



Donors Want to Support Their Passion, Not Fill a Gap. Reinvent Your Annual Fund.

March 15th, 2024

Presented in Partnership



Jay Angeletti
President
The Angeletti Group



Thomas Diascro
Chief Advancement Officer
Hopkins School

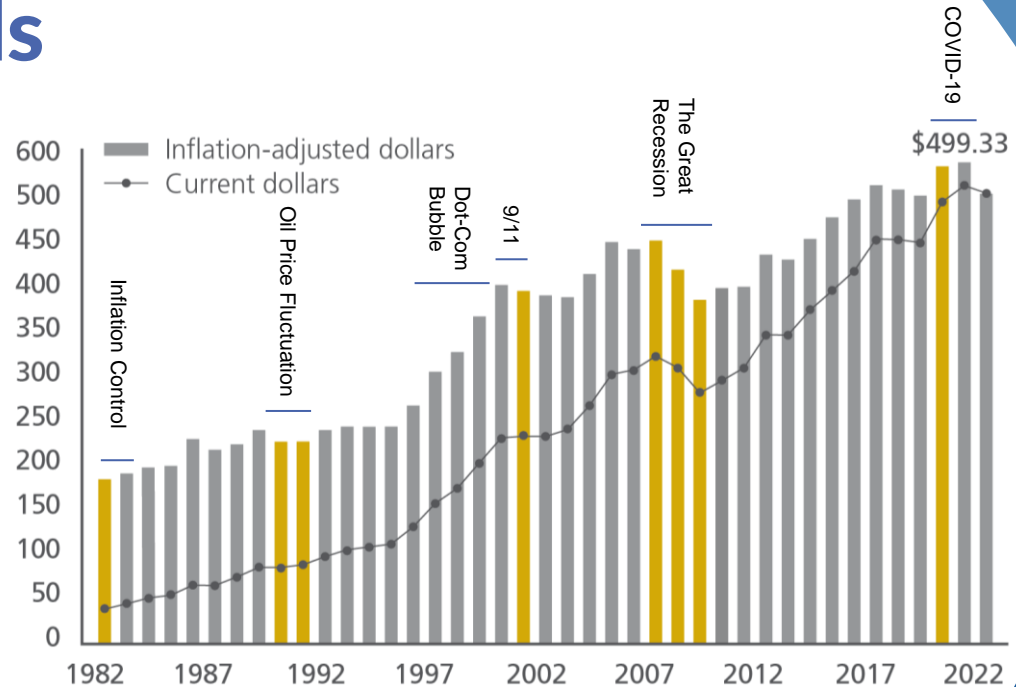


The State of Independent Education

- ◆ Since 2016, 91 private colleges have closed, merged, or announced plans to close.
 - Half of those schools have closed since COVID.
- ◆ More than 100 independent schools have closed since COVID.

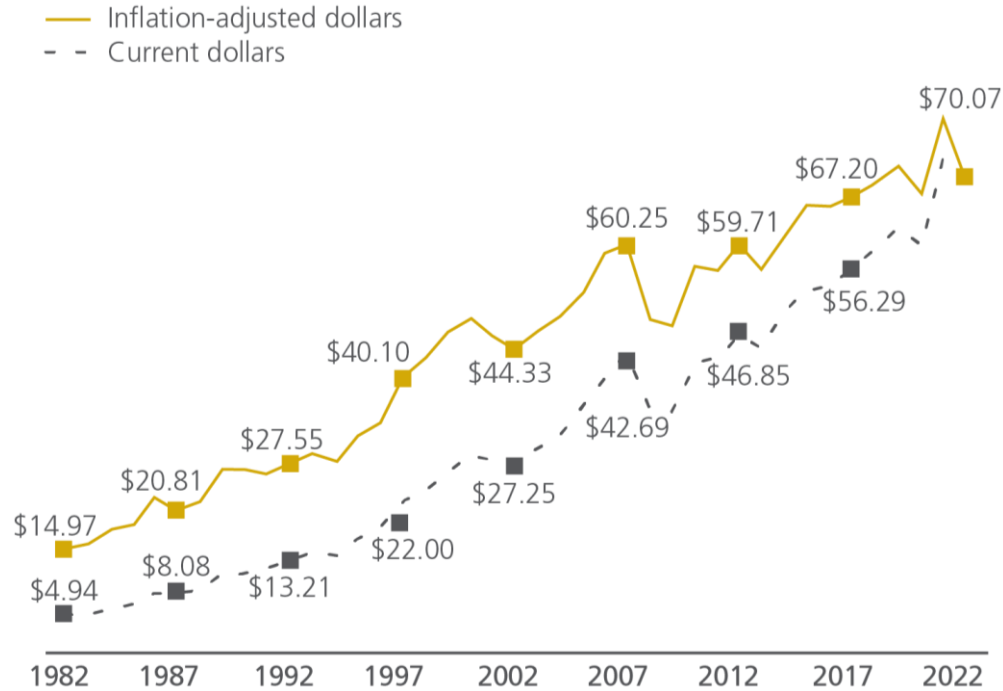
Giving Trends

- ◆ Total estimated charitable giving in the US reached \$499.33B.
- ◆ Total giving **declined** by 3.4% between 2021-2022, **10.5 %** when adjusted for inflation.



Source: Giving USA 2023
The Voluntary Support Of Education 2021-2022

Giving to Education



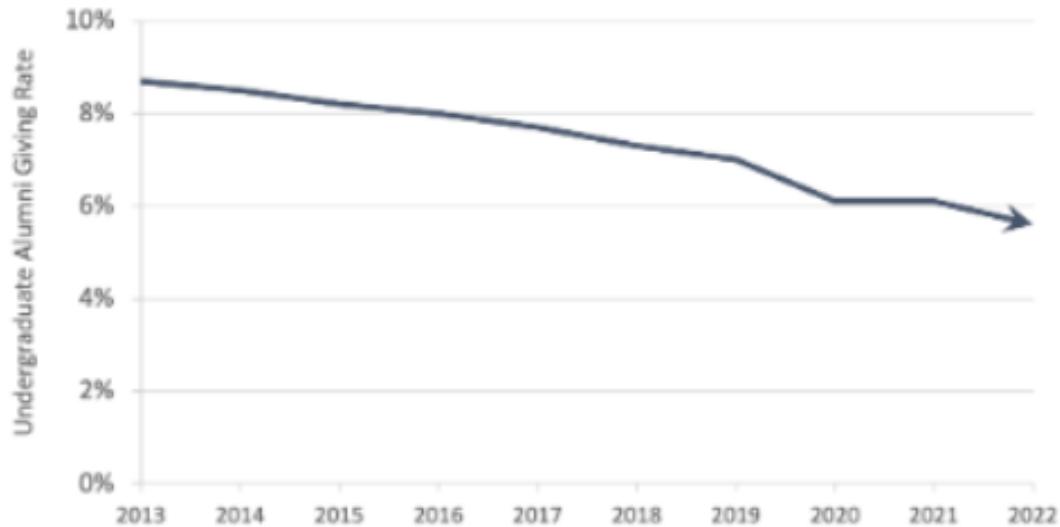
Sources: Giving USA 2023

Council for Advancement and Support of Education © 2022

Giving to Education

- ◆ Giving to Education declined by 3.6% between 2021 & 2022.
 - Adjusted for inflation, giving to education declined 10.7%.
 - Education received 13% (\$70.7B) of all giving in 2022, ranking third.
 - Giving to Human Services surpasses giving to Education for the first time in history.

Alumni Participation Over Time



Sources: Voluntary Support of Education data

Council for Advancement and Support of Education © 2022

Cost of Education

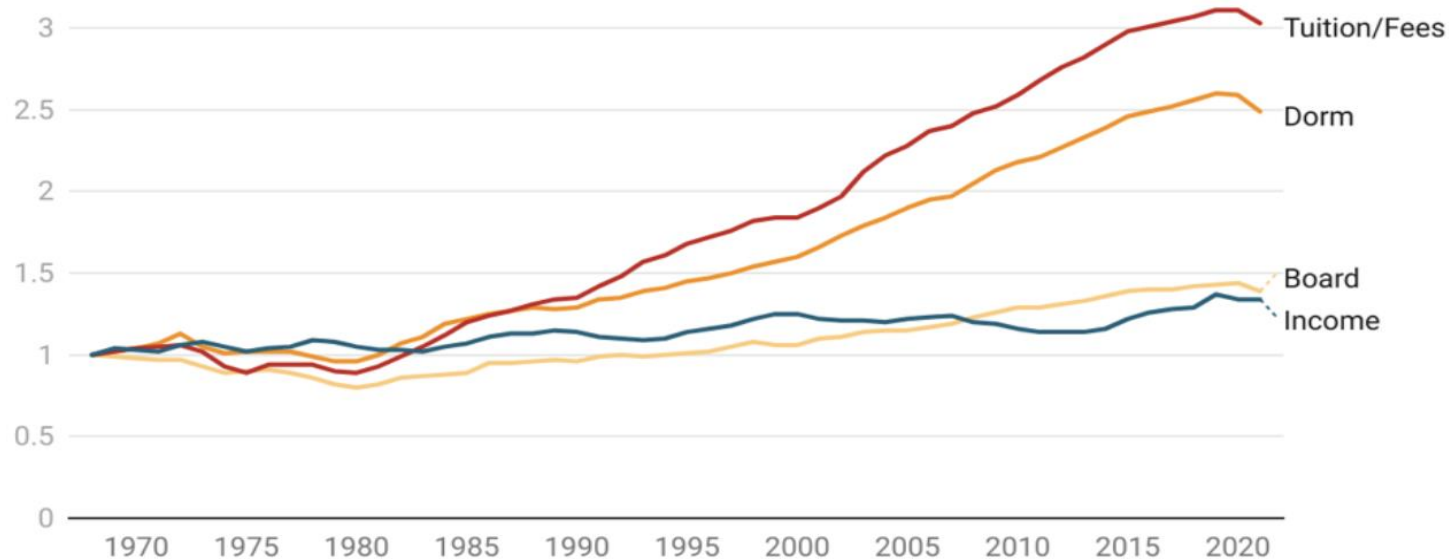
- ◆ Cost of independent secondary education vs Inflation (2009-2019)
 - 38% = The increase of annual tuition at independent secondary schools
 - 8% = The increase in median household incomes
- ◆ 180% = The increase of higher education over a 40-year span (1980-2020)
- ◆ Financial aid
 - 27% of students receive financial aid at k-12 independent schools
 - 72% of undergraduate students receive financial aid

Sources:

The Hechinger Report October 2, 2019, US Giving
National Center for Education Statistics/Forbes
NAIS

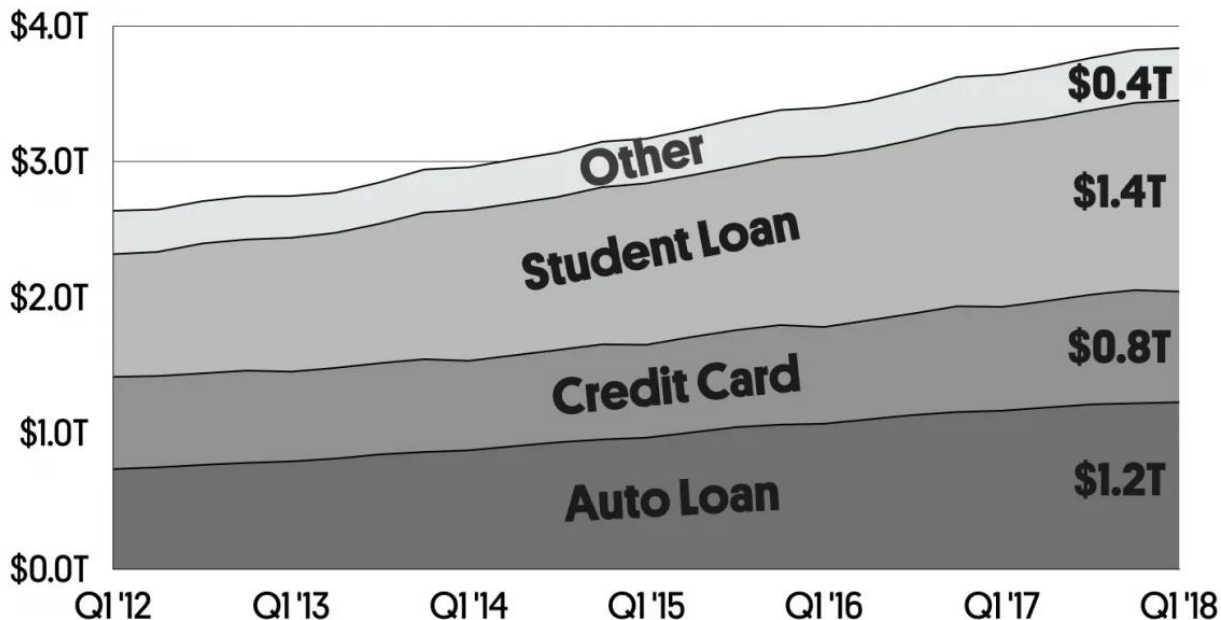
College Costs Versus Household Income

An indexed examination of growth rates for college costs (tuition/fees, dorm rooms, and board/food) compared to household income.



College costs include tuition/fees, dorm, and board, for 2- and 4-year public and private institutions. Income is median. Years are calendar and assume college costs are those at the beginning of the year.

Student loans make up the largest chunk of U.S. non-housing debt.



Source: FRBNY Consumer Credit Panel / Equifax

TheFinanceTwins.com

An alternative solution:

Invite people to fund investments that add value.

Case Study:

Hopkins SCHOOL



About Hopkins School

- Hopkins is an independent day school in New Haven, CT, with 715 students in grades 7-12.
- Founded in 1660, Hopkins is one of the oldest schools in the country.
- For roughly 334 of those 364 years, Hopkins had **no formalized development** function to speak of.



Recent Campaigns

- Hopkins' last comprehensive campaign concluded in 2012, although the school did undertake a small but successful \$30M endowment fundraising campaign from 2013-16.
- Following a Head of School transition in July 2022, we are currently in the midst of relaunching a campaign Quiet Phase.
- As part of that campaign, the Board is looking for annual giving to grow by 25% over a 5-7 year period.

Annual Giving at Hopkins

- As a day school, annual giving is equally split between current parents / past parents and alumni.
- Like many schools, Hopkins has been experiencing a year-over-year decline in the number of donors.
- Less to do with donor retention (@ 75%).
- More to do with new donor acquisition and the re-activation of long-lapsed donors.

Unrestricted Giving

- While unrestricted annual giving at Hopkins has remained relatively flat over the past 5 years, giving to the Hopkins Fund – which includes unrestricted annual giving and directed annual giving – **has grown** even as the number of individual donors has declined slightly.
- How? Over the last 3-4 years Hopkins has been purposefully re-focusing and re-defining annual giving with the guidance of The Angeletti Group.

Counting vs Accounting

- Hopkins has an OU budget target, the classic “filling the gap” number, set by the Finance Committee each year.
- Advancement “counts” differently than the Business Office and Auditors “account”.
- Over the past 3-4 years we have refocused the Board’s attention on growing OVERALL giving at Hopkins.
- Focusing solely on squeezing every last OU dollar out of our constituency each year would likely result in less dollars raised annually . . . not more.

Broadening the Appeal



Celebrate the Annual Fund

- ◆ Creates new programs
- ◆ Fuels growth
- ◆ Responds to the marketplace
- ◆ Makes an immediate impact
- ◆ Connects donors to the excitement of creating new initiatives and contributing to the success of the future

Thank you!

Questions?

Jay Angeletti

jay@theangelettigroup.com

Thomas Diascro

tdiascro@hopkins.edu