



Network of Universities
from the Capitals of Europe



University
of Cyprus

Rectors Seminar 2017

Philanthropy in European Universities: strategies and challenges

University of Cyprus

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BIOGRAPHIES & ABSTRACTS

SESSION 1:

Major Donor Fundraising for European Universities

Chair: José António MACHADO, Vice-Rector, Universidade NOVA de Lisboa

Professor José António Machado holds a PhD in Economics by the University of Illinois at Urbana-Champaign, U.S.A. and an Agregação (Habilitation) in Statistics and Econometrics by Universidade NOVA de Lisboa. He is a member of the Editorial Boards of Empirical Economics and the Portuguese Economic Journal and has published his scientific research in some of the top journals of his field, including Journal of the American Statistical Society, Journal of Econometrics, Journal of Applied Econometrics, Econometric Theory, European Economic Review, Empirical Economics, Economic Letters and Oxford Bulletin of Economics and Statistics. Before taking the position of Vice-Rector of Universidade NOVA de Lisboa, Professor José Machado was Pro-Vice Chancellor of Regent's University London and Dean at NOVA School of Business and Economics (2005-2015). As Vice-Rector of Universidade NOVA de Lisboa, he is responsible for the area of value creation and commitment with society.

Speaker : Paul DE KNOP, former Rector, Vrije Universiteit Brussel

Professor Paul de Knop is Pro-Rector and former Rector (2008-2016) of Vrije Universiteit Brussel (VUB). After graduating in Physical Education at Vrije Universiteit Brussel and earning a Master's degree in Sports Sociology and Sport Management at the University of Leicester in the United Kingdom, he returned to VUB to obtain his PhD in Physical Education.

From 1997 to 2008, Paul De Knop was professor at the University of Tilburg, and chaired the Flemish Community Education Board from 2002 to 2008. In 2006, he took the position of Dean of the Faculty of Physical Education of Vrije Universiteit Brussel. During his mandate as Rector of VUB, he was President of the Flemish Fund for Scientific Research from 2009 to 2010 and Chair of the Flemish Rectors Council (2013-2015).

Prof. Paul de Knop has received several awards for his academic work, including the Piet Theysprijs Award for academic research on youth sports (1992) and the Sport Management Excellence Award from the European Association for Sport Management (2004). In 2013 he received an Honorary doctoral degree of the University of Antwerp.

Abstract

During my mandate as Rector of Vrije Universiteit Brussel (2008-2016), one of my major strategic plans was to set up a fundraising campaign for the university and the university hospital. The main reasons behind the plan were cuts in government funding, caps on tuition

fees imposed by the by government and the big challenges related to the universities' future competitiveness.

In my presentation I shall highlight the following aspects of the fundraising programme at the VUB:

- Why did we start with a fundraising programme ?
- How did we set up the project ?
- Which possibilities were elaborated (chairs, donations, private foundations, legacies, ...)?
- The major motivations for giving a legacy
- The key barriers to give a legacy
- The results of our fundraising programme
- Pitfalls to be avoided

Some fundraising examples from the VUB and its hospital will be described, including a telethon campaign amongst alumni to raise funds for a new swimming pool, the Samson House for patients' pets in the university hospital, the Appel Garden project for young cancer patients.

Speaker: John KELLY, President, MiraKelly Fundraising Consultants

John Kelly is a pioneer in British and European fundraising. For 20 years from 1990, he was the Managing Director and President of the International Brakeley group. He is now President of MiraKelly Ltd, a Founder Member of the MIRA Partnership of Fundraising and Management Consultants, and is a Senior Adviser to Brakeley GmbH in Germany and Mira Brakeley AB in Sweden.

Before becoming a consultant, John was the CEO of Regent's College, London. Earlier, he served as Bursar of Bedford College, University of London where he was one of the first people to introduce American fundraising approaches into a British university.

John has written a number of articles on fundraising for professional journals, and lectures regularly on fundraising. From 1998 to 2001 he was Chairman of EUConsult, the European Association of Consultants to and about Not-for-Profit Organisations. He is a member of the Council of the University of Sheffield and served for many years as a Board member of the Association of Fundraising Professionals (AFP), headquartered in Virginia (USA). He is a Director of Books Beyond Words a UK social enterprise that publishes books for people with learning difficulties.

John has provided direct consultancy services to a range of clients in over thirty countries, including: Chalmers University of Technology (Göteborg), Kræftens Bekæmpelse (cancer charity) (Copenhagen), l'Université catholique de Louvain (Belgium), University of Minho (Portugal), the Van Gogh Museum (Amsterdam), Rijksuniversiteit Groningen (Netherlands), the University of Glasgow (Scotland), Amnesty International, Karolinska Institutet (Sweden),

Harvard Law School, the University of Kent (UK), International College (Beirut), Caritas Internationalis (Rome), and Worldwide Fund for Nature (WWF).

Speaker: Marina STUPNIKOVA, Deputy Head, HSE Endowment Fund

Marina Stupnikova joined the HSE University team in 2010. Since 2013 she has been deeply involved in fundraising along with the Rector and the Vice-Rector for finance. She is in charge of every step of the major donor fundraising circle including research, cultivation, negotiation and acknowledgements. With her involvement, Higher School of Economics has attracted over \$52mIn of charitable gifts and pledges during 4 years.

As the chief administrator of the HSE Endowment Fund, Marina Stupnikova has initiated lots of activities. She successfully created its Investment Committee; transformational endowment programme funded by prominent HSE University alumni and has been instrumental in fostering alumni relationships.

In 2015 she headed a one-year consulting project for the Federal Ministry of Education and the Russian Academic Excellence Programme. This project analyzed governing bodies (the boards of trustees and the supervisory boards) of Russian universities and aimed at increasing their efficiency.

Abstract

Educational fundraising in Russia is still quite unheard of. HSE University has been doing fundraising since 2013 when it began a process of attracting certain Russian billionaires and leading corporations to its board of trustees. It was expected that the charitable support from each trustee would be about \$1 million annually. As of now there are 10 trustees implementing their own “individual trustee programme” which consists of one or more projects important for the university and of certain interest to a trustee. The total amount of gifts and pledges comes up to \$55 million.

Most of challenges Russia and European countries face in educational fundraising are related to professionalism and communication. Unfortunately, there is no “culture of asking” among the university community in Russia at all. Realizing the importance of professional development, HSE University would like to suggest that UNICA establish a brand new project for member universities with the aim of exploring new ideas and exchanging experiences in fundraising and alumni relations.

Speaker: Jennie MOULE, Interim Executive Director, CASE

Jennie Moule graduated in Ancient History and Classical Archaeology from the University of Warwick and obtained a postgraduate diploma in Leadership and Management from the University of Exeter. Earlier in her career, she worked at University College London (UCL), first

as Deputy Director and Head of Operations, Development and Alumni Relations Office and later as Director of Strategy and Operations at the Office of the Vice-Provost (Development)

After over ten years managing operations and driving transformation at UCL, she launched her own boutique consultancy firm, Alveo Consulting. Alveo Consulting focusses on strategy, operations and culture within the development/fundraising world and works with universities, charities and arts organisations. In February 2017, she took the position of Interim Executive Director of Global Engagement (Europe) at CASE – Council for Advancement and Support of Education.

A firm believer in sharing experience, driving improvement and giving practical support to those in the sector, Jennie has been an active CASE volunteer for many years including chairing the inaugural Development Services conferences, acting as Faculty on the Spring Institute in Educational Fundraising, speaking at the annual European conference on numerous occasions and sitting on the International Advisory Group for CASE's work in Africa including teaching and pro-bono consulting in Nigeria, Ghana, Kenya, and South Africa. Her contribution was formally acknowledged in 2016 when she was awarded the CASE Crystal Apple.

SESSION 2:

Corporate Fundraising and the Promotion of Responsible Research and Innovation

Chair: Jacques LANARÈS, Professor and former Vice-Rector, University of Lausanne, Member of the UNICA Steering Committee

Professor Jacques Lanarès is former Vice-Rector Quality, Human Resources, and Development of Teaching and eLearning of the University of Lausanne. He studied Neuropsychology and obtained his PhD in Psychology from the University of Geneva. Since 2010, he is a Professor at the University of Lausanne (Teaching and Learning in Higher Education and Lifelong Learning).

He is involved in Quality matters on the national and international levels. He chairs the Quality Delegation of the Swiss Rectors' Conference and is Member of the Swiss Accreditation Council. Prof. Lanarès also serves as Quality Expert for several organisations such as the European Association of Universities (EUA/IEP), European Association for Quality Assurance in Higher Education (ENQA), World Bank and various national accreditation agencies (Belgium, Finland, France, Ireland, Lithuania).

Since January 2016, Prof. Jacques Lanarès is a member of the UNICA Steering Committee.

Speaker: Theo SCHUYT, Professor of Philanthropic Studies, Vrije Universiteit Amsterdam

Professor Theo N.M. Schuyt is Professor in Philanthropic Studies at Vrije Universiteit Amsterdam and the founder of the Centre for Philanthropic Studies. He is also the founder of the "Giving in the Netherlands" research project (www.giving.nl), director of the "Giving Europe" research project and Chair of the European Research Network on Philanthropy (ERNOP) (www.ernop.eu), an association of philanthropy researchers in Europe working together to advance, coordinate and promote excellence in philanthropic research in Europe. Since November 2014 he also holds the extraordinary chair "Philanthropy and Social Innovation" at the Maastricht University School of Business and Economics.

Prof. Theo Schuyt's research interests include philanthropy (among others the development of the "Philanthropy Scale"), welfare state, social policy, foundations, corporate social responsibility, entrepreneurial philanthropy.

Speaker: Isabel PENNE, Director, Leuven University Fund

Isabel Penne obtained a Master in Germanic Philology (English-German) from KU Leuven. From 1984 to 1999 she was Coordinator of KU Leuven's Career Office and the Alumni Lovanienses, an umbrella organization for more than 30 alumni associations. After coordinating the celebrations of the 575th anniversary of KU Leuven (2000-2001), she became Director of the newly established Leuven University Fund, central office within the university which brings donors and projects together in order to raise extra funds through philanthropy or sponsoring. Isabel held various roles at CASE in Europe as well as in the US and gave lectures in England, the Netherlands, Sweden, Germany and France.

Speaker: Kirsten BUCKLEY, Head of Development, University of Oxford

Kirsten Buckley obtained her BA (hons) from the University of Salford and earned her MBA from the University of Bath. Prior to taking the position of Head of Development at the University of Oxford, Kirsten built her experience working as Major Donor Manager for Hope and Homes for Children, British charity organization, before moving to the University of Bath where she held the positions of Senior Development Manager – Humanities and Social Sciences (2011-2015) and Head of Corporate Partnerships (2015-2017).

Panel Discussion:

From Alexandria to the contemporary university library: inspiring communities to participate and engage with lifelong learning

Chair: Filippos TSIMBOGLOU, Director, National Library of Greece

Filippos Tsimpoglou graduated in Economics from the Athens University of Economics and Business and obtained his PhD in Library and Information Science from Ionian University. Prior to joining the National Library of Greece, he worked as director of the Library of the University of Cyprus from 1999 to 2014. He participated in several pan-European projects, including OpenAIRE and OpenAIRE plus, and major digitalization projects (SIMAE, KEE, EMA, E-BiBa etc.). Between 2003-2008, he coordinated the project "Development of the Union Catalogue of the Hellenic Academic Libraries", aiming at creating a database with 3.000.000 merged bibliographic records originated from 60 institutions. His book "Libraries cooperation. A systemic approach" was published in 2008.

Speaker : Didier VIVIERS, former Rector, Université libre de Bruxelles

Professor Didier Vivers was born in 1963 in Belgium. He is Pro-Rector and former Rector of Université libre de Bruxelles, a position which he held for two mandates. During his time as Rector, he was President of the Conference of the Rectors of the French-speaking Community of Belgium (CRef), President of the National Fund for scientific research (F.R.S.-FNRS), and President of Interuniversity Council of Higher Education (CIUF). Historian, art historian and archaeologist, he completed his PhD thesis at Université libre de Bruxelles in 1991 on the Cretan City-States in the 6th and 5th BC and the concept of citizenship in the archaic and classical Greece. After a 4-year post-doctoral stay in Athens as a Member of the French School, he was appointed as researcher at the Belgian National Fund for scientific research (F.R.S.-FNRS). Professor at the ULB (Université libre de Bruxelles) since 2002, he was Deputy Dean (2004-2008), then Dean of the Faculty of Humanities (2008-2010). Former director of the Research Centre in Archaeology and Heritage (CReA-Patrimoine) of the ULB, he was also Rector's Adviser for research in Humanities and Social Sciences from 2000 to 2004. A large part of his scientific activity being about field archaeology, he participated in excavation works on various important archaeological sites and took part in many European projects.

Speaker : José MOURA, Professor, Universidade NOVA de Lisboa

Professor José Moura is Professor at Universidade NOVA de Lisboa and former Director of the FCT-UNL Library. He graduated in Chemical Engineering from the University of Lisbon's Technological Institute and obtained his PhD in Bioinorganic Chemistry from Universidade NOVA de Lisboa in 1979. Between 1979 and 2002, he held academic appointments in the United States, first as Research Specialist at the University of Minnesota, USA, and then as

Adjunct Professor at the University of Georgia. Between 1991 and 1994 he was a Member of NATO Programme in Supramolecular Chemistry. Apart from being the Director of the FCT-UNL Library, he was Head of Chemistry Department (1997-2000) and President of the Faculty's Scientific Council (2003-2006). Since 2006, he is a Member of Academia das Ciências de Lisboa.

Prof. Moura's research interests include Biophysics, Biocatalysis, Bioconversion, Spectroscopy Bioelectrochemistry, and macromolecular interactions.

SESSION 3:

Ethical Issues in Attracting and Managing Endowments and Private Donations

Chair: Isabel PENNE, Director, Leuven University Fund

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Speaker: Sandra BOUSCAL, Director, Paris-Dauphine Foundation

Sandra Bouscal holds a comprehensive and global experience in higher education, specialising in fundraising, alumni relations, and business development that she has built up over the last twenty years in four world-class business and management institutions: INSEAD, HEC Paris, IMD Lausanne, and Paris-Dauphine University.

Since December 2015, Sandra Bouscal is the Executive Director of the Paris-Dauphine Foundation, a not-for-profit organisation dedicated to collecting and managing funds to strengthen the academic excellence, nurture the international outreach and enrich the diversity of Paris-Dauphine University. Her challenge is to increase the level of revenues raised annually from corporations and individuals, with a particular focus on instilling a culture of giving among the alumni and the parents' communities.

Prior to joining Dauphine, Sandra Bouscal had spent two years as Director of Fundraising and Strategic Projects Development at IMD in Lausanne. During that period, she had successfully driven the school's biggest corporate contribution ever received: a \$10 million initiative with Cisco to fund a unique research center in digital business transformation. Previously, she had co-piloted HEC Paris' first fundraising campaign which raised €112 million between 2008 and 2013.

Sandra had initiated her career in higher education at INSEAD (Fontainebleau) where she spent 11 years, and where her last position was Director of the Alumni Fund and Alumni Relations. Sandra actively contributed to the success of INSEAD's two fundraising campaigns (1995-2000 and 2003-2009), bringing 10% of total revenues through annual giving and increasing alumni participation to nearly 20%.

At personal level, Sandra is also a strong advocate of education power and is actively involved in several associations and foundations dedicated to bringing knowledge and cultural diversity to disadvantaged children and teenagers in France.

Speaker: Jennie MOULE, Interim Executive Director, CASE

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