

# UK Match Funding Scheme: Providing Stimulus for Funding



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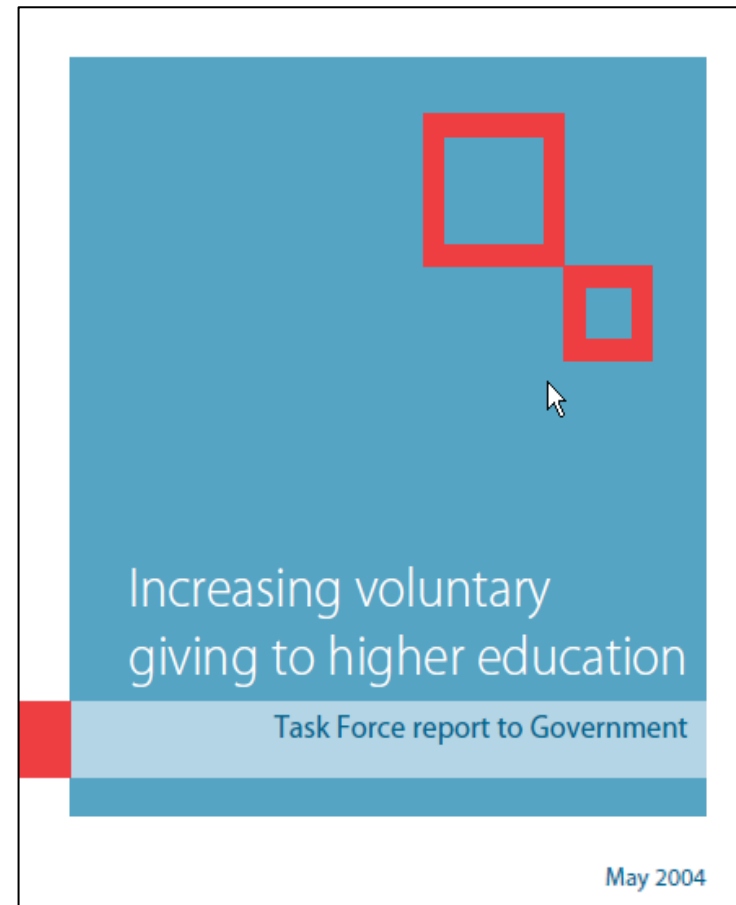
**Prof Shirley Pearce**

Vice-Chancellor and President, Loughborough University

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## Origins of the UK Match Funding Scheme

- Grew out of Thomas Report on funding in HE
- Extensive consultation with experts in the field
- A key to the scheme is quality of data



## 2006-7 Ross-CASE Survey

- Mandatory reporting for participants in the scheme
- Anonymous data protects institutional privacy



Britain's leading independent  
social research institute

[www.natcen.ac.uk](http://www.natcen.ac.uk)

## The Match Funding Scheme Provides:

- Activity that creates institutional focus and builds good practice
- A reason to approach funding sources
- A sense of urgency
- Additional funding
- Incentive to identify charity support received in departments upon which Gift Aid has not been claimed
- Helped us to coordinate internal activities

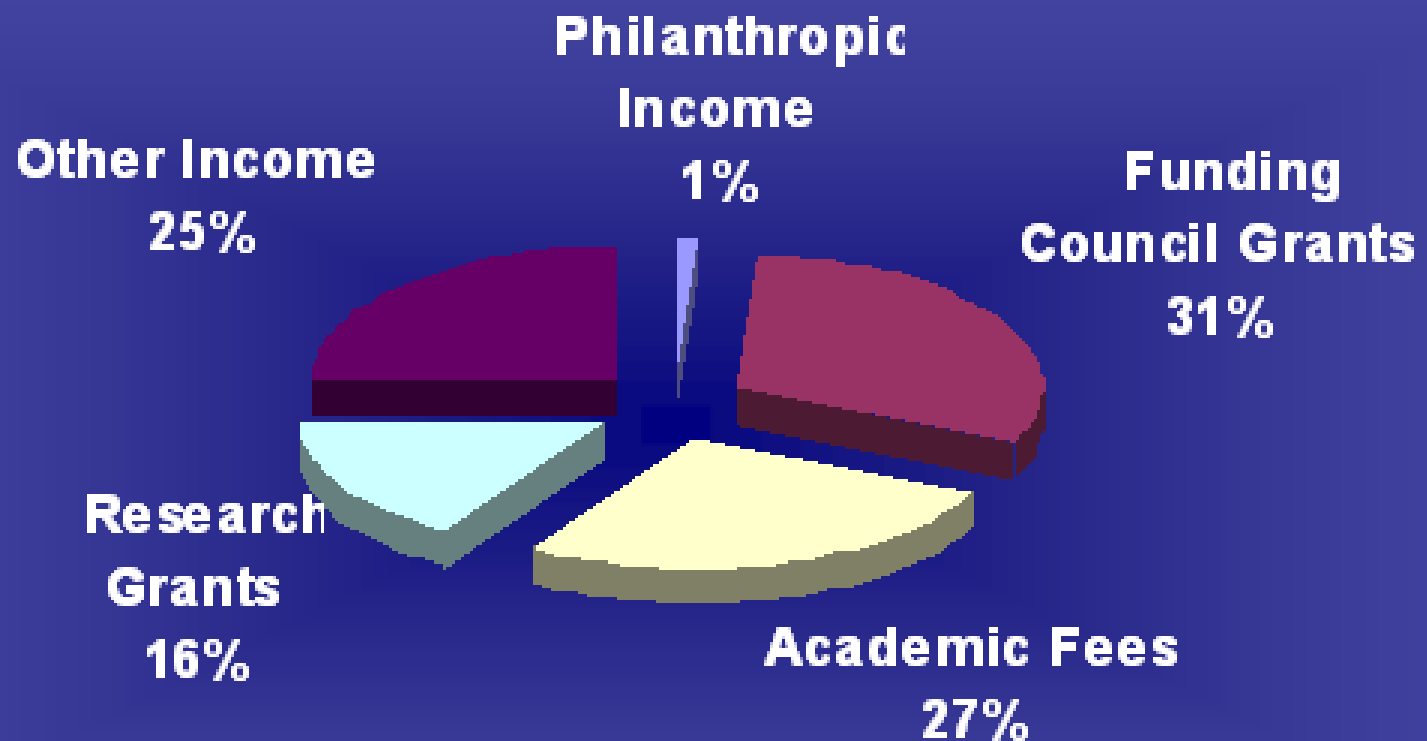
## Background on UK Match Funding Scheme

- Minimum Two-Stage Scheme
  - I. Capacity Building (for smaller operations)
  - II. Match Funding Scheme (for three years)
    - Three Tiers
    - Gifts Eligible
  - III. Continuation of Scheme (potential stage three)

## Explanation of the Tiers

- Tier 1 provides 1:1 match of £100,000 (must raise £100K)
- Tier 2 provides 1:2 match up to £2M (must raise £4M)
- Tier 3 provides 1:3 match of up to 2.75M (must raise £8.25M)

## The Match Funding Scheme is Important to Loughborough



THE SUNDAY TIMES  
**UNIVERSITY  
OF THE YEAR**  
2008-2009

- Ranked top 20 in UK by research income
- Little history of philanthropic support

## Loughborough's Aims

- To broaden our base of support
- To help embed advancement internally
- To educate the external constituency
- To incentivise funding sources
- To use the match funding to help deliver the University's strategy
- To secure internal support for investment in fundraising infrastructure

## Keeping it Simple

### MAKING THE MOST OF YOUR GIFT TO LOUGHBOROUGH IN THIS CENTENARY YEAR

From 1st August 2008 every £1 you give to Loughborough could be worth £1.69. In support of the work that universities do - in transforming lives, furthering knowledge and creating opportunities - the Government has launched a programme to increase the value of donations by 33% over the next three years at no extra cost to the donor.

For example for every  
**£1 you give**



We claim the tax back  
which adds **25p**



And the Government matched funding  
Scheme adds **33%** increasing the value  
of your gift to **£1.69**



We do hope that you will help us to take advantage of this scheme and join with us in supporting Loughborough's future. For more information about giving to the Loughborough Fund please see the enclosed letter which accompanies your Alumni Magazine or contact Vicki Urwin on **01509 228698** or e-mail her at [v.e.urwin@lboro.ac.uk](mailto:v.e.urwin@lboro.ac.uk)



Universities UK

# CHARITABLE GIVING IN UK HIGHER EDUCATION GIFTS THAT GROW

Introduction

150th Anniversary

11th Anniversary

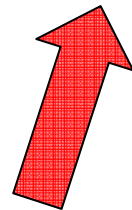
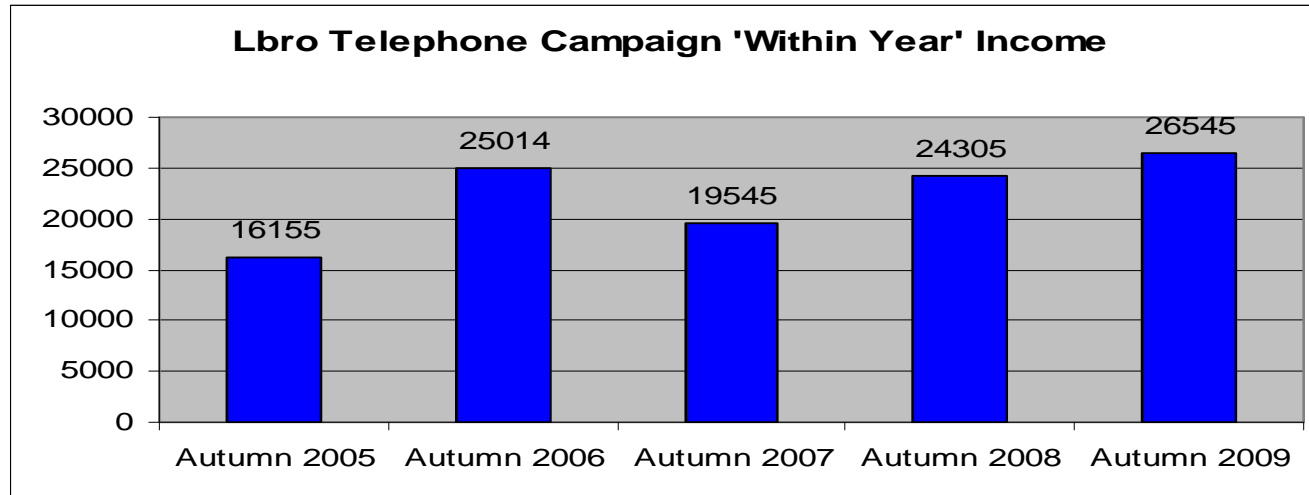
Charitable Education

Health of the Nation

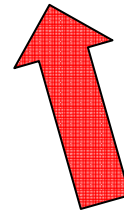
Charitable Giving

Charitable Tax

# Match Funding Helped Telephone Campaign Results



Recession hits



UK Scheme begins



## NatCen's Findings: "Increased investment has direct result in fundraising outcomes"

### Who/what was analysed:

Ross-CASE Survey analysis of institutions participating in Stage One of Scheme

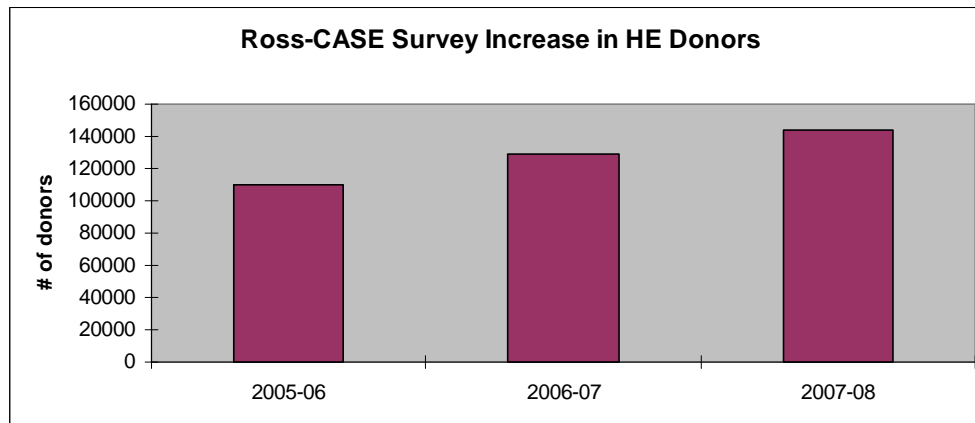
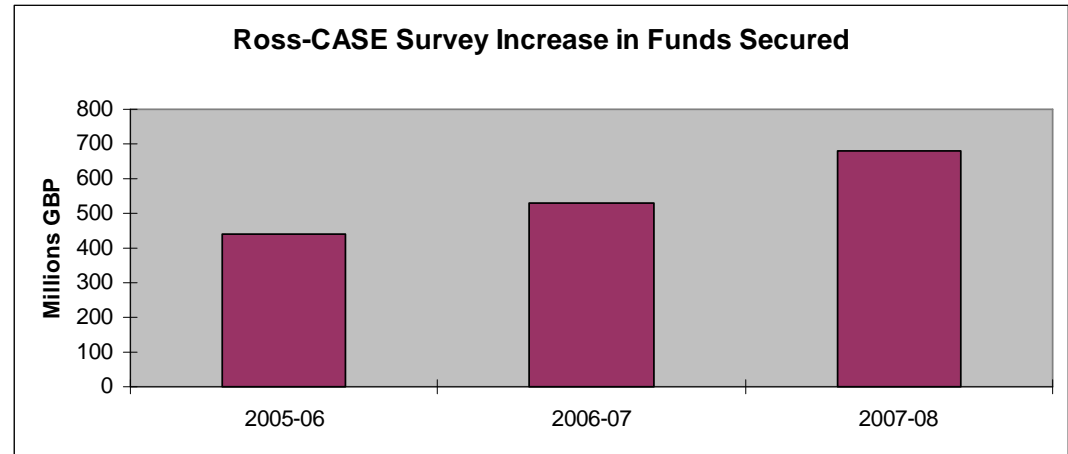
- 27 English universities receiving £35-125K per year (matched by their own funds)
- 85% had a programme less than 7 years old—41% less than 1 year old

### What NatCen concluded:

- The group reported a large increase in median fundraising expenditure and a similar increase in median cash income (£743K to £905K)
- The 59% with programmes older than one year experienced a small increase in median cash income (on general trend of the entire survey) but a larger increase in funds raised (£13.6M to £25.1M)

## Additional Ross-CASE Findings\*:

**54% increase in philanthropic funds to British universities in 07-8 vs. 05-6**



**31.5% increase in the number of donors giving to universities in 07-08 vs. 05.06**

## CASE-lead EU Leonardo Programme Bid

 CASE<sup>®</sup>

- **FUTURES:** Fundraising for Universities: Transfer of Useful Resources and Learning
- Involve partners from 4-6 countries, representing fundraisers and/or universities/FE at national and European level
- Transfer lessons learnt from European countries having implemented a Matched Funding Scheme
- Culturally adapt, enhance and translate educational resources to make them accessible to a wide, pan-European community of practice

## Government Matching Schemes—Past and Present

United States—1985

Singapore—1991

Canada—1996

Hong Kong—2002

New Zealand—2002

Norway—2005

United Kingdom—2007

### Characteristics:

- 2-5 years duration (often extended beyond announced date)
- Guided by detailed regulation outlining details of scheme
- Matching ration between .3 to 1 and 3 to 1

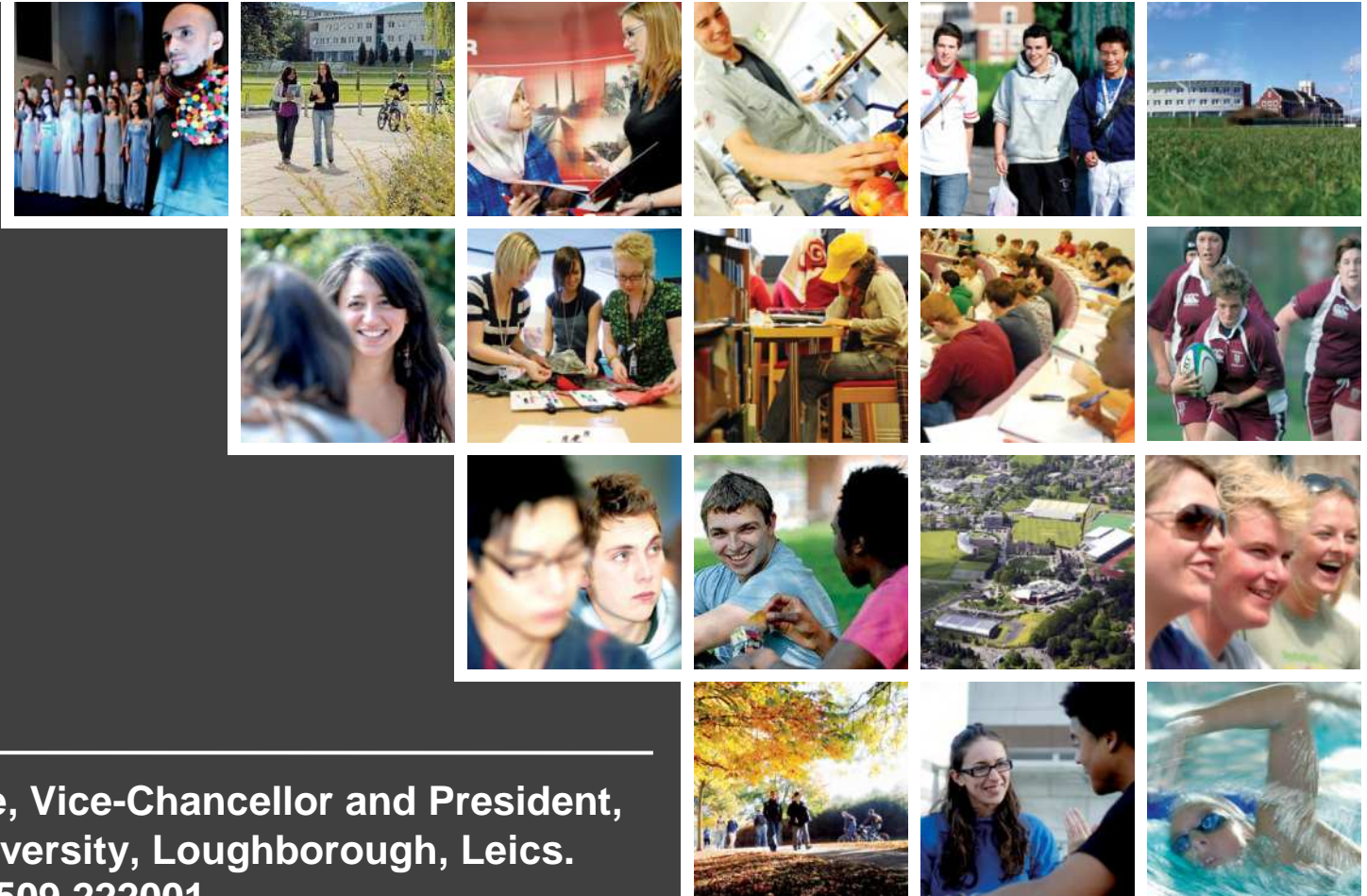
## Could the UK Scheme be Improved?

- Educate VCs and Finance Directors to create realistic expectations
- Consider duration of capacity-building and match
- National advertising campaign to publicise the programme?
- Share learning about the relative efficacy of different match allocations

## Greater Scope for Involvement of Foundations?

- Help in capacity-building
- Support for fundraising infrastructure
- Amplify the match funding scheme with a ‘challenge match’ of appropriate scale
- Support the survey function for initiating a European programme—identifying a NatCen for Europe
- Support for CASE Interns
- Placement opportunities

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