

Precollege Results from the Voluntary Support of Education (VSE) Survey, 2018



RESEARCH
BRIEF



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Introduction

In 2018, 110 precollege institutions replied to the Voluntary Support of Education (VSE) Survey. A core group of 101 replied in both 2017 and 2018. The core group of institutions reported significant increases in support from all sources and for most major purposes.

This report summarizes basic findings about precollege respondents' fundraising outcomes.

Detailed data at the institution level are available in CASE's Data Miner program, which is a member benefit.

CASE members who do not have accounts and would like one, should email vse@case.org and request an invitation. Non-member institutions may purchase a subscription. Inquire about subscriptions at the same email address.

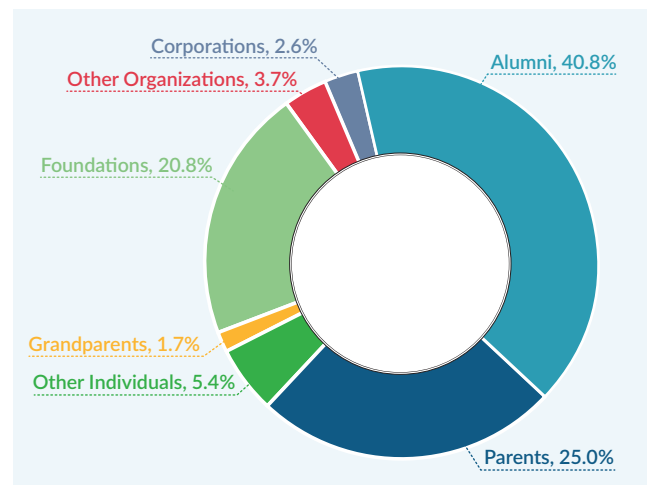
Voluntary Support of Precollege Institutions by Source

Alumni contributed 40.8 percent of the gifts to precollege survey respondents. Parents contributed another 25 percent. The dominance of these two donor types is consistent year-over-year.

Precollege fundraising is sharply focused on student education. Universities, in contrast, have programs with a wider reach. For example, they may have research labs, hospitals, and other programs that receive philanthropic funds. Foundations and corporations often find a fit between their philanthropic missions and these extra-educational programs.

Foundations also play a role in precollege fundraising, however. Just over 20 percent of respondents' gifts came from foundations. Nearly 70 percent of precollege foundation donors were classified by respondents as family foundations. In higher education about one-third of foundations are family foundations.

Voluntary Support by Source as Reported by Precollege Survey Respondents, 2018



All types of contributors gave more to precollege respondents in 2018. In 2017, personal gifts

increased, but gifts from corporations, foundations, and other organizations declined.

Voluntary Support of Precollege Institutions by Source, 2017 and 2018
(Dollars in Thousands)

Source of Support	All Institutions Reporting							Core Group
	2017			2018				% Change in Total Support
	Amount	Percentage of Total	Average per Institution	Amount	Percentage of Total	Average per Institution	% Change in Average	
Alumni	\$436,816	38.1	\$3,866	\$502,647	40.8	\$4,569	18.2	21.1
Parents	282,717	24.7	2,502	307,629	25.0	2,797	11.8	13.3
Grandparents	16,897	1.5	150	21,200	1.7	193	28.9	36.2
Other Individuals	85,618	7.5	758	66,735	5.4	607	-19.9	22.7
Corporations	32,008	2.8	283	32,496	2.6	295	4.3	7.3
Foundations	250,909	21.9	2,220	256,072	20.8	2,328	4.8	7.0
Other Organizations	40,036	3.5	354	46,099	3.7	419	18.3	18.9
Total All Sources	\$1,145,001	100.0	\$10,133	\$1,232,878	100.0	\$11,208	10.6	15.8
Number of institutions reporting			113			110		101

Voluntary Support of Precollege Institutions By Purpose

As is often the case, contributions for capital purposes rose more than did gifts for current operations among the VSE independent school survey respondents. While deferred gift income declined, the category is so small that modest changes in amounts result in large percentage-change figures.

In addition to newly established deferred gifts and loan funds, capital purposes include property, buildings, and equipment as well as gifts to endowments. Both rose strongly in 2018. Gifts for or of property, buildings, and equipment increased 34.3 percent, the strongest increase of any of the broad purposes of gifts covered in the survey.

Notably, in 2018, gifts to endowment with no restrictions on income rose 18.4 percent, while gifts to endowment, income restricted, rose a more-modest 4.6 percent. This finding also applies to higher education institutions. Gifts to endowment, unrestricted, rose 48.4 percent, while gifts to endowment, restricted, rose 10.4 percent among a core group of 871 institutions that replied in 2017 and 2018.

As was the case for deferred gifts, the dollar amount of unrestricted endowment gifts is small, and, therefore, a small change in amount produces a large percentage change. That said, it is not common for the growth in gifts to endowment, unrestricted, to exceed that of gifts to endowment, restricted.

In tables and figures in this report, dollar amounts may not add to totals and percentages may not add to 100, due to rounding.

Voluntary Support of Precollege Institutions by Purpose, 2017 and 2018
(Dollars in Thousands)

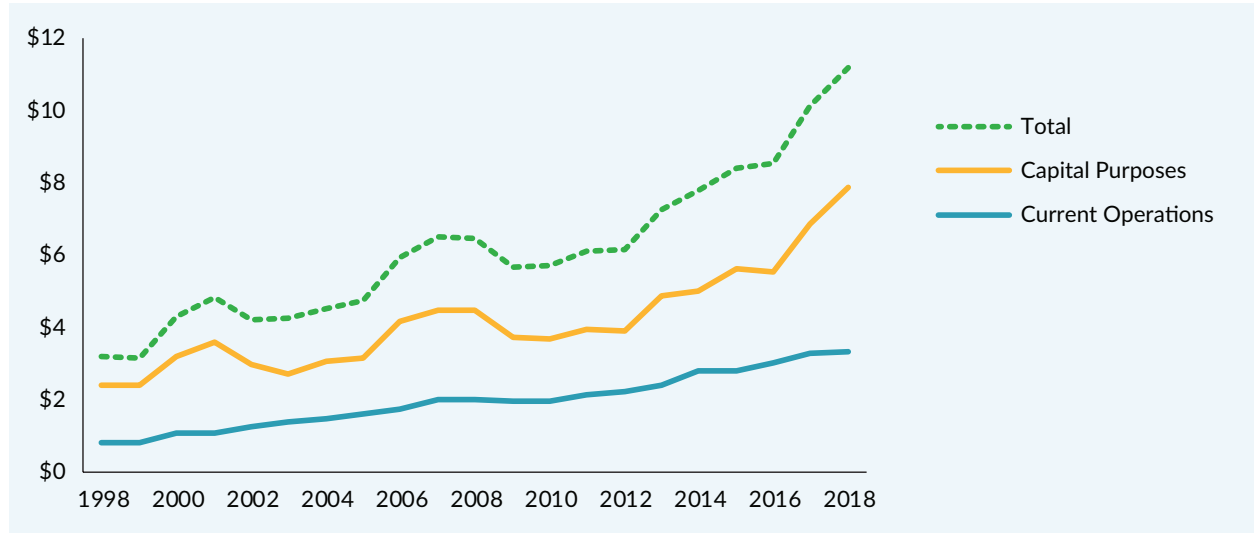
Purpose of Support	All Institutions Reporting							Core Group
	2017			2018				% Change in Total Support
	Amount	Percentage of Total	Average per Institution	Amount	Percentage of Total	Average per Institution	% Change in Average	
Current Operations								
Unrestricted	\$282,618	24.7	\$2,501	\$271,421	22.0	\$2,467	-1.3	2.5
Restricted	88,168	7.7	780	94,910	7.7	863	10.6	9.9
Total	\$370,786	32.4	\$3,281	\$366,330	29.7	\$3,330	1.5	4.3
Capital Purposes								
Deferred Gifts	\$38,066	3.3	\$337	\$11,049	0.9	\$100	-70.2	-44.1
Property, Buildings, and Equipment	420,261	36.7	3,719	537,227	43.6	4,884	31.3	34.3
Endowment: Income Unrestricted	66,769	5.8	591	72,003	5.8	655	10.8	18.4
Endowment: Income Restricted	249,118	21.8	2,205	246,162	20.0	2,238	1.5	4.6
Loan Funds	1	0.0	0	106	0.0	1	*	*
Total	\$774,216	67.6	\$6,851	\$866,547	70.3	\$7,878	15.0	21.3
Total All Purposes	\$1,145,001	100.0	\$10,133	\$1,232,878	100.0	\$11,208	10.6	15.8
Number of Institutions Reporting			113			110		101

*Values are too low to generate meaningful percentages.

Growth In Support of Precollege Institutions Compared with Higher Education Institutions

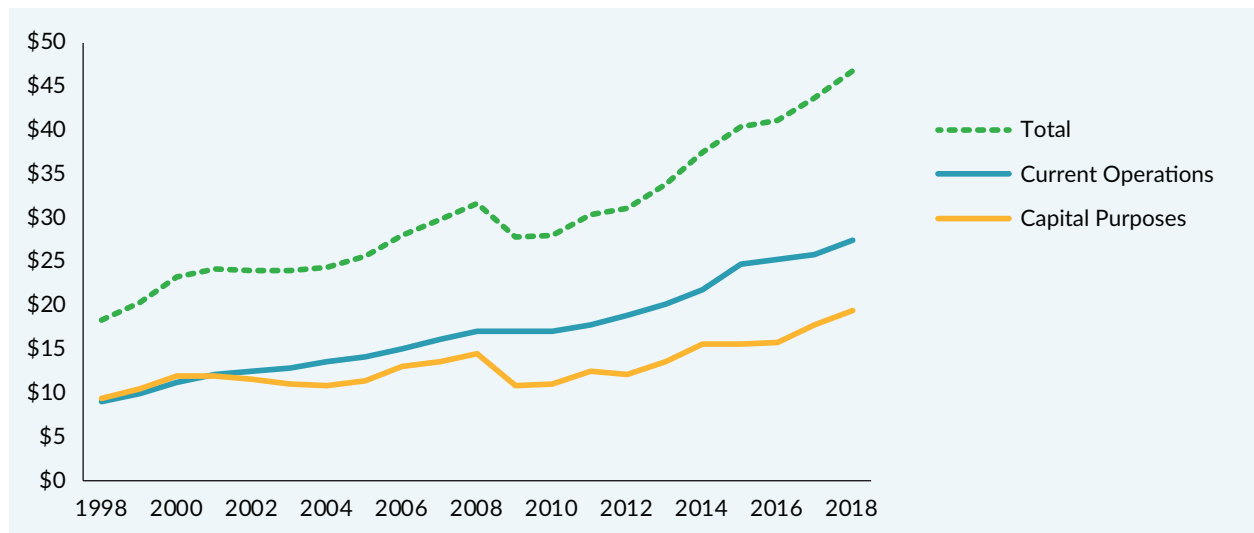
The average amount each responding precollege institution raised increased in most years. Capital purpose support is primary in precollege fundraising, though there is a steady and even growth in annual fund contributions as well.

Average Contributions per Responding Precollege Institution, 1998–2018
(Dollars in Millions)



In contrast to precollege fundraising, higher education institutions raise more for current operations than for capital purposes.

Total Contributions to Higher Education Institutions, 1998–2018
(Dollars in Billions)



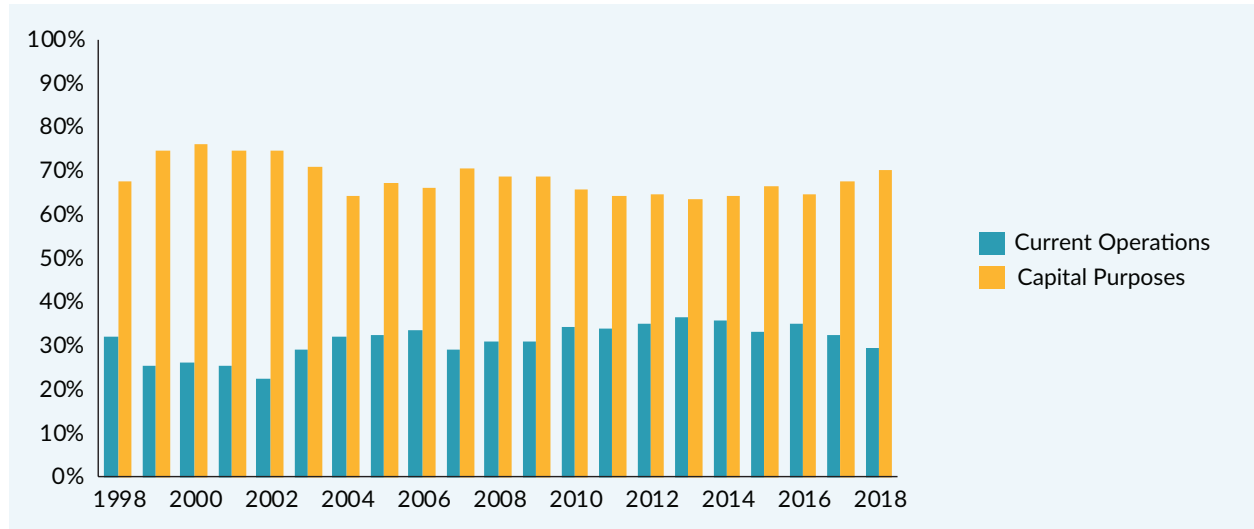
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In Pre-College Fundraising, Capital Purpose Gifts Dominate

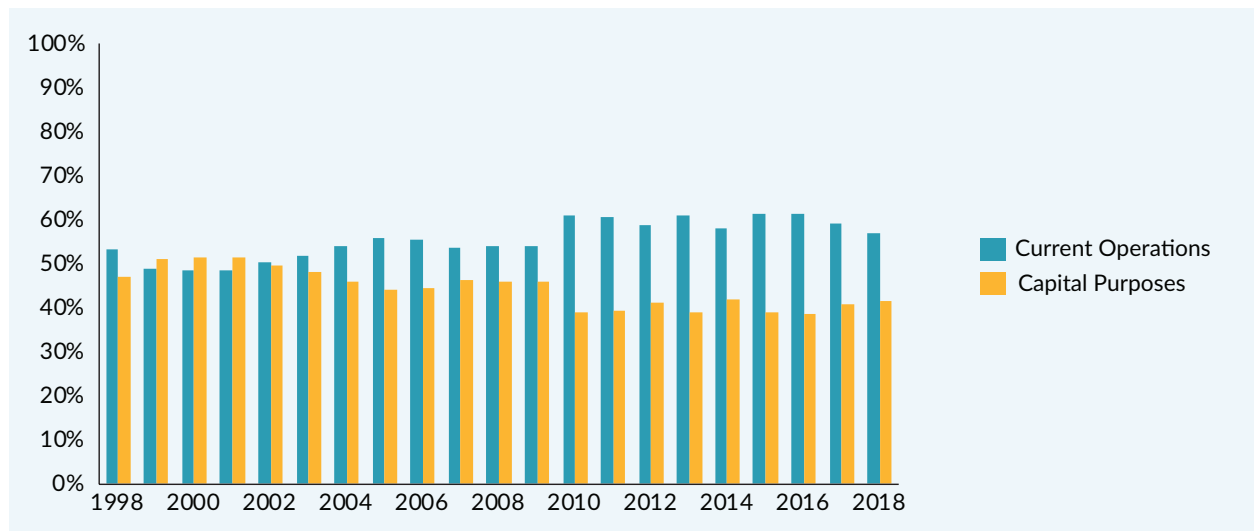
gifts exceed current operations gifts in precollege fundraising, the difference between the two types of support in gifts to precollege institutions is larger.

The following two charts depict this contrast as well. They show that, not only do capital purpose

Contributions for Current Operations and Capital Purposes to Precollege Institutions, 1998–2018



Contributions for Current Operations and Capital Purposes to Higher Education Institutions, 1998–2018



In tables and figures in this report, dollar amounts may not add to totals and percentages may not add to 100, due to rounding.

Methodology

The 2018 survey collected data on charitable gifts and grants raised from private sources for the fiscal year beginning July 1, 2017, and ending June 30, 2018 (with a few institutions reporting on different fiscal calendars). Participation varied considerably by type of institution. The number of U.S. higher education participants in 2018 was 929. They represent about a third of colleges and universities in the U.S. but raised 79.7 percent of total voluntary support of U.S. higher education institutions in the 2017–2018 academic fiscal year.

Note there are key differences between the amounts reported as national estimates and those that summarize survey responses, from which the national estimates are derived. By developing national estimates each year, CASE can correct for annual differences in participation.

CASE approaches the estimation process in two ways. First, CASE considers the percentage change in support by source group and by major purpose category among institutions that participate for two consecutive years—the core group of institutions. Since the core group’s gift income typically represents more than 90 percent of all reported gift income, the group’s data provide a robust set

of benchmarks on year-to-year changes, which can be applied to the previous year’s national estimates. However, because the core-group results may be more positive than those we would get were the survey to achieve full participation, CASE adjusts the degree of change in the national estimates downward as appropriate by comparison with the core group.

Second, CASE looks at participation by Carnegie classification, which groups higher education institutions into basic types. The average total support per type of nonparticipating institution varies from 15 to 40 percent of what was reported on average by participating institutions. Nonparticipants tend to be smaller, and there is a tendency not to participate after a weak year. In addition, the response rate varies by Carnegie classification. Participation is highest among research/doctoral institutions and lowest among associate’s (two-year) institutions. CASE derives estimates of support among nonparticipants by Carnegie classification. The sum of these estimates and the survey results are generally close to the national estimates arrived at by the first method described. If not, CASE reviews and adjusts factors and weights until there is reasonable consistency across the entire model.

For further information about this report contact Ann E. Kaplan, Senior Director, Voluntary Support of Education (VSE) Survey: akaplan@case.org or 917-979-4827



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