

Main report of the
2018 Annual Survey of
Philanthropy in Higher Education

Sean Jones



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Contents

Acknowledgements	1
List of figures and tables	4
Foreword	6
1. Introduction	8
1.1 Background and purpose	8
1.2 Scope	8
1.3 Participating institutions	10
1.4 Reporting	10
1.5 Confidentiality and non-disclosure	11
1.6 Survey methods	11
2. Philanthropic support for higher education	12
2.1 Defining the parameters	12
2.2 Total philanthropic income	12
2.3 Income by geographic source	14
2.4 Income by donor sector	15
2.5 Donors by sector	16
2.6 Detailed sector perspectives	17
2.7 Focus on private philanthropy	20
2.7.1 Overview	20
2.7.2 National and international distribution of private income and private donors	21
2.8 Donation characteristics	23
2.8.1 Value of donations	23
2.8.2 Unencumbered donations	25
2.8.3 Funding from first-time donors	26
2.8.4 Destinations of philanthropic funding	27
3. Comparative university fundraising performance	28
3.1 Philanthropic income levels	28
3.2 Donor numbers	30
3.3 Annual Funds	31
3.4 Alumni participation rates	31

4. Direct university investment in securing philanthropic support	33
4.1 Staffing	33
4.2 Expenditure	34
4.3 Return on investment	36
5. Summary of key findings and performance indicators	38
5.1 Philanthropic income and donors	38
5.2 Donor sectors	38
5.3 Private philanthropy	39
5.4 Donation characteristics	39
5.5 Staffing	40
5.6 Expenditure and return on investment	40
5.7 Key performance indicators	41
6. Conclusion	43
6.1 Summary of institutional change and progress	43
6.2 The continuing contours of advantage and disadvantage	45
6.3 Key trends, important questions and future pathways	46
Appendices	
A. Survey guidelines	49
B. Extract from Section 18A of the Income Tax Act of 1962	55
B. Questionnaire	57

List of figures and tables

Figures

1	Geographic origins of income – 2017	14
2	Geographic origins of income – 2013	14
3	Geographic origins of donors – 2017	14
4	Geographic origins of donors – 2013	14
5	Income by donor sector – 2017	15
6	Income by donor sector – 2013	15
7	Donors by sector – 2017	16
8	Donors by sector – 2013	16
9	Income by philanthropic sector – 2017	17
10	Income by philanthropic sector – 2013	17
11	Detailed perspectives on donors by philanthropic sector – 2017	18
12	Detailed perspectives on donors by philanthropic sector – 2013	18
13	Distribution of private funding – 2017	20
14	Distribution of private funding – 2013	20
15	Distribution of private donors – 2017	21
16	Distribution of private donors – 2013	21
17	Amount of local versus international private funding – 2017	22
18	Amount of local versus international private funding – 2013	22
19	Numbers of local versus international private donors – 2017	22
20	Numbers of local versus international private donors – 2013	22
21	Distribution of donations by value – 2013 and 2017	23
22	Mean value of donations of sector and geographic source – 2017	24
23	Mean value of donations of sector and geographic source – 2013	24
24	Value of largest single donation/grant per university – 2017	25
25	Proportion of unencumbered funding – 2017	25
26	Proportion of first-time donors – 2017	26
27	Proportion of funding from first-time donors – 2017	26
28	Philanthropic funding by purpose - 2017	27
29	Philanthropic income of participating universities - 2017	28
30	Income distribution by university type - 2017	29
31	Income distribution including eligible SETA funds – 2017	30
32	Number of donors to participating universities – 2017	30
33	Donor distribution by university type – 2017	31
34	Alumni participation rates – 2017	32
35	Number of staff – 2017	33
36	Number of staff correlated with philanthropic income – 2017	34
37	Expenditure on fundraising and alumni relations – 2017	35
38	Expenditure on fundraising and alumni relations correlated with philanthropic income – 2017	35
39	Expenditure ratios - 2017	36
40	Expenditure ratios including SETA income - 2017	37
41	Mean and median income – 2013 to 2017	43
42	Median expenditure ratios – 2013 to 2017	44
43	Distribution of donor income between HAIs and HDIs - 2013 versus 2017	46

Tables

1	Overview of philanthropic income and donors - 2013 and 2017	13
2	Summary of information per philanthropic sector	19
3	Annual Fund information	31
4	Key indicators	41
5	Summary of changes within the original sample - 2013 to 2017	44
6	Key quantifiable indicators of progress in the original sample - 2013 to 2017	45

Foreword

It is five years since Inyathelo, with the support of the Kresge Foundation, first requested Dr Sean Jones of EduActive Solutions Ltd to conduct the Annual Survey of Philanthropy in Higher Education (ASPIHE). The ASPIHE series of research reports is the first in South Africa to document philanthropic funding of higher education institutions. The survey was conceived of as a longitudinal research project, which aimed to establish a baseline on philanthropic support to South African universities. It was also hoped that it would be a stimulus for similar research studies of other areas of third stream income in South African higher education.

Prior to the 2014 ASPIHE study, no reliable national perspective on philanthropic giving to universities existed and few universities collected comprehensive data of this kind on funding and its costs. While the maximum number of universities that has participated in the survey is 12, and unfortunately only 11 took part in the 2018 survey, we hope that with the continuation of the ASPIHE research programme, we will be able to encourage the participation of the remaining 15 universities.

The data collected from the 11-12 universities participating in the ASPIHE research exercise provides an interesting narrative on legacy issues in South African higher education, and philanthropic support and donor confidence across institutional type. The most startling revelation over the past five years has been the huge discrepancy in support across the university system. The more traditional, historically advantaged, research-intensive universities receive the bulk of philanthropic support, and accordingly are the South African institutions in which donors have the most confidence. While there may be several reasons for this difference in philanthropic support and donor confidence, there is no doubt that the emerging pattern which we see in the reports reflects historical factors which contribute to the multifarious array of attributes that constitute institutional identities. It is important that we analyse the data we are seeing from different vantage points to understand the bigger picture.

In the 2018 survey, Sean Jones included a component of Sector Education and Training Authority (SETA) funding that could be perceived as philanthropic in nature. It is likely that there may be some contestation about the inclusion of some SETA funding in ASPIHE, particularly because SETAs fall under the jurisdiction of the Department of Higher Education and Training. They could be perceived as a component of government funding, which means they fall outside the definition of philanthropy.

While the inclusion of SETA funding may be of concern, we believe it is important to include this source of funding in the ASPIHE report. Without the inclusion of SETA funding, it is clear that philanthropic support to the non-traditional universities would have been even more miniscule and the role played by Advancement/Development offices in attracting SETA funds would not have been reflected. This point is significant because ASPIHE has tried to measure the return on investment in the Advancement/Development capabilities of universities, and the absence of SETA funding from the data indicates a poor return on investment.

The SETA funding is also important for another reason: That the higher education and philanthropy sectors understand the issue of SETA confidence as opposed to almost no confidence from more traditional forms of philanthropy – and review whether there are other factors that mitigate support from the more traditional forms of philanthropy. In the university sector it will be worth our while to embark on another research project related to SETA funding, as it will provide a more comprehensive picture of how this is supporting university programmes and goals.

The skewed nature of the overall funding undoubtedly requires greater examination, especially because of extreme inequality in South Africa. What specifically can be done to level the playing field and to ensure the strengthening of the non-traditional, historically disadvantaged universities? How do we do this without damaging the traditional universities? What is it that philanthropy, and the universities which receive the least support, can do differently? How specifically can the historical baggage of apartheid institutional identities and differentiation be laid to rest?

Also of note and worth mentioning in the research data collected by ASPIHE is a rise in *local philanthropic support*, particularly through the #FeesMustFall crisis. This indicates that the #FeesMustFall impact on universities was understood as an issue of national concern, with South African philanthropists stepping in to support universities. From the data, we see a significant increase in student scholarship funding from local philanthropists. The challenge, though, is the distribution of the support across the sector and, to reiterate a previous point, to understand the reasons for the emergence of this particular pattern.

We would like to thank Sean Jones for his consistent effort and diligence over the past five years; the Vice Chancellors; and Advancement/Development Office Directors who made the work possible. In addition, James Kydd from DevMan, whose valuable support to the sector is often invisible at a national level. We would also like to thank Bill Moses, the Education Managing Director at the Kresge Foundation, who has been a pillar of strength and support to Inyathelo.

The Kresge Foundation has contributed enormously to building Advancement capacity in higher education. There is no doubt that much of what we know and have done in the area of Advancement would not have been possible if the Kresge Foundation had not invested in Inyathelo and South African universities. Given the complexity of the challenges facing the higher education sector, and the need for urgent and constructive input, we are deeply appreciative of this long-term commitment that has led to greater clarity and understanding.

Nazeema Mohamed
Executive Director, Inyathelo

1. Introduction

1.1 Background and purpose

This report presents the findings of the Annual Survey of Philanthropy in Higher Education (ASPIHE) in South Africa conducted in 2018. The research was undertaken by EduActive Solutions Ltd on behalf of Inyathelo: The South African Institute for Advancement with support from the Kresge Foundation. The report is the fifth of its kind since conduct of the first survey in 2014.

The ASPIHE series is a response to a paucity of information about the state of philanthropic support to universities in this country. Prior to the first study, no reliable national perspectives on philanthropic giving to universities existed, and few universities collected comprehensive data on this kind of funding and its costs for internal purposes, least of all made it available to others. There was also lack of awareness within HE of the value of data in fundraising planning and strategy, or at least an absence of the application of data management analysis in guiding fundraising practice.

Against this background, ASPIHE was initiated to:

- provide a robust mechanism for collecting reliable and consistent information about philanthropic support for the HE sector
- enable ongoing assessment of the overall impact of philanthropy on the sector
- serve as a basis for benchmarking and development of best practice indicators for those in the sector who are responsible for attracting, generating and administering philanthropic income
- stimulate the development of a body of scholarship on Advancement in South Africa
- prompt similarly comprehensive work on other third-stream income in the HE sector
- encourage universities to improve fundraising data collection and management information systems.

1.2 Scope

ASPIHE ascribes to the definition of Advancement of the Council for the Advancement and Support of Education (CASE) which describes it as an integrated method of managing relationships with key stakeholders to improve understanding of an institution and generate support for it. The core disciplines associated with this method are alumni relations, communications, marketing and fundraising.¹

In the South African context, Advancement has taken on an added dimension due to the integrated approach advocated by Inyathelo and its emphasis on strategic

¹ See http://www.case.org/About_CASE/About_Advancement.html.

engagement with the external environment which positions an institution to *attract* private investment instead of pursuing funds largely by knocking on doors, as is the case in the more traditional charitable fundraising paradigm.²

The current study addresses only some facets of Advancement rather than the mode of practice in its entirety. More specifically, the survey has the narrower and more modest purpose of recording and analysing *philanthropic and grant income* to South African universities, as well as the direct costs to universities of attracting this income. These costs are limited to the staffing and operating expenditure of the fundraising, development, and alumni relations functions³ and specifically *exclude* expenditure associated with other disciplines and components of Advancement such as marketing, media relations, public relations, events and communications.

In focusing on philanthropic income rather than Advancement more broadly, the study endeavours to ensure consistency of data across institutions and permits some measure of international comparison following the example of the Ross-CASE survey in the United Kingdom (UK), which also limits its scope to the key Advancement functions of fundraising and alumni relations.⁴ Similar surveys elsewhere in the world, such as the annual CASE-sponsored survey of giving to education in the United States (USA) conducted by the Council for the Aid of Education (CAE), follow similar conventions.⁵

Particular note should be taken of the treatment by the study of income from Sector Education and Training Authorities (SETAs) (see Appendices A and B). Data about SETA income was excluded entirely in the first year of the study. In subsequent years, the survey has attempted to capture two distinct categories of SETA income: (i) funding from SETAs which is classifiable as philanthropic income; and (ii) funding from SETAs which is not classifiable as such. This approach has been taken to ensure that the latter category was excluded from the philanthropic income reported here. Ultimately, several university Advancement operations had no records of SETA income as they did not deal with it in any way and were unable to obtain it from elsewhere in the institution. Others were able to provide a total sum of income from SETAs but could not distinguish what was philanthropic and what was not. For these reasons, SETA income was excluded from all previous ASPIHE reports but was noted and enumerated in the individual benchmarking reports which are provided confidentially to the affected institutions.

2 Gastrow, S., "Advancement in the South African non-profit sector", pp. 43-45 in Judge M. and Jones, S. (eds.), 2012, *Striking the Rights Chords*. Cape Town, Inyathelo: The South African Institute for Advancement.

3 Appendix A contains the guidelines on what constitutes eligible expenditure.

4 The Ross-CASE survey is commissioned annually by the Council for the Advancement and Support of Education (CASE) in Europe. It collects detailed information about gift revenue and fundraising costs to measure the philanthropic performance of higher education institutions in the United Kingdom and has been conducted annually for 16 years. The findings of the survey enable institutions to compare themselves with their peers and provide an estimate of the impact of philanthropy on higher education in the UK. For further information, see http://www.case.org/Documents/Research/Ross-CASE/Ross_CASE_UK_2017_v5.pdf.

5 *Voluntary Support of Education*, 2016, Council for the Aid of Education (CAE): see <https://shop.cae.org>.

As this exclusion disadvantaged in comparative terms the few institutions which do record eligible SETA income properly and for which this funding constitutes a significant proportion of total philanthropic income, key sections of the analysis provided figures both with and without SETA income. For the most part, however, SETA income is not included unless explicitly stated.

1.3 Participating institutions

Eleven of South Africa's 26 universities participated in this fifth round of the survey, one less than in 2017. This is because one participating institution closed its Foundation and fundraising apparatus during the course of 2018 and thus could not supply the necessary information. Those institutions which participated in the annual round were:

- Cape Peninsula University of Technology (CPUT)
- University of Cape Town (UCT)
- Durban University of Technology (DUT)
- University of the Free State (UFS)
- University of Johannesburg (UJ)
- University of KwaZulu-Natal (UKZN)
- University of Pretoria (UP)
- University of Stellenbosch (SU)
- Tshwane University of Technology (TUT)
- University of the Western Cape (UWC)
- University of the Witwatersrand (Wits)

1.4 Reporting

Overall results from each survey are presented in a Main Report and published annually. The current report, which records and analyses aggregated data for 2017, is the fifth of these. Where relevant, the report draws comparisons with the findings documented from previous years, primarily 2013 which serves as a baseline survey for longitudinal purposes.

In addition to the Main Report, each participating university is supplied annually with a Confidential Institutional Benchmarking Report showing disaggregated data for the institution itself and comparing it with aggregated data for the year. These short individual reports provide participating universities with a basis for benchmarking and comparative performance assessment.

1.5 Confidentiality and non-disclosure

Inyathelo has entered into non-disclosure agreements with the participating institutions to ensure that all information is treated in confidence. Data in this Main Report, as well as the aggregated data used for comparative and benchmarking purposes in the Confidential Institutional Benchmarking Reports, is therefore anonymous.

1.6 Survey methods

The survey questionnaire and associated guidelines used in the first round were developed in consultation with six of the original 10 participating institutions in early 2014. Draft questionnaires and guidelines were circulated to relevant personnel at each of these institutions for internal perusal and discussion. Short workshops were later conducted at each where critical input was provided. The questionnaire and guidelines were then updated on the basis of these inputs and circulated for further scrutiny and feedback. A few further revisions have since been made to the current survey instrument and guidelines on the basis of consultations pursuant from earlier rounds of the survey. The updated versions of the survey guidelines and questionnaire, used for the current round of the study, are included as Appendices A and B respectively.⁶

The questionnaire was distributed electronically to participating institutions for completion in mid-2018 and all returns were received accordingly. To ensure that any financial calculations supplied were based on institutions' approved Annual Financial Statements for 2017, participating universities were asked to return the completed questionnaires in the latter half of 2018 once annual accounts had been audited. Data capture and analysis took place in November and December.

The researcher was available to answer queries throughout the process of data collection. Several respondents who were allocated responsibility for the survey by their universities were guided through sections of the questionnaire and a few were assisted with last-minute issues. While there can never be any certainty of the accuracy of data provided by third parties, the hands-on support and coaching provided to the participating universities certainly seems to have resulted in high-quality data. To further reinforce this, a requirement of participation was that the survey returns had to be signed off by either the Chief Financial Officer of each institution or his or her authorised representative.

⁶ The author is indebted to the Ross-CASE survey in the United Kingdom (UK) for providing a platform for thinking about how to frame the ASPIHE questionnaire and guidelines. To fit our local context, it has been deemed preferable to develop our own rules and criteria, and to devise a somewhat less sophisticated and less onerous instrument for the time being.

2. Philanthropic support for higher education

2.1 Defining the parameters

Unless otherwise specified, all funds reported and analysed here refer to grants and donations received during the period 1 January 2017 to 31 December 2017. Amounts pledged but not received during this period have been excluded; these are only recorded as philanthropic income in the year in which the funds are actually received. Pledges include promised and contracted future philanthropic income, such as multi-year grants and stop-orders. For example, a donor may award a three-year grant which is paid in annual tranches. For purposes of this survey, each tranche is recorded as philanthropic income only in the year of receipt. The balance is pledged income and is not recorded as income received until the year in which the tranche is transferred to the institution. The same applies to stop-orders; these are only included once they have been received, not when they are promised.

A detailed definition of what has been counted as philanthropic income for purposes of this study, and what has been excluded, is contained in the survey guidelines in Appendix A.

2.2 Total philanthropic income

The 11 participating universities reported a collective total of more than R1.71 billion in received philanthropic income during 2017. This compared with aggregate income of R1.63 billion within the sample of 12 universities in 2016 – that is, a mean of R154 million per institution in 2017 versus R135 million the previous year. The total registered in 2017 was more than R1.1 billion higher than recorded in the first ASPIHE survey in 2013 (n = 10). The total in 2017 would have been approximately R161 million had eligible SETA funding been included.⁷

In considering the overall increase in recorded income from R659 million in 2013 to R1.71 billion in 2017, some account must of course be taken of fluctuations in the value of the South African Rand and its impact on recorded philanthropic income from abroad. As suggested in previous reports, it is also likely that the increase in reported income is due in some measure to improvements in universities' systems for defining, identifying, tracking and recording philanthropic funding. Indeed, considerable improvements were evident in this regard in the first years of ASPIHE.

The range of total philanthropic income per institution was broad, which is to be expected given the mix of traditional and non-traditional institutions in the sample.

⁷ The author suspects that eligible SETA income was significantly higher than this. Unfortunately, many institutions did not distinguish eligible SETA income from other SETA income. In these cases, the funding was necessarily disregarded.

The highest amount of philanthropic support received by a single institution in 2017 was R463 million and the lowest total received was R4.3 million. Mean philanthropic income was R156 million and the median approximately R108 million. The highest recorded income to an individual university was R282 million higher than in 2013 when the first survey was conducted. Mean institutional income increased by R90 million between 2013 and 2017 from R66 million to R156 million. The median also increased from nearly R23 million in 2013 to the level reported above of R108 million. These are significant differences which suggest both that giving to universities is growing and that the fundraising machinery at South African universities is increasing in its effectiveness.

TABLE 1: Overview of philanthropic income and donors – 2013 and 2017

	2013	2017
Total income	R659 million	R1.71 billion
• Lowest	R2.7 million	R4.3 million
• Highest	R181 million	R464 million
• Mean	R66 million	R156 million
• Median	R23 million	R108 million
Total donors	4,355	9,357
• Lowest	9	107
• Highest	1,873	2,157
• Mean	436	1,547
• Median	102	420
Number in sample	10	11

The overall amount of R1.71 billion was attributed to a total of 9 357 donors across the 11 institutions. This was an increase in donors between 2013 and 2017 of nearly 5 000. The increase was partly attributable to the inclusion of a further university in the sample, but also reflects a significant incline in the number of donors across the sample over the five-year period. The university with the lowest number of philanthropic contributors in 2017 had 107 donors and the university with the highest number reported 2 157 donors. There was a median of 420 donors across the sample in 2017, which is a significant increase from the median of 102 in 2013.

Forty of the total of 9 357 donors were anonymous. As their identities were unknown, these donors and the total of R826 371 received from them have been excluded from all analyses which disaggregate donors and donor funding by geographic area or sector.

2.3 Income by geographic source

For the first four years of the survey the distribution of income from local versus international sources hovered around half. In 2016, however, the balance shifted and a healthy 56% of donor income emanated from local donors. This encouraging momentum continued in 2017 when 72% emanated from local sources and only 28% from international ones (see Figures 1 and 2).

FIGURE 1: **Geographic origins of income - 2017 (ZAR million)**

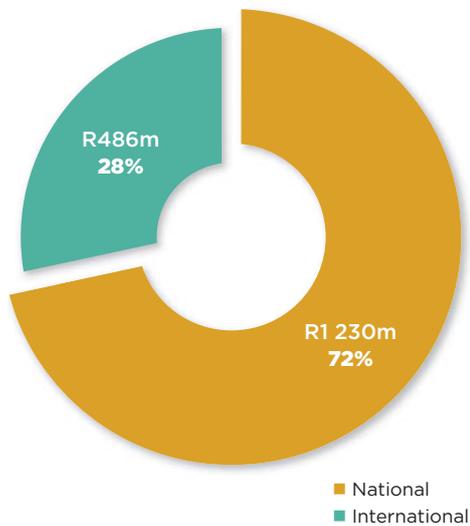


FIGURE 2: **Geographic origins of income - 2013 (ZAR million)**

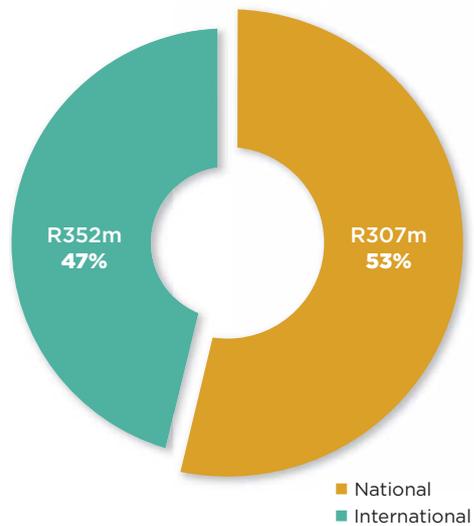


FIGURE 3: **Geographic origins of donors - 2017⁸**

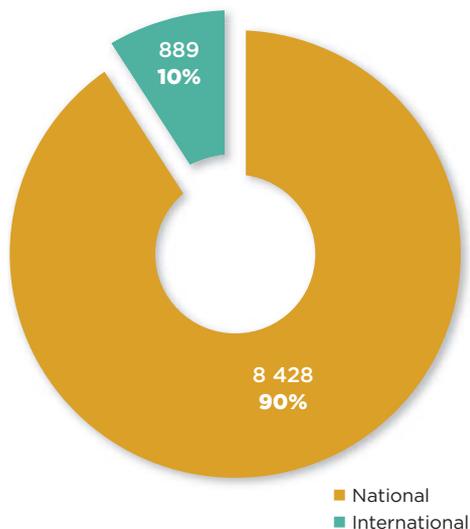
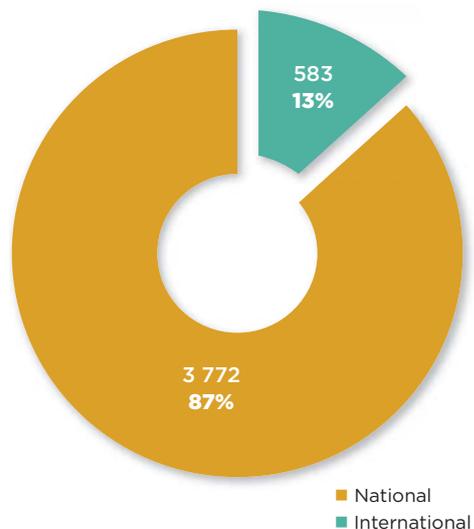


FIGURE 4: **Geographic origins of donors - 2013**



8 The total of 9 317 donors excludes the 40 donors who were anonymous and whose origin thus could not be determined.

Although a significant shift occurred in the proportion of income between local and foreign sources, the geographic distribution of donors remained much the same throughout the five years of the survey. In 2017 South African donors accounted for 90% of the total number of donors who supported the participating institutions in 2017. This figure was up by three percentage points from 87% in 2013 (see Figures 3 and 4). The median number of local donors in 2017 per institution was 473 and the highest number of South African contributors to a single institution during the year was approximately 1 975 donors.

2.4 Income by donor sector

Figure 5 reflects the proportion of philanthropic income received by the 11 universities from various donor sectors. By far the largest proportion of philanthropic funding emanated from trusts and foundations which contributed 42% of all donor income in 2017. Private sector contributions made up 25% of income and individual donors, including bequests, provided 20%. The remaining 13% came from a mix of bilateral and multilateral agencies and civil society and religious organisations.⁹ It should be noted that the amount for individuals was magnified by bequests totalling nearly R240 million to just one institution.

FIGURE 5: Income by donor sector - 2017

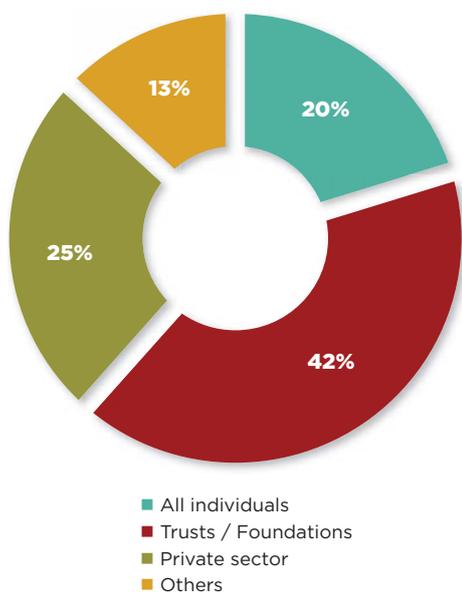
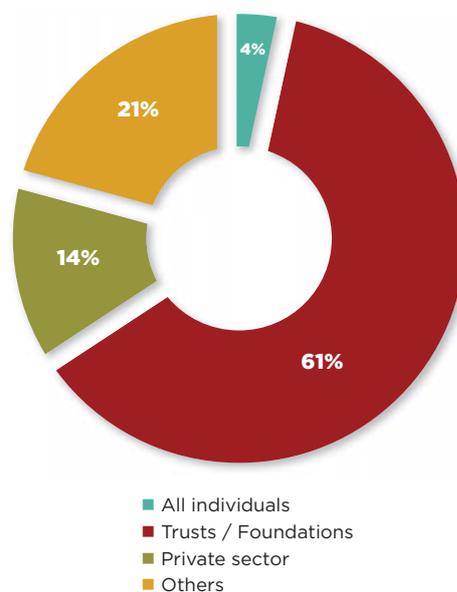


FIGURE 6: Income by donor sector - 2013



⁹ The category of 'other' donors is fully disaggregated later.

Various positive changes have occurred over the five years of the survey in respect of sectoral participation in giving to HE (compare Figures 5 and 6). Most noteworthy, perhaps, is the decrease in reliance on trusts and foundations, which are mostly international, from 61% to 42% and concurrent increase in funding from private sector sources, which are mostly local, from 14% to 25%. Also significant has been the increase in the quantum of giving from individuals from just 4% in 2013 to 20% in 2017. Although the amount from individuals in 2017 was inflated by the bequests mentioned earlier, the increase in individual giving was still sizeable. For instance, in 2017 individual giving was 13% of the total compared with 4% in 2013.

2.5 Donors by sector

As was the case in previous years, individuals comprised the vast majority – or 82% – of donors to the participating universities in 2017 (see Figure 7). The balance of 18% was comprised of organisations of various kinds such as trusts and foundations, corporate entities, foreign agencies, and the like. Considered in terms of the distribution of donor income between the sectors, this means that individuals, who constitute the majority (82%) of donors, provide just 20% of donor income whilst the balance of 80% of donor income emanates from organisational donors (18%). The proportions in 2013 can be discerned in Figure 8 for purposes of comparison.

FIGURE 7: Donors by sector - 2017

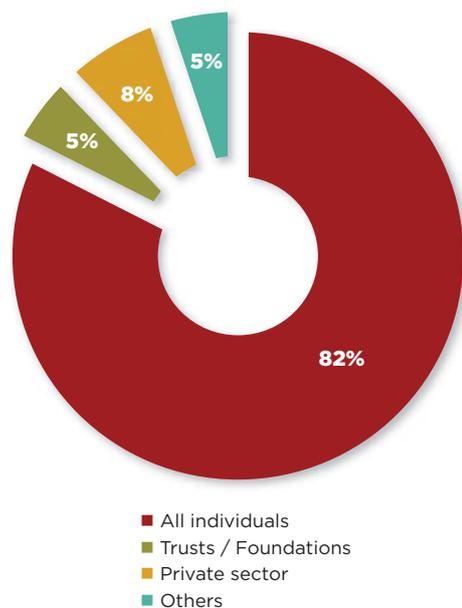
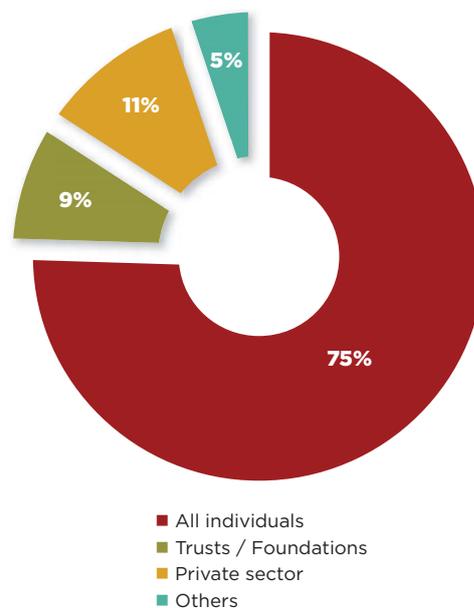


FIGURE 8: Donors by sector - 2013



2.6 Detailed sector perspectives

The figures already presented give a broad sense of the distribution of philanthropic support for the 11 universities across the donor sectors. Figures 9 and 11 allow more detailed perspectives for 2017 on the distribution of income and distribution of donors across sectors. Various changes are evident by comparing the same breakdowns for 2013 in Figures 10 and 12.

FIGURE 9: **Income by philanthropic sector - 2017**

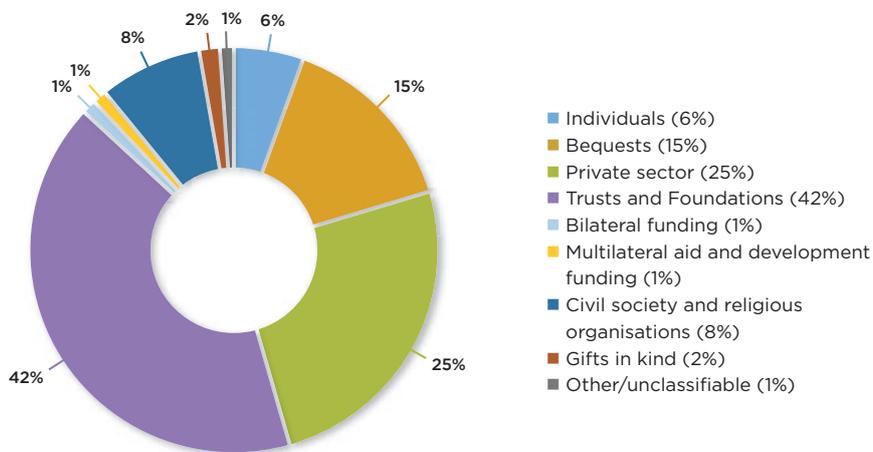


FIGURE 10: **Income by philanthropic sector - 2013**

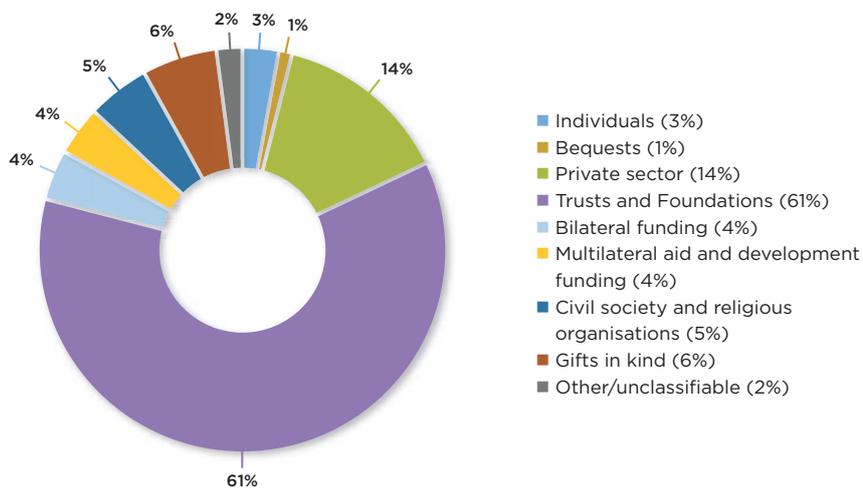


FIGURE 11: Detailed perspectives on donors by philanthropic sector - 2017

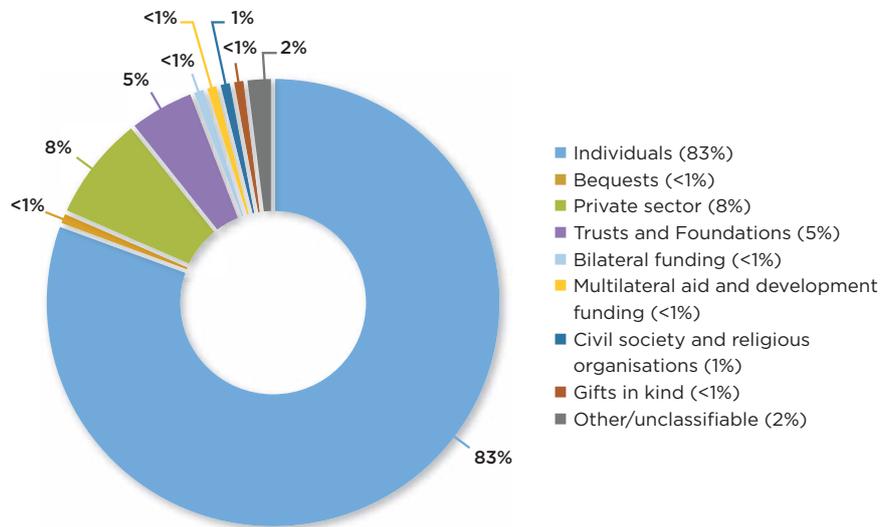


FIGURE 12: Detailed perspectives on donors by philanthropic sector - 2013

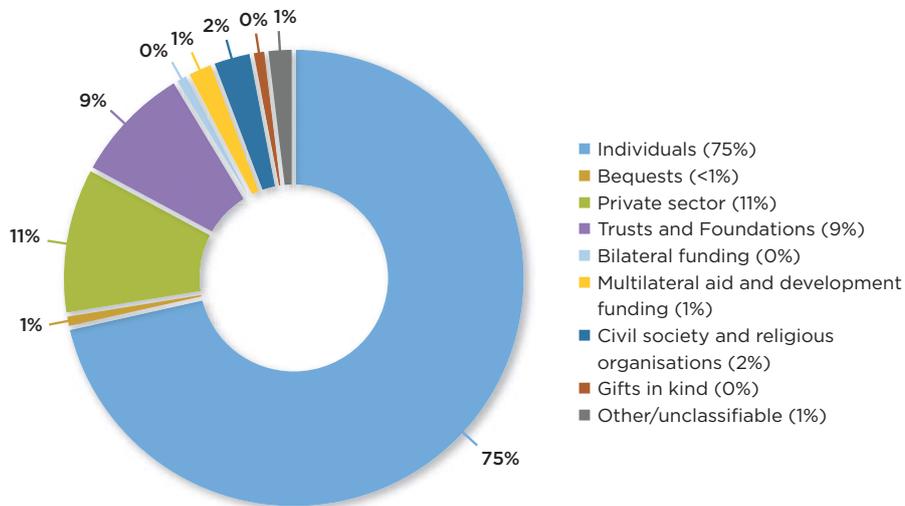


TABLE 2: Summary of information per philanthropic sector

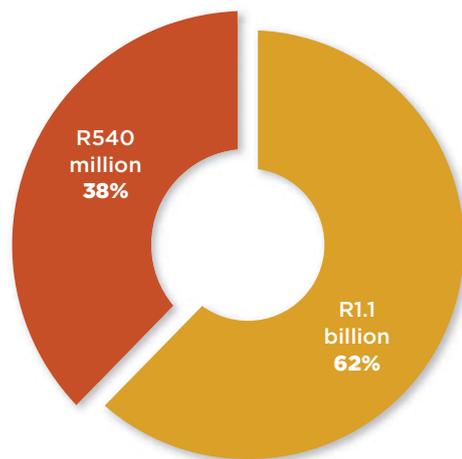
SECTOR	Median income per institution per donor sector		Highest total income received by one institution per donor sector		Percentage of Income from local sources		Percentage of income from foreign sources		Proportion of total donors in sample		Contribution to total philanthropic income of sample	
	2013	2017	2013	2017	2013	2017	2013	2017	2013	2017	2013	2017
Individuals	R158,031	R639,839	R13,022,203	R36,043,284	56%	86%	44%	14%	75%	82%	3%	20%
Bequests	0	R410,000	R 3,130,903	R239,896,168	100%	99%	0	1%	1%	<1%	1%	<1%
Private sector	R5,557,466	R39,109,167	R34,052,158	R96,489,239	95%	94%	5%	6%	11%	<1%	14%	25%
Trusts and Foundations	R12,948,272	R20,261,855	R144,117,515	R220,329,858	56%	46%	44%	54%	9%	5%	61%	25%
Bilateral funding	R132,500	0	R22,884,554	R5,633,169	0	0	100%	100%	<1%	<1%	4%	1%
Multilateral funding	0	0	R26,031,296	R15,439,388	0	0	100%	100%	1%	<1%	4%	4%
Civil society and religious	R1,858,399	0	R17,659,942	R50,372,980	87%	91%	13%	9%	2%	<1%	5%	8%
Gifts in kind	0	0	R28,755,037	R10,392,828	100%	99%	0	1%	<1%	2%	6%	<1%

2.7 Focus on private philanthropy

2.7.1 Overview

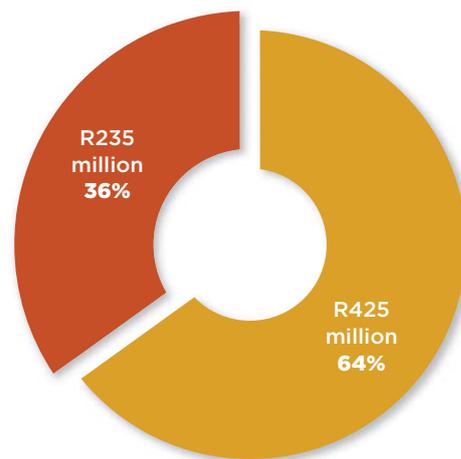
Private philanthropy constitutes the largest proportion of donor and grant funding received by the eleven universities. In 2013 it made up 64% of all philanthropic funding to the original sample of 10 institutions. Five years later, this proportion stood at 62% among the sample of 11 participating institutions. Although two percentage points lower in 2017 than in 2013, private philanthropy giving was in fact R675 million higher in 2017 than five years previously. Figures 13 and 14 show the proportions of private funding received in 2013 and 2017.

FIGURE 13: **Distribution of private funding - 2017**



■ Local and international income from private sources
■ Income from all other sources

FIGURE 14: **Distribution of private funding - 2013**



■ Local and international income from private sources
■ Income from all other sources

As might be expected, private donors made up the largest proportion of donors to the samples. Figures 15 and 16 show that private donors made up 84% of the donor body in 2013 and 88% in 2017.

FIGURE 15: **Distribution of private donors - 2017**

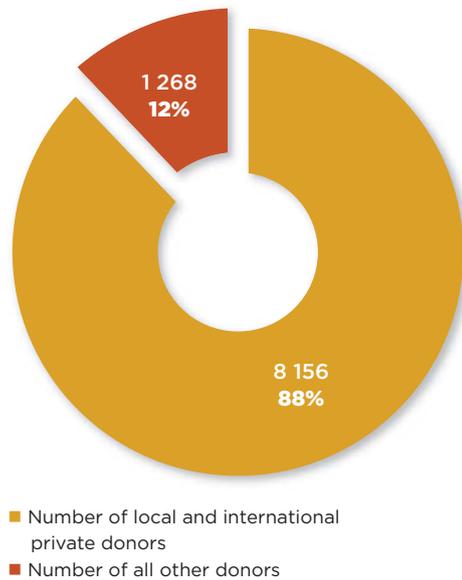
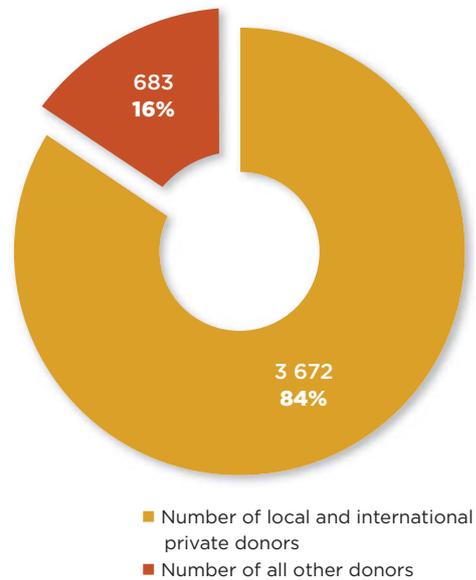


FIGURE 16: **Distribution of private donors - 2013**



2.7.2 National and international distribution of private income and private donors

Although the largest proportion of philanthropic support from private donors came from outside the country, this proportion declined very significantly between 2013 and 2017 with, of course, a corresponding increase in the proportion of funding from local private donors. In 2013, 83% of private giving emanated from international sources. This figure was 38% in 2017 - a decrease of 45 percentage points (see Figure 17). However, the amount received from international private donors still increased from approximately R353 million in 2013 to more than R1 billion in 2017. Perhaps even more significant is that the quantum received from local private donors increased from R72 million to R657 million over this time period. Given the importance of building local philanthropy to HEIs, this is a noteworthy increase.

Although the proportion of international private giving increased in monetary terms over the five years, the proportion of international private donors versus local private donors in fact decreased. In 2013, 14% of private donors were located internationally and, in 2017, this had declined to 9% (see Figure 19). In real terms, this represented an increase in international private donors from 515 in 2013 to 747 in 2017. The corollary to this, of course, is that the real increase in local private donors was substantial from 3 157 in 2013 to 7 472 in 2017. This is a significant development even though the new number includes donors to the institutions which joined the survey after 2013.

FIGURE 17: Amount of local versus international private funding - 2017

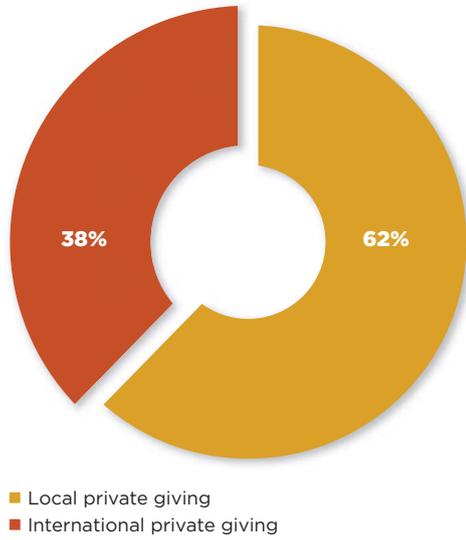


FIGURE 18: Amount of local versus international private funding - 2013

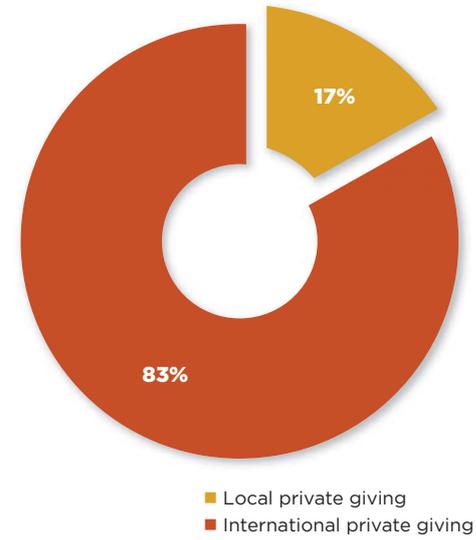


FIGURE 19: Numbers of local versus international private donors - 2017

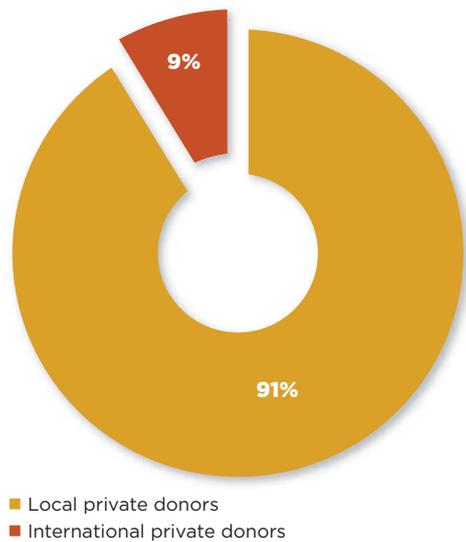
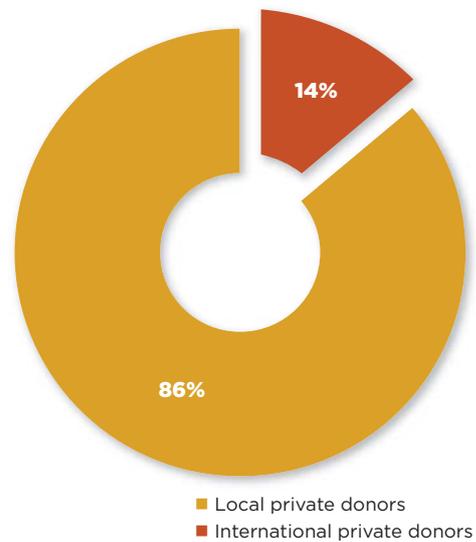


FIGURE 20: Numbers of local versus international private donors - 2013

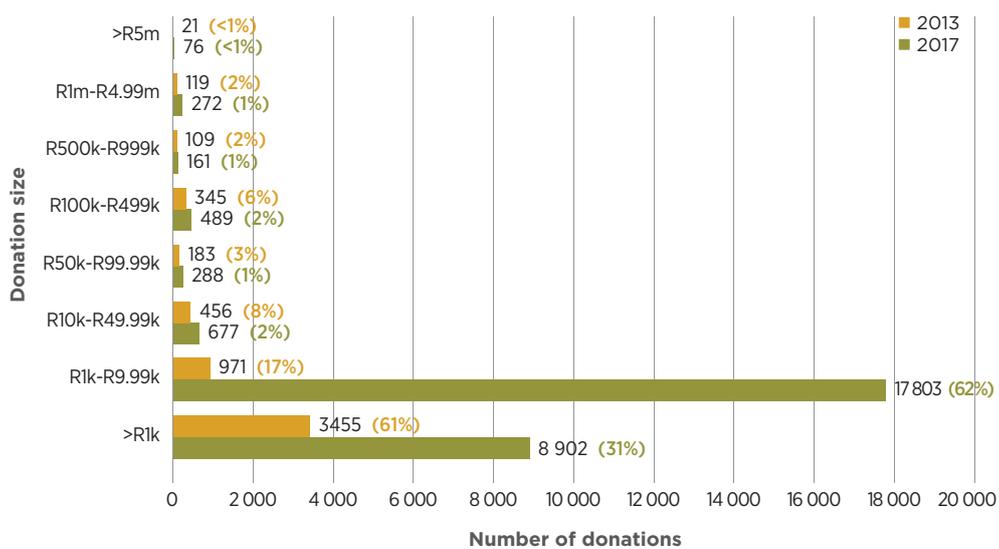


2.8 Donation characteristics

2.8.1 Value of donations

The distribution of gifts or donations (in contrast to donors) by value in 2017 was similar to the situation in 2013 (see Figure 21). What is remarkable is the increase in the number of donations between 2013 and 2017 from 5 659 to 28 668 respectively – this despite an increase in sample size of only one institution. In 2017, the largest proportion of donations (62%) were between R1 000 and R10 000, which is a shift from 2013 when the bulk of donations were less than R1 000. At the other end of the scale, gifts of over R1 million made up less than two per cent and those over R5 million less than one per cent. The number of gifts however more than doubled in these two top bands between 2013 and 2017, and in fact more than tripled in regards to gifts of over R5 million.

FIGURE 21: Distribution of donations by value - 2013 and 2017



It was noted earlier in this report, and in previous ones, that the largest proportion of philanthropic support in Rand terms came from donors outside South Africa even though the majority of grants and donations came from within the country. This suggests that, generally speaking, grants and donations from international donors are much larger than those from South African donors and it was supported by data presented in earlier reports.

Data presented in Figures 22 and 23 indicates that a significant shift has occurred. In 2013, mean donation amounts were higher almost across the board. Disregarding

the categories of bilateral and multilateral aid and development funding, which are by definition international, the situation was reversed in 2017 with the mean size of international donations exceeding that of local donations only in the trusts and foundations stream; even then, the differential was not great. This is in line with the trend, noted earlier, towards increasing local giving to Universities coupled with more or less static levels of international giving.

FIGURE 22: Mean value of donations by sector and geographic source - 2017

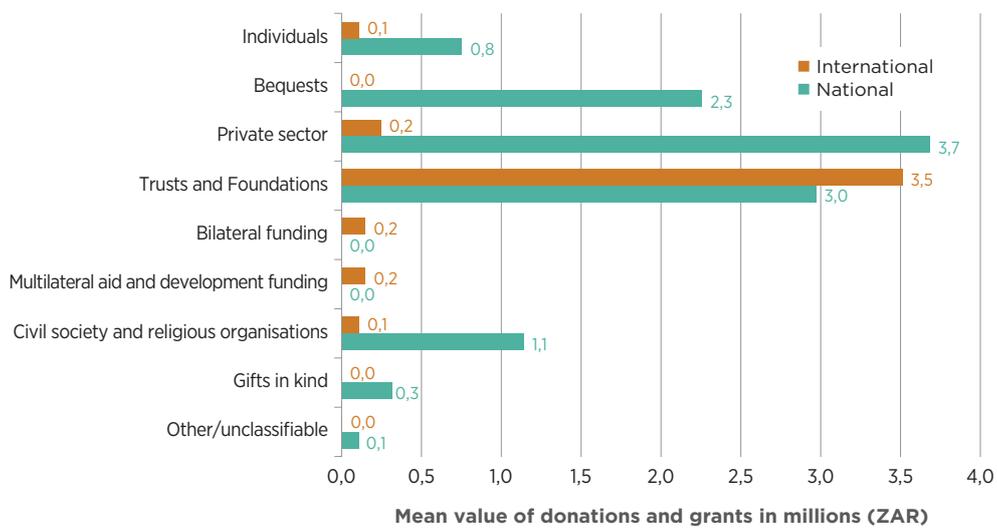
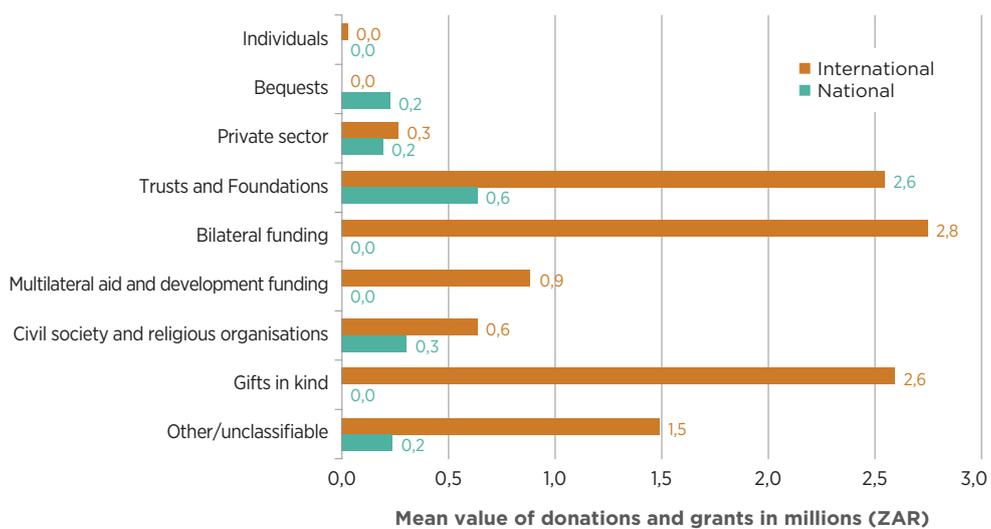
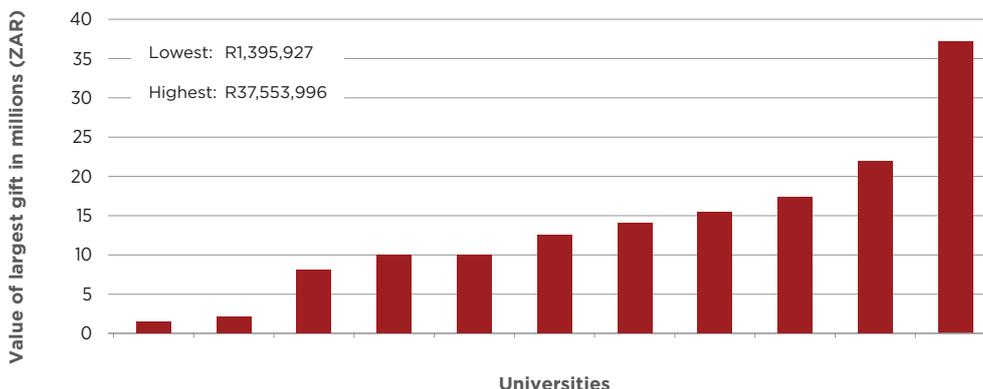


FIGURE 23: Mean value of donations by sector and geographic source - 2013



The largest single donation received by an institution in the 2017 sample was nearly R38 million (see Figure 24) compared with just under R100 million in 2013 and R75 million in 2016. The median largest gift was R12.5 million and the mean was R13.6 million. The mean gift size among international donors was R546 000 and among local donors was R146 000.

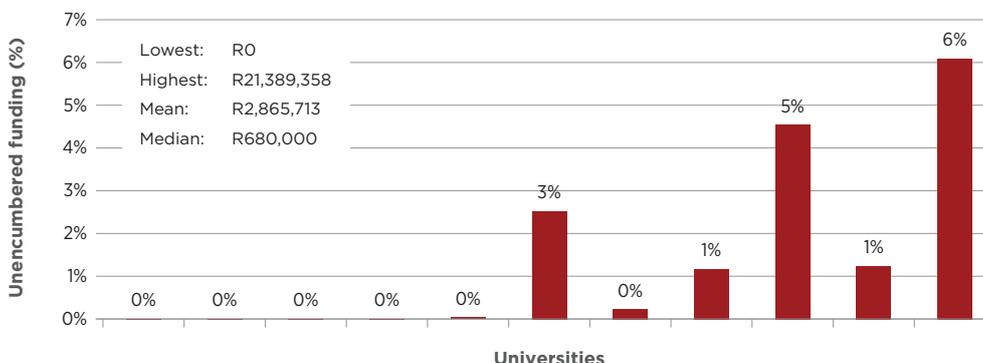
FIGURE 24: Value of largest single donation/grant per university - 2017



2.8.2 Unencumbered donations

Unencumbered donations are highly valued by universities as the funds can be used freely to build endowments or for special projects which do not have a major appeal to philanthropic or other funders. The survey collected data on unencumbered income for the first time in 2015 and did so again in 2016 and 2017. The finding in 2017, which was little different from the two previous years, was that levels of unencumbered funding were low as a proportion of overall philanthropic funding (see Figure 25). In fact, just under R32 million of the R1.7 billion given to the 11 institutions, or 1.8%, was unencumbered.

FIGURE 25: Proportion of unencumbered funding - 2017



2.8.3 Funding from first-time donors

A critical part of the work of Advancement operations in the civil society and higher education sectors is cultivation and recruitment of new donors to ensure sustainable and growing philanthropic income. Figure 26 shows the proportion of each university's donors who gave to the institution for the first time in 2017. As can be seen, there was a great deal of variation across the sample, with a high of 68% being new donors and a low of 4%. There was a mean of 152 new donors and a median of 119. Six universities achieved a new donor proportion of 15% or more, which can probably be regarded as relatively healthy. The remaining four universities achieved first-time donor proportions of 7%.

FIGURE 26: Proportion of first-time donors - 2017

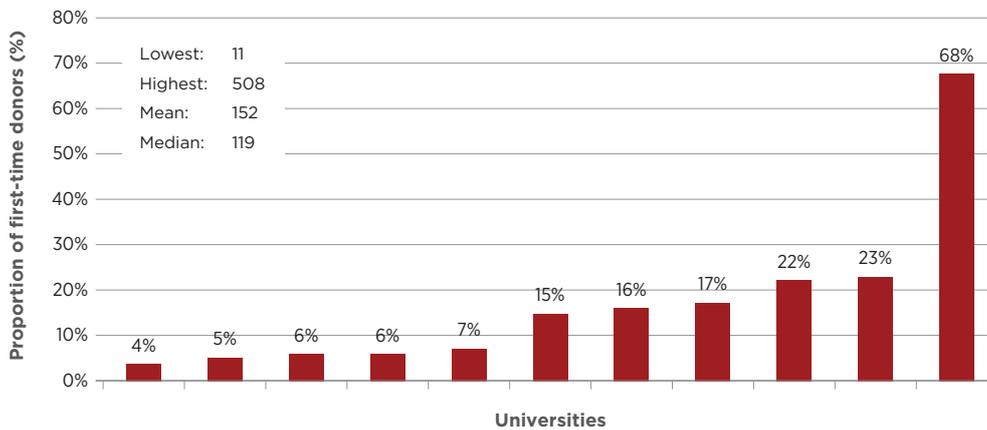
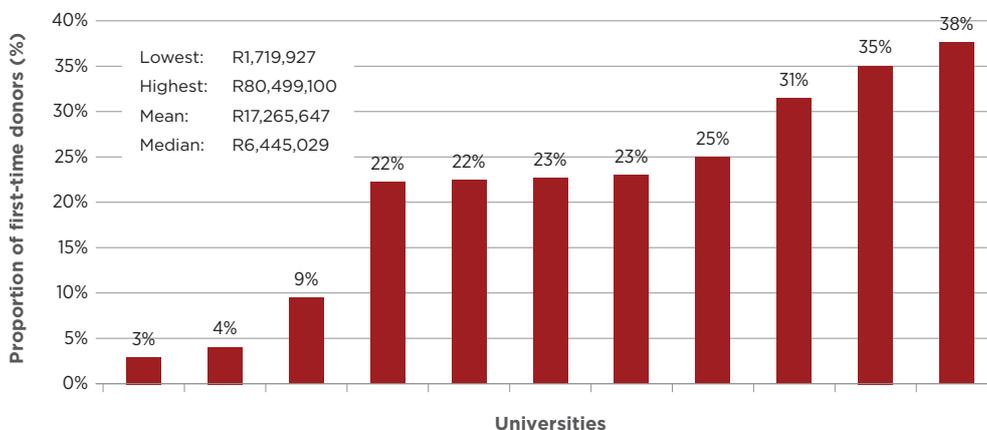


FIGURE 27: Proportion of funding from first-time donors - 2017

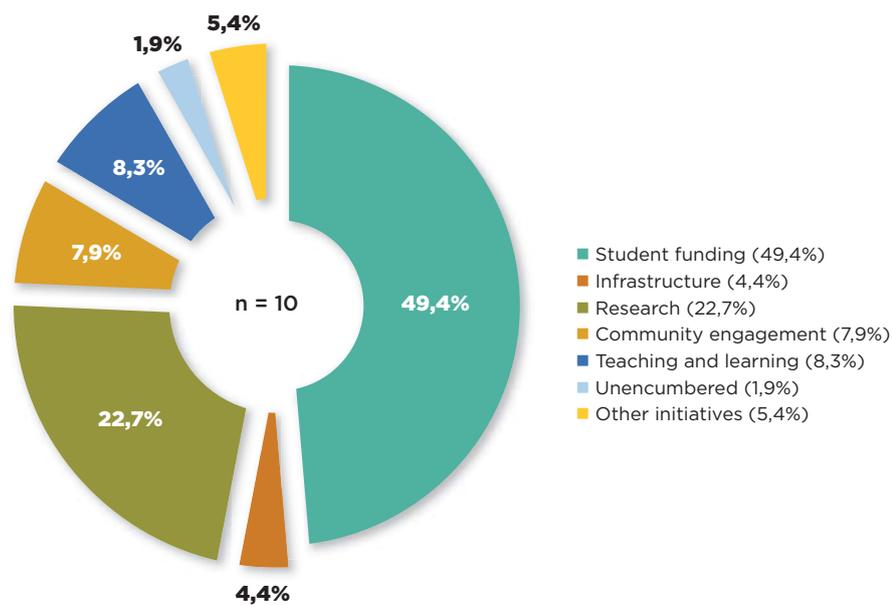


The proportion of philanthropic income received from new donors is also worth noting (see Figure 27). Eight institutions received more than 20% of their income from new donors, with a high from new donors of nearly R80 million and a low of R1.7 million. The mean amount received from new donors per institution was R17.2 million and the median was R6,4 million. Overall, just under 11% or R1.74 billion of the R1.4 billion came from new donors.

2.8.4 Destinations of philanthropic funding

It has already been indicated that 1.8% of the total of R1.7 billion in philanthropic funding received by the 11 institutions was unencumbered. The remaining 98.2% was earmarked for specific purposes: 49% for student funding; 23% for research; 8% each for teaching and learning and community engagement; and small proportions for infrastructure and other purposes.

FIGURE 28: **Philanthropic funding by purpose - 2017**¹⁰



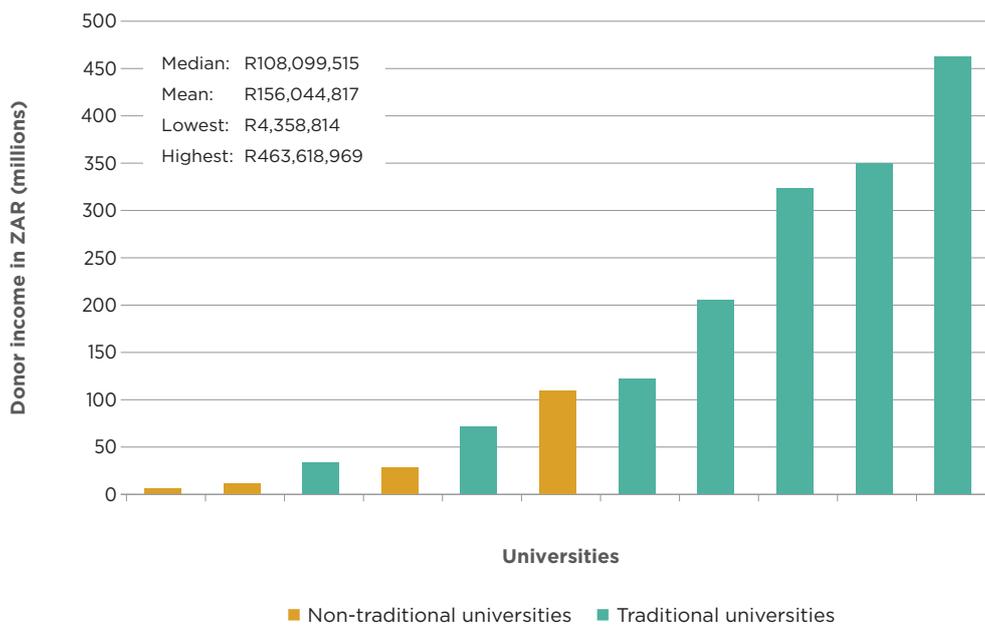
¹⁰ One institution was unable to specify the purpose or destination of donor income. For these purposes the sample therefore comprised of 10 institutions.

3. Comparative university fundraising performance

3.1 Philanthropic income levels

As might be anticipated in such a diverse sample of institutions, significant disparities existed between the 11 participating universities in respect of the monetary value of philanthropic support received in 2017, as was the case also in all previous years in which the survey was run. In 2017 the lowest total donor income for the year reported by a university was just under R4.4 million (up from R1.3 million in 2013) and the highest was nearly R464 million (up from R181 million in 2013). The median income for the sample in 2017 was R108 million (up from R18 million in 2013) and the mean was R156 million. Even the mean and median figures however hide the extreme disparity within the sample, which becomes clearer graphically when examining Figure 29.

FIGURE 29: Philanthropic income of participating universities - 2017

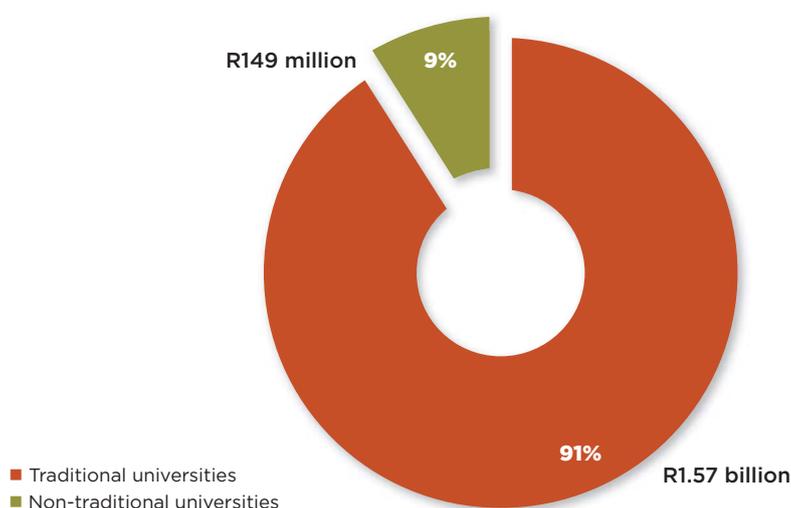


All ASPIHE reports to date have underlined the strong correlation between institutional type and levels of donor income, with so-called traditional universities attracting the vast bulk of philanthropic resources.¹¹ In 2013, for example, half the institutions in the sample were traditional universities and between them received

¹¹ Traditional universities are as defined in present government policy. Non-traditional universities are those categorised as universities of technology and comprehensive universities. The websites of the Council of Higher Education (CHE) and Universities South Africa provide access to details about these categories along with other information and resources pertaining to HE in South Africa (see www.che.ac.za and www.usaf.ac.za). As can be seen in Figure 29, seven of the participating universities were traditional and four were non-traditional.

91% of the total philanthropic income of the sample. The remaining half, which were all non-traditional universities, received just 9% of the total income. This correlation was still pronounced in 2017 when the top five philanthropic income earning institutions were all traditional universities. In fact, 91% of the total of R1.7 billion received by the 11 universities in the sample went to traditional universities and 9% went to non-traditional ones. Over the five-year period of the survey, therefore, no change occurred in the distribution of philanthropic income between university types. In monetary terms, R1.57 billion was distributed between seven traditional institutions and just R149 million went to the four non-traditional institutions. Furthermore, R108 million of the R149 million received by the non-traditional bloc went to just one university, leaving R21 million distributed between the remaining three non-traditional ones.

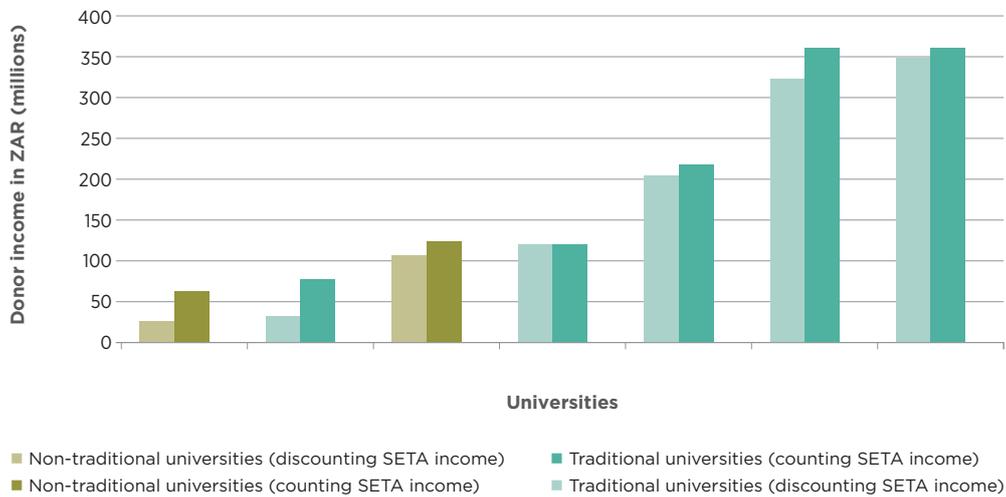
FIGURE 30: **Income distribution by university type - 2017**



As previous reports have noted, the differential in philanthropic income between traditional and non-traditional universities is in no way a reflection of the relative quality of the Advancement operations which exist in these institutions, nor of the quality of the institutions themselves. Rather, it is likely to be due in large measure to a complex web of historical, political and structural factors which have disadvantaged – and continue to disadvantage – the vast majority of universities presently classified as non-traditional by the Department of Higher Education and Training (DHET).

In 2017 most universities provided figures for SETA funding but only seven separated off SETA funding that is eligible for inclusion in ASPIHE. Total eligible SETA income recorded by these six universities was R160 million. This is almost certainly not a true reflection of the real extent of eligible SETA funding within the sample, which is likely to be considerably higher. This said, it is perhaps worth noting that non-traditional universities have tended to take advantage of the opportunities offered by SETA more than traditional ones. The finding in 2017, however, was that SETA income did little to alleviate the overall disparity in donor income between the two university types.

FIGURE 31: **Income distribution including eligible SETA funds - 2017**



3.2 Donor numbers

Donors to the 11 participating universities were distributed between the institutions in much the same ways as income. In 2017, 93% of all donors to the 11 institutions in the sample gave to the seven traditional universities and 7% to non-traditional ones. These figures were the same in 2013. Although the number of donors had more than doubled over the five-year period, the proportions which gave to traditional universities versus comprehensive universities and universities of technology were thus identical in 2013 and 2017.

FIGURE 32: **Number of donors to participating universities - 2017**

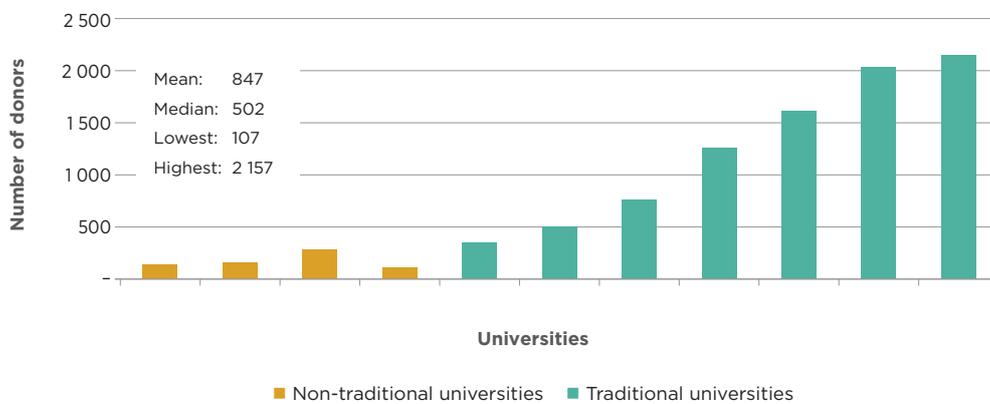
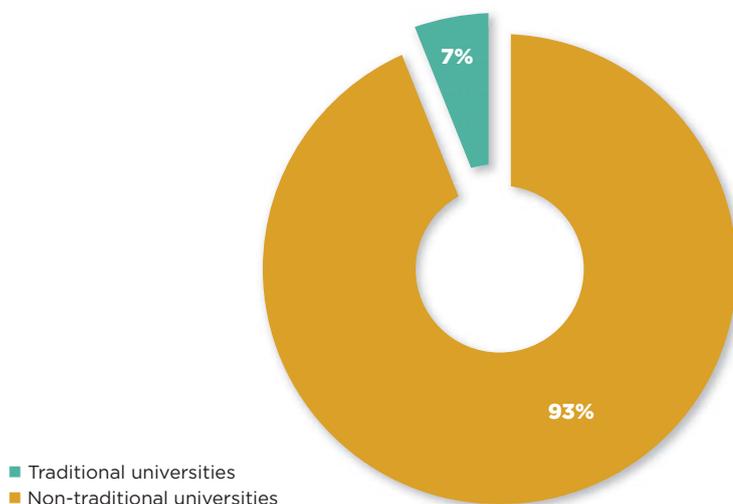


FIGURE 33: Donor distribution by university type - 2017



3.3 Annual Funds

Eight of the participating institutions operated Annual Funds during 2017 – five more than at the start of ASPIHE in 2013. Table 3 summarises information about these funds. One of the funds realised R4.2 million and another brought in no funding at all. A total of 4 763 donors, at a median of 200, participated across these eight Annual Funds. It is noteworthy that the Annual Funds accounted for a considerable proportion (51%) of the total number of donors to the 11 universities.

TABLE 3: Annual Fund information - 2017

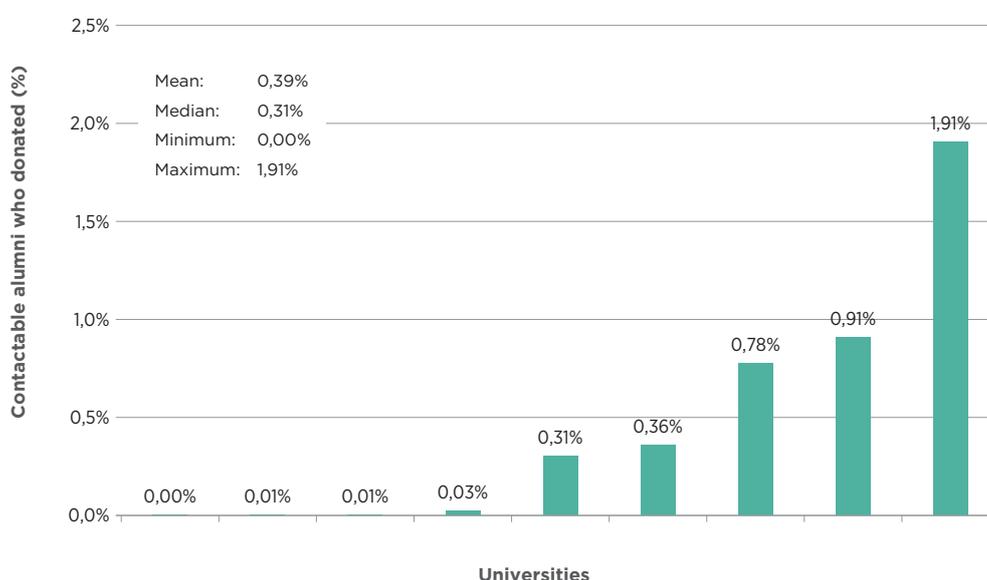
Annual Fund income		Annual Fund Donors	
Lowest income (ZAR)	0	Fewest donors	0
Highest income (ZAR)	R4,231,362	Most donors	2 033
Median income (ZAR)	R1,409,365	Median	200
n (HEIs)	8	n (HEIs)	8

3.4 Alumni participation rates

As a loyal alumni body is the most reliable source of donor funding, a principal indicator of the success of universities’ Advancement work is the so-called “alumni participation rate”. This is the proportion of *contactable* alumni (as opposed to living alumni on record) who participate in philanthropic giving to the institution.

At the outset of ASPIHE, only one participating institution distinguished between different categories of individual donors when recording philanthropic income, with most categorising all individual donors – alumni, staff, students, and others – together into a single class of “individual donors”. In the last survey, however, 9 of the 11 participating institutions were able to provide a record of giving by alumni donations separated off from giving by other categories of individual. This is perhaps one small indication of the manner in which ASPIHE has assisted participating institutions to improve and hoe their data management and analysis. The alumni participation rates of these 9 universities are represented in Figure 34.

FIGURE 34: **Alumni participation rates - 2017**



As in previous years, alumni participation rates were extremely low with a median of 0.31% among the nine universities which recorded alumni giving separately from other forms of individual giving. This was higher than the medians of 0.25% (n=7) and 0.18% (n=10) in 2015 and 2016 respectively. This said, the highest participation rate of 1.91% is considerably better than the UK mean of 1.3% and median of 0.9% established in the Ross-CASE findings for 2017-18.¹²

¹² Figures for the UK are drawn from the findings of the Ross-CASE Survey of Charitable Giving to Universities 2018.

4. Direct university investment in securing philanthropic support

4.1 Staffing

Figures pertaining to Advancement staff numbers reflect permanent and contract full-time and part-time employees who were formally engaged only in the *fundraising* and *alumni relations* functions as at 31 December 2017. Interns were excluded for the purposes of this analysis. The guidelines provided to universities indicating which employees to record are available in Appendix A. For improved consistency and comparability, Full-Time Teaching Equivalents (FTEs) will be utilised in future surveys when the current 5-year cycle of surveys is complete with the publication of this report.¹³

FIGURE 35: Number of staff - 2017

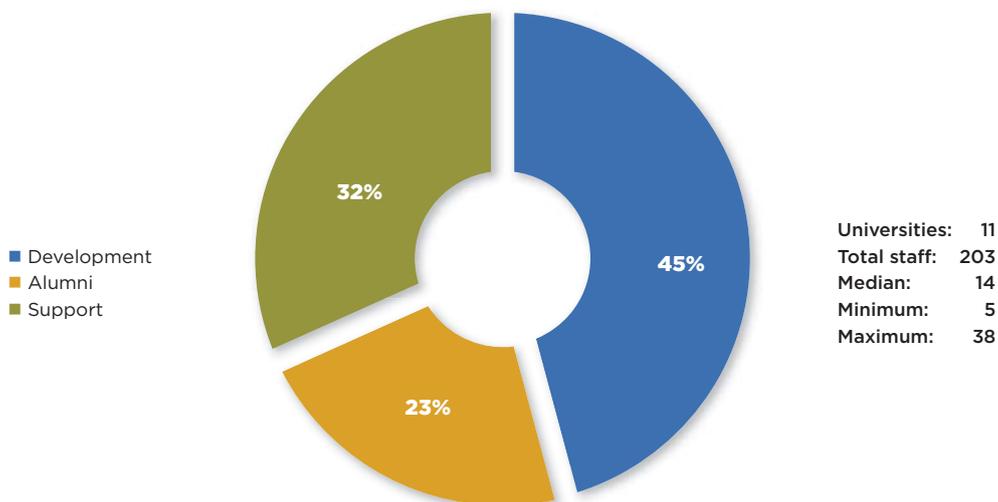


Figure 35 reflects the total numbers of Advancement staff engaged in the participating universities in each functional category; that is, in fundraising and development, alumni relations, and support. It is evident that the majority of staff (45%) were engaged in development and fundraising, with alumni relations and support staff comprising 23% and 32% respectively. Offices varied in size from 5 to 38 staff members.¹⁴ The median staff contingent was 14 compared with medians of nine fundraising staff and four alumni relations staff in the UK in 2018, although the range in the UK extended to several hundred staff in a few institutions.¹⁵ The situation in the South African sample in 2017 differs little from that in 2013.

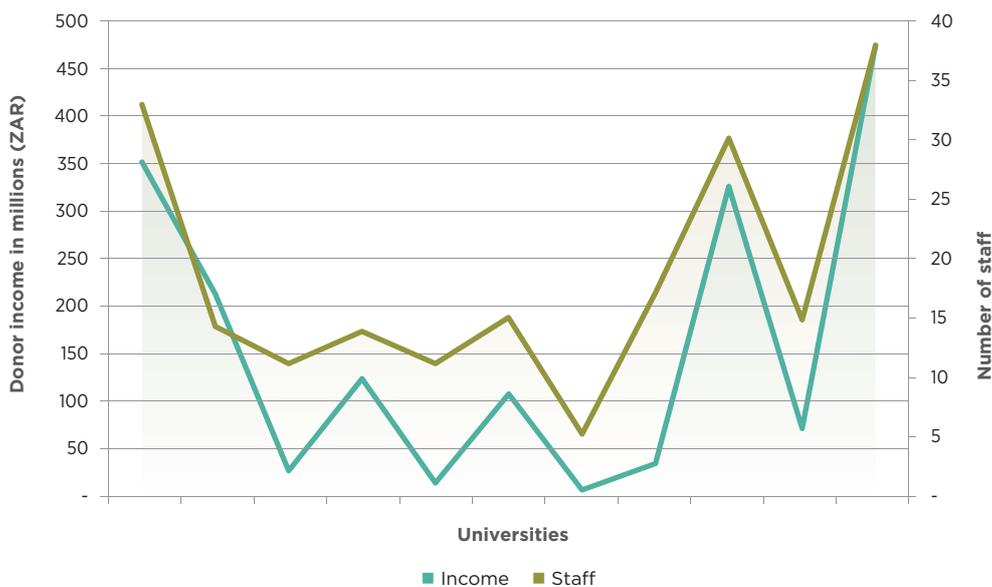
¹³ FTEs have not been utilised in ASPIHE as some participating universities indicated at the outset that this would increase the complexity of the survey, as well as their reliance for information on other offices within their institutions, thus increasing the chances of opting out or incomplete survey returns. FTEs were therefore omitted to keep matters simple and straightforward for those responsible for completing the survey schedule.

¹⁴ The guidelines specified that figures on costs should include only alumni relations, development, fundraising, and relevant support staff. See Appendix A for further details.

¹⁵ Figures for the UK are drawn from the findings of the Ross-CASE Survey of Charitable Giving to Universities 2018 (see <https://case.ddsinc.com:510/shares/file/59f8449f96d19e/>).

An analysis of the relationship between the number of staff engaged in the fundraising, alumni development and support functions, on the one hand, and donor income for the year, on the other, suggests a close correlation between the two; that is, the more fundraising, alumni relations and associated support staff an institution engages, the higher is its philanthropic income and vice versa. This is of course a crude correlation which reveals nothing about the levels, portfolios, qualifications, and other potentially instrumental aspects of staff profiles. A more nuanced perspective, which includes these details, might for example reveal that a small staff contingent of highly qualified and experienced individuals is more effective, at least in terms of attracting donor income, than a large and lesser experienced staff contingent. Whilst a deeper analysis would clearly be useful, the fact remains that, in this sample, there is a direct correlation between the number of staff engaged and the amount of donor income received. This is reflected in Figure 36.

FIGURE 36: **Number of staff correlated with philanthropic income - 2017**



4.2 Expenditure

The staffing and operating costs of the fundraising and alumni relations functions at 10 of the 11 participating institutions are represented in Figure 37; figures provided by the eleventh university did not follow the guidelines and have been excluded. As might be expected, there was considerable variation in expenditure

between the institutions, with a median of approximately R9.2 million and a range of approximately R2 million to R20.8 million. There is an apparent correlation between levels of donor income and expenditure on fundraising and alumni relations. Once again, however, this is a crude analysis which fails to consider matters such as line item expenditure and budgetary priorities. With this caveat in mind, the gross figures suggest that the more an institution spends on attracting philanthropic income, the higher the amount of such income. Figure 38 reflects this correlation.

FIGURE 37: **Expenditure on fundraising and alumni relations - 2017**

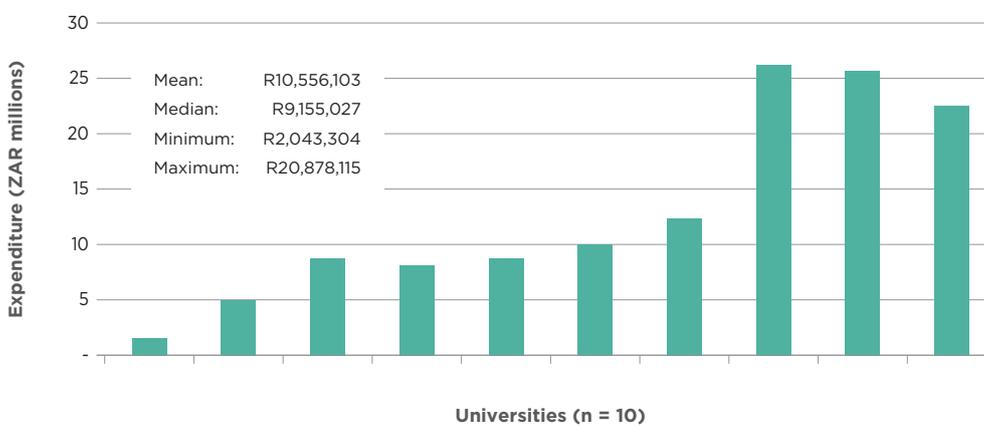
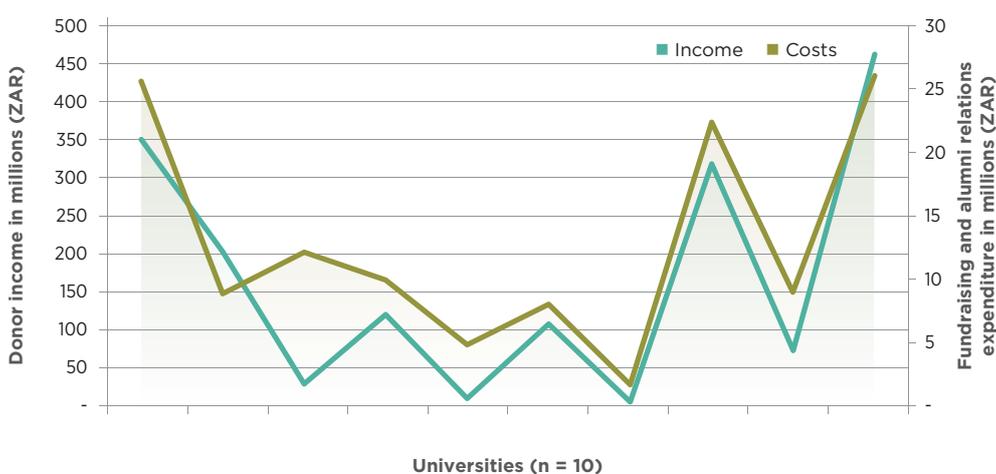


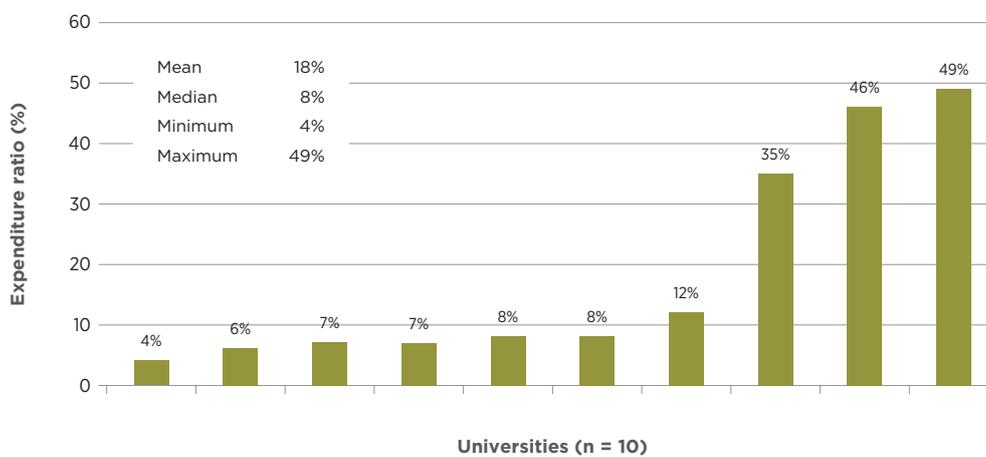
FIGURE 38: **Expenditure on fundraising and alumni relations correlated with philanthropic income - 2017**



4.3 Return on investment

The effectiveness and efficiency of a university’s fundraising operation can be assessed, at least partly, in terms of what is known as the institution’s “expenditure ratio” or the cost of its fundraising activities expressed as a proportion of recorded donor income. The expenditure ratios of the 10 institutions in the South African for which accurate figures were available in 2017 are reflected in Figure 39.

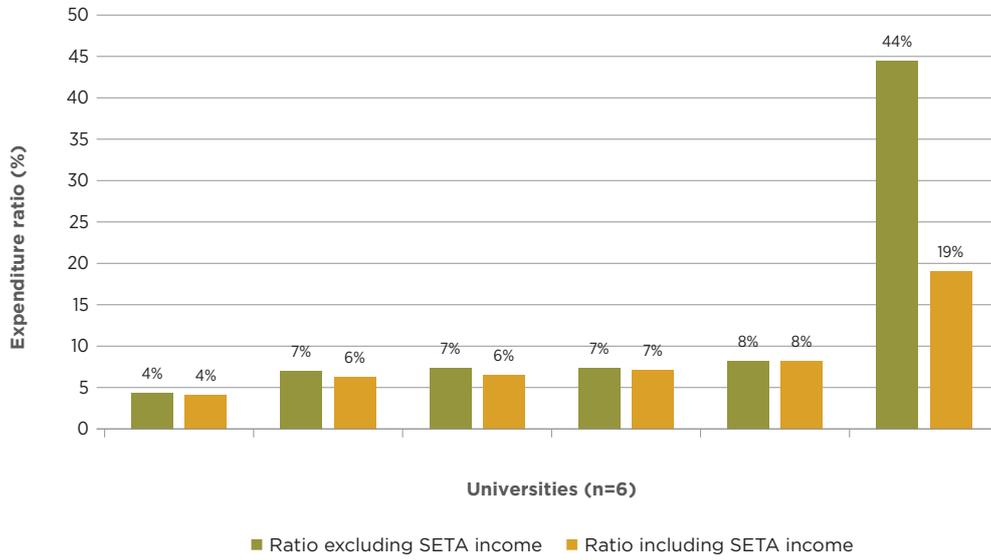
FIGURE 39: **Expenditure ratios - 2017**



Six institutions had expenditure ratios of 8% or lower, which means that these institutions expended 8 cents or less on every R1 they generated. Given that the benchmark varies contextually between 8% and 12% in other parts of the world, these six universities are operating extremely well. On the other end of the scale, three institutions had expenditure ratios of between 35% and 49%, are considerably higher than the benchmarks of between 10% and 20% in the USA and UK.

As noted previously, securing eligible SETA funding comprises a significant portion of the work-loads of several participating universities. If such funding is included in the final reckoning, it does have the effect of improving the expenditure ratios, and thus the performance in monetary terms, of some institutions. As Figure 40 shows, the expenditure ratios of three universities for which all data was available improve considerably when SETA income is included, one very significantly. The other three altered only very marginally and no change is therefore reflected graphically.

FIGURE 40: Expenditure ratios including SETA income - 2017



5. Summary of key findings, performance indicators and change

5.1 Philanthropic income and donors

- a) A collective total of R1.71 billion was received in philanthropic income by the 11 participating universities in 2017. This was R978 million higher than recorded for the 10 universities in the 2013 sample. If eligible SETA income amounting to R161 million were to be included, the aggregate total would increase to nearly R1.95 billion.
- b) Median annual philanthropic income was R108 million which was significantly higher than the median of R23 million in 2013. The range was R4.3 million to R463 million – the highest annual funding total recorded to date by a single university in the five years of the survey.
- c) A total of 9 357 donors made philanthropic contributions to the 11 institutions compared with 4 355 donors in 2013 when the sample was 10 institutions.
- d) The median number of donors was 420 compared with 102 in 2013, with a low of 107 and a high of 2 157 donors.
- e) The proportion of income from South African sources was 72% which was 35 percentage points higher than in 2013. This is a very significant shift, particularly against the background of such a large increase in donor funding to universities. Collectively, these figures suggest that more South Africans and South African organisations are giving significantly more funding to HEIs than five years ago. South African donors accounted for 92% of all donors to the sample compared with 87% in 2013.
- f) International donors contributed 28% of philanthropic income but comprised only 10% of donors.
- g) The highest number of international donors to one institution was 501. In contrast, five institutions had 10 or less international donors. The median number of international donors was 21 compared with three in 2013.
- h) Traditional universities comprised 64% of the sample yet attracted 91% of philanthropic resources and were favoured by 93% of donors. In monetary terms, R1.57 billion went to traditional universities and R149 million to non-traditional ones.

5.2 Donor sectors

- a) The largest proportion of philanthropic income emanated from trusts and foundations which contributed 42%. This decreased from 61% in 2013.
- b) Declining dependence on trusts and foundations was matched by increased levels of giving by the private sector and individuals. Private sector entities contributed 25% of philanthropic income in 2017 compared with 14% in 2013, whilst individual donors (including bequestors) increased from 4% in 2013 to 20% in 2017.

- c) Individuals comprised by far the largest category of donors, making up 82% of the 9 317 donors.¹⁶ This was an increase from 75% in 2013.
- d) The private sector provided 8% of donors, down from 11% in 2013, and trusts and foundations comprised 5% compared with 9 % in 2013.

5.3 Private philanthropy

- a) Private philanthropy contributed 62% of philanthropic income (64% in 2013), totalling R1.1 billion (R435 million in 2013), and accounted for 8 156 donors (3 672 in 2013) or 88% of all donors (84% in 2013).
- b) The largest proportion of philanthropic funding from private donors came from inside the country, with 62% emanating from local sources and 38% from international private philanthropists. This represents a significant change from 2013, when 83% of private funding came from outside the country and only 17% from inside. In monetary terms, the amount received from local private donors was R675 million versus R403 million from private donors abroad.

5.4 Donation characteristics

- a) The number of donations increased very dramatically over the five years of ASPIHE from 5 659 in 2013 to 28 668 in 2017.
- b) Donation sizes have increased over the five years. In 2013 the largest proportion of donations (61%) were under R1 000, but in 2017 the largest proportion (62%) were those between R1 000 and R9 999. At the upper end of the scale, the number of donations between R1 million and R4 999 999 more than doubled and those exceeding R5 million more than tripled over the period.
- c) Mean gift sizes were significantly higher among international donors than local donors, primarily because the majority of individual donors were local and the vast majority of international donors were organisations. The mean donation size among international donors was R546 000 and the mean among local donors was R146 000.
- d) In the trust and foundations funding stream, the local mean gift size was approximately R3 million in 2017 compared with R3.5 million among trusts and foundations based outside the country. The mean size of gifts in this stream increased very significantly among local trusts and foundations from R600 000 in 2013 to R3 million 2017. The shift over the same period among international trusts and foundations was from R2.6 million to R3.5 million.
- e) New donor recruitment levels varied greatly, with a high of 508 new donors and a low of zero. The mean number of new donors was 152 and the median was 119. Six institutions received more than 10% of their income from new donors, with a high from new donors of nearly R80 million and a low of zero.

¹⁶ The total of 9 317 donors excludes the 40 donors who were anonymous and whose characteristics could not be determined.

- f) Levels of unencumbered funding were low as a proportion of overall philanthropic funding: just R31.5 million of the R1.71 billion given to the 11 institutions, or 1.9%, was unencumbered. Median unencumbered income was R680 000, with a maximum of R21.3 million and a minimum of zero.
- g) The distribution of funds received by purpose was 49% for student funding, 23% for research, 8% each for community engagement and teaching and learning, 4% for infrastructure, and the balance for other other initiatives.

5.5 Staffing

- a) The 11 universities employed 203 full-time and part-time staff in fundraising, development and alumni relations as at 31 December 2017. This was up from 136 staff in the sample of 10 universities in 2013.
- b) Forty-five per cent of staff were engaged in fundraising and development (46% in 2013), 23% in alumni relations (28% in 2013), and 32% in relevant support functions (26% in 2013).
- c) The median number of staff per institution was 14 (up from 10 in 2013), with a minimum of 5 staff members and a maximum of 38 staff.
- d) A crude analysis of the figures reveals a correlation between the number of staff engaged in fundraising, development and alumni relations functions and levels of donor income: the more fundraising, alumni relations and associated support staff an institution has, the higher its philanthropic income (and vice versa).

5.6 Expenditure and return on investment

- a) Considerable variation was evident in expenditure on fundraising and alumni relations, with a median of approximately R9.2 million (up from R5.5 million in 2013) and a range of R2 million to R20.9 million (R2 million to nearly R33 million in 2013).¹⁷
- b) In 2017 the mean expenditure ratio was 18% (17% in 2013) and the median was 8% (31% in 2013), with a range of 4% to 49% (7% to 179% in 2013). Six of the institutions had expenditure ratios below 10% and, therefore, are better than industry expectations in the UK and USA.
- c) A correlation is evident between levels of expenditure on fundraising and alumni relations and levels of donor income: the higher an institution's expenditure on generating philanthropic income, the higher the income received.

¹⁷ It was noted in the 2013 report that the budget high of R33 million may have been a reporting error by one of the institutions. This was borne out subsequently by the dramatic decrease in the budget high in subsequent years and has been admitted by the institution concerned.

5.7 Key performance indicators

The following indicators of performance may be useful to universities in assessing their individual performance:

TABLE 4: Key indicators

INDICATOR	SAMPLE 2013 (n = 10)		SAMPLE 2017 (n = 11)		Mean		Median	
	Minimum/Smallest		Maximum/Largest					
	2013	2017	2013	2017	2013	2017	2013	2017
Total institutional philanthropic income (ZAR)	2,776,927	4,346,814	181,037,562	463,104,29	65,923,769	156,044,817	22,761,751	108,099,515
Total number of donors (n)	9	107	1,898	2,157	436	847	102	502
Total number of individual donors (n) ¹⁸	0	4	1,667	2018	330	696	42	481
Total number of organisational donors (n) ¹⁹	9	15	328	409	103	143	57	110
Alumni ('alumni/individual') participation rate (%) ²⁰ (n=7)	-----	0	-----	1.91%	-----	0.39%	-----	0.31%
Largest gift (ZAR)	585,000	1,395,927	49,481,389	37,553,996	11,525,077	13,662,827	3,857,398	12,534,967
Income by philanthropic sector:								
• Individuals (ZAR)	0	31,364	13,022,203	36,043,284	1,787,256	8,735,673	158,031	639,839
• Bequests (ZAR)	0	0	3,130,903	239,896,168	778,128	22,841,298	0	410,000
• Private sector (ZAR)	756,000	3,405,110	34,052,158	96,489,239	9,480,881	39,330,183	5,557,466	39,109,167
• Trusts and Foundations (ZAR)	214,522	640,800	144,117,515	220,329,85	39,909,126	64,791,897	12,948,272	20,261,855

¹⁸ Calculations exclude the category of 'other/unclassified' donors, gifts in-kind, and anonymous donors as it is impossible to determine whether these were individuals or organisations.

¹⁹ See footnote 16 above.

²⁰ As only one university in the 2013 sample distinguished between categories of individual donor and others did not single out alumni donors, the report for that year provided a generous estimate of alumni participation rates by essentially assuming that individuals were alumni. In the 2017 survey, nine of the 11 universities by then recorded alumni donations separately from other individuals, thereby enabling true calculation of alumni participation rates. As participating institutions are now beginning to provide a sound basis for understanding alumni giving, the figures for the 2013 sample are therefore best disregarded.

INDICATOR	SAMPLE 2013 (n = 10) SAMPLE 2017 (n = 11)							
	Minimum/Smallest		Maximum/Largest		Mean		Median	
	2013	2017	2013	2017	2013	2017	2013	2017
• Bilateral funding (ZAR)	0	0	22,884,554	5,633,169	2,749,760	1,756,776	132,500	0
• Multilateral aid and development support (ZAR)	0	0	26,031,296	15,439,388	2,646,454	1,996,990	0	0
• Civil society and religious organisations (ZAR)	0	0	17,659,942	50,372,980	3,189,247	12,514,257	1,858,399	7,738,157
• Gifts in kind (ZAR)	0	0	28,755,037	10,392,828	3,822,407	3,160,438	0	2,397,312
Human resources for fundraising and alumni relations (n)	1	5	38	38	14	18	10	14
Donor income per fundraising and alumni relations staff member (ZAR)	589,689	869,363	11,092,898	14,648,037	4,159,576	6,816,796	3,087,490	7,206,634
Annual expenditure on fundraising and alumni relations (ZAR) ²¹	2,012,122	1,530,730	32,700,000	26,270,561	19,272,093	12,865,644	5,555,377	9,346,458
Cost per Rand receipted (cents)	7	4	179	49	17	18	34	8

21 In considering performance against this and related indicators, universities should refer to the 2017 survey guidelines.

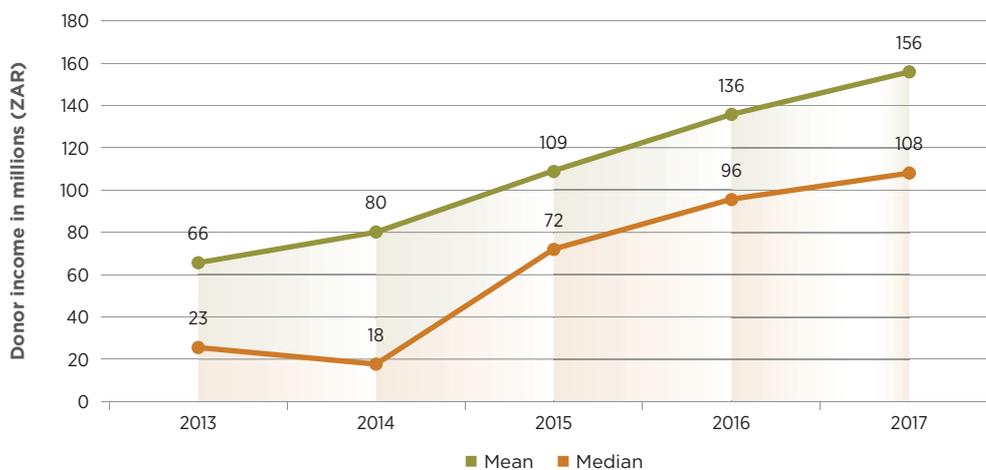
6. Conclusion

6.1 Summary of institutional change and progress

It has already been indicated that the composition of the ASPIHE samples has shifted marginally year-by-year, varying from 10 to 12 institutions. Due to attrition and addition of new participants, no sample is identical in composition to another, although a large core of institutions (n = 9) has participated throughout. Given these shifts, straightforward comparisons of key indicators over the five years would not provide a wholly accurate perspective of changes and variations over the period.

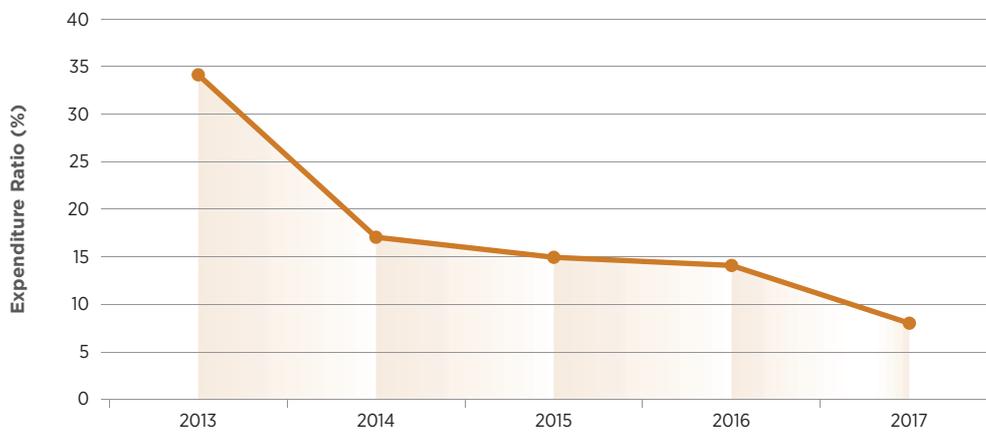
One way of obtaining a sense of overall change is to compare mean and median income over the years (see Figure 41). As is clear, both have risen substantially during the project to date, with mean donor income climbing from R66 million to R156 million and median income from R23 million to R108 million. No matter the composition of the sample, therefore, there has clearly been good progress in respect of the amounts of donor and grant funding attracted by universities.

FIGURE 41: Mean and median income - 2013 to 2017



A similarly encouraging trend is suggested in Figure 42, which compares mean expenditure ratios over the five years. As can be seen, the median expenditure ratio decreased from just under 35% (or a cost of 35 cents per Rand received) to 8% (or a cost of 8 cents per Rand received). It would seem therefore that performance, when measured in terms of return on investment, has improved substantially over the period (although it must also be noted that systems for identifying, tracking and recording donations generally improved during the course of the survey).

FIGURE 42: Median expenditure ratios - 2013 to 2017



Another straightforward way of assessing progress is to examine changes which have occurred in the original sample between 2013 and 2017 – that is, among the nine institutions which have participated in the survey since its inception through to 2017. Tables 5 and 6 summarise the performance of these institutions in relation to several key indicators. Clearly, positive progress has generally been achieved in these respects too.

TABLE 5: Summary of changes within the original sample - 2013 to 2017²²

INDICATOR	(n = 9)	Number of universities that increased or improved performance	Number of universities that decreased or worsened performance
Philanthropic income		8	1
Income from individuals		8	1
Income from Trusts and Foundations		8	0
Income from private sector		9	1
Total number of donors		8	1
Total number of individual donors		8	1
Largest annual gift		6	3
Staffing		6	2
Fundraising and alumni relations expenditure		7	2
Return on investment		5	3

²² In the case of the last two indicators (expenditure and return on investment), information was unavailable for one university and the number considered was therefore eight rather than nine.

From Table 5 it is evident that the vast majority of the nine universities have fared well over the five-year period. Most increased donor income, both overall and in key sectors, as well as donor numbers. Most also improved their budgets, staffing and expenditure ratios. Without the addition of institutions that were not part of the first sample, therefore, it would seem that the fundraising and alumni relations operations of most, if not all, participating institutions experienced good growth over the five-year period.

The figures in Table 6 summarise aggregate changes in the original sample of universities across the the period of the survey to date. As was the case in 2016, there was positive and extensive change in respect of all the selected indicators. The donor and grant income of the original sample as a whole increased by 180%, from R656 million to R1.82 billion. The largest increases were both highly significant: income from the private sector increased by 368% and from individuals by 314%. As these two donor sectors are primarily local (i.e. South African) and are much more sustainable in the long-term than Trusts and Foundations, this growth will no doubt be appreciated by the sample institutions.

TABLE 6: **Key quantifiable indicators of progress in the original sample - 2013 to 2017**

INDICATOR	(n = 9)	2013	2017	% Change
Aggregate philanthropic income (ZAR)		656,460,767	1,182,035,166	180%
Aggregate income from individuals (ZAR)		17,868,206	56,115,464	314%
Aggregate income from Trusts and Foundations (ZAR)		398,508,009	587,624,651	147%
Aggregate income from private sector (ZAR)		94,054,823	346,024,679	368%
Aggregate total number of donors		4,330	5,910	136%
Aggregate total number of individual donors		3,256	4,804	148%

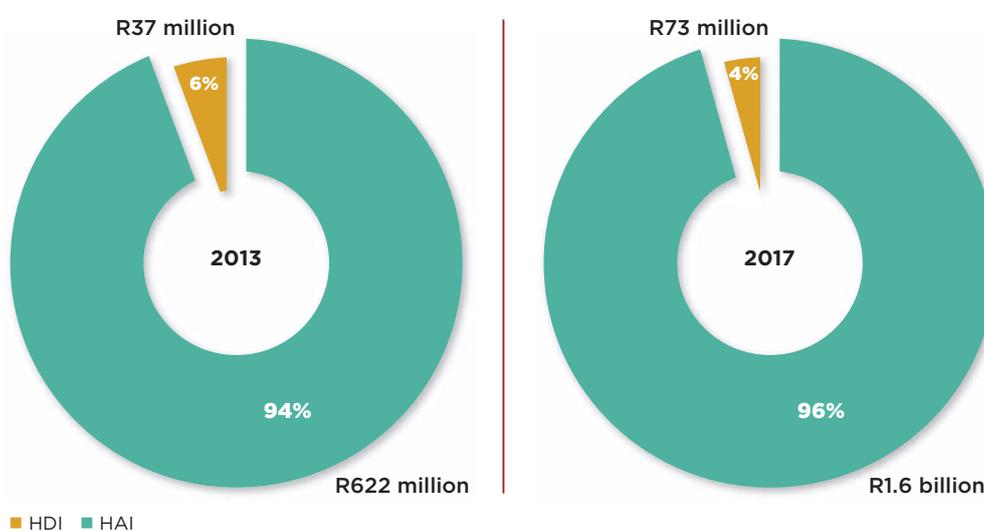
6.2 The continuing contours of advantage and disadvantage

As should be clear from earlier sections of this report, the encouraging progress of the sample of universities *in aggregate* obscures some extremely significant and severe differences and inequalities. Indeed, a considerably less rosy picture emerges when the universities are disaggregated along the lines of historical advantage and disadvantage. Of the 10 institutions in the 2013 sample, three were what are sometimes termed ‘historically advantaged institutions’ (HAIs) (the Universities of Cape Town, Pretoria and the Witwatersrand) and a further two were a result of mergers centred on HAIs (the Universities of KwaZulu-Natal and Johannesburg). The remaining five participating universities were either HDIs (such as the Universities of

the Western Cape and Zululand) or a blend of HDIs and tertiary-level technical and vocational institutions (such as technikons). This distribution altered slightly in 2017 with the addition, by this time, of two other HAIs (the Universities of Free State and Stellenbosch) and the withdrawal of one HDI (the University of Zululand), leaving a mix of seven HAIs and 4 HDIs in the sample of 11 institutions.

Figure 43 shows that the inequities evident between traditional and non-traditional institutions, which were revealed earlier in this report, are even starker between HAIs and HDIs. In 2013, 94% of all donor income to the participating institutions went to HAIs and 6% to HDIs. In monetary terms, this equated with R622 million (n = 5) versus R37 million (n = 5). The difference was even greater in 2017 when 96% of funding went to HAIs and 4% to HDIs – a difference this time of a massive R1.6 billion (n = 7) versus R73 million (n = 11). As the aggregate amount received by the two categories of institution increased at much the same rate, the unfortunate conclusion must be that, over and above the gross inequality in donor income, neither the development and fundraising apparatuses of the HDIs, nor indeed the giving policies of donors, underwent meaningful transformation during this five-year period.

FIGURE 43: **Distribution of donor income between HAIs and HDIs - 2013 versus 2017**



6.3 Key trends, important questions and future pathways

This survey of philanthropic income to HE institutions during 2017 reinforces the trends and conclusions of past years. As noted in previous reports, the proportion of grants and donations from South African sources relative to those from abroad has increased steadily in recent years, so beginning to correct the over-reliance on

foreign grants and donations which had prevailed before. This is of course healthy in a number of respects, not least of which is that it indicates a growing propensity by local organisations and individuals to support, and in so doing assert ownership of, South African HE institutions. Also evident is substantial growth overall in donor and grant income registered by universities, underpinned by improved levels of giving by individuals and private sector entities in particular. The data suggest that this growth is a response to the severe financial crisis in HE funding which has become increasingly pronounced over the past decade. Although the HE sector remains critically underfunded, these are clearly positive trends which bode well for further growth of philanthropic support for universities and their students.

This said, mention has been made repeatedly in this report and those of previous years of the severe disparities in the beneficence of donors and grant makers expressed towards different categories of institution. To a great extent, these disparities follow historical lines and so serve further to entrench and reproduce longstanding divisions in the HE system, albeit in some cases in crudely reconfigured institutional guises. As a great deal of funding now is directed towards student financial aid in various forms, those universities which presently receive pitiful levels of funding relative to others, and whose students are among those most in need of financial assistance, suffer most in this regard. These institutions thus also tend to experience more severe student and other systemic disruption than others. In short, the inequities in donor and grant-maker contributions to different institutional types perpetuate, and possibly even exacerbate, cycles of student disruption and institutional destabilisation which, in turn, increase donor and grant-maker reticence to invest in particular institutions. It is very clear that the funding community needs to take a hard look at its policies and practices in relation to financial aid for students.

Altered donor and grant-maker attitudes are, however, only one element of the transformation necessary to achieve more equitable funding pathways within the HE sector. Others of importance include a better understanding of how different institutional types are positioned vis-à-vis existing donor markets and whether there is potential for new avenues of funding which are particular to the different types. Whether we like to admit it or not, ways of thinking about and doing Advancement in South Africa are fundamentally Anglo-American in character and origin. This mode is evidently well suited to some historically advantaged universities, but alternative approaches to mobilising resources, and indeed to defining which resources are the subject of Advancement and which are not, may well be more appropriate for some other institutions. Similarly, a very different structural and personnel scaffold than best practice currently suggests might be more effective for some institutions than the traditional Advancement trope.

For instance, the social, economic and political positioning of universities of technology differs quite fundamentally from traditional universities in certain

fundamental respects; the ways in which the two institutional types are located within, and relate to, local and broader contexts are quite distinct. There are hints in this study, which need to be confirmed by more robust research, that universities of technology have better relationships with the SETAs than traditional institutions. Universities of technology are also probably better placed to form funding partnerships with local industry and business. What implications does this differential positioning have for universities of technology and how can it best be exploited in mobilising resources? Is it appropriate for universities of technology to mobilise resources using the same policy, management, and personnel scaffold as is successfully applied in traditional metropolitan universities, or might resource mobilisation staff not be better located, for example, within workplace learning offices?

More broadly, are there better ways of thinking about and defining Advancement according to institutional type – or, in fact, other factors such as size, location, age or history? Are there modes of practicing fundraising or resource mobilisation that might be more effective in some universities than in others, and why is this so? These are just some of the issues that need to be addressed.

Although a useful start has been made with raising and beginning to answer questions like these, ASPIHE has for the time being remained fairly limited in scope and content. Over the next five years, the intention is to broaden participation in the survey, particularly by formerly disadvantaged institutions and those that have been cobbled together around the nucleus of such institutions. Whilst continuing to serve as a benchmarking tool, ASPIHE will also henceforth focus more directly on informing strategic decision-making and policy development by universities, donors, government and others concerned with transforming the HE sector. The domain of Advancement will be explored critically and data collection instruments will be honed so as to accommodate better the resource mobilisation activities of all types of HE institution in the country.

Appendix A: Guidelines for reporting²³

a. Purpose

The following guidelines are intended for use by participating institutions when completing the questionnaire for the *Annual Survey of Philanthropy in Higher Education*. Adherence to the guidelines is vital when it comes to classifying donor income and ensuring consistency in the data collected across institutions.

b. Philanthropic income

1. Although different universities may pursue their own particular approaches, the core business of an Advancement operation as traditionally defined is to position the institution to attract **philanthropic** income. With the exception of a few questions in Section E, therefore, only philanthropic income should be reported for the purposes of the survey.
2. The survey is intended to record **all** philanthropic income to the university, not just that garnered directly by the responsible division or department. Even if the Advancement operation or its fundraising section was not directly involved in negotiating a grant or donation, this income should nonetheless be reported for purposes of this survey.
3. Depending on mandate and structure, some university Advancement operations may be directly involved in harnessing income which is of strategic significance to the institution but is not strictly speaking philanthropic in nature. Examples include revenue from sponsorships, the proceeds of technology transfer activities, and grants from statutory research funding bodies. As each institution may differ in its expectations of the Advancement operation, universities may wish to develop their own separate evaluative criteria and reporting guidelines for demonstrating the value of these broader activities.
4. Notwithstanding what follows, a simple way of determining eligibility of income from South African sources for inclusion in this survey is that revenue may be classified as philanthropic if it qualified for a **Section 18A Certificate** in terms of the Income Tax Act. The key here is **eligibility**: whether or not an 18A Certificate was actually issued, was the funding **eligible** for such a Certificate? If the answer is **yes**, the funding should be **included** for the purposes of the survey. Revenue that was **not** eligible for a Section 18A Certificate should **not** be classified as

²³ We are indebted to the Ross-CASE survey in the United Kingdom for providing a platform for thinking about how to frame this survey. To fit the local context, it has been deemed preferable to develop our own rules and criteria, and to devise a somewhat less sophisticated and less onerous instrument for use in the early stages of the initiative.

philanthropic income for the purposes of this survey and should **not** be included here. Section 18A of the Income Tax Act No 58 of 1962 (as amended) is attached. In considering eligibility for a Section 18A Certificate, institutions should be led by the South African Revenue Services' (SARS) definition of a **bona fide** donation:

“A bona fide donation is a voluntary, gratuitous gift disposed of by the donor out of liberality or generosity, where the donee is enriched and the donor impoverished. There may be no quid pro quo, no reciprocal obligations and no personal benefit for the donor. If the donee gives any consideration at all it is not a donation. The donor may not impose conditions which could enable him or any connected person in relation to himself to derive some direct or indirect benefit from the application of the donation.” (see <http://www.sars.gov.za/FAQs/Pages/255.aspx>)

5. With the above short-cut in mind (see A4), philanthropic funds are defined for the purposes of this survey in terms of both the source **and** purpose of the income; to be classified as philanthropic income, gifts and donations must emanate from **eligible sources** and must be philanthropic in **intent**.
6. **Eligible sources** include:
 - a) Donations from individuals of cash and other instruments of wealth (e.g. shares, bonds).
 - b) Bequests or legacy income received from the estates of deceased persons.
 - c) Gifts-in-kind (e.g. property, art, scientific equipment, vehicles) which should be recorded following independent valuation and issue of a Section 18A Certificate.
 - d) Donations from registered charitable trusts and foundations.
 - e) Donations from the private sector provided that these qualify for Section 18A Certificates.
 - f) Donations from foreign governments and their agencies.
 - g) Donations or grants from multinational aid and development organisations.
 - h) Donations from religious organisations and civil society organisations.
 - i) Income from the National Lottery Distribution Trust Fund and other government-sponsored agencies dedicated to provision of grants for developmental purposes (e.g. the Youth Empowerment Trust, various agencies that fund Arts and Culture). Funding from statutory research bodies is excluded (see A7 below).
 - j) Funds emanating from Skills Education Training Authorities (SETAs) which carry no contractual obligations for provision of services or benefit for the SETA and which would be eligible for a Section 18A tax certificate if required by a SETA. Note that the survey allows for capturing of data about SETA income in Section E.
 - k) Grants made by foreign affiliated organisations such as 501(c)(3) organisations in the United States, charitable trusts in the United Kingdom, and similar entities in other countries. The value of the award from an affiliated organisation should be counted in the year of receipt by the university rather than the year of receipt by the affiliated organisation (if different).

7. Funds from the following sources are **ineligible** for consideration as philanthropic:
- a) All funding from the South African government, including the national Department of Higher Education and Training (e.g. subsidy, infrastructure grants).
 - b) All research funding from statutory bodies and other research grant-making organisations.
 - c) Proceeds generated by exploitation of intellectual property rights held by the university.
 - d) Funds that emanate, or are transferred, from within the institution (e.g. transfers from reserves or endowments to a particular fundraising campaign, contributions from internal cost centres to a project).
 - e) Yields on investments, even if the capital itself emanated from philanthropic sources. This is because the income is derived from university-held investments; it is not a philanthropic act for an institution to give funds to itself.
 - f) Funds from Skills Education Training Authorities (SETAs) which carry a contractual obligation to provide a service or services for the SETA. Information about all SETA income is nonetheless requested in Section E.
8. Qualifying as an eligible source is not in itself sufficient for funds to be classified as philanthropic. In addition to being eligible in terms of B6 above, funds may only be classified as philanthropic if they were given with **philanthropic intent**. This is giving that:
- a) Does not result in any economic benefit (with the exception of tax relief) nor confers full or part title to any product in return for the funding. Although some forms of giving (e.g. grants) involve a written contract with specified or expected outputs, these may still be classified as philanthropic as long as the funder does not own any output, product or deliverable or have any control over it.
 - b) Confers full ownership of the funds upon the university once received. Notwithstanding this, the funder may demand return of the donation, or part thereof, if it is not utilised for the intended or agreed purposes.
9. For the purposes of the survey, funds are **excluded** from the definition of philanthropic income where:
- a) There is a **contractual obligation** on the part of the university to provide goods and/or services to a funder contingent upon receipt of the funding. In this case, a quid pro quo relationship has been established between the two and the funding cannot be regarded as philanthropic in intent.
 - b) A funder has either **exclusive rights to information** or other products resulting from the funded activity, or has **exclusive rights to publish** research or other results via its proprietary media and communication apparatus.
 - c) A funder has rights to **intellectual property** which might potentially result from the funded activity.
 - d) **Financial benefits** accrue to a funder as a direct consequence of the funded activity (e.g. gratis teaching of the funder's employees).

- e) A funder is able to **influence or determine operational decisions** relating to the funded activity. This does not affect a funder's right to know that a gift is being utilised for a designated purpose or to require internal or external monitoring and evaluation which may impact upon operational decisions.
 - f) There is an agreement linked with the funding for provision of consultancy services to the funder or an associated party.
10. The exclusionary criteria provided above preclude most forms of **corporate sponsorship** from classification as philanthropic income. In addition, corporate sponsorship is excluded if it involves:
- a) Services or activities which are subject to VAT as a **chargeable supply**.
 - b) **Contractual obligation** by the university to provide a sponsor with any benefits whatsoever.
11. Income from **sponsorship** as defined above is not considered to be philanthropic income for the purpose of the survey as there is clearly a distinction, in terms of motivation, between sponsorship and philanthropy. Nonetheless, several questions address sponsorship in Section E of the questionnaire. If the information is not available, 'unknown' should simply be entered into the cell.

c. Income versus pledges

1. Participating universities should report as philanthropic income only funds actually **received** within the relevant financial year. Pledges do not count as philanthropic income until the year in which the funds are received.
2. Pledges include promised and contracted future philanthropic income. Income which has yet to be received from **multi-year gifts** or grants falls into this category. For example, a foundation might award a three-year grant which is paid in annual tranches. Each tranche is to be recorded as philanthropic income only in the year in which the tranche is received. The balance is pledged income and is not recorded as income received until the year in which the tranche is transferred to the university. The same applies to stop-orders; these are only included as **income** once the funds have been received, not when they are promised.
3. In instances where reporting on pledges is requested or desired by the institution, only documented, **confirmed pledges** should be recorded. 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.
4. If and when declaration of pledges is requested, **oral pledges and bequests** should not be included because these are revocable.

D. Types of local and international income

1. Gifts or legacies from **individuals** should be classified as local or international sources of philanthropic income according to the residential status of the giver. Funding from donors or bequestors based outside South Africa should be classified as international. Funding from those based inside the country should be classified as local.
2. Grants or donations from **private trusts, corporate trusts and foundations** should be classified as local if the trust or foundation is registered as such in South Africa and the source of the funds is South African (e.g. DG Murray, Raith, Fuchs). Whether or not there is an office in South Africa, income from trusts and foundations is to be classed as international when the entity is headquartered outside the borders of the country, which almost invariably means that the primary or initial source of the funds is also external (e.g. Elma, Ford, Mott, Mellon Atlantic, Carnegie, Kresge).
3. **Corporate funding** is to be classified as local if the funds emanate from a local business banking account. International corporate funding is income that is either transferred to the university from a business bank account outside the country or channelled from a corporate via an associated foreign organisation (e.g. 501 (c) (3) in the USA, charitable trust in the UK).
4. The distinction between **corporate funding** and funding from a **corporate trust** is that the former emanates from the company or corporate directly, whereas the latter is a separate legal entity which is distinct from the corporate and exists for the purposes of disbursing grants and donations.
5. Funding from **foreign governments** and associated agencies, as well as from **multinational aid and development organisations** (e.g. European Union, UNICEF, Save the Children) is classified as international income.
6. Funding from **civil society, religious and other organisations** is classified as local if the organisation is formally registered in South Africa **and** the funds are transferred from a South African bank account. Such income is international **either** if the entity is formally registered outside South Africa **or** the funds emanate from a foreign bank account (or both).
7. Payments from overseas donors, including linked charitable entities such as UK trusts and 501 (c)(3) organisation in the USA, should be counted according to the Rand (ZAR) value on the date **received by the institution in South Africa**.

E. Donors versus gifts

1. Participating institutions are asked to take note of the distinction between **numbers of donors** and **numbers of gifts**. These are of course different; there may be multiple transactions – or ‘gifts’ – from a single donor in any year.
2. The survey questionnaire is concerned primarily with recording the **number of donors** per donor sector, **not** the number of gifts or transactions. Institutions should take note of this when completing the questionnaire.
3. In defining sources of income, grants or donations received as a single transfer from an **associated overseas entity** (e.g. 501 (c)(3) in the USA, charitable trust in the UK) should be disaggregated by donor; that is, the number of donors would be the total number of people and/or organisations that contributed to the amount of the grant or donation.

F. Costs and staffing

1. In Section D, please include only **development/fundraising staff** and **alumni staff**. Even if these staff are part of a larger Advancement structure, do not include marketing, communications, corporate relations or any other staff. This is because university fundraising cost ratios are calculated by reference only to development and alumni costs rather than those associated with all of the Advancement disciplines. This narrow approach is necessary, first, because there is a great deal of variation between universities regarding what is included under the rubric of Advancement; and second, so that the findings of the survey are comparable internationally.
2. The number of staff included should be entered in terms of **Full-Time Equivalent (FTEs)**. Your human resource offices should be in a position to provide you with the number of FTEs linked with your operation for the year. Please be careful to include only actual FTEs and **exclude vacant positions**.
3. **Cost-to-employer** includes the cost to the university of an employee’s full package, i.e. gross salary plus total contributions by the university to pension funds, medical aid schemes and the like but excluding site costs. It is the total line item cost of a staff member included in the budget.

Sean Jones
August 2018

Appendix B: Extract from Section 18A of the Income Tax Act of 1962 (as amended)

18A. Deduction of donations to certain public benefit organisations ---

- 1) Notwithstanding the provisions of section 23, there shall be allowed to be deducted from the taxable income of any taxpayer so much of the sum of any *bona fide* donations by that taxpayer in cash or of property made in kind which was actually paid or transferred during the year of assessment to –
 - (a) any –
 - (i) public benefit organisation contemplated in paragraph (a)(i) of the definition of ‘public benefit organisation’ in section 30(1) approved by the Commissioner under section 30; or
 - (ii) institution, board or body contemplated in section 10(1)(cA)(i), which –
 - (aa) carries on in the Republic any public benefit activity contemplated in Part II of the Ninth Schedule, or any other activity determined from time to time by the Minister by notice in the *Gazette* for the purposes of this section; and
 - (bb) complies with the requirements contemplated in subsection (1C), if applicable and any additional requirements prescribed by the Minister in terms of subsection (1A);
 - (b) any public benefit organisation contemplated in paragraph (a)(i) of the definition of ‘public benefit organisation’ in section 30(1) approved by the Commissioner under section 30, which provides funds or assets to any public benefit organisation, institution, board or body contemplated in paragraph (a); or
 - (bA) any agency contemplated in the definition of “specialized agencies” in section 1 of the Convention on the Privileges and Immunities of the Specialized Agencies, 1947, set out in Schedule 4 to the Diplomatic Immunities and Privileges Act, 2001 (Act No. 37 of 2001), which –
 - (i) carries on in the Republic any public benefit activity contemplated in Part II of the Ninth Schedule, or any other activity determined by the Minister by notice in the *Gazette* for the purposes of this section;
 - (ii) furnishes the Commissioner with a written undertaking that such agency will comply with the provisions of this section; and
 - (iii) waives diplomatic immunity for the purposes of subsection 5(i); or

- (c) the Government, any provincial administration or municipality as contemplated in section 10(1)(a) or (b) to be used for the purpose of any activity contemplated in Part II of the Ninth Schedule, as does not exceed ten per cent of the taxable income (excluding any retirement fund lump sum benefit and retirement fund lump sum withdrawal benefit) of the taxpayer as calculated before allowing any deduction under this section or section 18.

Appendix C: Questionnaire

INSTRUCTIONS FOR COMPLETING THIS FORM

These instructions should kindly be read in conjunction with the accompanying *Guidelines for Reporting*.

- (a) Please enter round numbers only. Cents should be excluded from monetary figures and rounded off to the nearest Rand.
- (b) Figures should be based on the accounting year spanning 1 January to 31 December and should be drawn from the final audited accounts for the year.
- (c) Monetary amounts should be entered without spaces, commas or a currency indicator e.g. R7500 should be entered as 7500. Commas will automatically be inserted.
- (d) When a figure lower than 1 is entered, it will appear as either 1 or 0, even though the actual value entered will be recorded correctly.
- (e) Kindly complete all boxes. Boxes will turn white when a value is entered. If you are uncertain about whether particular items should be included, please use your best judgement and try to give an answer. If data are not available, please enter 'unknown' and the box will turn yellow. If not applicable, type 'n/a'.
- (f) As cost ratios are generally calculated by reference only to development and alumni budgets, rather than the costs associated with all the Advancement disciplines (e.g. marketing), this survey is concerned only with expenditure on the former. Please bear this in mind when completing Section D.
- (g) The form should be signed by the Chief Financial Officer (or equivalent) or an authorised delegate.

a. History and positioning of advancement

RESPONSES

1. How long has your institution had a formal fundraising/development/Advancement office?	Select from drop-down	
2. What is the designation of the head of fundraising/development/Advancement?	Select from drop-down	If other, please type here
3. What is the designation of the immediate line manager of the Head of Advancement?	Select from drop-down	
	Select if dual line management	If other, please type here

4. To whom does the line manager of the Head of Advancement answer?

Select from drop-down If other, please type here

5. Is the Head of Advancement regarded as a member of the institution's most senior management team (e.g. senior executive team)?

Select yes/no

6. Does the institution have an associated but separate entity (e.g. Foundation, Trust) or several entities registered in South Africa through which gifts and grants are processed?

Select yes/no If yes, how many? How many, if any, are dormant?

7. Does the institution have an entity or entities (e.g. 501 c[3], Trust) elsewhere in the world, or an intermediary organisation (e.g. CAF), which processes donations?

Select yes/no If yes, type country or countries

8. Does the institution engage the services of employees or contractors (full-time or part-time) to assist with its advancement activities in any foreign location?

Select yes/no If yes, select number of employees/contractors

9. How many living alumni are on record?

of alumni

10. How many of the living alumni who are on record are contactable by post, email, SMS and/or telephone?

of alumni

11. In what province is the University located?

Select from drop-down

12. Would the University be classified as primarily urban, primarily rural or both rural and urban?

Select from drop-down

b. Philanthropic income

RESPONSES

Note: Kindly do *not* include any SETA income here. Allowance is made for recording revenues from SETAs in Section E.

1. Philanthropic income from individuals (alumni, friends, staff, students, etc.)	Local individuals		International individuals	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
2. What portion of the figures provided for B1 above emanates alumni? If you do not distinguish alumni from other individuals, please type 'unknown'.	Local alumni		International alumni	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
3. Bequests/legacies	Local bequests/legacies		International bequests/legacies	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
4. Philanthropic income from the private sector	Local private sector		International private sector	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
5. Philanthropic income from Trusts and Foundations	Local Trusts & Foundations		International Trusts & Foundations	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
6. Philanthropic income from foreign governments and associated agencies			Foreign government agencies	
			Value (ZAR)	# of donors
7. Philanthropic income from international/multinational aid and development organisations			Aid and development organisations	
			Value (ZAR)	# of donors
8. Philanthropic income from civil society, religious, educational and other organisations	Local organisations		International organisations	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors

	Local organisations		International organisations	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
9. Gifts in kind	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Local anonymous		International anonymous	
	Value (ZAR)	# of sources	Value (ZAR)	# of sources
10. Income from anonymous sources	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Local organisations		International organisations	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
11. Other/unclassifiable philanthropic income	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
	Please describe as far as possible the source of income classified as 'other':			
	<input type="text"/>			
12. What was the total Rand value of unencumbered funds received during the course of the year; that is, philanthropic funds not donated for a designated purpose?	Local sources		International sources	
	Value (ZAR)		Value (ZAR)	
	<input type="text"/>		<input type="text"/>	
13. What was the total Rand value of funds received from first-time donors to the University during the year and how many such donors were there?	Local first-time donors		International first-time donors	
	Value (ZAR)	# of donors	Value (ZAR)	# of donors
	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

c. Gift and grant characteristics

1. What was the amount of the largest donation or grant received during the year?	Value (ZAR) <input type="text"/>
2. What donor sector did the largest philanthropic donation or grant (recorded in C1 above) emanate from?	Select from drop-down <input type="text"/>
3. How many donors gave total amounts in the following categories?	
[a] R5 million or greater	# of donors <input type="text"/>
[b] R1 million to R4,999,999	# of donors <input type="text"/>
[c] R500,000 to R999,999	# of donors <input type="text"/>
[d] R100,000 to R499,999	# of donors <input type="text"/>
[e] R50,000 to R99,999	# of donors <input type="text"/>
[f] R10,000 to R49,999	# of donors <input type="text"/>
[g] R1,000 to R9,999	# of donors <input type="text"/>
[h] Less than R1,000	# of donors <input type="text"/>

4. How much philanthropic income was received for the following purposes? In classifying income, consider the primary purpose of the donation or grant:

	Local sources	International sources
[a] Student funding (e.g. bursaries and scholarships)	Value (ZAR) <input type="text"/>	Value (ZAR) <input type="text"/>
[b] Infrastructure (e.g. new buildings, refurbishment, equipment, laboratories)	Local sources Value (ZAR) <input type="text"/>	International sources Value (ZAR) <input type="text"/>
[c] Research (only research projects funded from philanthropic sources channelled through Advancement)	Local sources Value (ZAR) <input type="text"/>	International sources Value (ZAR) <input type="text"/>
[d] Community engagement (i.e. where the primary purpose is engagement with society although there may also be research an/or teaching components)	Local sources Value (ZAR) <input type="text"/>	International sources Value (ZAR) <input type="text"/>
[e] Teaching and learning (e.g. curriculum change and innovation, staff development)	Local sources Value (ZAR) <input type="text"/>	International sources Value (ZAR) <input type="text"/>
[f] Other projects whose primary purpose is not one of the above	Local sources Value (ZAR) <input type="text"/>	International sources Value (ZAR) <input type="text"/>

5. Does the institution have an Annual Fund? Select yes/no

6. How much income was generated by the Annual Fund during the year? Value (ZAR)

7. How many individuals/organisations gave to the Annual Fund? # of donors

8. How many of the individuals who gave to the Annual Fund are alumni? # of alumni

d. Costs and staffing

<p>1. How many full-time, permanent and fixed term staff were on the books in Development and Alumni Relations as at 31 December 2017? <i>[Please insert number.]</i></p>	<table border="1"> <thead> <tr> <th>Development</th> <th>Alumni</th> <th>Support and other</th> </tr> </thead> <tbody> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </tbody> </table>	Development	Alumni	Support and other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Development	Alumni	Support and other					
<input type="text"/>	<input type="text"/>	<input type="text"/>					
<p>2. How many part-time staff were on the books in Development and Alumni Relations as at 31 December 2017? <i>[Please insert number.]</i></p>	<table border="1"> <thead> <tr> <th>Development</th> <th>Alumni</th> <th>Support and other</th> </tr> </thead> <tbody> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </tbody> </table>	Development	Alumni	Support and other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Development	Alumni	Support and other					
<input type="text"/>	<input type="text"/>	<input type="text"/>					
<p>3. How many paid interns and/or volunteers provided assistance to Development and Alumni Relations during the year?</p>	<table border="1"> <thead> <tr> <th>Development</th> <th>Alumni</th> <th>Support and other</th> </tr> </thead> <tbody> <tr> <td><input type="text"/></td> <td><input type="text"/></td> <td><input type="text"/></td> </tr> </tbody> </table>	Development	Alumni	Support and other	<input type="text"/>	<input type="text"/>	<input type="text"/>
Development	Alumni	Support and other					
<input type="text"/>	<input type="text"/>	<input type="text"/>					
<p>4. What was the full cost-to-employer expenditure on staffing for the year in Development and Alumni Relations (including support and other staff)?</p>	<p>Value (ZAR)</p> <input type="text"/>						
<p>5. What was the total non-staff/operating expenditure, excluding staffing costs, for the year in Development and Alumni Relations?</p>	<p>Value (ZAR)</p> <input type="text"/>						
<p>6. If not included in D4 above, what was total staff expenditure on overseas Development and Alumni Relations operations?</p>	<p>Value (ZAR)</p> <input type="text"/>						
<p>7. If not included in D5 above, what was total non-staff/operating expenditure on Development and Alumni Relations overseas offices?</p>	<p>Value (ZAR)</p> <input type="text"/>						

e. Miscellaneous

RESPONSES

1. What was the total monetary amount of funding received for named Chairs/positions and infrastructure?	Value (ZAR)	<input type="text"/>
2. Was the amount in E1 above reported earlier in Section B of this questionnaire?	Select yes/no	<input type="text"/>
3. What was the University's total operating expenditure during the year as per its audited financial statements?	Value (ZAR)	<input type="text"/>
4. How many full-time and part-time students were registered at the University in 2017?	Contact	Distance
5. SETA funding [Please include only the total (c) if you are unable to separate amounts classifiable as donations from those that were not donations]		
[a] Funding classed as donations in terms of the Income Tax Act, i.e. funding that qualified for a Section 18A certificate whether or not one was issued	Value (ZAR)	# of SETAs
[b] Funding not classifiable as donations	Value (ZAR)	# of SETAs
[c] Total funding received from SETAs	Value (ZAR)	# of SETAs

f. Details of person completing this form

RESPONSES			
	Date	Month	Year
1. Date completed	<input type="text"/>	<input type="text"/>	<input type="text"/>
2. Name of the institution	<input type="text"/>		
3. Name of the person	<input type="text"/>		
[a] First name	<input type="text"/>		
[b] Surname	<input type="text"/>		
[c] Title (<i>select from drop-down</i>)	<input type="text"/>		
4. Job designation	<input type="text"/>		
5. Email address	<input type="text"/>		
6. Telephone number	<input type="text"/>		
7. Postal address	<input type="text"/>		
	<input type="text"/>		
8. Post code	<input type="text"/>		

g. Signature



To be signed by the University's Chief Financial Officer or equivalent or an authorised delegate.

I declare that the information provided in this form is accurate to the best of my knowledge.

Initials and surname	
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Designation	
-------------	--

Signature	
-----------	--

Date	
------	--

Thank you for your time.



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