

Major Donor Fundraising for a Major Russian University

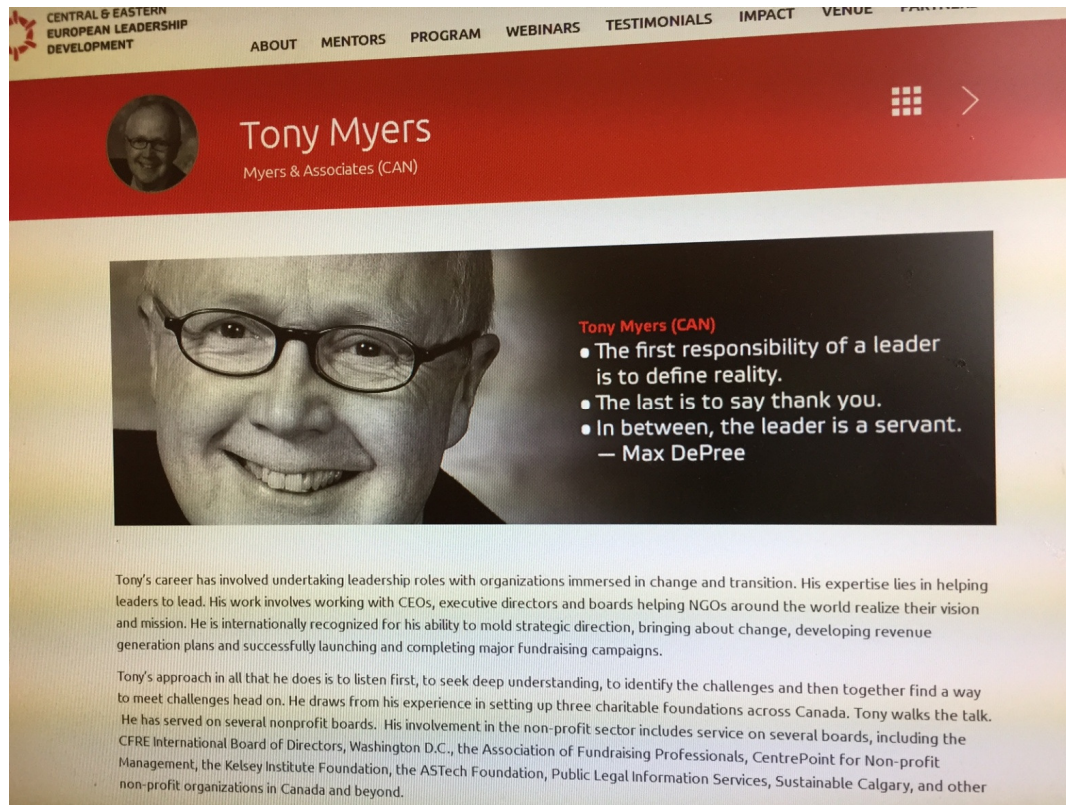
“Philanthropy in European Universities: strategies and challenges”
UNICA Rectors Seminar

Marina Stupnikova
Deputy Director of the HSE University Endowment Fund

24-25 October, 2017, University of Cyprus



WHAT WE KNOW FROM A CROSS-COUNTRY EXPERIENCE



The screenshot shows a website profile for Tony Myers. At the top, there is a navigation bar with links: ABOUT, MENTORS, PROGRAM, WEBINARS, TESTIMONIALS, IMPACT, VENUE, and PARTNERS. The profile header includes a small circular photo of Tony Myers and his name, "Tony Myers", with "Myers & Associates (CAN)" below it. The main content area features a larger photo of Tony Myers and a quote from Max DePree: "The first responsibility of a leader is to define reality. The last is to say thank you. In between, the leader is a servant. — Max DePree". Below the photo and quote, there is a paragraph of text describing Tony's career and expertise in leadership and fundraising.

CENTRAL & EASTERN
EUROPEAN LEADERSHIP
DEVELOPMENT

ABOUT MENTORS PROGRAM WEBINARS TESTIMONIALS IMPACT VENUE PARTNERS

Tony Myers
Myers & Associates (CAN)

Tony Myers (CAN)

- The first responsibility of a leader is to define reality.
- The last is to say thank you.
- In between, the leader is a servant.

— Max DePree

Tony's career has involved undertaking leadership roles with organizations immersed in change and transition. His expertise lies in helping leaders to lead. His work involves working with CEOs, executive directors and boards helping NGOs around the world realize their vision and mission. He is internationally recognized for his ability to mold strategic direction, bringing about change, developing revenue generation plans and successfully launching and completing major fundraising campaigns.

Tony's approach in all that he does is to listen first, to seek deep understanding, to identify the challenges and then together find a way to meet challenges head on. He draws from his experience in setting up three charitable foundations across Canada. Tony walks the talk. He has served on several nonprofit boards. His involvement in the non-profit sector includes service on several boards, including the CFRE International Board of Directors, Washington D.C., the Association of Fundraising Professionals, CentrePoint for Non-profit Management, the Kelsey Institute Foundation, the ASTech Foundation, Public Legal Information Services, Sustainable Calgary, and other non-profit organizations in Canada and beyond.

Educational Fundraising Challenges

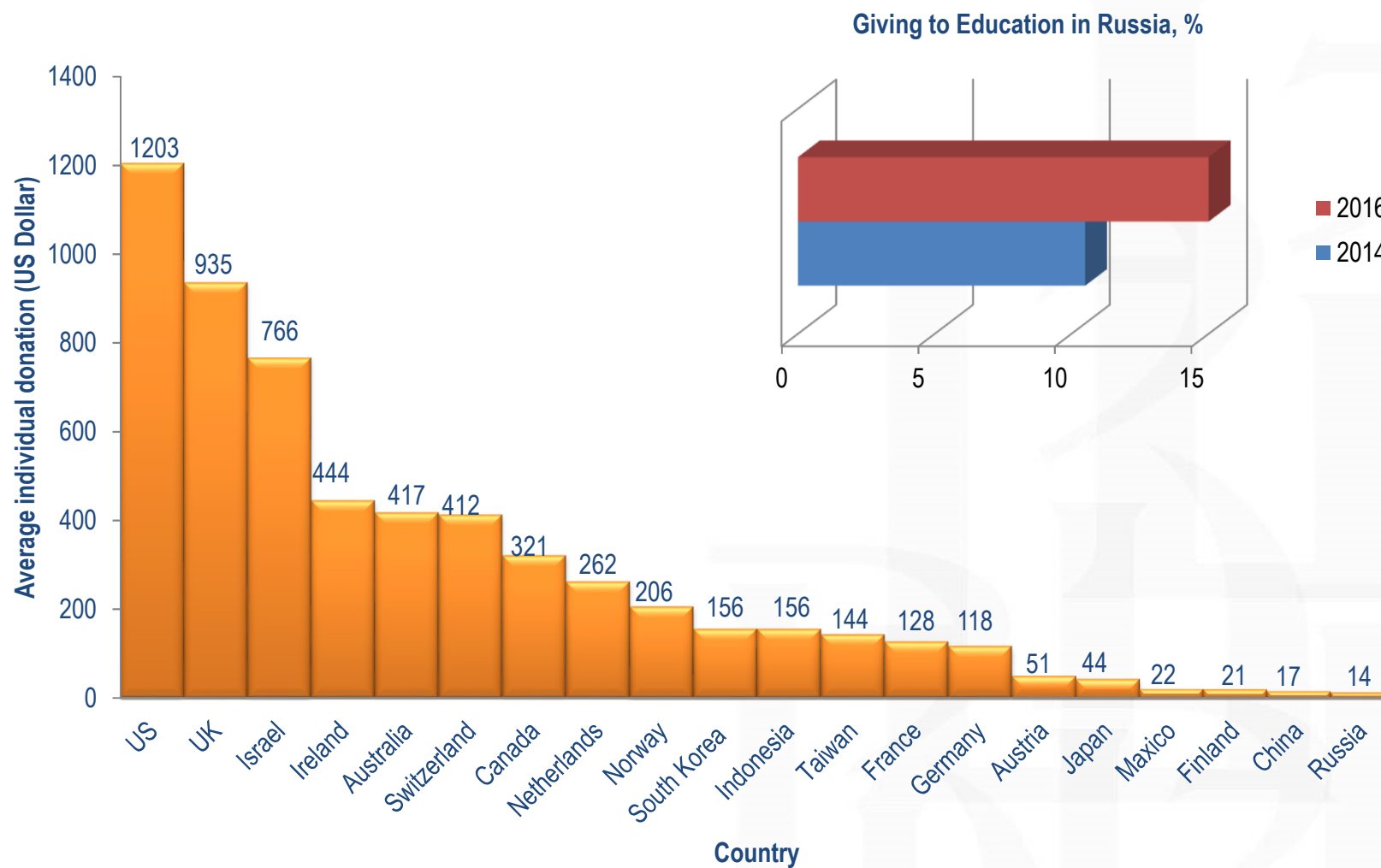
- ☐ Lack of Training (Professionalism)
- ☐ Problems with Credibility
- ☐ Leadership

WHAT YOU WILL LEARN FROM THIS PRESENTATION

- ☐ The general pattern of educational fundraising throughout public universities in Russia.
- ☐ Major Donor fundraising strategies we use at HSE University.
- ☐ How we all may be able to benefit from the networking opportunities that UNICA provides.



WHAT WE KNOW FROM STATISTICS

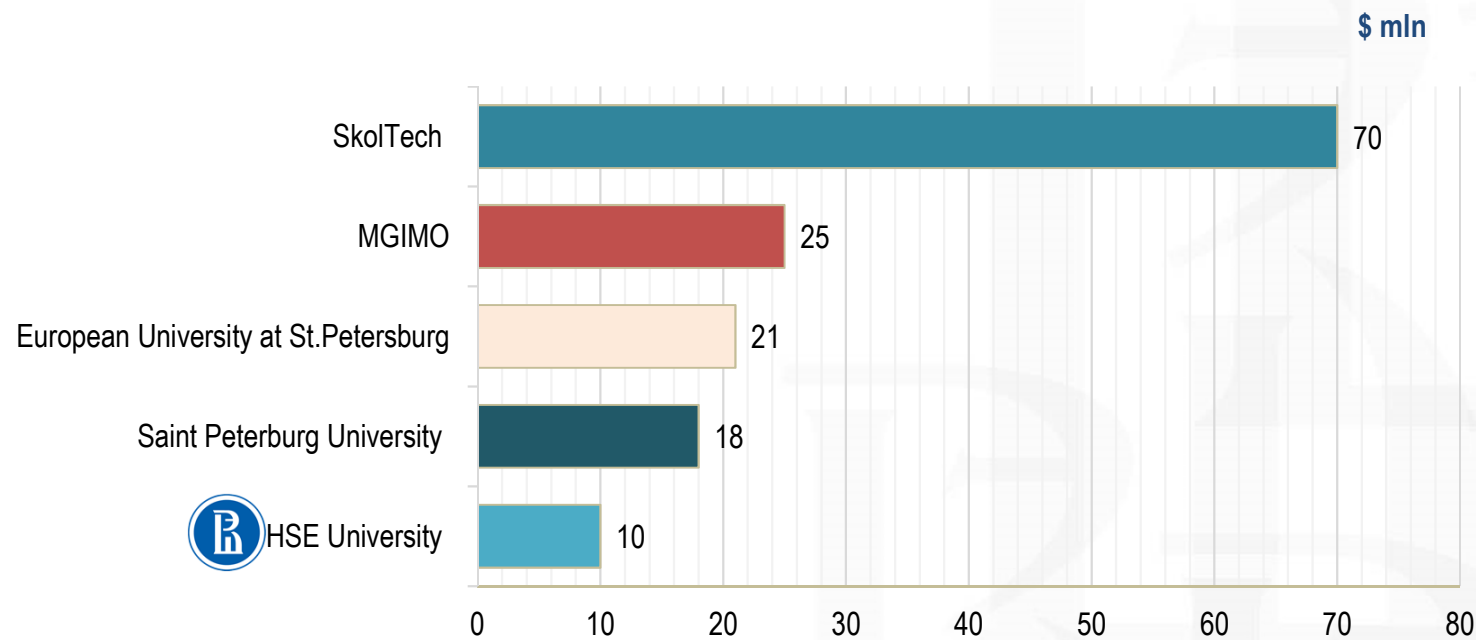


Source: Individual International Philanthropy Database, 2016



TOP-5 RUSSIAN UNIVERSITIES' ENDOWMENTS

Fundraising not yet seen as something vital
for Public Universities in Russia



HOW THE ENVIRONMENT WORKS FOR RUSSIAN UNIVERSITIES

- Private charitable giving - 50%; giving to education – 10-15% (from those 50%)
- Rare government calls relate to particular universities, no comprehensive approach
- No tax incentives for companies, tax deduction for individuals
- Law related to endowments only 10 years old
- Crucial role of university leadership
- Major Donors mostly are prominent national companies
- Little or no alumni involvement



HSE University Revenue Streams (2012-2016)



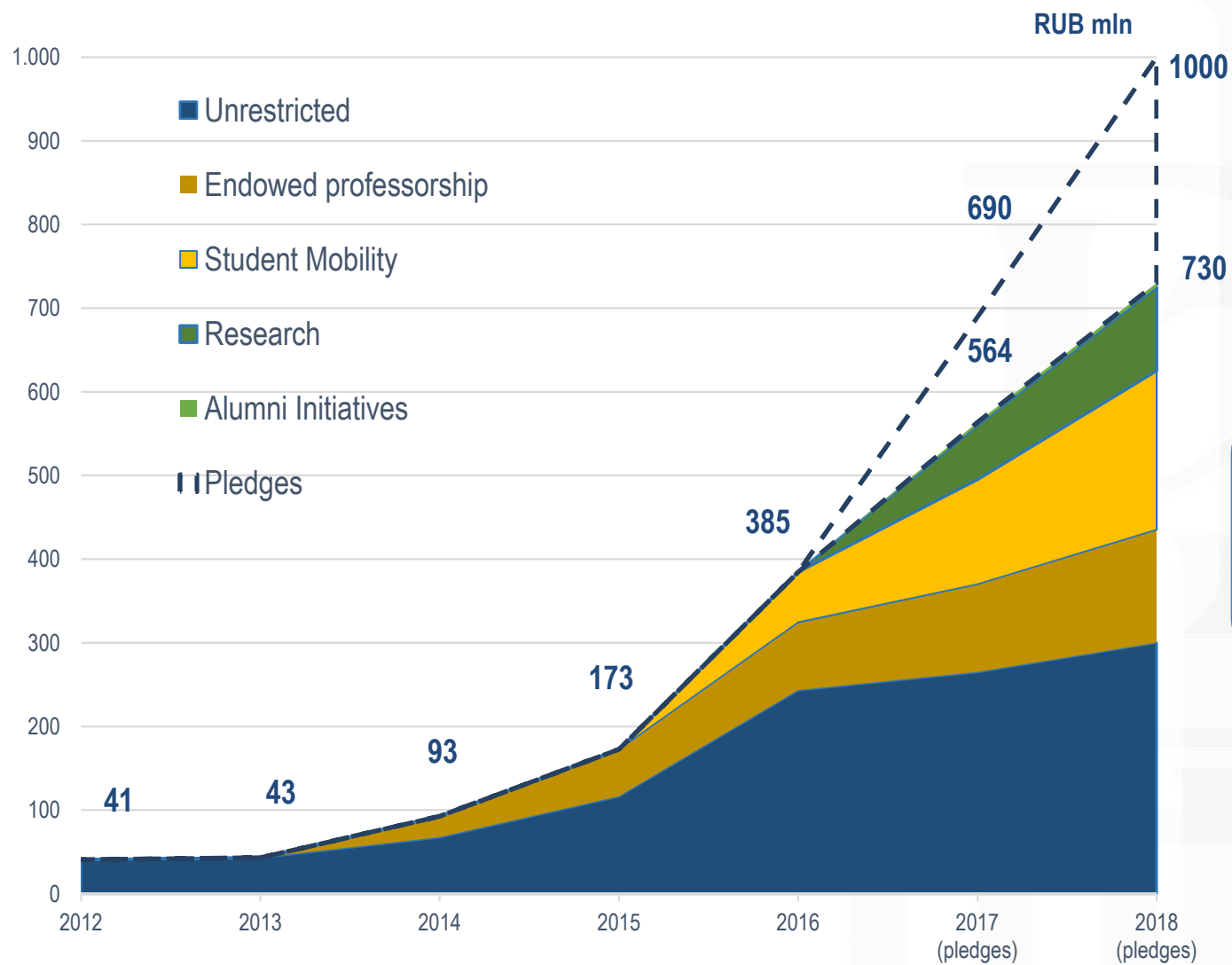
HOW HSE UNIVERSITY MADE \$55+ MLN OVER 4 YEARS

- We had strong internal and external leadership.
- We articulated the difference, added value and transformed the university image in brochures and in negotiations.
- We demonstrated exclusivity to potential donors.
- We sought partners among the best Russian companies and businessmen.
- We got our staff educated in modern fundraising practices.

MAJOR HSE UNIVERSITY DONORS (examples)



MARKET VALUE OF THE HSE UNIVERSITY ENDOWMENT FUND



HOW WE COULD BENEFIT FROM NETWORKING WITHIN UNICA

The real challenge for universities: the lack of professional development for fundraising and alumni relations professionals.

The possible solution: UNICA Fundraising & Alumni Relations Workshops - regular meetings with the aim of exploring new ideas and exchanging experiences.

Possible partners: we could invite CASE to support this initiative by recommending key speakers.

The real driver: HSE University is ready to lead this initiative if you will support the idea.

HOW YOU CAN CONTACT HSE UNIVERSITY FUNDRAISING TEAM

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