

Press release

Date: 5 November 2009

Title: Universities seek to increase donations

Universities in Wales have been given a £10 million incentive to increase their fundraising abilities.

The matched funding scheme for voluntary giving guarantees additional – matched - funding from HEFCW to supplement gifts to higher education (HE) institutions from organisations and individuals, including former students.

The scheme was launched officially at an event in Cardiff today by the Welsh Assembly Minister's Education Minister, Jane Hutt AM.

The event – led by CASE (Europe), an international membership organisation for educational fundraisers, alumni relations, marketing and communications professionals – brought together finance, development and fundraising staff from Welsh HE institutions to share experience and best practice of how to raise money more effectively from former students, individuals and corporations.

The scheme will cover donations of cash, shares, from trusts and foundations and other gifts, and aims to create a culture of giving to education for the long-term.

It will allow universities to use additional funding on activities that will benefit them and their students, such as new study and library facilities, building projects, research programmes and student bursaries and scholarships.

Professor Philip Gummett, Chief Executive of HEFCW, said: “This is a major step forward in the way universities in Wales raise money.

“A tightening of the public purse in the current economic climate means that higher education institutions will need to diversify funding sources. The matched funding scheme is designed to encourage universities to increase donations from organisations and individuals, including former students.

“Initial steps, no matter how small, can over time be translated into large financial gains for the institutions, and we are keen to show how institutions can better work to cultivate long-term relationships with potential benefactors.”

Ends

Notes:

Contacts for further information

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Matched funding scheme

The Welsh Assembly Minister for Education, Jane Hutt AM, will be talking at the workshop, examining what the new scheme means for Wales.

HEFCW established a scheme to match fund voluntary gifts to higher education institutions in Wales with HEFCW funding.

The scheme will encourage Welsh universities to increase and expand their fundraising capacity and encourage voluntary giving from past students and other individuals by guaranteeing additional government match funding.

It reflects similar scheme operated in England by HEFCE, amended to reflect the smaller size and circumstances of the higher education sector in Wales, which aims to create a culture of giving to education for the long-term; specifically providing an incentive to increase philanthropic giving to universities over a three year period.

HEFCW has set aside £1.5 million, £3.5 million and £5 million from its Strategic Development Fund for three years from 2009/10. Some of this funding will be devoted to capacity building and development activity.

[HEFCW guidance circular announcing scheme](#)

What's eligible

The following forms of giving are eligible for match funding:

- actual gifts of cash
- gifts of shares, with their cash value fixed on the value of the share at the date of donation
- gifts from small/medium-sized charitable trusts and foundations that donate less than £60 million per year
- gifts through higher education institutions' (HEIs) own non-consolidated development trusts
- Corporate gifts, where it fits within the above categories
- Overseas gifts, where it fits within the above categories
- Gift Aid

How to give

Contact the fundraising, alumni or development team at the Welsh institution to which you wish to give. You can find links to institutional websites at:

http://www.hefcw.ac.uk/about_he_in_wales/higher_education_institutions/he_institutions.aspx

CASE Europe

With its headquarters in Washington, DC and offices in London and Singapore, the Council for Advancement and Support of Education (CASE) is one of the largest associations of education institutions, serving more than 3,300 universities, colleges and independent primary and secondary schools in 64 countries. CASE is the leading resource for professional development, information and standards in the fields of educational fundraising, communications, marketing and alumni relations. CASE Europe has served members in the UK and the rest of Europe since 1994.

CASE Europe was awarded a grant from HEFCE to deliver an enhanced programme of dedicated training and support for 153 English higher education institutions participating in the Matched Funding scheme for voluntary giving. For more information visit www.case.org/matchedfunding.

The Higher Education Funding Council for Wales (HEFCW) is an Assembly Government Sponsored Body responsible for administering funds made available by the Welsh Assembly Government in support of:

- education in higher education institutions (HEIs);
- research undertaken by HEIs; and
- higher education courses at further education colleges.

HEFCW is also responsible for accrediting providers of initial teaching training for school teachers and commissioning research to improve the standards of teachers and teacher training.

In addition to its funding responsibilities, HEFCW provides advice to the Welsh Assembly Government on the funding needs, aspirations and concerns of the higher education sector in Wales.