



Fundación
Universidad Carlos III

Fundraising practices *in* Young European Universities

Barcelona
April 7th, 2016



- **Est. 1989**
- **18.000 students**
 - **15.000 undergraduate / 3.000 postgrd**
- **#33 in ranking QS 50 under 50.**
- **Law, Economics, Business, Social Sciences, Engineering, Media, Humanities.**



EU Commission Reports

- **Cutbacks in Gov. funding → Need to reinforce fundraising**
- **Philanthropy can make a difference between subsistence /mediocrity and excellence**
- **Fundraising must be part of U's Strategy**

EU Commission Reports

■ Challenging environment

- Economic crisis
- Un-helpful taxation
- Non-existent philanthropy culture for U's



EU Commission Reports



Fundraising models

- **Type of donor**
- **Who leads the process within the university**
- **How specific are donors about the use of funds**
- **Level of formalization in the donation process and in the supervision of use of funds**

Fundraising models

'Alumni model'

- Led by alumni offices or fundraising offices
- Personal motivation: sense of belonging is key
- Non designated use of donations (but our experience is that we should create a cause)
- Mass mailings, calls
 - Create “donation culture”
 - Potential vs reality
 - Change in taxation may help

Fundraising models

'Major Gift model'

- Pursues donations from wealthy individuals (or corporations)
- Major approach of most U's. Accounts for the majority of donations.
- Requires strong commitment from U. leaders for the process and the development of personal relations
- Use of funds specified by donors.
- Create a case
- Build and nurture a relationship
- Management vs Owner

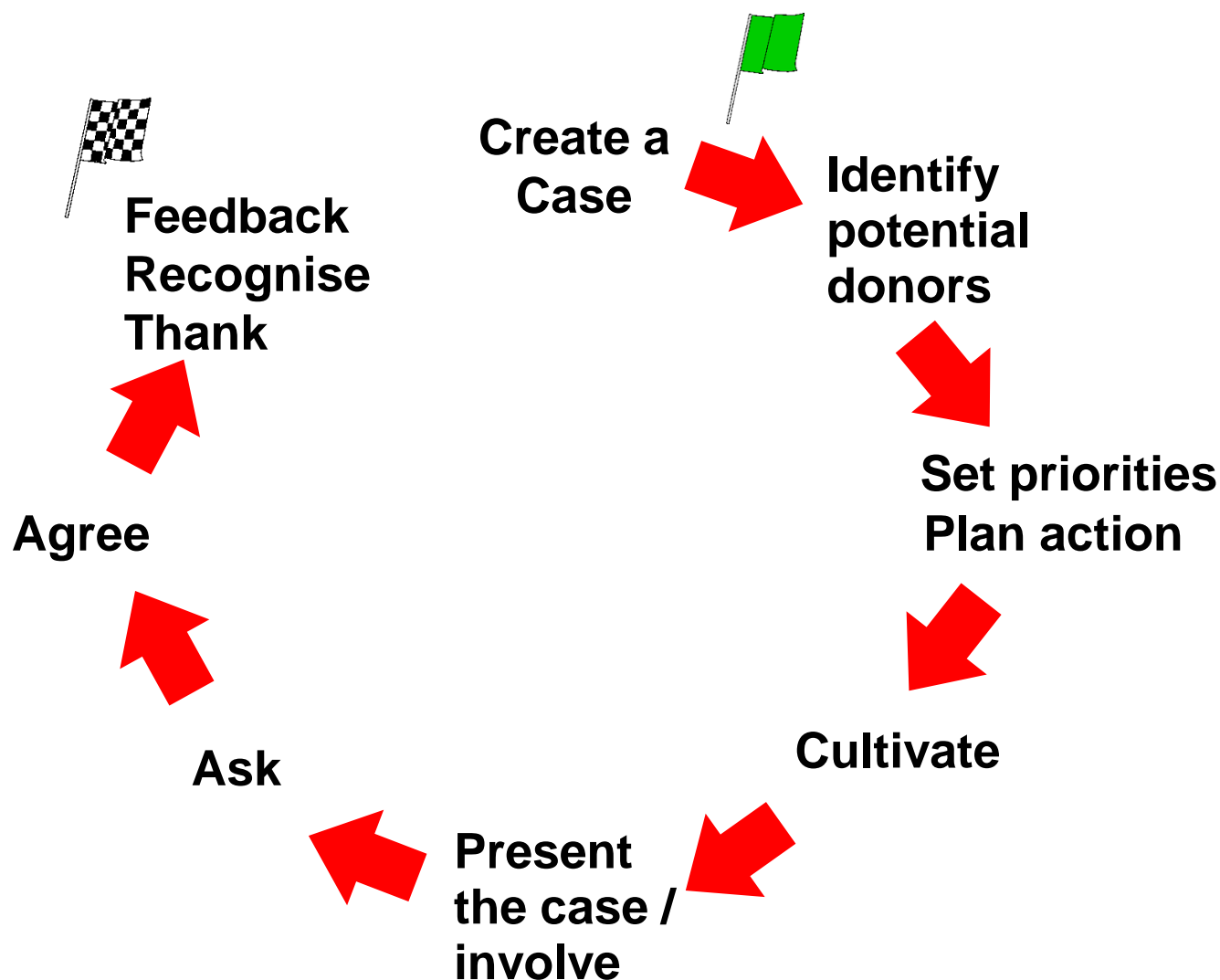
Fundraising models

'Foundation Research model'

- Researchers apply for grants from research funding public institutions or large foundations
- Leading actors are individual researchers and professors
- Application procedures are highly formal and structured, involving strict rules of procedure
- Highly specified selection criteria guaranteeing that the use of funds is in line with the foundation's aims.

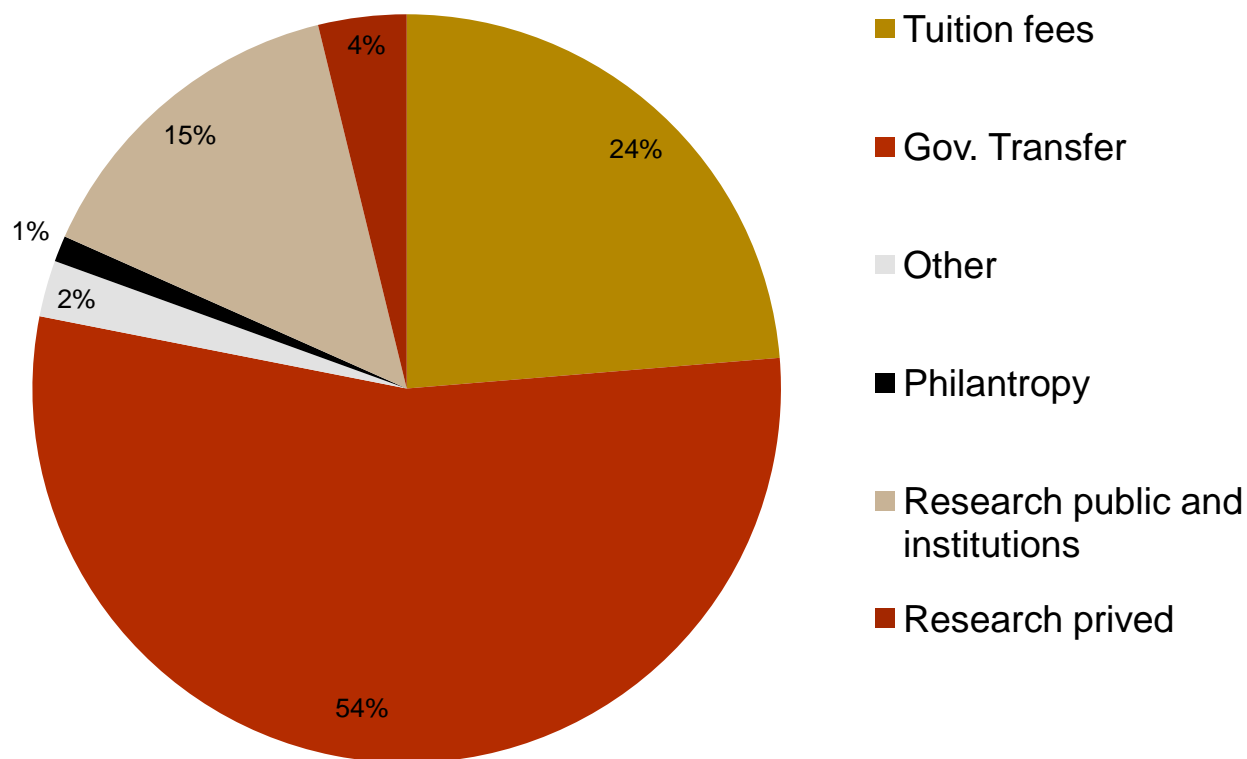


The donation process



The results


UC3M 2015 income



Some recommendations

- **First make friends, then raise funds**
- **U. Management commitment and involvement**
- **Involve the whole U. community (*'change campus culture'*)**
- **Present a case (the Univ. or another specific case)**
- **Invest: 20% resources are needed**
- **Coordinate: information / contacts**
- **Action, permanent and...**

Some recommendations



... Patience!

A case of mixed funding

becas**alumni** UC3M
CONTRIBUIMOS AL FUTURO



- **UC3M strategy: to attract talent**
- **Requisites: low income & academic excellence**
- **Each beneficiary receives 3000€ per annum (x 4 years) = 12.000€**

A case of mixed funding



- **Beneficiaries commit to reimburse 50% of grants in the future**
- **Beneficiaries have relationship with donors**
- **Beneficiaries participate in program publicity**
- **Feedback and recognition to donors**

www.uc3m.es/becasalumni

A case of mixed funding



- **Began in 2012**
- **5 editions x 12 students x 12.000€ = 720,000€**
- **Today > 600,000€ (83% of target)**
 - **20% from small donors (>800)**
 - **80% from large donors**

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A case of mixed funding



- **A student asked friends for her PhD celebration party to donate their wouldbe presents**
- **A group of Law students collected donations**
- **A student association agreed to donate the proceeds from a lottery prize they had won**
- **A professor asked her faculty colleagues to make donations to the program in lieu of wreaths**
- **A professor donated part of the proceeds from a academic prize to grant a complete scholarship**

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Conclussions on fundraising

- **Is a need, but won't feed us**
- **Requires effort, care, commitment, patience**
- **It will yield some fruit**



