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COLLEGES AND UNIVERSITIES RAISE \$28 BILLION IN 2010 SAME TOTAL AS IN 2006

Contributions to the Nation's Colleges and Universities at \$28 Billion

Charitable contributions to colleges and universities in the United States increased 0.5 percent in 2010, reaching \$28 billion, according to results of the annual Voluntary Support of Education (VSE) survey. The findings were released today by the Council for Aid to Education (CAE). Adjusted for inflation, giving declined 0.6 percent. Support of higher education institutions is at the same level now as it was in 2006. In inflation-adjusted terms, however, support is 8 percent lower in 2010 than it was in 2006. (Additional comparisons between 2006 and 2010 appear on page 6.)

Though lackluster, the findings are more sanguine than those of last year, when giving dropped 11.9 percent. The study indicates that the fundraising nadir was reached in 2009 but that a full recovery is yet to materialize. As in the economy as a whole, improvements in higher education giving have been incremental so far.

Thirteen of the Top 20 Fundraising Institutions Report Lower Giving

The 20 institutions that raised the most in 2010 received \$7.15 billion—\$0.13 billion less than the top 20 institutions raised in 2009. The top 20 institutions in 2010 are not exactly the same institutions as the top 20 in 2009. As a group, the 2010 top 20 raised \$0.11 billion less than they raised in 2009.

The top 20 institutions represent 2 percent of the 996 survey respondents. However, contributions they received account for 25.5 percent of all 2010 gifts to higher education institutions.

In 2010, Stanford University raised more from private donors than any other university, followed by Harvard University and Johns Hopkins University. Each of these institutions raised less in 2010 than in 2009, as did 10 additional institutions among the top 20.

The nation's top 20 fundraising universities (and dollars received) in 2010 are:

1. Stanford University (\$598.89 million)
2. Harvard University (\$596.96 million)
3. Johns Hopkins University (\$427.59 million)
4. University of Southern California (\$426.02 million)
5. Columbia University (\$402.36 million)
6. University of Pennsylvania (\$381.59 million)
7. Yale University (\$380.90 million)
8. New York University (\$349.21 million)
9. Duke University (\$345.47 million)
10. Indiana University (\$342.82 million)
11. University of California, Los Angeles (\$340.41 million)
12. University of Wisconsin-Madison (\$311.85 million)
13. Cornell University (\$308.22 million)
14. University of California, Berkeley (\$307.51 million)
15. Massachusetts Institute of Technology (\$307.18 million)
16. University of Washington (\$285.22 million)
17. University of California, San Francisco (\$268.90 million)
18. University of North Carolina at Chapel Hill (\$266.86 million)
19. University of Michigan (\$252.10 million)
20. University of Chicago (\$251.23 million)

Top 20 Fundraising Institutions, 2010

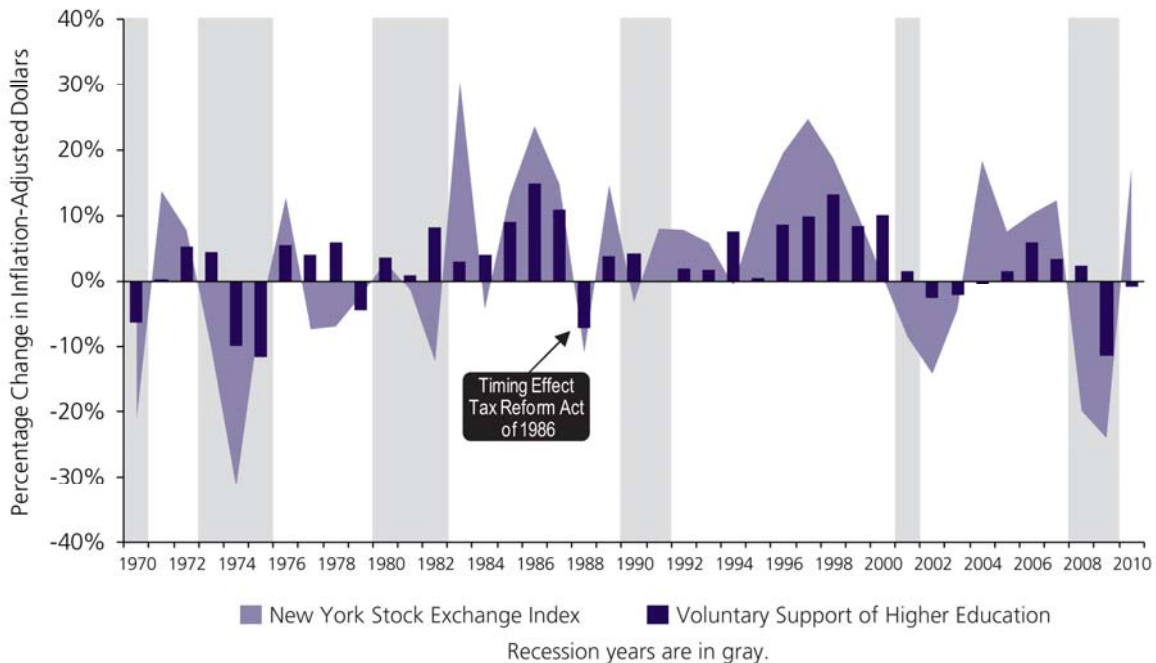
	Amount Raised in Millions			Percentage Change		Rank		
	2010	2009	2005	2009-10	2005-10	2010	2009	2005
Stanford University	\$598.89	\$640.11	\$603.59	-6.4%	-0.8%	1	1	1
Harvard University	596.96	601.64	589.86	-0.8%	1.2%	2	2	3
Johns Hopkins University	427.59	433.39	323.10	-1.3%	32.3%	3	5	8
University of Southern California	426.02	368.98	331.75	15.5%	28.4%	4	7	7
Columbia University	402.36	413.36	341.14	-2.7%	17.9%	5	6	6
University of Pennsylvania	381.59	439.77	394.25	-13.2%	-3.2%	6	4	4
Yale University	380.90	358.15	285.71	6.4%	33.3%	7	8	11
New York University	349.21	334.79	247.13	4.3%	41.3%	8	11	17
Duke University	345.47	301.65	275.82	14.5%	25.3%	9	14	13
Indiana University	342.82	247.62	301.06	38.4%	13.9%	10	21	9
University of California, Los Angeles	340.41	351.69	281.55	-3.2%	20.9%	11	9	12
University of Wisconsin-Madison	311.85	341.81	595.22	-8.8%	-47.6%	12	10	2
Cornell University	308.22	446.75	353.93	-31.0%	-12.9%	13	3	5
University of California, Berkeley	307.51	255.10	198.86	20.5%	54.6%	14	19	20
Massachusetts Institute of Technology	307.18	319.07	206.01	-3.7%	49.1%	15	13	18
University of Washington	285.22	323.55	259.12	-11.8%	10.1%	16	12	15
University of California, San Francisco	268.90	300.42	292.93	-10.5%	-8.2%	17	15	10
University of North Carolina at Chapel Hill	266.86	270.11	179.30	-1.2%	48.8%	18	17	23
University of Michigan	252.10	263.33	251.35	-4.3%	0.3%	19	18	16
University of Chicago	251.23	248.80	180.46	1.0%	39.2%	20	20	22

Source: Council for Aid to Education, 2011

Gradual Recovery or Continuing Struggle?

Ann E. Kaplan, director of the VSE survey, stated, “We’re still not out of the woods. Charitable contributions to education are recovering very slowly. Still, historical patterns show that the pace of the recovery in charitable giving usually reflects overall economic recovery. As long as the economy continues to improve, we can expect further improvement in giving, even if incremental at first.”

**Changes in Giving to Higher Education Institutions
Related to the Stock Market and Recessions**



Source: Council for Aid to Education, 2011

The Stock Market

In the graph above, the New York Stock Exchange (NYSE) Index series depicts the average of the daily closing values for the whole year and compares that annual average to the previous year’s annual average. There are other points in time that could be examined, however.

For example, focusing on just the first and last day of a single year tells another story. Between the close of the market on the first business day of the year (January 4, 2010) and the close on December 31, 2010, the NYSE index increased 8.7 percent. During the 2010 fiscal year (July 1, 2009, to June 30, 2010), the NYSE index increased 9.5 percent.

Also, while the NYSE index increased substantially between 2009 and 2010, it still hasn’t returned to 2006 levels. The absolute value of stocks, not just the most recent one-year change, plays a role in giving.

Survey Respondents Fared Better in 2010

Just over half (51.7 percent) of all responding institutions reported increases in giving. In 2009, only a third of those reporting did so. As a group, private baccalaureate (also called liberal arts) colleges reported the largest increase in giving in 2010 (2.9 percent) after experiencing one of the largest declines (18.3 percent) the year before.

Voluntary Support by Type of Institution, 2009 and 2010

(Dollars in Thousands)

Type of Institution	All Institutions Reporting							Core Group	
	2009			2010				% Change in Total Support	Number
	Number	Amount	Average per Institution	Number	Amount	Average per Institution	% Change in Average		
Research/Doctoral	218	\$17,787,241	\$81,593	210	\$17,795,934	\$84,743	3.9	0.3	198
Private	74	8,407,644	113,617	73	8,415,971	115,287	1.5	-0.2	68
Public	144	9,379,597	65,136	137	9,379,963	68,467	5.1	0.7	130
Master's	329	2,157,936	6,559	320	2,038,105	6,369	-2.9	-3.7	300
Private	169	1,333,384	7,890	164	1,231,737	7,511	-4.8	-5.7	154
Public	160	824,553	5,153	156	806,368	5,169	0.3	-0.5	146
Baccalaureate	265	2,322,880	8,766	260	2,366,980	9,104	3.9	2.3	239
Private	228	2,171,389	9,524	224	2,231,451	9,962	4.6	2.9	207
Public	37	151,492	4,094	36	135,529	3,765	-8.1	-6.7	32
Specialized	54	1,224,200	22,670	51	1,101,635	21,601	-4.7	-4.9	45
Private	37	438,458	11,850	36	309,928	8,609	-27.4	-19.9	31
Public	17	785,742	46,220	15	791,707	52,780	14.2	1.5	14
Associate's	161	200,513	1,245	155	184,798	1,192	-4.3	-5.1	134
Private	2	4,517	2,258	0					
Public	159	195,996	1,233	155	184,798	1,192	-3.3	-5.1	134
Total All Institutions	1,027	\$23,692,771	\$23,070	996	\$23,487,452	\$23,582	2.2	-0.2	916

Source: Council for Aid to Education, 2011

This table includes only institutions that replied to the survey. The national estimate accounts for both respondents and nonrespondents. The core group consists of 916 institutions that replied to both the 2009 and 2010 surveys.

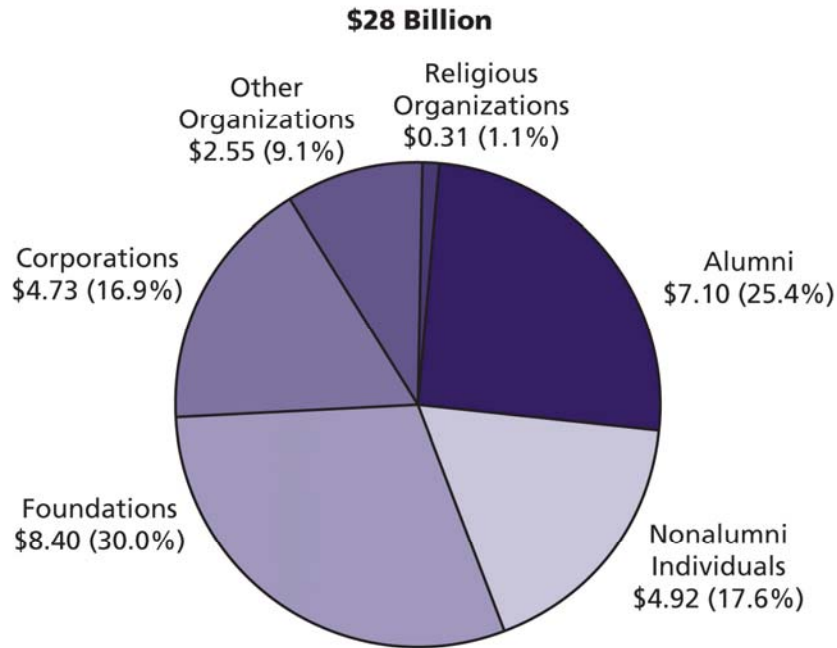
Organization Giving Responsible for 2010 Increase

Corporate and foundation giving increased in 2010 (by 2.4 percent and 2 percent, respectively). Both increases were ahead of inflation and demonstrate a modest recovery from 2009, when giving from both sources declined.

Personal Giving Down

Alumni giving decreased 0.4 percent. The average alumni gift declined 0.4 percent as well. Alumni participation declined again, too. Participation was 10 percent in 2009 and 9.8 percent in 2010. Nonalumni personal giving declined 1.5 percent. These results, while disappointing, represent a significant improvement from last year's 18 percent drop in alumni giving and 18.4 percent decline in nonalumni personal giving.

Voluntary Support of Higher Education by Source, 2010



Dollar amounts do not add to total and percentages do not add to 100 due to rounding.
 Source: Council for Aid to Education, 2011

Estimated Voluntary Support of Higher Education by Source and Purpose, 2009 and 2010

(Dollars in Millions)

	2009		2010		Percentage Change 2009 to 2010	
	Current \$	Adj. for CPI	Current \$	Adj. for CPI	Current \$	Adj. for CPI
Total Voluntary Support	\$27,850	(100%)	\$28,000	(100%)	0.5	-0.6
Sources						
Alumni	\$7,130	(25.6)	\$7,100	(25.4)	-0.4	-1.6
Nonalumni Individuals	4,995	(17.9)	4,920	(17.6)	-1.5	-2.6
Corporations	4,620	(16.6)	4,730	(16.9)	2.4	1.2
Foundations	8,235	(29.6)	8,400	(30.0)	2.0	0.8
Religious Organizations	325	(1.2)	305	(1.1)	-6.2	-7.2
Other Organizations	2,545	(9.1)	2,545	(9.1)	0.0	-1.2
Purposes						
Current Operations	\$16,955	(60.9)	\$17,000	(60.7)	0.3	-0.9
Capital Purposes	10,895	(39.1)	11,000	(39.3)	1.0	-0.2

Figures in parentheses are percentages of total.

Source: Council for Aid to Education, 2011

Colleges and Universities Raise \$28 Billion in 2006 and 2010

Giving in 2010 is at the same overall level as in 2006, but there are differences between the two years.

In 2006, personal giving was higher than it is today. Giving from corporations, foundations, and other organizations (such as federated fundraising organizations, donor-advised funds, and civic organizations) is higher today than in 2006. Current operations giving is higher today; capital purpose contributions (to endowments and for buildings, primarily) were higher in 2006.

Current operations giving can be used to offset current-year expenses. In 2006, gifts for current operations offset a higher percentage of expenditures than they do today.

In contrast, most gifts to endowment cannot be spent; only income from those assets can be used to meet expenditures. Gifts to restricted endowments increased 3.5 percent in 2010. However, the performance of endowment investments also affects the level of endowments. Endowment values dropped 22.2 percent in 2009 and only increased 9.1 percent in 2010. The average endowment per student is lower today than in 2006. (CAE does not analyze the return on endowment investments as part of its study.)

Alumni participation was higher in 2006 than in 2010. Alumni participation has been declining annually for many years, though, even when the economy was stronger. The average gift per contributing alumnus is lower today than in 2006.

Giving to Higher Education Institutions, 2006 and 2010

	2006	2010
Giving by Source (\$ in Millions)		
Alumni	\$8,400	\$7,100
Nonalumni Individuals	5,700	4,920
Corporations	4,600	4,730
Foundations	7,100	8,400
Religious Organizations	375	305
Other Organizations	1,825	2,545
Giving by Purpose (\$ in Millions)		
Current Operations	\$15,000	\$17,000
Capital Purposes	\$13,000	\$11,000
Current Operations as a Percentage of Expenditures	6.5%	5.7%
Other Details		
Alumni Participation	11.9%	9.8%
Average Gift per Alumnus	\$1,195	\$1,080
Endowment per Student	\$35,906	\$31,517

Source: Council for Aid to Education, 2011

Endowments Start to Rebound

Endowment values increased 9.1 percent among a core group of institutions that reported values for two consecutive years. During the fiscal year (July 1, 2009, to June 30, 2010), the New York Stock Exchange Index increased 9.5 percent. The performance of the stock market affects endowments, just as it affects personal wealth. Endowment values are also affected by gifts, expenditures, and the performance of a pool of investments.

Over 90 percent of the institutions reporting indicated their endowments had grown in 2010. More than half reported increases above the average of 9.1 percent. The median change was 10.3 percent.

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The Council for Aid to Education is grateful to the Council for Advancement and Support of Education (CASE) for its sponsorship of the VSE survey.

About the Council for Aid to Education

The Council for Aid to Education (CAE) is a national nonprofit organization based in New York City. CAE is the nation's sole source of empirical data on private giving to education, through the annual Voluntary Support of Education (VSE) survey and its Data Miner interactive database. CAE also is committed to improving the quality of and access to higher education. The Collegiate Learning Assessment (CLA) is central to that focus. CLA is a national effort to assess the quality of undergraduate education by directly measuring student learning outcomes. CAE created a performance-based assessment model and developed direct measures of critical thinking and written communications skills. University administrators and faculty use the results to guide improvements to academic programs. CAE also conducts research on and promotes policy reforms in higher education.

Published Survey Results

The results of the survey, along with a full analysis of the trends, will be published in spring 2011. *Voluntary Support of Education, 2010*, can be ordered in advance at www.cae.org/cart or by calling 212-217-0878. Price: \$100 (\$65 for survey respondents). A CD of key tables, charts, and talking points will be available as well. Price: \$100 (\$25 if ordered with a book). Shipping and handling: \$6.

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