advancement management, advancement services, alumni relations, communications and marketing, and fundraising. The functional area with the largest increase in staff was alumni relations, up 16.4% from 2023 (not shown).
- The median number of advancement staff varied widely, from 11.3 FTE staff at colleges and institutes to 149.0 FTE staff at medical/doctoral universities. Primarily undergraduate institutions had a median of 22.5 FTE staff, and comprehensive universities had a median of 62.0 FTE.

Figure 13: Percentage Distribution of Advancement Expenditures, by Function and Institution Type, 2024**Figure 14: Median Return on Investment in Advancement, by Institution Type, 2024****KEY INSIGHTS**

- There was variation across institution types in how resources were allocated (Figure 13). Primarily undergraduate institutions had smaller percentages of expenditures in advancement services and fundraising than other types of institutions. Perhaps reflecting the important role that alumni and other individual donors play as supporters of these institutions, they devote a far larger share of their spending to communications and marketing than any other type of institution. Note that, because personnel is typically the largest single expense category in advancement budgets, the distribution of expenditures and staff are similar.
- Reflecting their smaller advancement teams, colleges/institutes and primarily undergraduate institutions devoted a larger share of their staffing and expenditures to management. However, it is likely that these leaders play a major role in the other advancement functions.
- Return on investment (ROI) is defined as the ratio of new funds committed, less total advancement expenditures, to total advancement expenditures. As shown in Figure 14, for every dollar that responding institutions spent on advancement in 2024, they received \$2.62 in return.
- Because new funds committed to medical/doctoral universities were so much higher than to other types of institutions, they had the highest ROI despite having much larger staff and budgets. One could certainly argue that these institutions would not realize the giving that they receive without these investments. Nonetheless, it is notable that primarily undergraduate institutions had the second highest ROI because their expenditures were relatively low.

What Is CASE InsightsSM?

Specialized CASE Insights data, standards, and research ensure advancement professionals are able to make data-informed decisions, demonstrate strategic impact, highlight success stories, and define ethical practices of the advancement profession at their institutions.

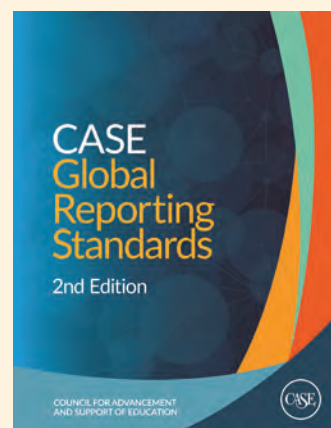
Global Standards and CASE InsightsSM



Philanthropy is one of five areas where CASE provides data, research, and frameworks for measuring Advancement activities. Our data collection is based around the CASE Global Reporting Standards. Creating and adhering to a set of methods, standards, and guidelines for reporting fundraising activities allows schools, colleges, and universities to represent the work of all institutions in transparent ways.

Why We Use Standards

- Provide** common foundation
- Guide** ethical decisions
- Reflect** global perspective
- Ensure** transparency and consistency
- Enable** benchmarking



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Cara Giacomini

Vice President, Data, Research and Technology

Solutions

Key Findings Reports and Data Portal

All members gain understanding of the larger landscape of philanthropy trends and access full, detailed results through the data portal.

Summary Benchmarking Reports

All survey participants can take a closer look at their own institutional benchmarks compared to CASE Peers through Summary Benchmarking Report (member benefit).

Strategic Benchmarking Reports

Survey participants (\$) can partner with the Solutions team to use results by purchasing a Strategic Benchmarking Report. Select your peers, review full findings, and participate in calls to focus on next steps.

Participating Institutions and Cohorts, 2024

Colleges/Institutes	Primarily Undergraduate Institutions	Comprehensive Universities	Medical/Doctoral Universities
Algonquin College	Mount Allison University	Carleton University	Dalhousie University
Confederation College	Mount Royal University	Concordia University	McGill University
Holland College	St. Francis Xavier University	Memorial University of Newfoundland	University of Alberta
Humber College	Trent University	Simon Fraser University	University of British Columbia
Lakeland College	Université de Moncton	Thompson Rivers University	University of Calgary
Lethbridge College	University of Winnipeg	Toronto Metropolitan University	University of Manitoba
Mohawk College		University of Regina	University of Saskatchewan
New Brunswick Community College		University of Victoria	University of Toronto
Niagara College		University of Waterloo	Western University
Saskatchewan Polytechnic		Wilfrid Laurier University	