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Summary Benchmarking Report from CASE Insights on Philanthropy (Canada) in partnership with CCAE, 2022

Prepared for Queen's University
February 2023

About this Report

If you would like to update your institution's data for 2022 or any previous survey year in order to see trends, please contact [CASE Insights](#).

[About the Survey](#) [Report Navigation](#) [Data Sharing Agreement](#)

The CASE Insights on Philanthropy (Canada) (formerly the CASE-CCAЕ Support of Education Survey, Canada) is conducted in partnership with CCAE (The Canadian Council for the Advancement of Education) and is the authoritative source of data on giving to Canadian colleges, institutes, and universities. The survey collects data on funds received and committed, donor populations and gift bands, charitable purposes, and staffing. The survey:

- Provides an industry standard model for measuring and reporting fundraising outcomes.
- Provides participants with standardized data to benchmark year-over-year fundraising progress, make reliable apples-to-apples comparisons with peer institutions, and inform fundraising strategy.
- Helps institutional leaders set goals, assess performance, build capacity, and make informed, strategic decisions regarding investments in advancement.
- Raises the profile of higher education advancement in Canada and increase public understanding of the role of philanthropy in supporting Canadian students and institutions.
- Provides data to help measure the impact of public policy and inform advocacy initiatives supporting educational advancement in Canada and globally.

In its fifth year, the 2022 survey collected data from 50 Canadian colleges, institutes, and universities. A full report of survey findings will be available in the first quarter of 2023 on the [survey webpage](#).

CASE Peers

This complimentary Summary Benchmarking Report presents data on five key variables for Queen's University along with aggregated data for other institutions in the same self-identified reporting group and aggregated data for all survey participants. Reporting groups largely correspond to the categories used in Maclean's magazine's university rankings: Primarily Undergraduate, Comprehensive, Medical/Doctoral, College/Institutes.

CASE Peers data used in this report refers to institutions who also self-identified as part of the *Medical/Doctoral* reporting group in 2022. **Philanthropy (Canada)** data used in this report refers to institutions who completed the survey in a given year.

CASE Peers and Philanthropy (Canada) data in this report are shown as median group values.

Institutions

| |
|--------------------------------|
| Dalhousie University |
| McGill University |
| McMaster University |
| Université de Montréal |
| University of Alberta |
| University of British Columbia |
| University of Calgary |
| University of Manitoba |
| University of Ottawa |
| University of Saskatchewan |
| University of Toronto |
| Western University |

▶ Institutional Characteristics

New Funds Committed

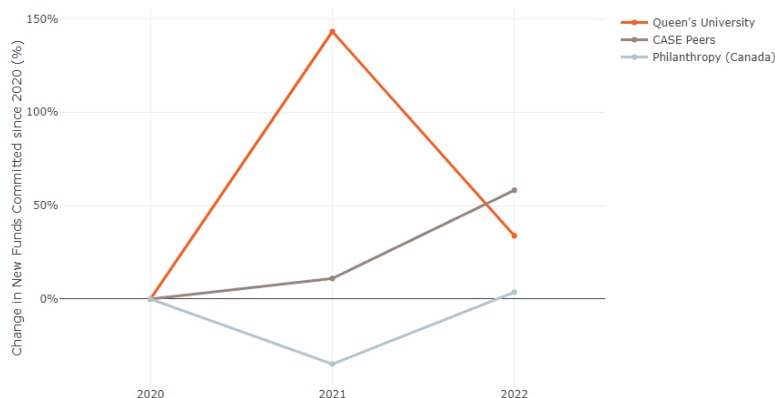
New Funds Committed (NFC) (formerly "New Funds Secured") are new monies and property committed in the reporting year from any individual or qualified organization. This includes new outright gifts, new documented pledges for up to 5 years, new irrevocable planned gifts received or committed, and new qualified and documented bequests / legacy intentions if the donor is age 65 or older ([CASE Global Reporting Standards 4.1](#)).

- ▶ Change in New Funds Committed, 2021-2022
- ▶ Change by Gift Band

Cumulative Percentage Change in New Funds Committed

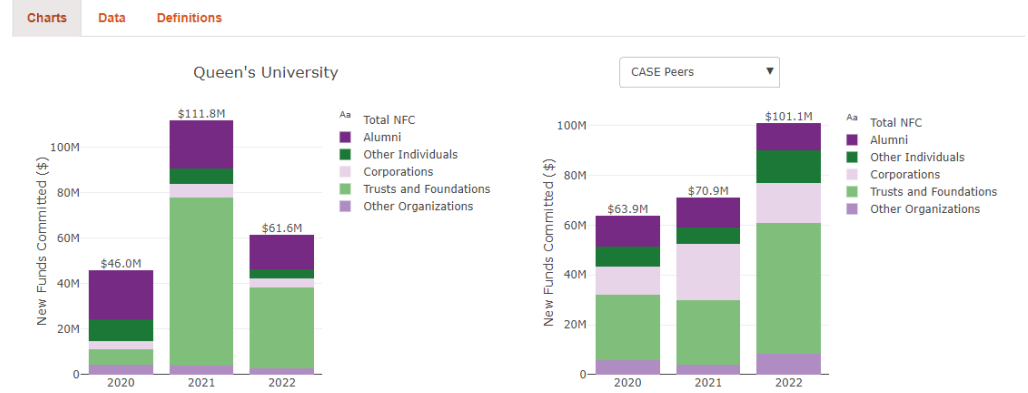
[Chart](#) [Data](#)

Cumulative Percentage Change in New Funds Committed is calculated as each year's change from 2020.



► New Funds Committed per Student F I E

Sources of New Funds Committed

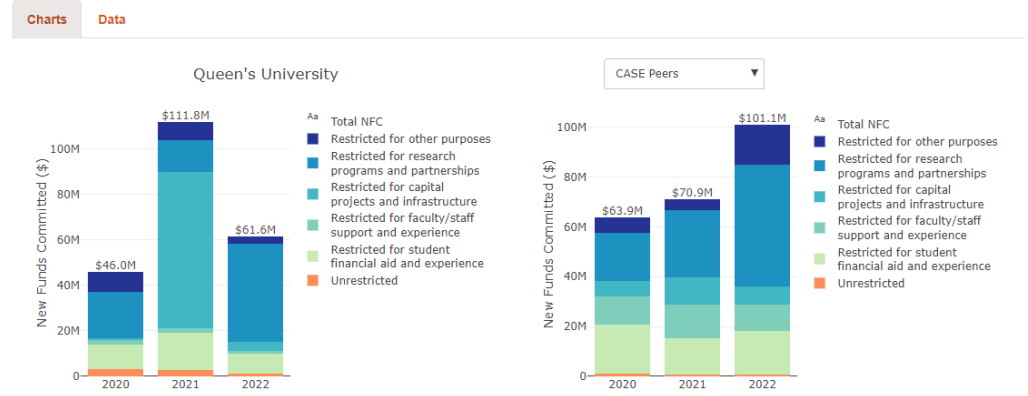


Change in New Funds Committed by Source, 2021-2022

This table shows the percentage change in Alumni Donors between 2021 and 2022. These numbers may differ from the percentages displayed in the charts above. For example, CASE Peers and Philanthropy (Canada) change over time is tabulated for only those institutions which participated in both 2021 and 2022.

| | Your Institution Change, 2021-2022 (%) | CASE Peers Change, 2021-2022 (%) | Philanthropy (Canada) Change, 2021-2022 (%) |
|------------------------|--|----------------------------------|---|
| Alumni | -28.0% | n/a | n/a |
| Corporations | -33.0% | n/a | n/a |
| Other Individual | -40.6% | n/a | n/a |
| Other Organizations | -25.2% | n/a | n/a |
| Trusts and Foundations | -52.2% | n/a | n/a |
| Total NFC | -44.9% | n/a | n/a |

Purposes of New Funds Committed



Change in New Funds Committed by Purpose, 2021-2022

This table shows the percentage change in Alumni Donors between 2021 and 2022. These numbers may differ from the percentages displayed in the charts above. For example, CASE Peers and Philanthropy (Canada) change over time is tabulated for only those institutions which participated in both 2021 and 2022.

| | Your Institution Change, 2021-2022 (%) | CASE Peers Change, 2021-2022 (%) | Philanthropy (Canada) Change, 2021-2022 (%) |
|---|--|----------------------------------|---|
| Restricted for capital projects and infrastructure | -94.1% | -37.8% | -83.0% |
| Restricted for faculty/staff support and experience | -51.2% | -35.9% | 24.1% |
| Restricted for other purposes | -58.2% | 218.9% | 225.0% |
| Restricted for research programs and partnerships | 214.4% | 45.4% | -3.9% |
| Restricted for student financial aid and experience | -45.6% | -5.5% | -16.1% |
| Unrestricted | -54.6% | 5.6% | -11.2% |
| Total NFC | -44.9% | 16.1% | -13.8% |

Funds Received

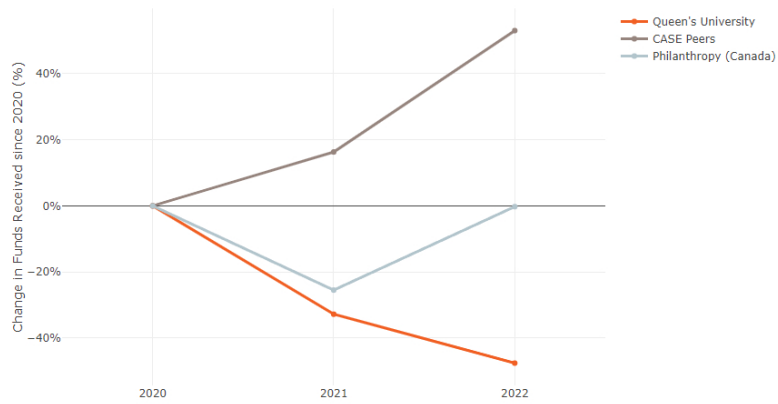
Funds Received (FR) (formerly "Cash Income") are monies and property received within the reporting year from any individual or qualified organization. This includes outright gifts, payments received to fulfill pledges made in the current or previous years, irrevocable planned gifts at face value, and realized bequests/legacy intentions (CASE Global Reporting Standards 4.1).

► Change in Funds Received, 2021-2022

Cumulative Percentage Change in Funds Received



Cumulative Percentage Change in New Funds Committed is calculated as each year's change from 2020.

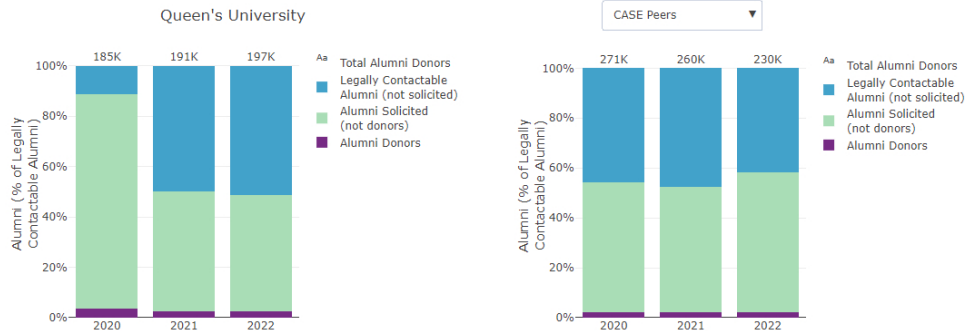


- ▶ Percentage of Funds Received by Gift Band
- ▶ Percentage of Funds Received Donors by Gift Band
- ▶ Funds Received Donors by Type and Gift Band

Alumni Donors

In 2022, your institution had **5,088 Alumni Donors**. Your CASE peers had a median of **4,860 Alumni Donors**, and Philanthropy (Canada) institutions had a median of **767 Alumni Donors**.

[Charts](#) [Data](#) [Definitions](#)



Change in Alumni Donors, 2021-2022

This table shows the percentage change in Alumni Donors between 2021 and 2022. These numbers may differ from the percentages displayed in the charts above. For example, CASE Peers and Philanthropy (Canada) change over time is tabulated for only those institutions which participated in both 2021 and 2022.

| | Your Institution Change, 2021-2022 (%) | CASE Peers Change, 2021-2022 (%) | Philanthropy (Canada) Change, 2021-2022 (%) |
|---------------|--|----------------------------------|---|
| Alumni Donors | 6.0% | -12.1% | 11.9% |

- ▶ Million Dollar Donors (Funds Received)
- ▶ Largest, Non-bequest Gift
- ▶ Donor Populations
- ▶ Donor Populations by Grad Cohort

Bequests

- ▶ Bequests Intentions
- ▶ Bequests Received as a Percentage of Funds Received

Staffing

- ▶ Fundraising and Alumni Staff
- ▶ New Funds Committed per Fundraising Staff FTE
- ▶ Contactable Alumni per Alumni Relations Staff FTE

Next Steps

Click on each box to learn more

Step 1. Review this Summary Benchmarking Report

Print this report or download charts to share with key leadership and trustees.



Step 2. Understand the Big Picture

Review the CASE Global Reporting Standards, a common set of standards, guidelines, and definitions for reporting the results of educational philanthropy activities across the globe. You may also wish to review the CASE Insights on Philanthropy in Canada Report.

Learn more about CASE Global Reporting Standards

Review the CASE Insights on Philanthropy in Canada Key Findings

Step 3. Build Strategy and Determine Next Steps

Purchase a Strategic Benchmarking Report with in-depth analysis of you and 10 self-selected peers, which includes additional variables key to leveraging strengths and identifying areas for focus. Findings are presented by CASE Insights staff across two sessions, with a focus on building strategy to meet goals.

You may also wish to access other CASE Insights briefs, which show trends of giving in other regions as well as results for regional philanthropic surveys.

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Order a Strategic Benchmarking Report