Loughborough University

The Sunday Times University of the Year 2008-2009

Professor Shirley Pearce
Vice-Chancellor,
Loughborough University

Developing the Future--

Successful University Fundraising that Allows Philanthropy to Grow

1994 group

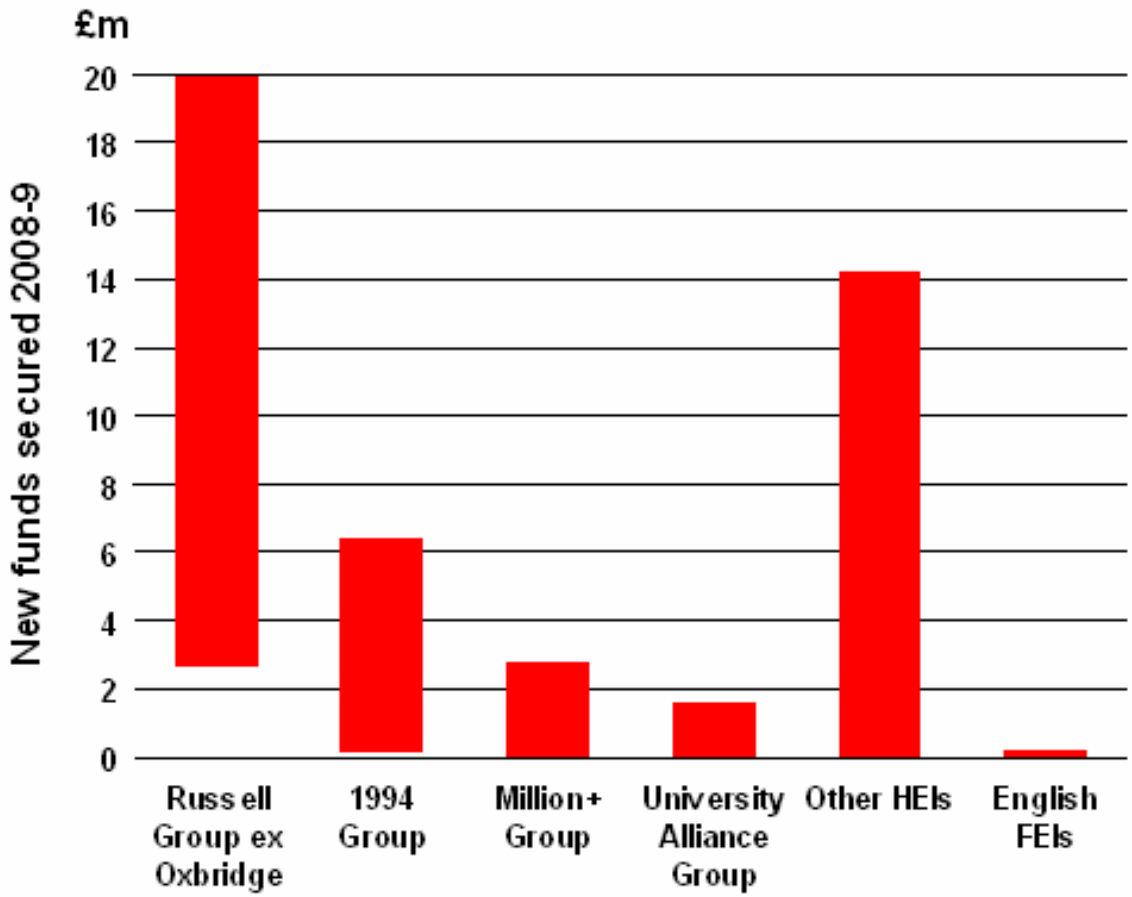
Established to promote excellence in university research and teaching

Developing the future

Successful University fundraising that enables philanthropy to grow

What the Sector Looks Like

Range of new funds secured by mission group in 2008-9 (excluding Oxford and Cambridge)



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Ross CASE Survey Findings

Key data by mission group (including Oxford and Cambridge) in 2008-9

	Russell Group	1994 Group	Million+ Group	University Alliance Group	Other HEIs
Number of Institutions	19	19	25	22	63
Addressable alumni	2,331,042	1,017,945	1,083,003	1,692,818	1,445,513
Alumni making donations	86,999	21,208	2,863	9,472	11,098
All donors	97,980	24,835	3,961	10,698	26,073
Fundraising staff	545	126	n/a	55	175

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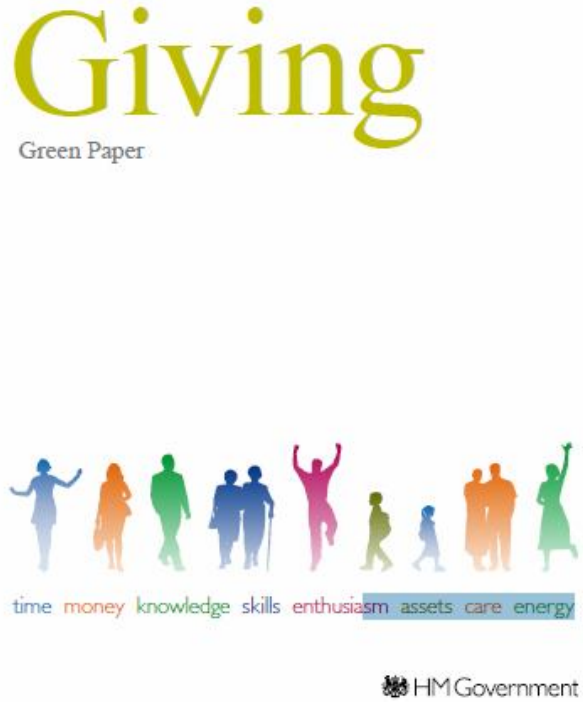
Giving Green Paper



- 28.4M adults in the UK (56%) donated to charity in a typical month
- 32% of UK household giving went to medical research
- 8% went to Higher Education
- Government aim to increase the number of people who give especially those who give at higher levels

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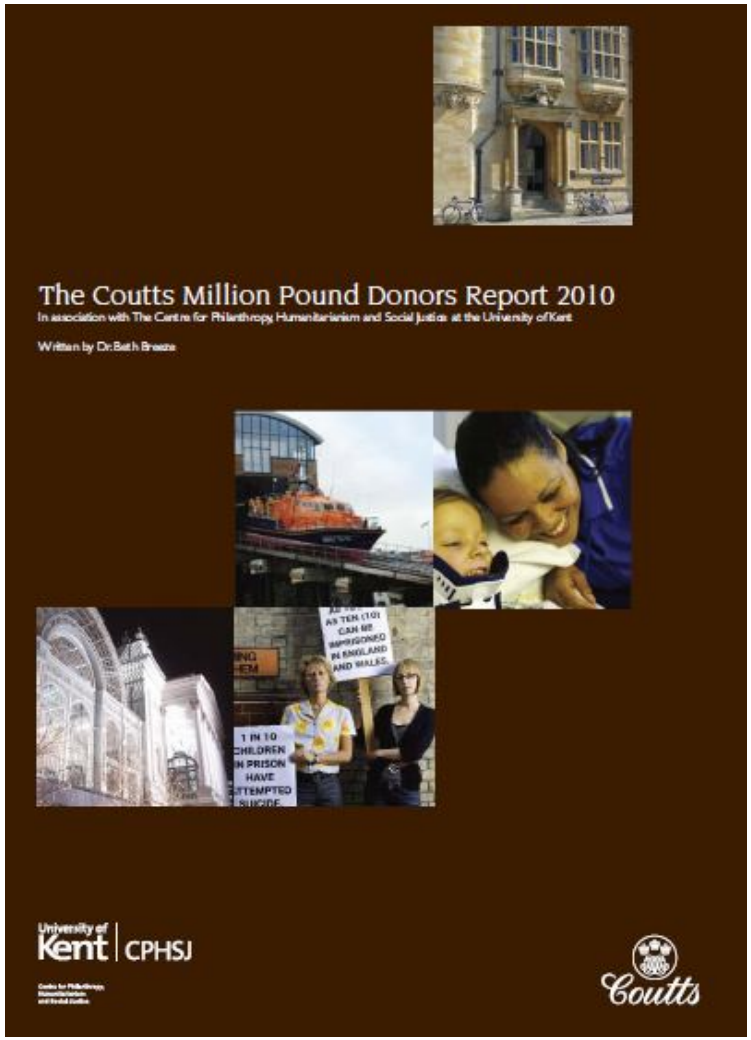
The Coutts Million Pound Donor Report

- Most popular destination for £1M gifts is HE
- 58% of £1M gifts from individuals and trusts go to HE
- “In 2008-09, cash gifts to UK universities broke through the half billion mark for the first time”



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Strategic Questions for the VC to ask the Development Office

- Are we engaging our alumni and friends?
- Are we identifying those individuals and organisations who can make a major gift?
- Is every interaction bringing them closer to making a gift?
- Are we tracking the number of visits and solicitations?
- Are we looking after ALL our donors?
- Are we co-ordinating across the university?

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Match Funding Scheme—Changing the Landscape

- Raising awareness for both universities and donors
- Providing the stimulus for investment in development
- Already resulting in a 12% increase in donors to HE…each year
- Growing the level of philanthropic funding for the sector

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Loughborough's Approach:

Embedding philanthropy:

- Re-connect alumni with the institution
- Create avenues for involvement
- Encourage a broad base of support
- Vice-Chancellor plays a leading role, but…
- Engage staff across the institution
- Educating Deans
- Involving students

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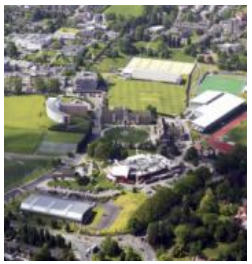

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Re-connect alumni with the institution

- Students from the colleges that formed Loughborough University in 1966 did not feel part of the institution
- For Centenary celebration the University awarded an honorary bachelor's degree
- Over 3 separate ceremonies 1,500 alumni returned to campus
- 600 emails and letters received

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Philanthropy is triggered by emotion

One of the many letters received following events and reunions stated:

“Loughborough University must be unique in creating for its students, past and present, a sense of belonging to a caring and extended family. As a past student this is much appreciated by myself and, I know, many alumni.”

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Was there a measurable philanthropic return?

- 17.5% of the honorary graduands made a gift*
- Requests for legacy information tripled

*Note: the average across the Russell Group (excluding Oxbridge) is 2% annual participation

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Creating avenues for involvement

- New alumni (1-5 years)—Alumni Challenge Weekend
- Young alumni (1-10 years)—Lufbra in London
- Career development (10-30 years)—London Speaker Series (BOND)
- Sports-minded (1-50 years)—Loughborough Sporting Club and Hall of Fame
- Reunions (30, 40, 50+)
- Retired alumni and staff—monthly coffee mornings

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Encourage a broad base of support

- Telephone Campaign: Involving current students
- Schofield Society: ‘Giving Club’
- Bespoke cultivation of potential major gift prospects by personal visits:
  5.5 major gifts officers,
  individual targets for visits, solicitations and funds raised
- Grad gift 2010

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Encouraging support across the university:

- 100% of the Student Union Executive contributed to Grad Gift 2010
- Over 90% of the University's senior leadership also contributed
- Loughborough students and staff must believe in philanthropy if we expect to receive it from our alumni and friends

THE 19 August 2010

Upward bound Loughborough's graduate donations plan is about to take off

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Vice-Chancellor Role

- Public face to alumni through magazine and at public events
- Leading role with individual major donors
- Set the tone internally to help change the culture
- Appoint high profile leader for development

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What will the sector look like when the MFS ends?

- There will be greater awareness of giving to HE
- Universities will develop separate income streams from philanthropy
- Effective stewardship will make donors feel valued and interested in further support
- But risk of reduced momentum?
- And there is still much to be done…..

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Higher Education needs Philanthropic support