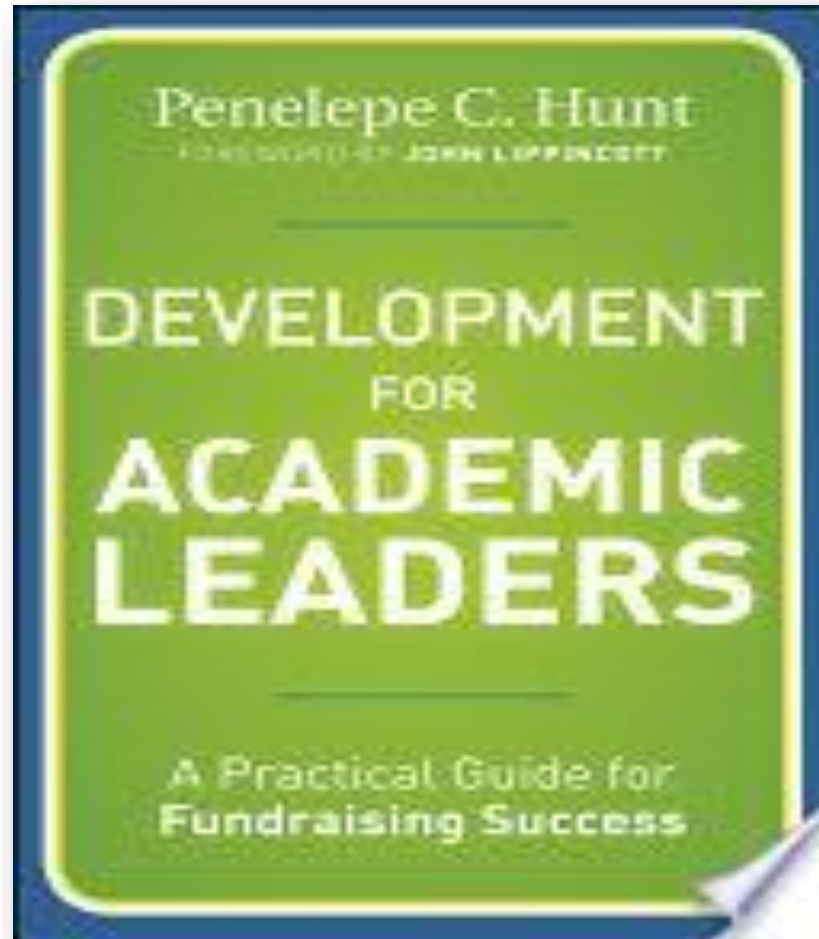




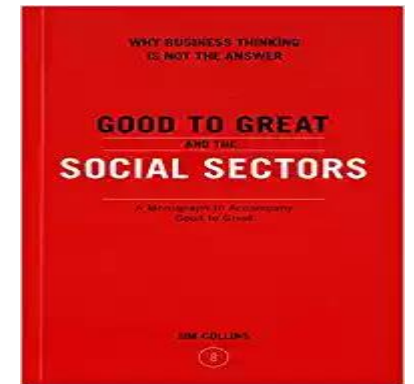
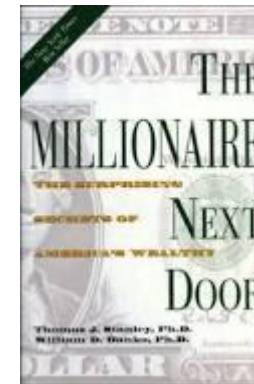
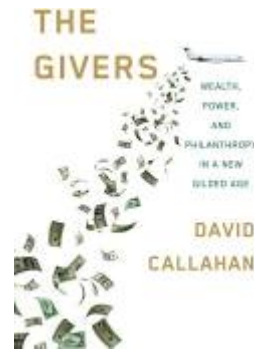
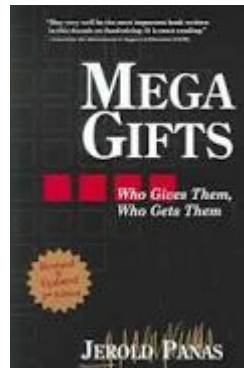
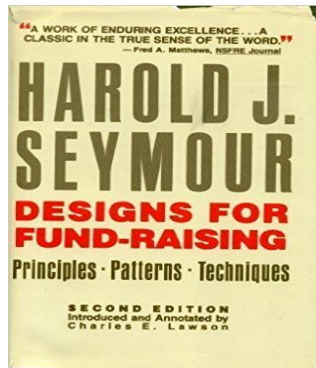
Fundraising and Friend-raising for Senior Leaders

February, 2020





COUNCIL FOR ADVANCEMENT
AND SUPPORT OF EDUCATION*





IMPRESSIONS OF A FUNDRAISER



What our friends think we do



What our bosses think we do



What our families think we do



What our parents think we do



What our donors think we do



What we actually do



Biggest Gifts Announced by Individuals on Their Foundations in 2019

1. Azim Premji - Made the year's largest donation. He gave a \$7.6 billion stake in his IT outsourcing company Wipro Limited to **his** charitable organization, The Azim Premji Foundation, which is focused on education.
2. Warren Buffett - Made his largest gift ever—\$3.6 billion worth of stock; it went to the **Bill & Melinda Gates Foundation**, the Susan Thompson Buffett Foundation (named for his late first wife) and to foundations run by his three children: the Sherwood Foundation, the Howard G. Buffett Foundation and the NoVo Foundation.
3. Stewart and Lynda Resnick - California nut and fruit billionaires pledged \$750 million in September to the **California Institute of Technology**—better known as CalTech—to fund climate change research. It is the largest gift in the university's history. CalTech plans to construct a new 75,000-square-foot building, which will be dubbed the Resnick Sustainability Resource Center.
4. T. Denny Sanford - Donated \$350 million to National University in San Diego, which will be renamed to **Sanford National University** in July 2020. Sanford had already donated \$150 million to the university. Founded in 1971, the private, nonprofit National University primarily caters to adult learners, providing specialized education to suit students who are raising families, working or are veterans.



Biggest Gifts Announced by Individuals on Their Foundations in 2019

5. Phillip “Terry” Ragon and Susan Ragon – Made a \$200 million donation to **Massachusetts General Hospital** to fund a vaccine-research center. After a trip to South Africa in 2009, the couple saw the ravages of AIDS and established the Ragon Institute of Massachusetts General, the Massachusetts Institute of Technology and Harvard to pursue an HIV vaccine.
6. Stephen Schwarzman - Donated \$188 million to the **University of Oxford**. His gift to the storied U.K. university is the largest single donation it has received since the Renaissance. The donation will fund the new Schwarzman Centre, which will house humanities, philosophy and Oxford’s new Institute for Ethics in AI.
7. Jon M. Huntsman - The family of late chemicals billionaire pledged \$150 million to fund mental health research and services for students at **University of Utah** and for rural Utah residents.
8. Hansjoerg Wyss - Donated \$131 million to Harvard in June. His gift supports the Wyss Institute for Biologically Inspired Engineering at Harvard, which was created in 2009 after he donated \$125 million to start the program. In October 2018, Wyss announced in a New York Times op-ed that he planned to donate \$1 billion over a decade to accelerate land and ocean conservation.



Biggest Gifts Announced by Individuals on Their Foundations in 2019

9. Ken Griffin - Founder of hedge fund Citadel, donated \$125 million to the **Museum of Science and Industry in Chicago**. The gift is the largest the museum has received since opening in 1933; the museum will be renamed to Kenneth C. Griffin Museum of Science and Industry. Griffin is worth an estimated \$13 billion.

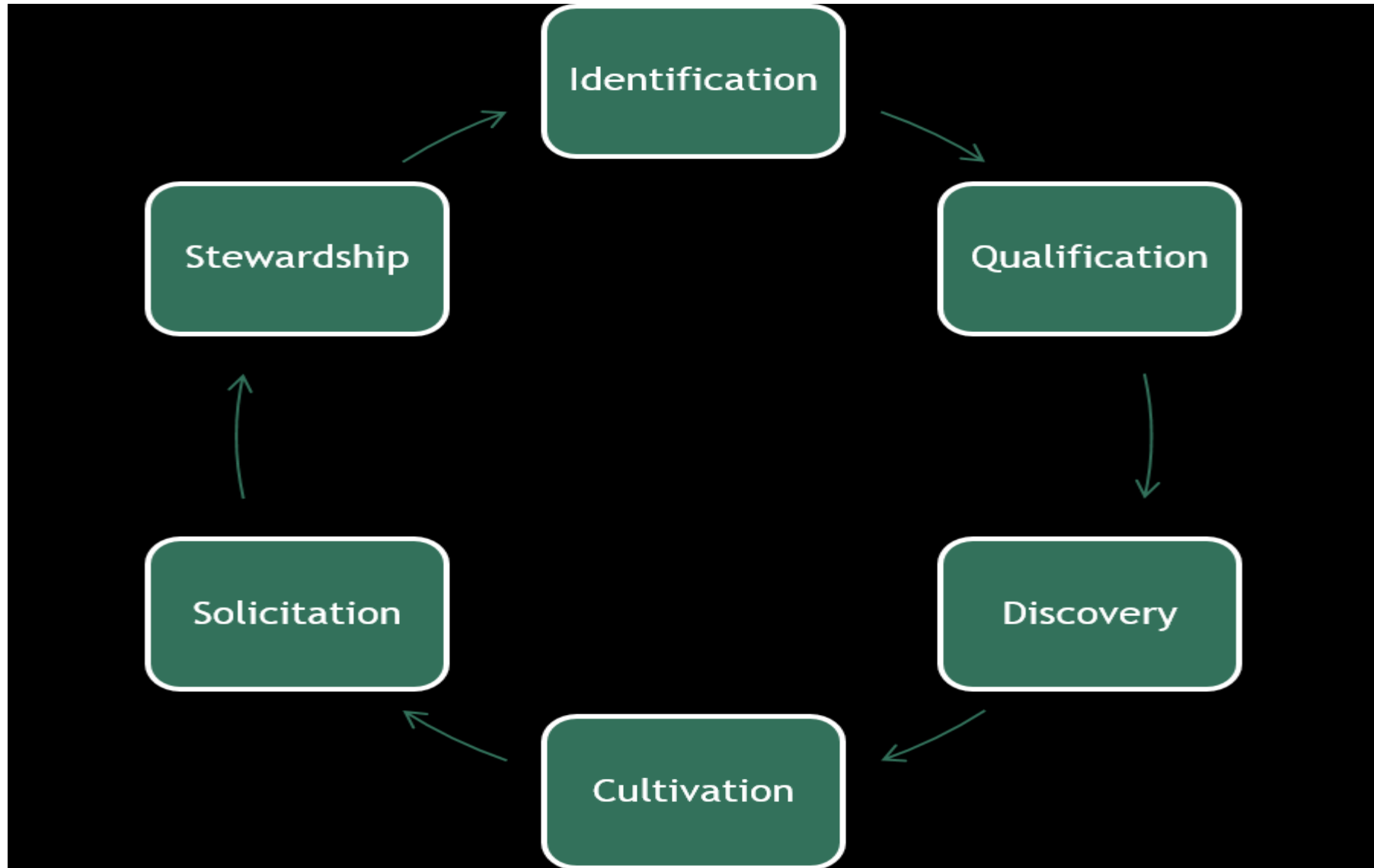
10. Billionaire philanthropists Sandy and Joan Weill announced a \$109 million pledge in November to launch a research initiative at **UC San Francisco, UC Berkeley and the University of Washington** to find treatments for brain diseases like Alzheimer's. Sandy Weill, worth an estimated \$1 billion, cofounded a brokerage firm and sold it to American Express for nearly \$1 billion in 1981. He orchestrated the merger of Travelers and Citibank and the resulting creation of Citigroup in the late 1990s; served as CEO of Citigroup until 2003 and chairman until 2006.





5 Reasons Alumni Resist Giving

1. Lack of trust. Trust in an institution affects not only the likelihood that alumni will give but also the gift amount, according to a study by Noah Drezner and Maria Anderson-Long at Columbia University's Teachers College. Trust trumped income, race, gender, education level, and even donors' opinions about the worthiness to a cause.
2. Revolving development door. This is particularly a problem at smaller colleges, says Jeff Hill, director of advancement for the Morehead Planetarium and Science Center at the University of North Carolina at Chapel Hill, since development staff often have limited career paths. The result? They frequently leave for bigger institutions that offer greater chances for personal advancement. "When they go, so may the relationships with donors and future donors," he says.
3. Misfired marketing. A Donor Loyalty Study from nonprofit software company Abila found that nearly 75 percent of respondents were turned off by poor, vague, dull content. This includes generically worded newsletters, as well as wince-inducing misspelled names and age-inappropriate material, such as soliciting millennials—who aren't yet in their prime earning years—for a large cash gift. Respondents also preferred shorter methods of communication, whether it's a YouTube video or a Facebook post.
4. The requests only ask for cash. Although most institutions ask all alumni to give, they may only request money. This can be a fatal mistake, especially for recent grads who may lack the funds and be mired in student debt. Approximately 60 percent of Gen Xers/millennials felt that student debt hampered their ability and willingness to give, according to a paper published by American Student Assistance.
5. Bad timing. Too often, development officers—especially those who are new to the field—hesitate when it comes to the big ask. "They are afraid they will mess it up, even after many lunches and meetings," Hill says.







Your Role

You articulate your program vision

You define financial priorities

You serve as the ultimate authority figure

You set example for faculty and staff

You run your program



Donor Bill of Rights: Philanthropy is based on voluntary action for the common good. It is a tradition of giving and sharing that is primary to the quality of life. To assure that philanthropy merits the respect and trust of the general public, and that donors and prospective donors can have full confidence in the not-for-profit organizations and causes they are asked to support, we declare that all donors have these rights:

- 1.To be informed of the organization's mission, of the way the organization intends to use donated resources, and of its capacity to use donations effectively for their intended purposes.
- 2.To be informed of the identity of those serving on the organization's governing board, and to expect the board to exercise prudent judgment in its stewardship responsibilities.
- 3.To have access to the organization's most recent financial statements.
- 4.To be assured their gifts will be used for the purposes for which they were given.
- 5.To receive appropriate acknowledgment and recognition.
- 6.To be assured that information about their donations is handled with respect and with confidentiality to the extent provided by law.
- 7.To expect that all relationships with individuals representing organizations of interest to the donor will be professional in nature.
- 8.To be informed whether those seeking donations are volunteers, employees of the organization or hired solicitors.
- 9.To have the opportunity for their names to be deleted from mailing lists that an organization may intend to share.
- 10.To feel free to ask questions when making a donation and to receive prompt, truthful and forthright answers.





Volunteers



Thoughts?



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