

Maastricht University

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- * Development & Alumni relations dept.
- * University Fund Foundation



Maastricht University





**14 Dutch
research
universities**



youngest Dutch
university

educational system:
Problem Based
Learning

truly international,
international classroom

Governance



Arts & Social Sciences



Natural sciences



Law



Business/ Economics



University college



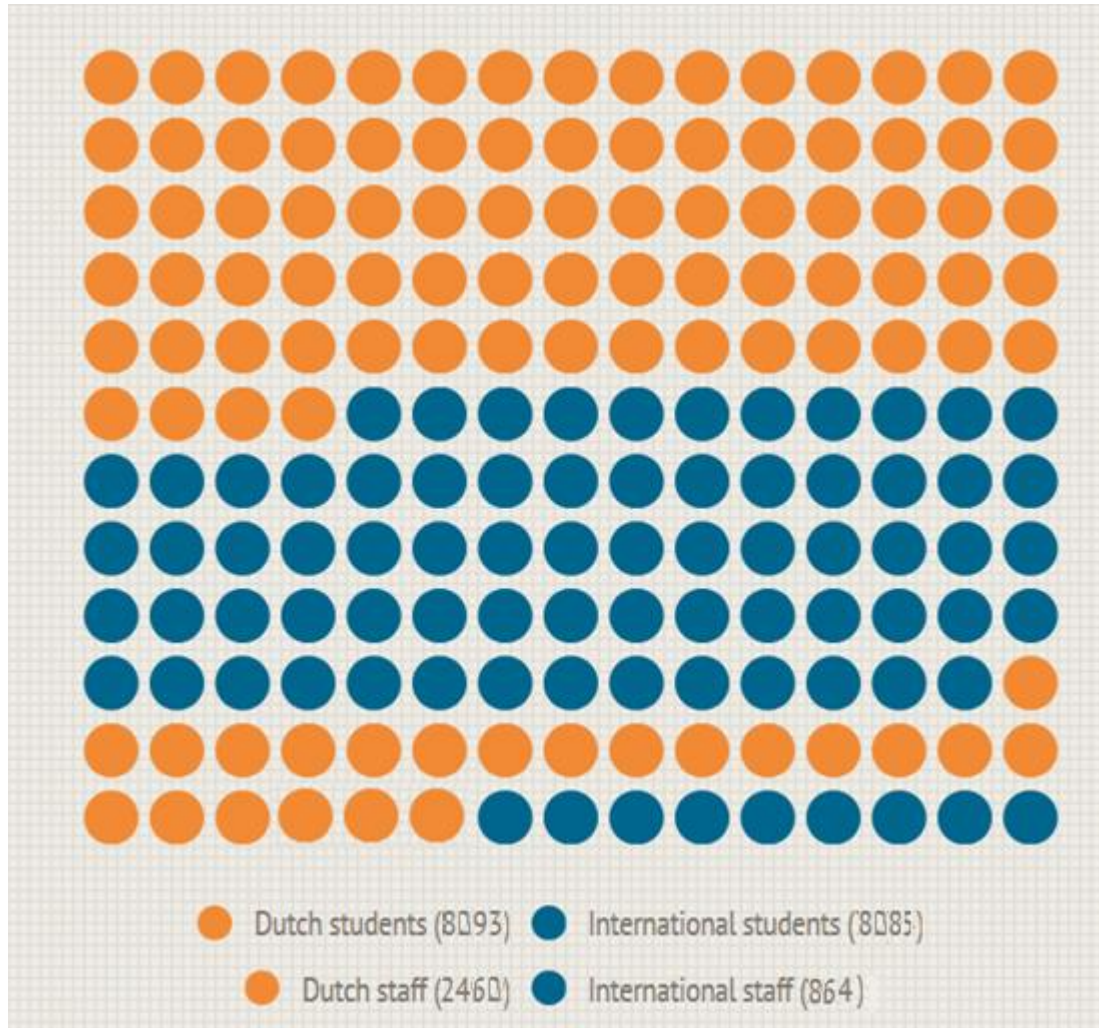
Health, medicine, life sciences, psychology neuroscience



MAASTRICHT



International academic community



**Academic
community 2015**

16178 students

3324 staff



International rankings & accreditations 2015

88



6



169



8



Maastricht Partnerships in international networks

Euro-region: direct neighbours (20-75 km)



Universities of Aachen(G), Liège (B), Louvain (B), Hasselt (B)

Europe: Health Axis Europe (biomedical clusters)



Universities Heidelberg, Cambridge, Maastricht, Copenhagen

Europe: YERUN (young research universities, under 50)



Carlos III, Pompeu Fabra, City University Dublin, Bremen, Ulm, Nova Lisboa, Eastern Finland, Essex, Antwerp, a.o.

Global: Worldwide Universities Network (WUN)



18 research-intensive universities: Alberta, Auckland, Basel, Bergen, Bristol, Cape Town, Hong Kong, Ghana, Leeds, Rochester, Sheffield, Massachusetts/Amherst, Southampton, Sidney, Western Australia, York, ZheJiang

FUNDRAISING ORGANISATION

2009: UM board decides to strengthen charity funding

- and to integrate alumni relations
- creation of central office for Development & Alumni relations (D&A)
- 8 fte. officials (4 fundraising, 4 alumni relations) + 10 student-ass.
- department of central university office
- UM president is responsible for fundraising and alumni relations

2009: Director D&A is also director of University Fund

- external foundation; independent from university;
- supports research, education and student activities at university;
- governed by alumni, entrepreneurs, provincial Governor is chair;
- legal charity status (taxfriendly!); university has not;
- U-fund serves as vehicle for charity money for UM.

All central fundraising and alumni relations activities in one hand

Had to learn marketing: different donors...different motives for giving

I would like to;

- support my city or region (by supporting university)
- support my university
- support underprivileged students from third world
- support science in general
- support science in specific fields
- Support a better world/tomorrow for my (grand)children
- support any charity, it might as well be you
- create fame and memorial for my self (I wanna live for ever)
- get something in return (business or network)

So... different approach, different communication tools

Since 2010 development/fundraising campaigns focused on:

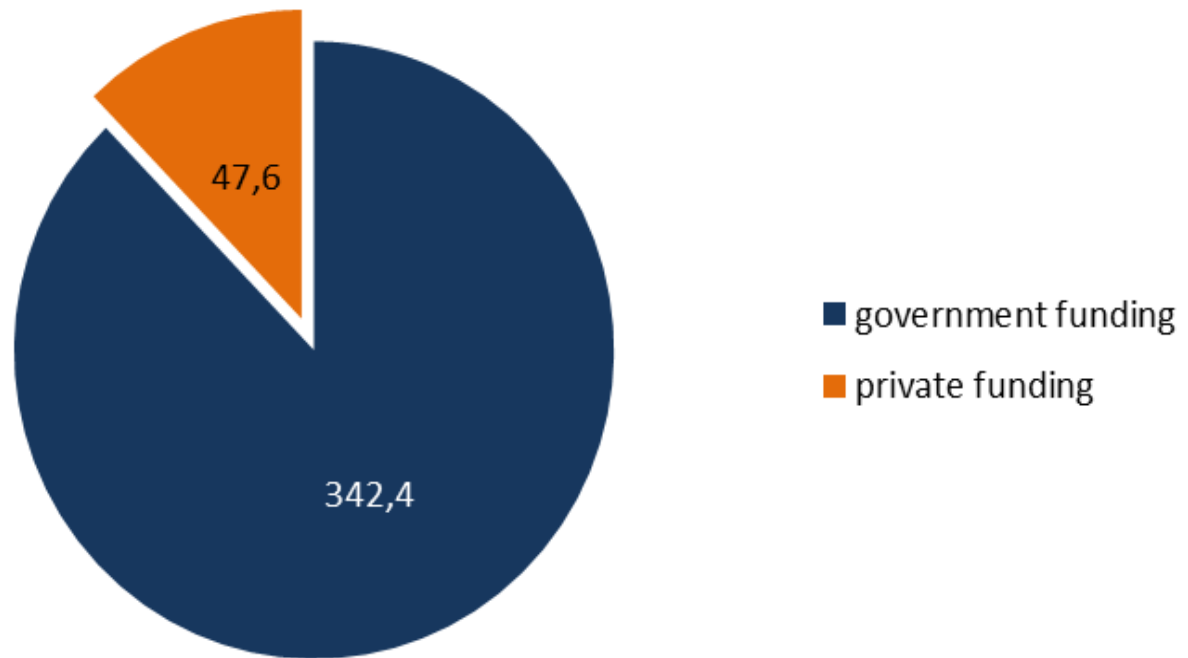
- **Companies** (local, regional, (inter)national):
annual donations, scholarships, University Dinner, businessclub;
- **Individuals** ((former)professors, citizens, students)
annual donations, scholarships, legacies, donor events;
- **Alumni** (annual campaign since 2010)
no tradition, step by step, average growth 25% per year;
- **Wealth or charity foundations**
bringing opportunities and specific science projects together;
research based;
- **Philantropists** (higher gifts from individuals/families)
bringing opportunities and specific science projects together;
research based; named funds (!)

Challenges to overcome in fundraising in the Maastricht case

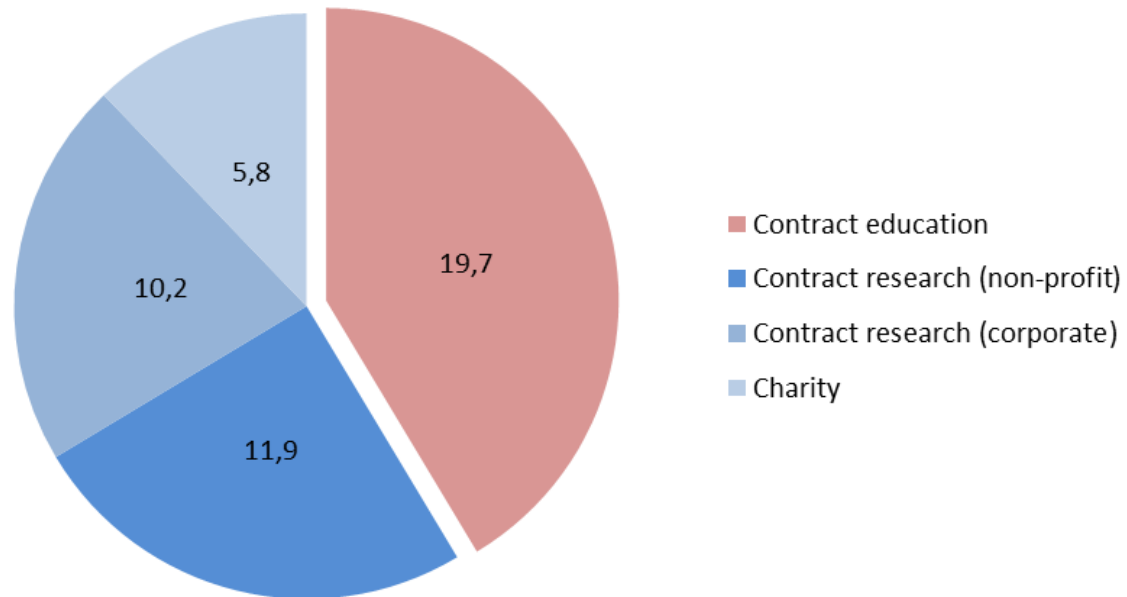
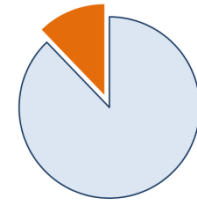
- All Dutch universities are government funded and they are all good. Why should I give money.. “government takes well care of you”;
- No tradition as a university. No fame, no Oxford, no Harvard. So limited branding and image considerations among donors;
- Limited number (55.000) and young alumni; not many in driver’s seat yet and not many in “legacy age” yet;
- Geography: university in (national) periphery. Meaning less attention from policy makers and smaller number of big corporate offices;
- Geography: university in the heart of Europe, but then: cultural and legal barriers in fundraising;
- Wealthy citizens live in neighbour country (Maastricht is a border city)

Annual funding of UM: € 390 (not including University Hospital!)

* Government funding: € 342,4 / * Private funding € 47.6 (12.5%)



Sources for private funding (€47.6 = 12.5 %)
(see below in million €)

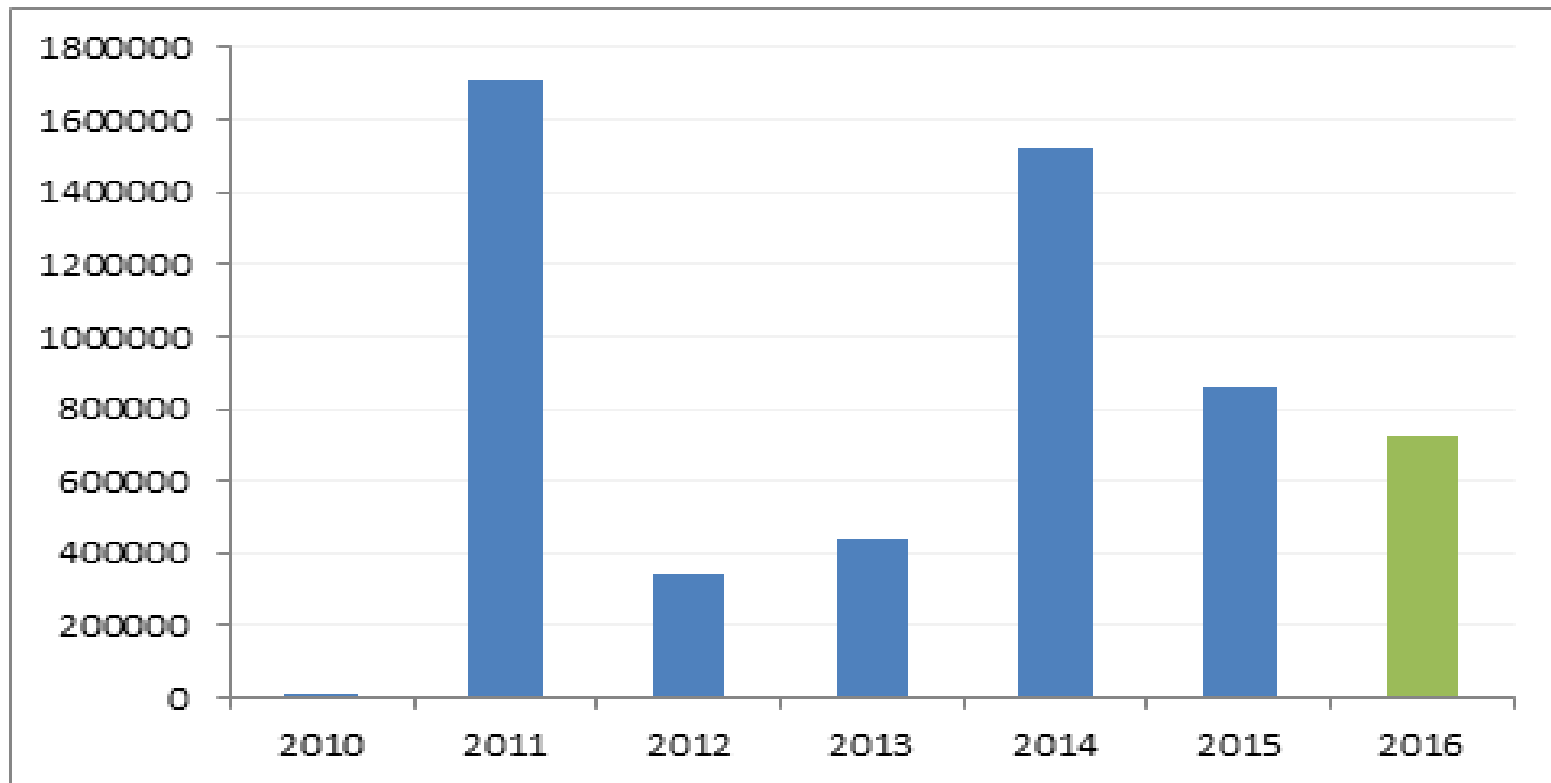


Total figures University Fund years 2009 – 2015 (in million €)

	2009	2015	Total 09-15
INCOME			
Donations	0.3	1.3	8.2
EXPENDITURE			
Subsidies to UM (research, education projects, scholarships, facilities)	0.3	0.7	3.3
FUND CAPITAL	3.2	7.7	

Zooming into Named Funds

- * since 2010: 24 named funds (under legal umbrella of U-fund)
- * bringing donations total of € 5.2 million (2010-2016)



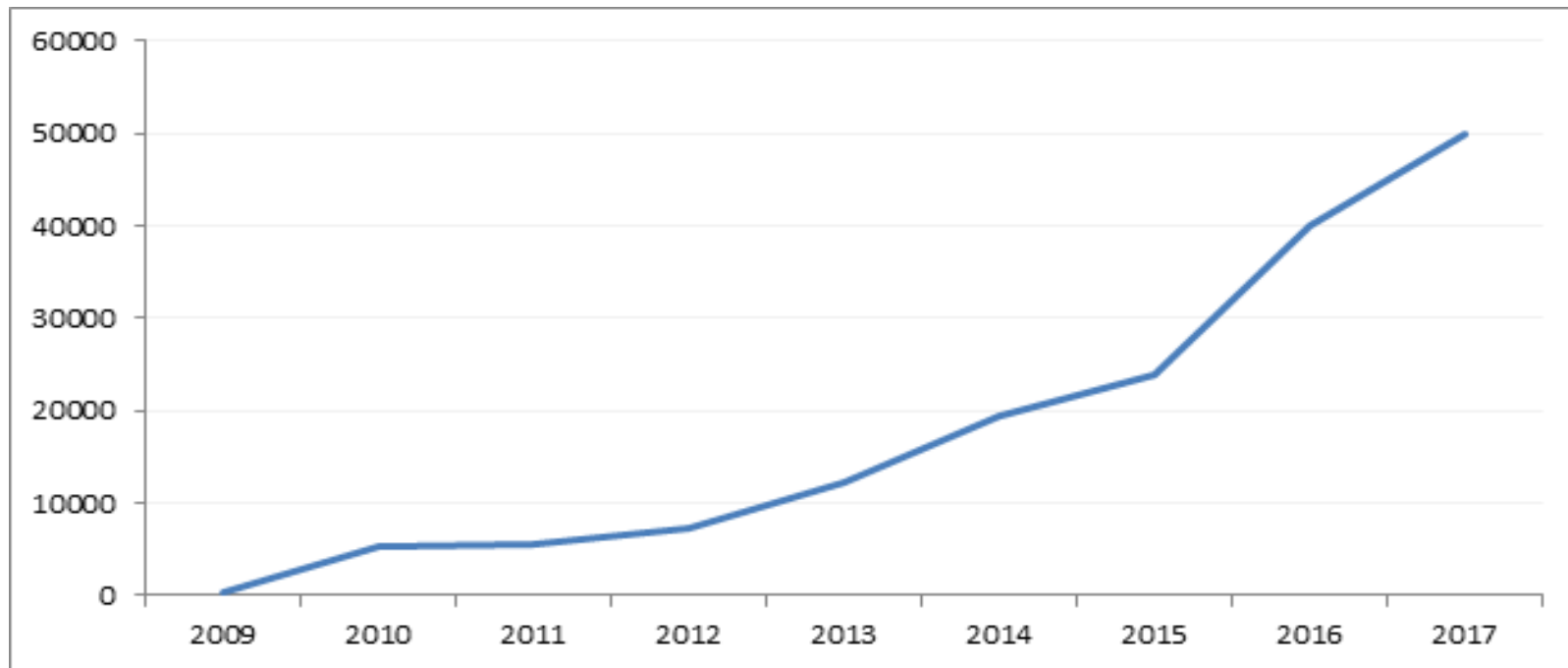
Zooming in into annual alumni donations:

Annual alumni campaign starting 2010

55.000 alumni; campaign focus on 13.500 Dutch alumni, age > 40

Annual gifts between € 25 and € 250

Annual letter + projects brochure + limited telethon + personal meeting
starting 2016: "Umbassadors", annual donations € 500 - € 1000



Fundraising is like.....



Thank you so much for your attention