

EUT<sup>+</sup>

## EUROPEAN UNIVERSITY OF TECHNOLOGY

Deliverable D108

D8.4c Annual report of the EUT+ Foundation

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Description: Activity report on the foundation successes and ongoing targets

Comments: The versions in the other languages of the alliance are available on request.

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## Foreword to deliverable 108

The “EUt+ foundation” aims to support the financial sustainability to the alliance through efficient fundraising. This deliverable reports on the activities done to achieve this in the third year of the alliance and can be better understood after reading D107 that features reports at M12 (a) and M24 (b). For three years experts from partner universities have developed the idea of how to implement EUt+ Foundation in the long-term – organized experience exchange, numerous trainings, met with leading experts from the field, organized thought exchange in dedicated conferences. The outcome has proved that while EUt+ is still in its development phase, it is more efficient to fundraise under initial brands of partner universities. From the first day of common programs, it is necessary to engage EUt+ alumni in well-designed activities in order to strengthen their emotional ties, strengthen EUt+ brand and in time follow up with EUt+ fundraising projects in both, alumni and industry, level.

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## Introduction

Deliverable 107 (EUT+ Foundation annual reports a and b) has introduced the interest, general strategy and first steps and actions for rolling out the EUT+ Foundation. Its main conclusions are that EUT+ members should work on growing awareness of the EUT+ brand, continue individual activities aligned with the EUT+ vision and mission, training the team and assigning staff for the aim of alumni relations and fundraising, being ready for the first EUT+ cohorts and the deployment of the EUT+ Foundation legal instrument.

In this deliverable, D108 (EUT+ Foundation annual report c), we introduce the status at the end of the Erasmus+ grant (M36). Fundraising programs run at the EUT+ member universities are described together with the resources dedicated by each member to fundraising. After that, we report the status of tax deductions and fundraising culture in the eight countries of the EUT+ members. Next, the main conclusions of the task outcomes are presented, including deviations where present. After introducing the next steps of the EUT+ Foundation, Annex I will show potential financial needs for the advancement.

## 1 EUT+ advancement situation analysis

EUT+ universities have set up a Foundation team consisting of representatives from each institution. After an analysis of current situation, in which initially only three universities (UTT, RTU, TU Dublin) had separate Foundations and experience in fundraising, the work group decided to focus on partner training and development of EUT+ Foundation strategy.

Several interviews have taken place to consult with fundraising experts:

- + A stakeholder engagement strategist
- + An expert on Global Engagement
- + An expert in Global Engagement & Strategy
- + An alumni researcher

Training activities were performed – case study presentations of team members, participation in various conferences, mobilities to partner universities campuses etc.

### 1.1 Fundraising programs in partner universities

	Programs	Sources	Industry %	Private %	Other
RTU	Internship scholarships, study scholarships, Engineering high school, Teaching	Industry and private donations, RTU co-financing for administrative expenses, EU grants	99	0	1 (RTU)

	excellence scholarship, Talent program, Graduation ceremony				
UTT	Chairs and 10 axes of fund raising	Corporate donations (85%) and Private donations (10%) and UTT (5%)	70	20	10 (UTT)
UPCT	Crowdfunding (related to COVID)	Corporate and private	21	79	
TU Dublin	Fundraise for strategic priorities of University as approved by University Executive Team	Trusts & Foundations, Corporates, major donors and alumni	90	2	8 (trusts)
TUS	N/A	Corporate donations and Private donations (56.46% in Equipment 43.64% Cash)	95.08	4.92	

UTCN	Annual institutional programs (e.g. Excellence in Engineering); Specific programs of student organizations.	Corporate (Industry) donations	100		
H_DA	NA	NA	100	NA	NA
CUT	NA	NA	NA	NA	NA

## 1.2 Resources dedicated for fundraising

	Operating budget (EUR)	Staff size
RTU	120 000	9
UTT	120 000	1.25
UPCT	10 000	N/A
TU Dublin	700 000	6
TUS	N/A	1 (alumni relations - side assignment)

UTCN	N/A	1-2 (alumni relations - side assignment)
H_DA	N/A	N/A
CUT	N/A	N/A

### 1.3 Tax deductions and fundraising culture in the member countries

	Tax deduction laws for sponsors	Fundraising culture
RTU	There is a tax deduction, but it has been reduced 3 years ago, it is complicated for smaller companies. Still relevant for big organizations with large profits. State capital companies are prohibited from donating	Fundraising culture is still young in Baltic states overall. Mostly health, children, animal shelter related fundraising projects. Higher education in society is not regarded as high priority.
UTT	Tax law for fundraising: 60% of fiscal deduction for industry and 66% for private donors	Higher education fees are 600€/year // This is encouraging for private donation
UPCT	Tax benefits of 30% of the donation for individuals and 35% for companies	Lack of fundraising culture



TU Dublin	Tax – there is no incentive for private individuals to give. A charity can claim an uplift on a donation from a private individual but there is no tax relief for the donor. Corporates can claim 12.5% tax relief on a donation to a registered charity	Need – there will be an increased need for philanthropic support due to competing demands on the Government’s resources as a result of Covid and Brexit. The need to secure philanthropic support will increase but we don’t have sufficient tax incentives for donors when compared to US, UK or other parts of Europe
TUS	Tax relief law for fundraising: up 10% of the positive financial earnings and up to 5% for private donators	Missing policy regarding donations’ popularization and support – Bulgaria is at the bottom list of countries that relieve/decrease donator’s taxes after public donations, being represented in the 120th place out of 125 countries
UTCN	3,5% from tax on salary or company profit	Lack of tradition in funds donation and the economy laws that are not supporting this action.
H_DA	0% tax deduction	N/A
CUT	N/A	N/A

## Conclusion and next steps

The first three years of the construction of the EUT+ Foundation had to face severe unexpected situations that challenge the expected results of the task. First of all, the Covid crisis made a huge impact, not only in the development of the project, but also in the relations between universities and stakeholders. Secondly, the war in Ukraine drew all the attention from donors and fundraising activities at universities, including also EUT+ member institutions.

The first main objective of the task was to establish a team of alumni relations and fundraising enthusiast that shares practices and networks on external funding. The objective was achieved as all the universities appointed someone for the tasks; we obtained active alumni relations functions in 5 and fundraising teams in 3 universities; participants shared practices in international conferences such as CASE Europe 2021, CASE Nordic 2022, ICARE Alumni 2022, and we started the development of shared advancement expertise among European universities initiative participants. The second main objective was to raise philanthropic support for the mission of the European University. Locally, philanthropic initiatives raised in partner universities UTT, RTU, TU Dublin, together with some student mobility and branding initiative by UTT. The final main objective of the task was to reach an annual fundraising of 500k€ the first year, 1M€ in 2023, towards 5M€ in 2030 and 10M€ in 2035. In the scholar year 2022/2023, 1,3 M EUR scientific equipment was invested in RTU, available for all EUT+ visiting in mobility, or doing a EUT+ common research. Also, 300 EUR equipment was raised in TU Dublin, and 4000 EUR mobility initiative by UTT as a consequence of fundraising for train tickets to support student mobility between EUT+ universities (20 passes were distributed).

Originally, we expected that the EUT+ foundation would be established as legal entity. However, it was found that it was too early for the EUT+ foundation

establishment – any legal entity requires administrative support where investment would not be commensurate with potentially incoming donations; Different tax legislation and public/private law in all countries. Instead, we focus on performing an active work on EUT+ alumni relations development, which is usually first step before involving in fundraising.

Initially, only RTU, UTT and TU Dublin had dedicated resources for alumni relations and fundraising. After 3 years, two more partners (H\_DA, UTCN) have assigned employee for alumni relations. These employees have had common training, case study and conference activities during the project.

As soon as EUT+ is established as a legal entity, the EUT+ advancement office must be launched operating according to EUT+ strategy in strong cooperation with EUT+ top management. In the first years the office must focus on alumni relations, working with students to recognize the value of networking and staying in contact with EUT+ after the graduation. In later phases EUT+ advancement must launch fundraising campaigns (ongoing as well as annual) to strengthen the cooperation. Understanding the needs of industry that correlate with EUT+ strategy will be essential for successful fundraising campaigns thus customer research will be needed (Customer Experience Management).

## Annex – Potential financial requirements for EUT+ advancement

Kind of resource	Detail of the resource or evolution required...
TBS, ca 10% of fundraising targets	EUT+ alumni relations and development office employees and administration expenses (legal, financial services, etc.)
TBS, ca 10% of campaign targets	Fundraising campaigns for EUT+ students, researchers, projects and infrastructure
10'000 EUR per institution yearly	Training, alumni relations and fundraising conference (like ICARe ALUMNI, CASE Europe) participation fees, travel expenses
TBS,	EUT+ CRM, depending on legal form, usage, etc
ca 50 000 EUR yearly	Advancement (alumni + fundraising) IT platform (pricing to be specified depending on legal form, usage, number of registered users etc)
~5000 EUR per institution yearly	Council of Advancement and Support of Education membership. The amount is approximate as the legal form of organization is unknown.