

Ross-CASE Survey 2010/11 – Question By Question Guidance Notes

NB These notes are a supplement to, rather than replacement for, the Reporting Rules. They are designed to clarify and simplify returns for respondents to the survey. Regular reference is made to the Reporting Rules, which provide more thorough details in cases of queries.

IMPORTANT GENERAL NOTES

First, the 2010/11 Survey, asks you to complete all figures in whole numbers. Please ensure that you update any previous years' responses to reflect whole figures. (That means that, for instance, institutional turnover of £137million should now be reported as: 137,000,000; and a gift of £10 may be reflected as 10).

Second, Gift Aid should be included in all your responses where applicable – so a gift of £100 plus Gift Aid should be shown as £125. Gift Aid should always be included in the same financial year as the gift itself was made (or, in which the gift is pledged to be made), whether or not your institution has actually made the claim within that financial year. Importantly, Transitional Relief should not be included as it is not philanthropic income.

Third, do not include Government Matched Funding income in any of your responses. It is not philanthropic income.

Fourth, it is vitally important to distinguish between a “0” response and a “N/A” response. N/A means either the question does not apply to your institution, or you were unable to collect the relevant data. N/A responses may be queried and in some cases you may be required to attempt to collect the data, if you are applying for Government Matched Funding from HEFCE or HEFCW.

0 means just that – £0 or 0. It will be calculated into reports as 0. Thus, if you respond with 0 when in fact you meant N/A, you may distort sector-wide reports which are important for understanding trends and patterns in philanthropy.

YOUR DETAILS

The “person completing questionnaire” may be contacted by NatCen for spot data checks and queries about responses, in order to ensure consistency in reporting.

It is assumed that the questionnaire will be seen and signed off by the most senior individual at the institution (barring the CEO/Vice-Chancellor), who practices high-end philanthropic strategy

and relationships. This is particularly important for English and Welsh institutions reporting on 2007/08, 2008/09, 2009/10, and 2010/11 results since the data is being used to help analyse the efficacy of the Government Matched Funding programme.

Q1 When did your institution start a development/fundraising programme?

This is the year when your institution first invested in a professional alumni relations and/or fundraising programme. (Some institutions have historically had separately constituted “alumni associations” with associated dues before investing in a professional office: these do not count.)

Q2 To whom does the Director of Development report?

“Director of Development” means the most senior individual at the institution who practices high-end philanthropic strategy and relationships day-to-day (not including the CEO/Vice-Chancellor). A Pro-Vice-Chancellor is considered the “Director of Development” if his/her philanthropic strategy and relationships role is hands-on. A Pro-Vice-Chancellor is not considered the “Director of Development” if he/she merely supervises the person who undertakes and leads on philanthropic strategy and relationships.

Q 3.1 Do you have any overseas offices (including staff) responsible for local fundraising?

Please do not include overseas contracts with consultants or consultancy firms to undertake overseas fundraising on your behalf, unless they are engaged on a permanent or multi-year fixed-term basis.

Q 4 Is your institution engaged in clinical medicine?

Yes or no.

Qs 5 - 11 are often challenging to get right.

They do not merely refer to philanthropic gifts raised by an active Development Office, but to philanthropic gifts raised throughout the university. The definitions of “philanthropic gifts” which qualify for purposes of this survey have been developed over years and care should be taken to ensure that reporting is accurate and in line with these definitions.

For funds raised to be counted they must both be eligible (see Rules, 2.3 to 2.5) and the nature of the gift must meet the survey’s definition of philanthropic intent (see Rules, 2.6 to 2.13, and Appendices A and B).

Government, Funding council, HEFCE, HEFCW, UUK and other similar grants do not normally count. Research grants do not normally count. Sponsorship does not count. Some lottery funding may count, if it is eligible and given with philanthropic intent.

Some “philanthropic gifts” for the purposes of this survey do not count for purposes of the Government Matched Funding – for instance, legacy cash gifts received are eligible for this survey, but are not eligible for matching. A list of differences is given in the Rules, 6.6.

Worked examples of Qs 5-11 are also shown (see Rules, 8).

Q 5 What were the funds secured in philanthropic gifts?

The aim of this question is to demonstrate how active and successful your fundraising has been over the year.

Funds secured includes:

- new cash received as cash, including from administered legacies, but not any cash received as a result of selling gifts of physical assets from living or legacy donors (see below); and
- confirmed (non-legacy) pledges raised in the year, which will be received within five years (ie by the end of FY 2014/2015, or 1st August 2015); and
- equivalent cash value of gifts in kind, whether realised or unrealised. These include, for example, real estate, artwork or books. They may also include research equipment provided that if the equipment is part of a research grant or contract that research counts as philanthropic under the guidelines – and note that most research funding does not. The equivalent cash value should be the independently assessed market value on the day that the gift was received; and
- equivalent cash value of financial instruments (shares etc) received as gifts (whether from legacies or from living donors) as documented on the day they were received (normally the known market price).

It does NOT include:

- payments made against pledges received in previous years.

Please take special care to distinguish between pledges and cash. (see **Rules, 3**).

Q 6.1 What was the total philanthropic cash income (NOT pledges and EXCLUDING gifts-in-kind regardless of whether realised for cash)?

The aim of this question is to record the value of all cash received by the institution as a result of philanthropic giving, regardless of when the fundraising activity relating to the cash gift took place.

Total philanthropic cash income includes:

- cash received in the year resulting from new pledges; PLUS
- cash received in the year resulting from pledges made in previous years; PLUS
- any actual or future Gift Aid (but not Transitional Relief) income received or due in future as a result of cash received in year; PLUS
- the documented value of gifts of financial instruments (shares, etc.) on the day that they were received (whether from living donors or from a legacy); PLUS
- cash received as cash from legacy gifts. (Importantly, if a legacy gift involves a gift-in-kind of a physical asset which the institution could sell (e.g. real estate, artwork or books, etc.) this cannot be counted as “philanthropic cash”. Instead the value of the asset should be recorded under gifts-in-kind under funds raised (see Question 5 above) in the year in which the asset was received by the institution irrespective of whether it chooses to sell it at a later date.)

It does NOT include:

- cash received from any sale of financial instruments (shares etc.) donated in previous years; or
- income received from any retained donated financial instruments (shares etc.) or real estate; or
- gifts-in-kind (regardless of whether realised for cash);
- cash returned to donors.

Q 6.2 Of the total, what amount came from legacies received?

This question is a subset of Q 6.1 It includes actual legacy cash income received in-year from deceased individuals. (Importantly, if a legacy gift involves a physical asset which the institution could sell (real estate, artwork or books, etc.) this cannot be counted as “philanthropic cash”. Instead the value of the asset should be recorded under gifts-in-kind under funds raised in the year in which the asset was received by the institution. If the legacy includes financial instruments (shares etc) then these should be included in the answer to this question and should be valued on the day that they are received (see above), not at the value that is eventually realised when sold.

It does NOT include legacy pledges from living donors. Legacy pledges are excluded from any part of the survey because they could be revoked.

Q 7 What was the total cash income that would be eligible for matched funding?

This number should be equal to, or less than, Q 6.1 – because the Ross-CASE Survey’s rules permit more cash to be counted than the (English and Welsh) Government Matched Funding would permit.

See **Rules 6.6** for specific information about the differences between Ross-CASE survey and Government Matched Funding rules.

Oxford and Cambridge have agreed with Government unique Matched Funding formulas which limit the match to new donors (and subject to the same cap as others in Tier 3) and should respond to this question using that formula, rather than those outlined in Rules 6.6.

Welsh institutions that wish to participate in the HEFCW administered Matched Funding scheme should complete this question. Scottish institutions may choose to respond with N/A, or may wish to complete the question in order to permit better benchmarking across institutions.

Q 8 What was your total equivalent cash value of gifts-in-kind?

The value, at the date received, of all gifts-in-kind should be recorded here, regardless of whether or when they are subsequently realised for cash.

Money realised by selling any gifts-in-kind (including real estate) which were made in previous years, should not be recorded here, as the equivalent cash value of these gifts-in-kind should have been recorded in previous years.

“Gifts-in-kind” include gifts of equipment (microscopes, computers, etc.); property (land or buildings); artwork; books; archive material; etc.

You should gain an external expert view (other than that of the donor) on the value of the gift as close to the date of receipt as possible.

Any income received from donated real estate (e.g. rent) or from other gifts in kind (e.g. royalties) is excluded from the survey.

Gifts-in-kind of services rendered (e.g. providing event facilities; volunteer time) are excluded entirely from the survey.

Q 9: Record the largest single confirmed pledge and gift made in each year and identify their sources by category:

Q 9.1 Largest non-legacy, confirmed pledge

Pledges include the total value, including Gift Aid (but not Transitional Relief), for up to the first five years of payment of a gift (ie pledges must be received by the end of FY 2014/2015, or 1st August 2015).

Only documented, confirmed pledges should be reported here. These are standing orders, direct debit mandates, documented gift agreements or other signed documentation from the donor which confirm the size of the donation and a timetable for the transfer of funds. Oral pledges

and legacy pledges should not be included in the survey. Unspecified or undocumented pledges should not be included in the survey.

If you receive a new, single cash gift (except a legacy gift) which is larger than any other pledges or gifts you receive in the year, this counts as a new non-legacy, confirmed pledge and should be recorded here.

Q 9.2 Source of this largest pledge (*choose from drop-down: Corporate, Trusts and Foundations, Lottery, Individuals in Lifetime, Other*)

If you tick “other” it may be queried by NatCen.

Q 9.3 Largest cash gift received.

Cash gifts must be fully received in cash within the financial year.

Gifts-in-kind, even if they have been sold for cash, are not included in this question.

“Legacy cash received” is a permissible source for this question. It must, however, be realised cash rather than an estimated value for a gift-in-kind (such as property) received as part of a legacy.

It is possible for your largest cash gift received to be a single payment against a pledge made in previous years.

If your response to Q 9.3 is greater than your response to Q 9.1 it may be queried by NatCen.

Q 9.4 Source of this largest gift (*choose from drop-down: Corporate, Trusts and Foundations, Lottery, Individuals in Lifetime, Legacy Cash Received, Other*)

Please note that if you tick “other” it may be queried by NatCen.

Q 10 How many gifts of £500,000 or over did you receive...

Q 10.1 ...as confirmed pledges?

Pledges include the total value, including Gift Aid, for up to the first five years of payment of a gift (ie the final payment will be received by the end of FY 2014/2015, or 1st August 2015).

Only documented, confirmed pledges should be reported here. These are standing orders, direct debit mandates, documented gift agreements or other signed documentation from the donor which confirm the size of the donation and a timetable for the transfer of funds. Oral pledges

and legacy pledges should not be included in the survey. Unspecified or undocumented pledges should not be included in the survey.

Q 10.2 ...as cash income?

Cash gifts must be fully received in cash. No pledge payments associated with any other year should be counted in this response.

Gifts-in-kind, even if they have been sold for cash, are not included in this question.

“Legacy cash received” is a permissible source for this question. It must, however, be realised cash rather than an estimated value for a gift-in-kind (such as property) received as part of a legacy.

If your response to Q 10.2 is greater than your response to Q 10.1 it may be queried by NatCen.

Q 11 Annual Fund

“Annual Funds” have a range of definitions. Normally, Annual Funds include many donors, each of whom make relatively small gifts. Normally, Annual Fund income does not fluctuate greatly from year to year.

A sampling of different types of Annual Funds follows. None is right or wrong – and some institutions evolve and change from one definition to another over time. *The first three are the most typical definitions used, and are recommended by the Ross Group as best practice either as standalone or in combination.*

- All gifts/pledges received in response to specific activity, such as particular mailing campaigns and/or student telethons
- All gifts/pledges received from individuals where the institution believes it is possible to raise the same again from those individuals in future year(s)
- All gifts/pledges received from individuals worth X or less (often X = £1,000 or £5,000)
- All gifts/pledges which are “unrestricted”
- Friends membership, either corporations and/or individuals (though all sponsorship and benefit-driven “friends of” are excluded from the survey)
- Some combination of the above

Annual Funds do not normally include legacy cash received.

Q 11.1 What was the new Annual Fund income raised?

Include new cash and new confirmed pledges for a total of five years (Standing Orders and Direct Debits without end dates may count pledge payments up to those which will be received by the end of FY 2014/2015, or 1st August 2015).

Exclude pledged payments from past years.

Include Gift Aid (and projected Gift Aid against confirmed future year pledges), but not Transitional Relief.

Q 11.2 What was the total cash income received by the Annual Fund?

Include all cash received, whether the source is pledge payments from previous years, or new cash. Include Gift Aid, but not Transitional Relief.

Do not include any income which is anticipated or pledged to arrive in future years.

PARTICIPATION

Q 12 How many addressable alumni (in narrow sense of former students) did you have?

“Alumni” are former students of the university.

A sampling of what may be counted as “alumni” follows. None is right or wrong – and some institutions evolve and change from one definition to another over time: *The first four are the most typical definitions used, and are recommended by the Ross Group as best practice either as standalone or in combination.*

- All former students who were awarded degrees at the institution
- All former students who ever studied at the institution, however briefly
- Honorary graduands
- Current students who have already received one degree from the institution, and are now returning to take a further degree
- Individuals who have chosen to join an alumni association, even though they never studied at the institution
- Some combination of the above

Very few institutions are able to contact all of their alumni, whatever definition they choose to use. Importantly, this question only asks for your addressable alumni – those for whom you have reliable mailing addresses anywhere in the world.

Addressable alumni numbers will probably fluctuate over the year, so you should choose a date or method of calculating addressable alumni, and remain consistent with that date/method over the three years of the survey reporting.

At most universities, addressable alumni numbers increase slightly year on year, reflecting the fact that the number of new alumni graduating each year normally outweighs the number who

become “lost” or deceased. If your institution’s pattern varies substantially from this trend, NatCen may contact you to ask for more details.

Q 13 What number of your alumni made a gift for any purpose (including pledge payment)?

This should be a subset of the alumni you counted in Q12.

If a single alumnus makes more than one gift, he/she should only be counted once.

If alumni who are partners make joint gifts, they should be counted as two gifts.

Each alumnus who gives via affiliated grant-making support organisation (for instance, a North American 501(c)3) should be counted individually.

Q 14 What is the total number of donors (alumni, other individuals and organisations) who made a gift for any purpose (including pledge payment)?

Count each individual as one donor and each organisation as one donor.

If a single individual or organisation makes more than one gift, he/she/it should only be counted once.

If individuals who are partners (alumni, parents, friends) make joint gifts, they should be counted as two donors.

Each donor who gives via affiliated grant-making support organisation (for instance, a North American 501(c)3) should be counted individually.

Q 14 (total number of donors) should have a higher or equal number to Q 13 (total number of alumni donors).

CAPITAL CAMPAIGNS

A “capital campaign” is a concentrated effort to raise a specified sum of money to meet a specified goal or goals, normally within a specified period of time.

Capital campaigns can be for a specific purpose (e.g. £15 million for a new building) and/or institution wide, with a number of specific purposes under a campaign “umbrella”.

Some Capital campaigns include annual fund returns against their capital campaign targets; others do not. Both approaches are acceptable.

Capital campaigns are normally divided into a “quiet phase” (where funds are sought, mostly from major gifts, but the campaign is not publicly announced); and a “public phase” (the period between public announcement of the campaign, and its conclusion).

Q 15 As at July 2011, were you in a capital campaign (including a quiet phase) for the institution as a whole?

Yes or no.

Q 16 If yes, what is the financial target of the campaign?

If you do not have a confirmed financial target, then you are not in a capital campaign.

Q 17 How long do you expect the public phase of the campaign to be?

Count the total number of years from the public announcement of the Campaign to its anticipated public announcement of conclusion.

Q 18 What percentage of the target had you achieved or do you expect to achieve before going public?

FUNDRAISING EXPENDITURE

Further information on Fundraising Expenditure is given (see Rules, 7.1 – 7.7)

Q 19 Please report your total fundraising expenditure in each year...

If you have fundraising income but little or no fundraising expenditure, your response may be queried by NatCen.

Q 19.1 ...staffing costs

Exclude Alumni Relations.

Include 50% of database staff costs.

Please take special note of Rules 7.4 - staffing costs should include National Insurance and Pension costs.

Please take special note of Rules 7.5 – “some universities employ students to make fundraising calls at certain times of year on a temporary employment basis. Although sometimes these temporary employment costs are budgeted as “non-payroll” they should be counted as staff costs” in question 19.1.

Q 19.2 ...non-staff costs

Exclude Alumni Relations non-staff costs.

Include 50% of database costs.

Q 19.3 Total costs (automatically calculated from 19.1 and 19.2)

Q 20 What was your total spent on alumni relations, excluding the cost of the alumni magazine?

Include the budget for the alumni office, 50% of database costs and the cost of alumni publications except any alumni magazine.

Please take special note of Rules 7.4 - staffing costs should include National Insurance and Pension costs.

Q 21 What was the total cost, including production and distribution, of the alumni magazine?

This cost should be stated irrespective of whether it forms part of the Development Budget.

Q 22 How many full-time equivalent staff currently work on the following...

Staff should be allocated to either fundraising or alumni relations depending on which area comprises the majority of their role. Those with equally split roles should be attributed 50:50 between the two categories. Temporary staff, such as student telethon callers, envelope stuffers, or temporary staff who work at fundraising/alumni events, should not be included.

Q 22.1 ...mainly on fundraising?

Q 22.2 ...mainly on alumni relations?

Q 23 What is your university's total expenditure for each year as recorded in the institution's audited financial statements?

This refers to the total expenditure of the institution, not just fundraising expenditure. The total number is most likely to be in the tens or hundreds of millions.