



HURON

The Landscape of Development

Jennifer “Jen” L. Howe

Principal and Co-Lead, Higher Education Practice

Advancement and Fundraising

MAY 27, 2026



Agenda

1 U.S. Philanthropy Today

2 How Donors Are Thinking, Deciding, and Giving

3 Where Libraries Fit

4 Trends in Top-Performing Institutions

5 The Future of Philanthropy & Libraries

Before We Begin...

Scan the QR Code to respond to the poll “Why Philanthropy Matters to My Work”

legacy access
renewal culture impact
sustainability equity connection
stewardship students
support flexibility research
opportunity
protection
pathways





Why Philanthropy Matters to My Work

Why Philanthropy Matters

Philanthropic support sustains academic excellence, expands access, and enables long term institutional impact.

A Critical Engine for Higher Ed

Philanthropy makes possible the work that tuition, state funding, and grants alone cannot sustain. It fuels research breakthroughs, supports student access, attracts top faculty, and provides institutions with the flexibility to invest in long-term priorities especially during periods of economic or public funding uncertainty.

Libraries As Enablers

Within higher education, libraries translate philanthropic support into shared impact. They underpin research, preserve cultural memory, advance student success, and connect disciplines, making every philanthropic dollar work across departments, schools, and generations.

U.S. Philanthropy Today



Emerging Trends in U.S. Philanthropy

1 Stabilization

Return to long-term growth after post-pandemic correction



Individuals Drive Giving 2

Making up roughly two-thirds of giving, individuals are the primary philanthropic engine



3 Selective, Strategic Giving

Participation is narrower, but gifts are larger and more intentional



Philanthropy as a Shock Absorber 4

Offsetting shrinking public & federal funding in times of uncertainty





**Giving
USA™**

A public service initiative
of The Giving Institute



**THE
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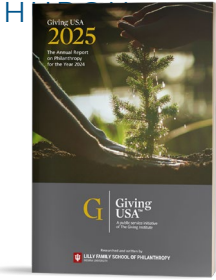
Shared intelligence.
For the greater good.

Giving USA 2025

The Annual Report on Philanthropy for the Year 2024



Giving USA Supporters



bloomerang



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Supporters

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TWB Fundraising (formerly TW&B)
Wendy McGrady
Windmill Hill Consulting
Winkler Group



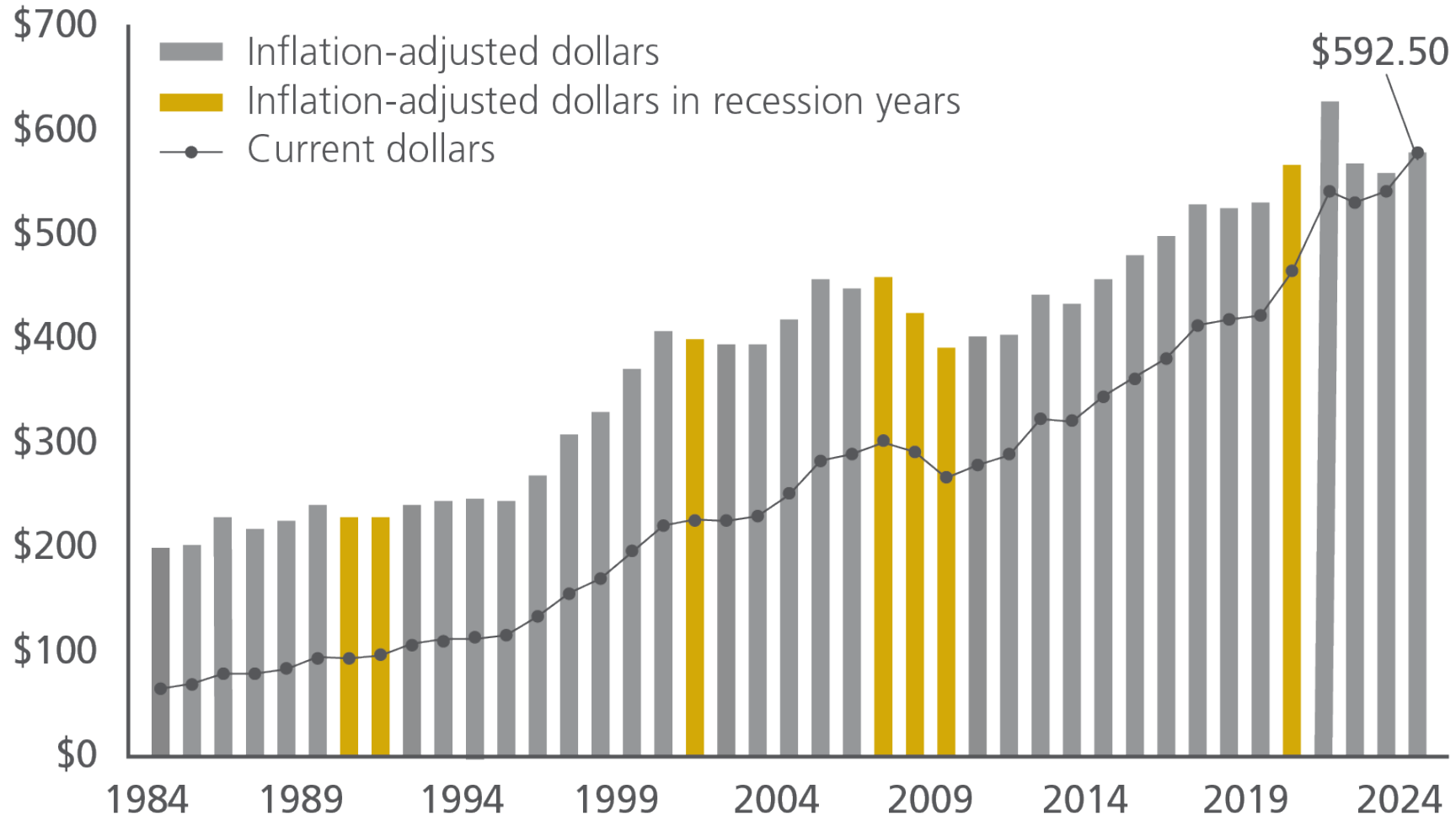
Researched and written by



LILLY FAMILY SCHOOL OF PHILANTHROPY
INDIANA UNIVERSITY

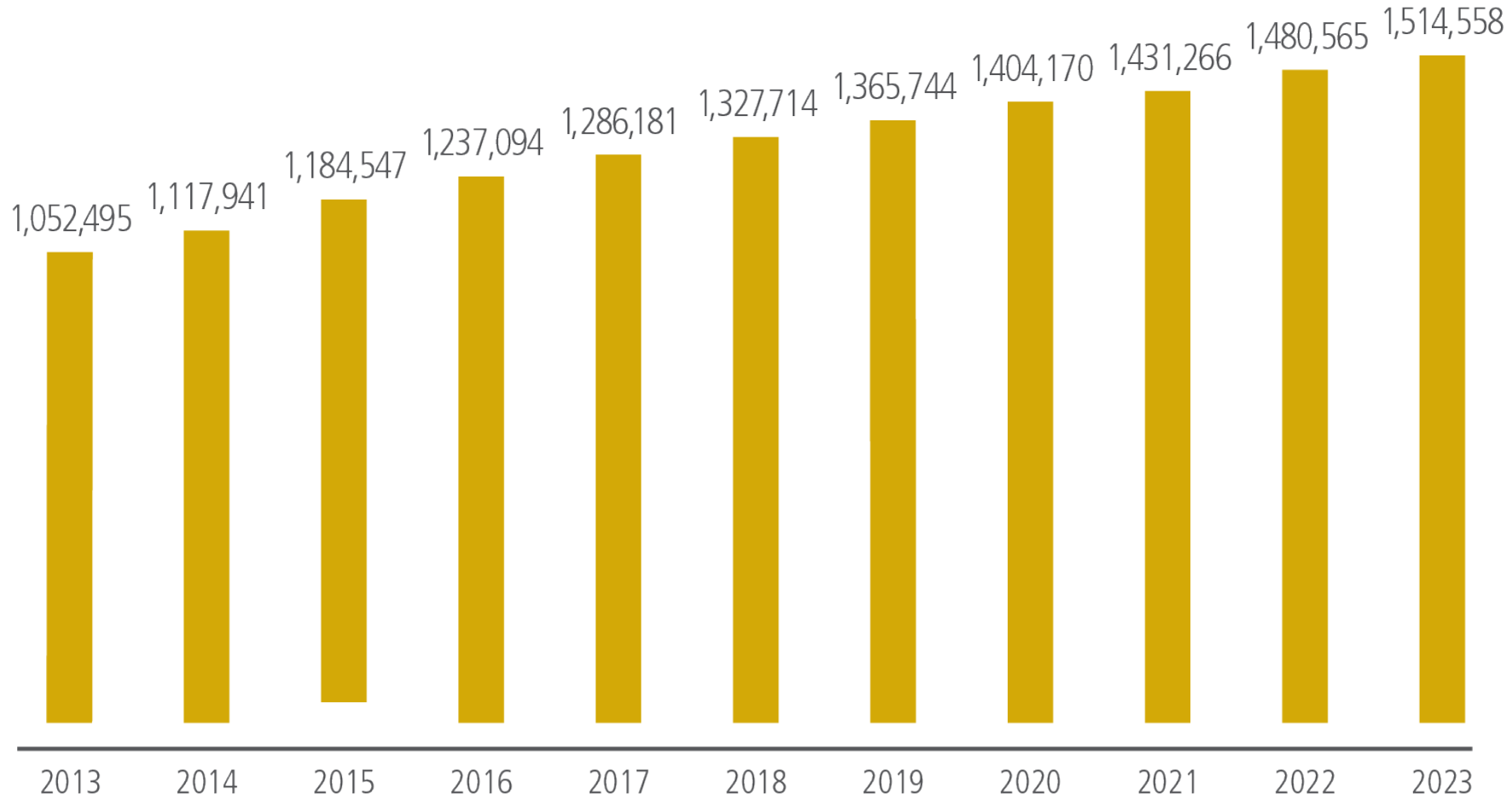
Growth in Total Giving, 1984-2024

(In Billions of Dollars)



The Number of 501(c)(3) Organizations

2013 - 2023

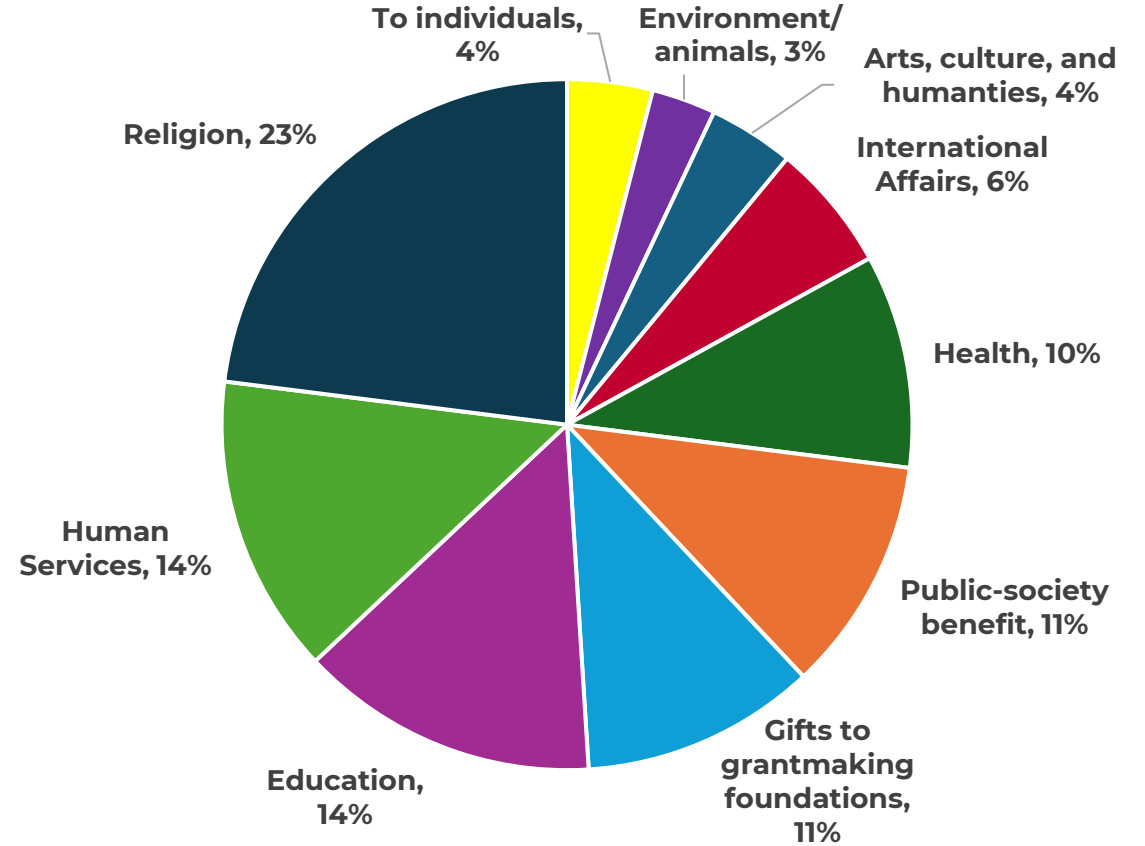
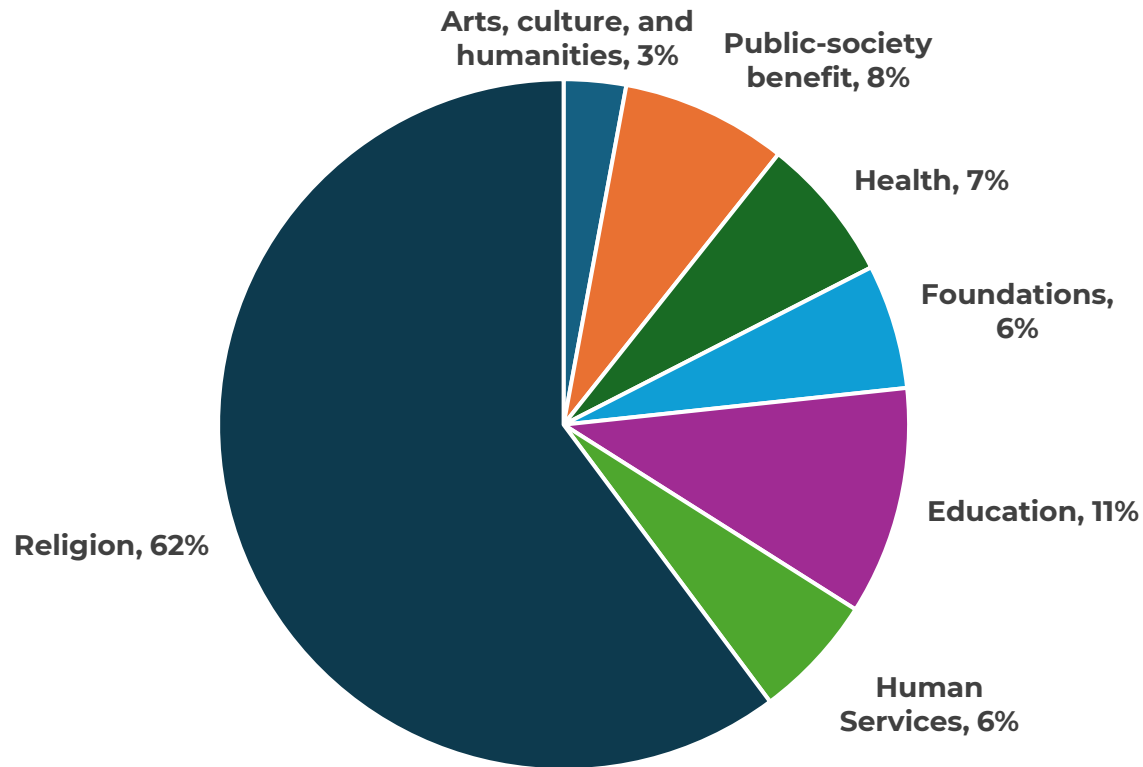


Source: Giving USA 2025

Note: This chart does not include “unallocated” and “giving to individuals.”

Giving by Recipient

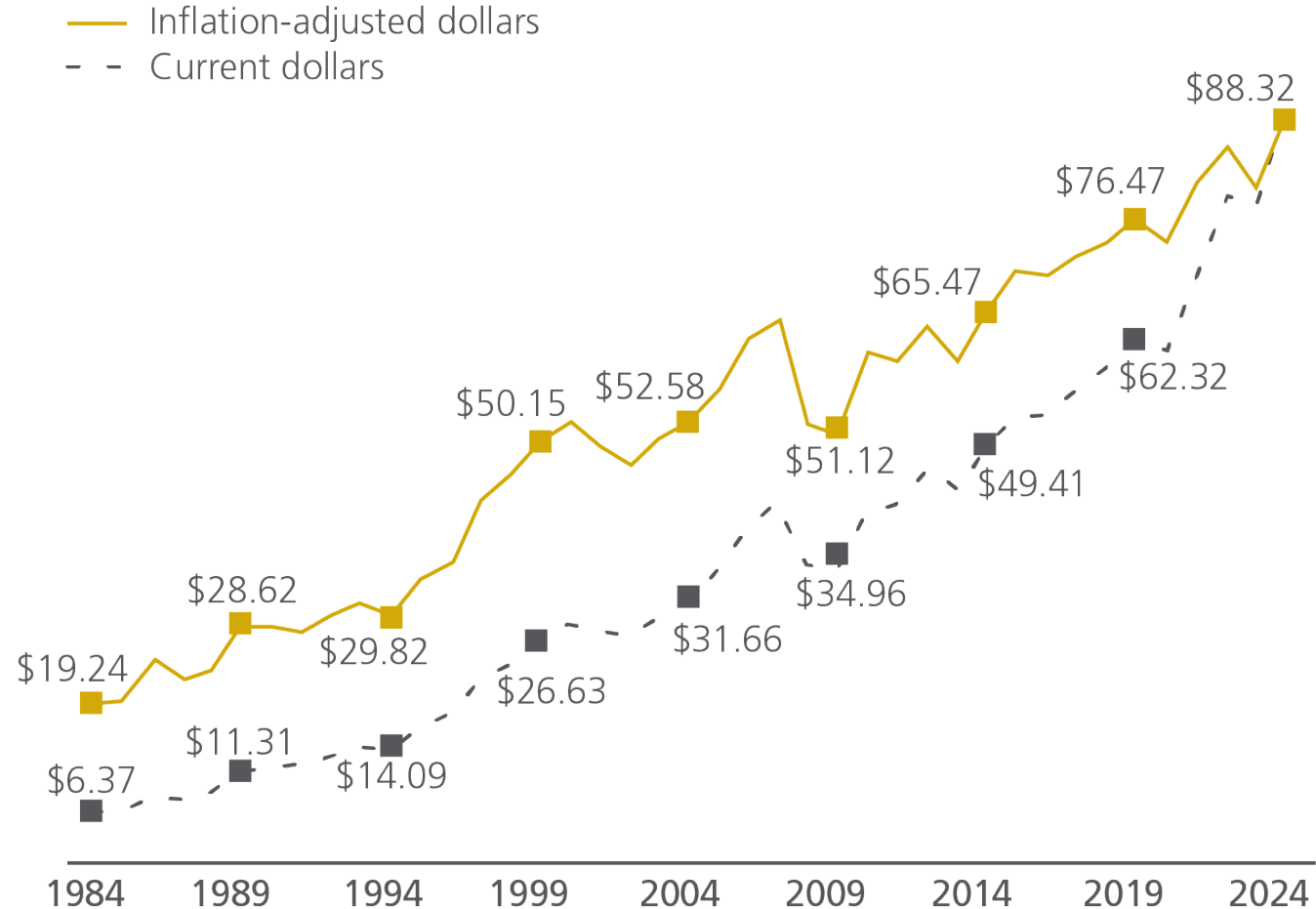
1984 vs. 2024



Source: Giving USA 2025

Giving to Education

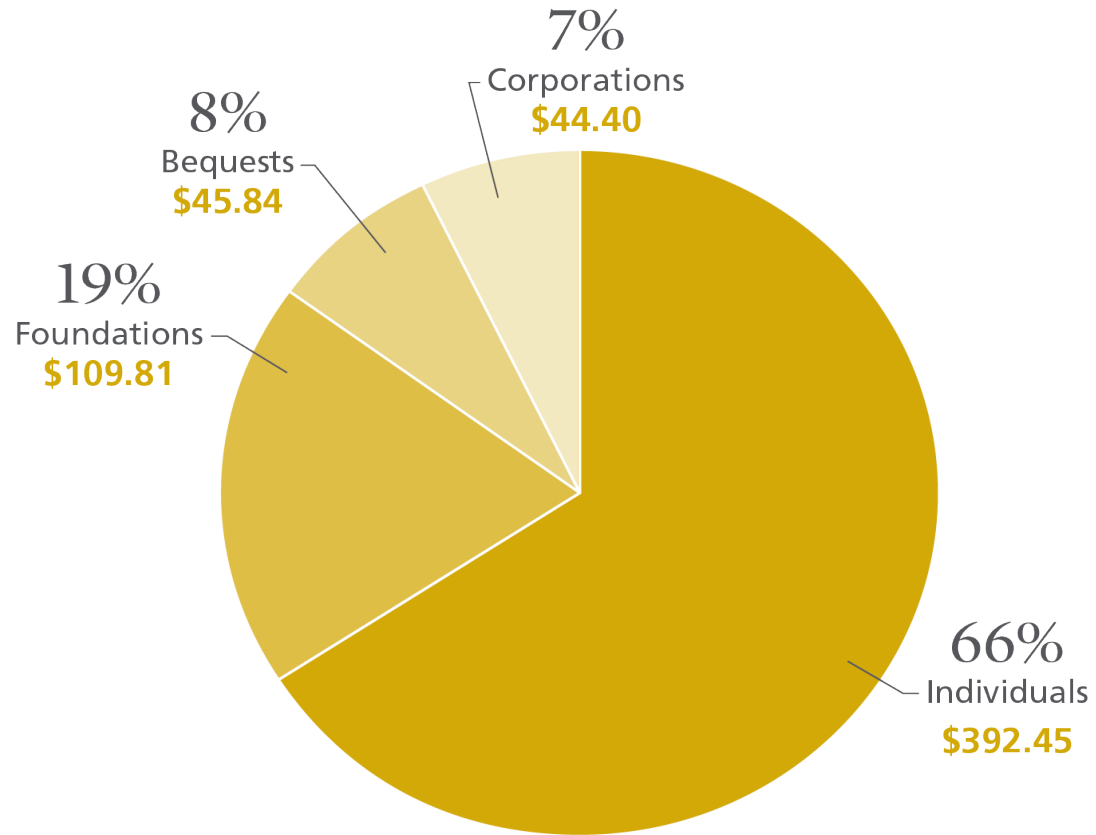
1984 - 2024



Source: Giving USA 2025

2024 Giving by Type of Donor

(In Billions of Dollars)

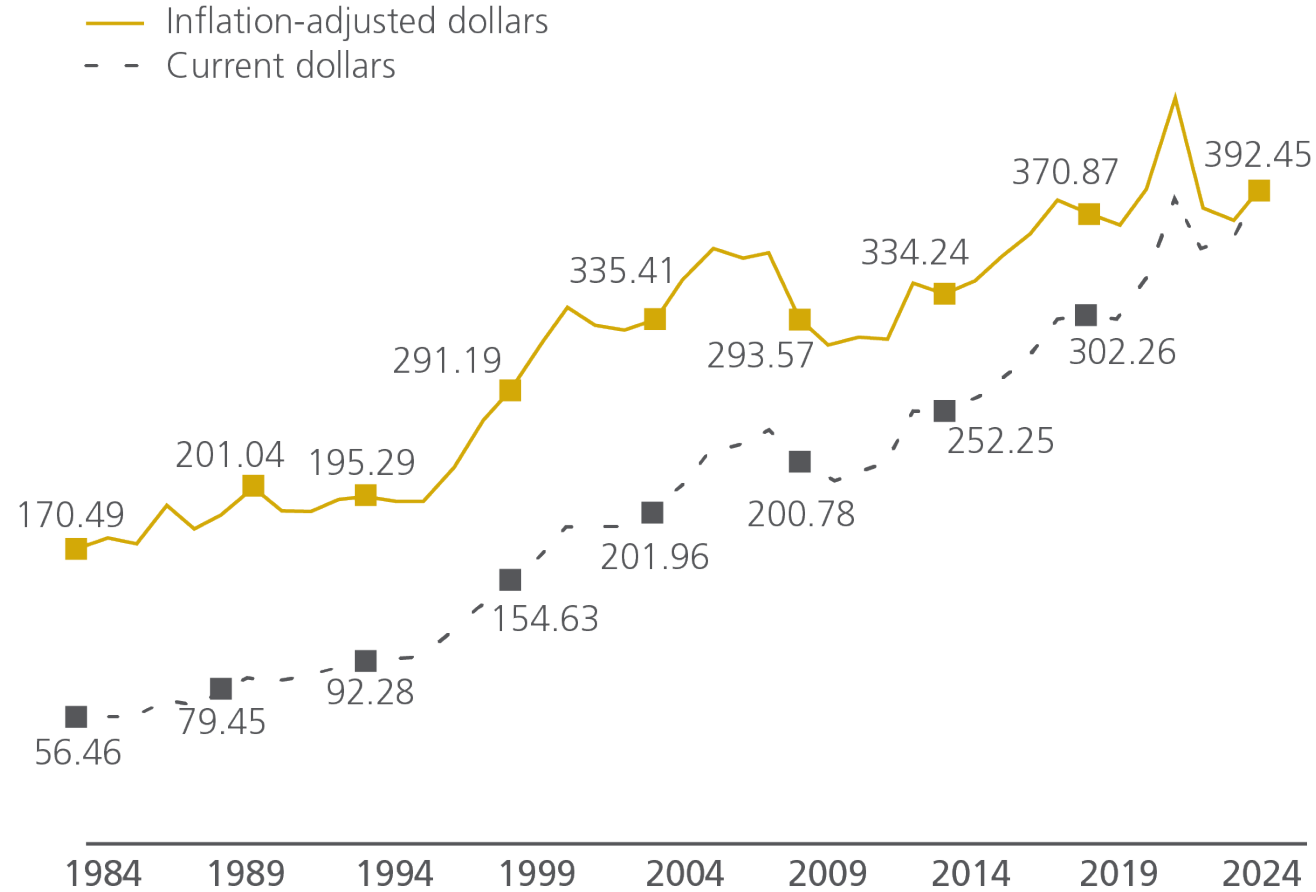


Source: Giving USA 2025

Notes: Estimated developed by Indiana University Lilly School of Philanthropy using data provided by Candid

Giving by Individuals

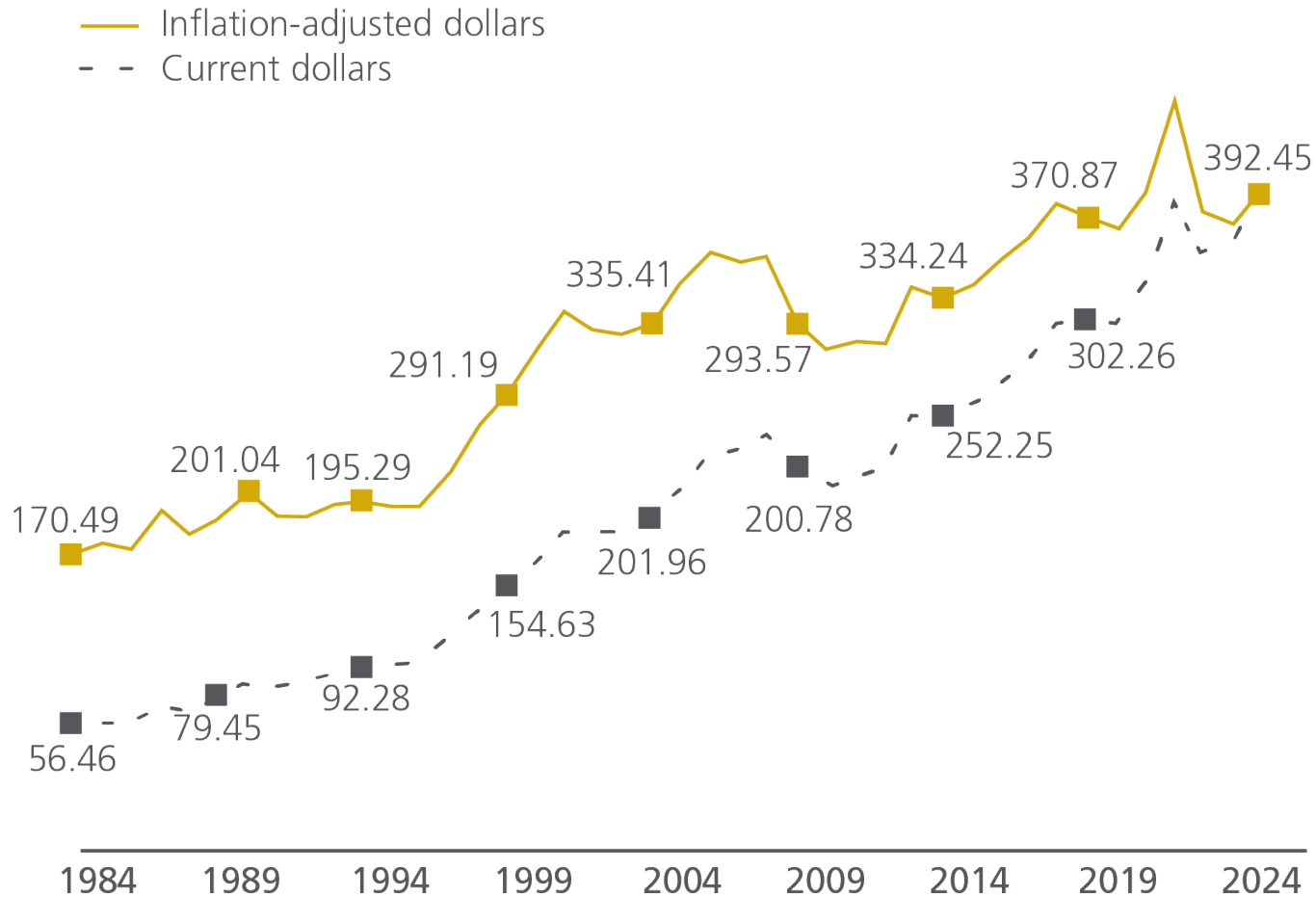
1984 - 2024



Source: Giving USA 2025

Giving by Foundations

1984 - 2024

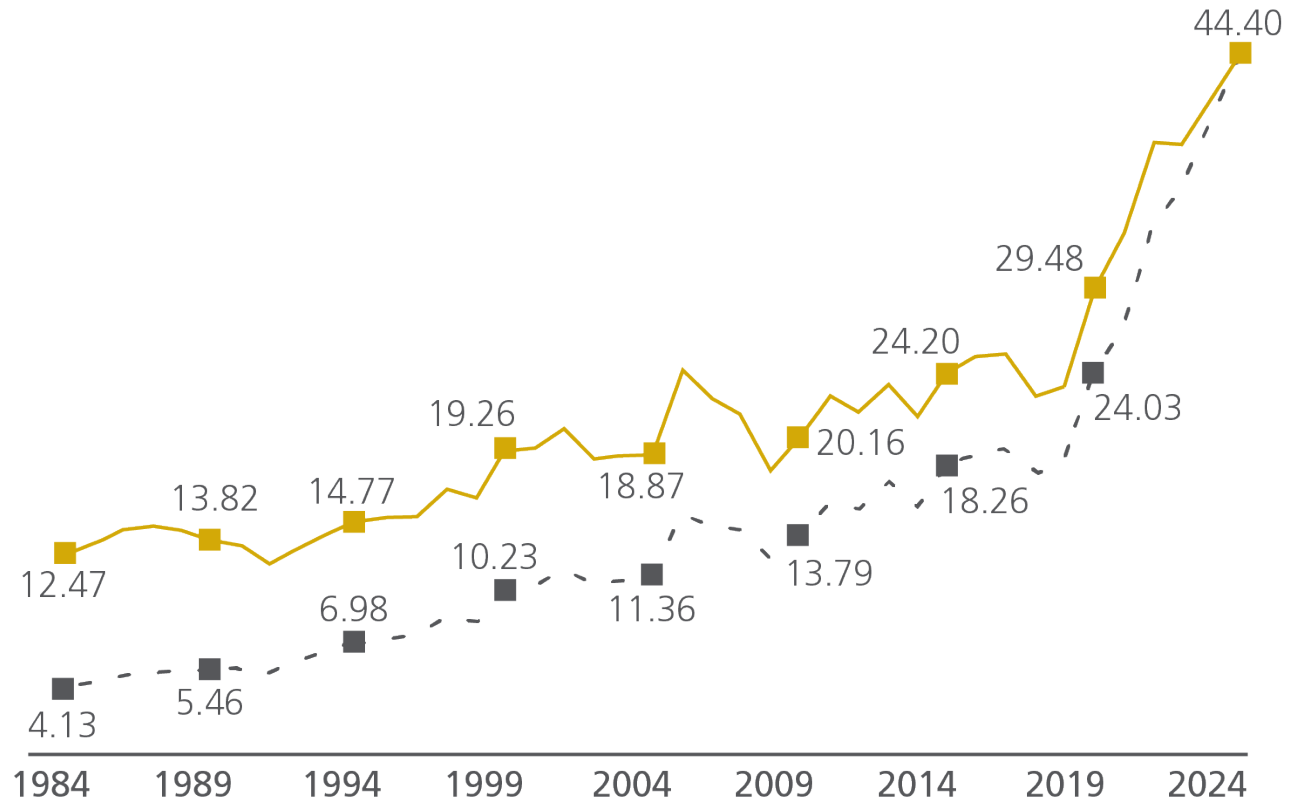


Source: Giving USA 2025

Giving by Corporations

1984 - 2024

— Inflation-adjusted dollars
- - Current dollars

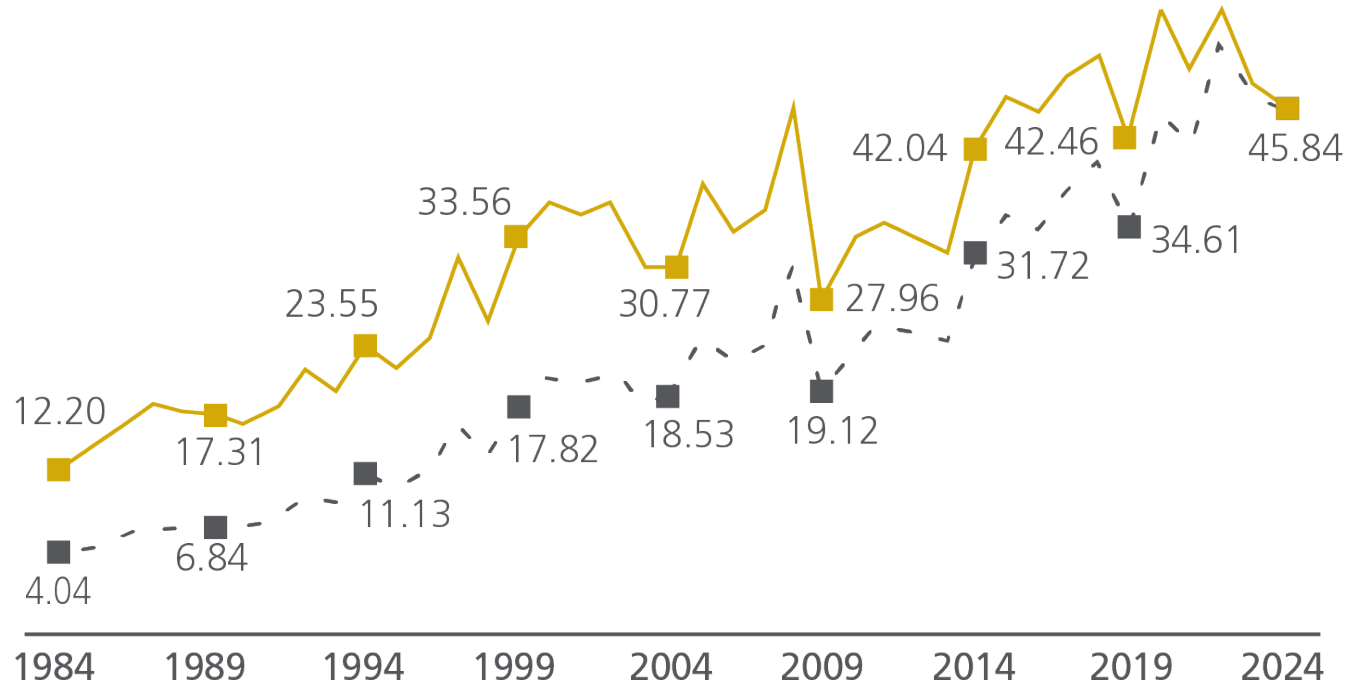


Source: Giving USA 2025

Giving by Bequests

1984 - 2024

— Inflation-adjusted dollars
- - Current dollars



Source: Giving USA 2025

Mega Gifts to Higher Ed. in Recent Years

According to the Chronicle of Philanthropy Big Gifts List (\$1M+), 335 gifts were made to colleges and universities in 2025, up from 118 in 2024.

EDUCATION, PRESS RELEASES | JULY 21, 2023

NYU Long Island School of Medicine Receives \$200 Million Gift from Kenneth & Elaine Langone

Landmark Contribution to Ensure Full-Tuition Scholarships & School Focused on Primary Care to Be Renamed NYU Grossman Long Island School of Medicine

N.Y. Couple Gives \$125 Million to Help Israeli Medical Students

The donation from Jon and Mindy Gray is aimed at addressing Israel's physician shortage and at helping underserved students become doctors.

UCLA receives \$120 million from Alya and Gary Michelson for new California Institute for Immunology and Immunotherapy

Transformative donation will spur breakthrough discoveries and drive economic growth for the region

\$1 Billion Donation Will Provide Free Tuition at a Bronx Medical School
Ruth Gottesman, a longtime professor at the Albert Einstein College of Medicine, is making free tuition available to all students going forward.

Notre Dame Receives 2 Gifts Totaling More Than \$200M
October 09, 2025

UVA Leverages \$100 Million Gift To Launch Paul and Diane Manning Institute of Biotechnology To Transform Health Care

Georgia Tech Receives Record \$100M Gift From Alumnus John W. Durstine

\$1 Billion Bloomberg Gift to Hopkins Makes Tuition Free for Most Medical Students

The gift, made by Michael R. Bloomberg's philanthropic organization, will also cover living expenses for some Johns Hopkins University students.

Spelman College Receives Historic \$100 Million Donation

Former Time Warner Cable CEO Leaves \$150 Million to Dartmouth for Financial Aid

Glenn Britt, who left the bequest with his wife, Barbara, received financial aid at the university, where he earned both an undergraduate degree and an MBA.

By M.J. Prest | APRIL 1, 2024

LEADERSHIP > EDUCATION

Colby College Receives Historic, Anonymous \$150 Million Commitment

KU Athletics receives historic \$300 million gift from longtime donor and alumnus David Booth

OHSU Knight Cancer Institute receives record \$2 billion commitment from Phil and Penny Knight

Gift launches \$200 million initiative for the Weill Cancer Hub West

Matching grant from Weill family creates collaborative research hub, uniting scientists from Stanford Medicine and UCSF to transform cancer care within a decade.

LEADERSHIP > EDUCATION

Alum Gives Washington And Lee University A Record \$132 Million

Columbia medical school receives historic \$400 million gift from Roy and Diana Vagelos

The donation is the largest in the medical school's history.

Indiana's DePauw University rakes in record \$200M in donations
\$150M of the cash haul comes from single, anonymous donor
Associated Press

Catawba College Receives Second \$200M Gift in Three Years

Catherine and Anthony Clifton make transformational gift to accelerate patient care, research, and education at Penn Medicine
The Pavilion will be renamed in recognition of the Cliftons' historic philanthropic commitment, one of the largest ever to name a U.S. inpatient hospital building

\$100 Million Gift to Fordham Will Revolutionize STEM Programs

The gift from Maurice Cunniffe and Carolyn Dursi Cunniffe—the largest in the University's history—ushers in a watershed moment for the sciences at Fordham.

David Duffield Makes Record \$100 Million Gift To Cornell University

Simons Foundation Announces Historic \$500 Million Gift To Stony Brook University Endowment

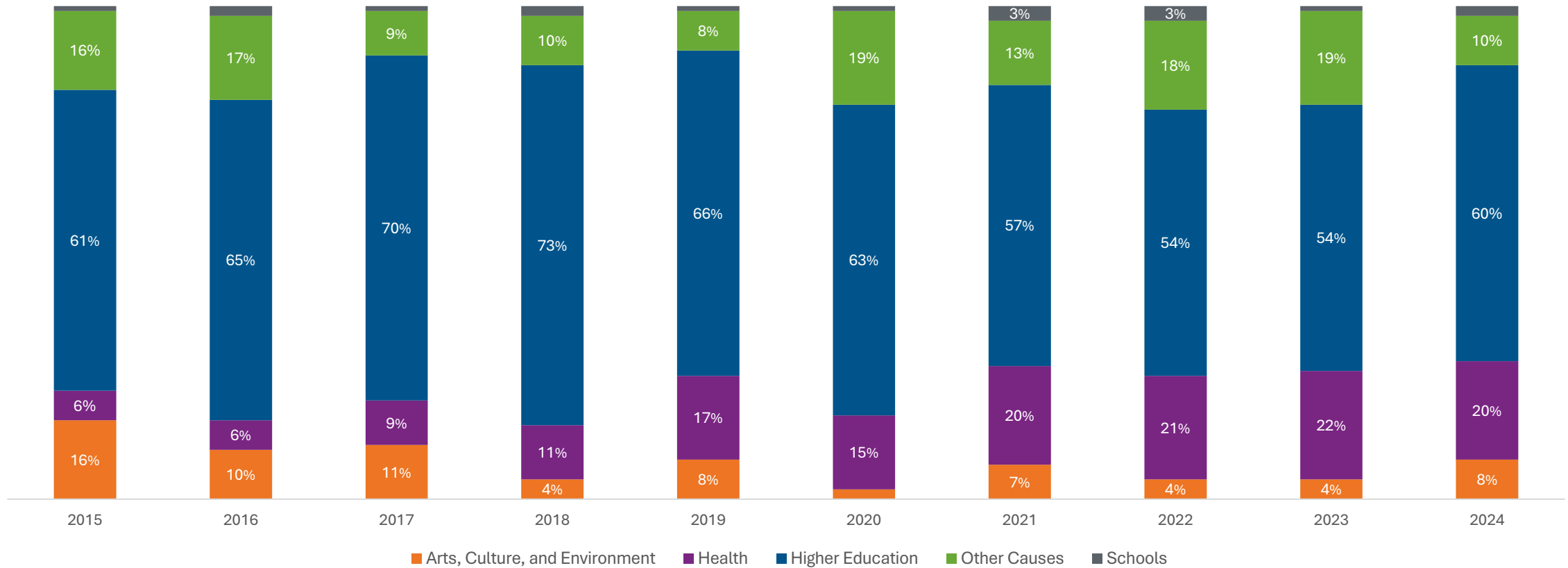
June 1, 2023 | 7 min read

Football | September 9, 2025

Larry Gies Makes Transformational \$100 Million Gift to Illinois Athletics

Mega Gifts by Recipient

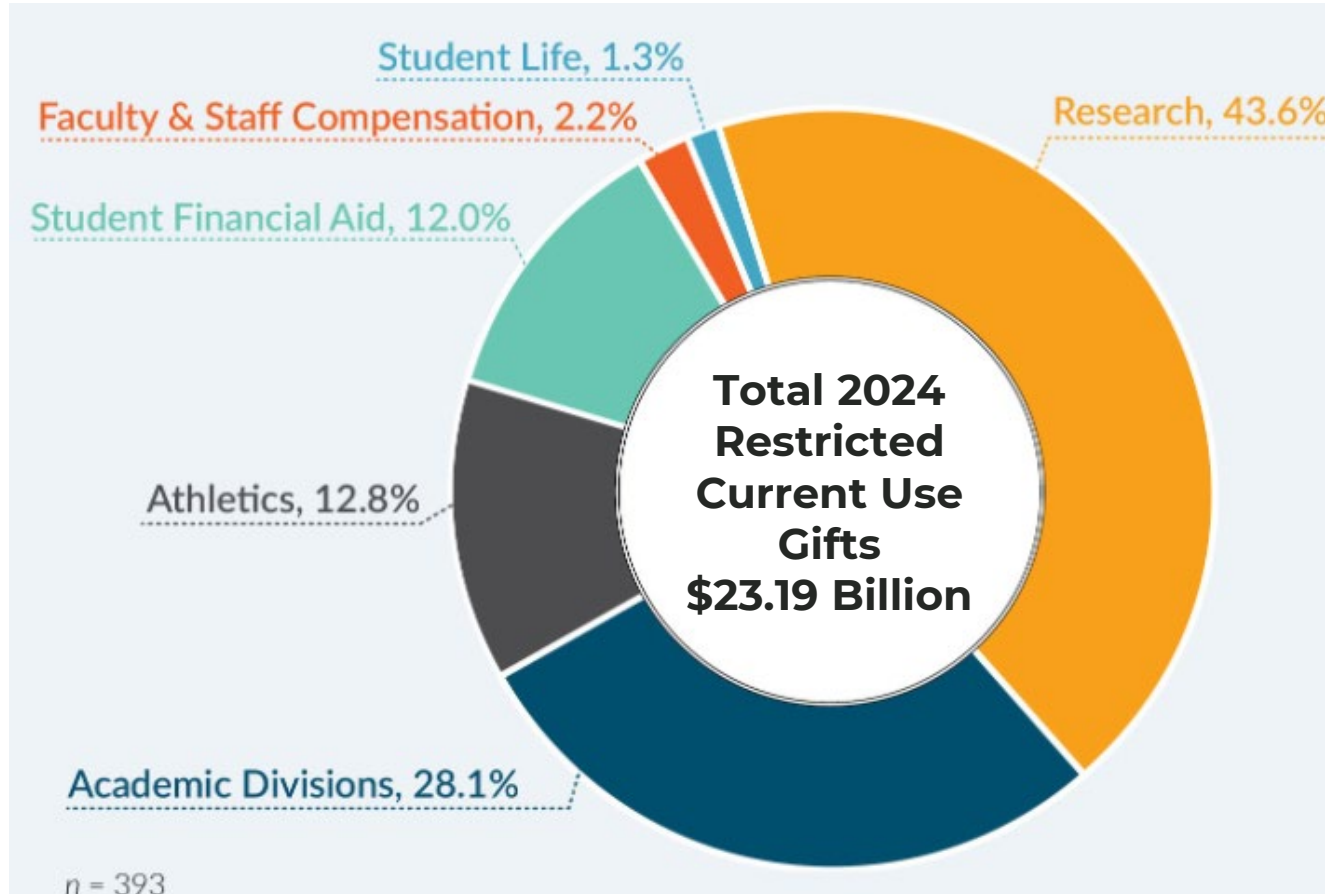
After years of volatility, 2024 reflects a reversion toward long-term giving patterns consistent with historical norms across higher education philanthropy.



Source: The Chronicle of Philanthropy 2024 *Big Charitable Gifts Report*.

Notes: Excludes gifts made to private foundations.

How Donors Designate Gifts



Source: CASE Insights on Voluntary Support of Education, 2024

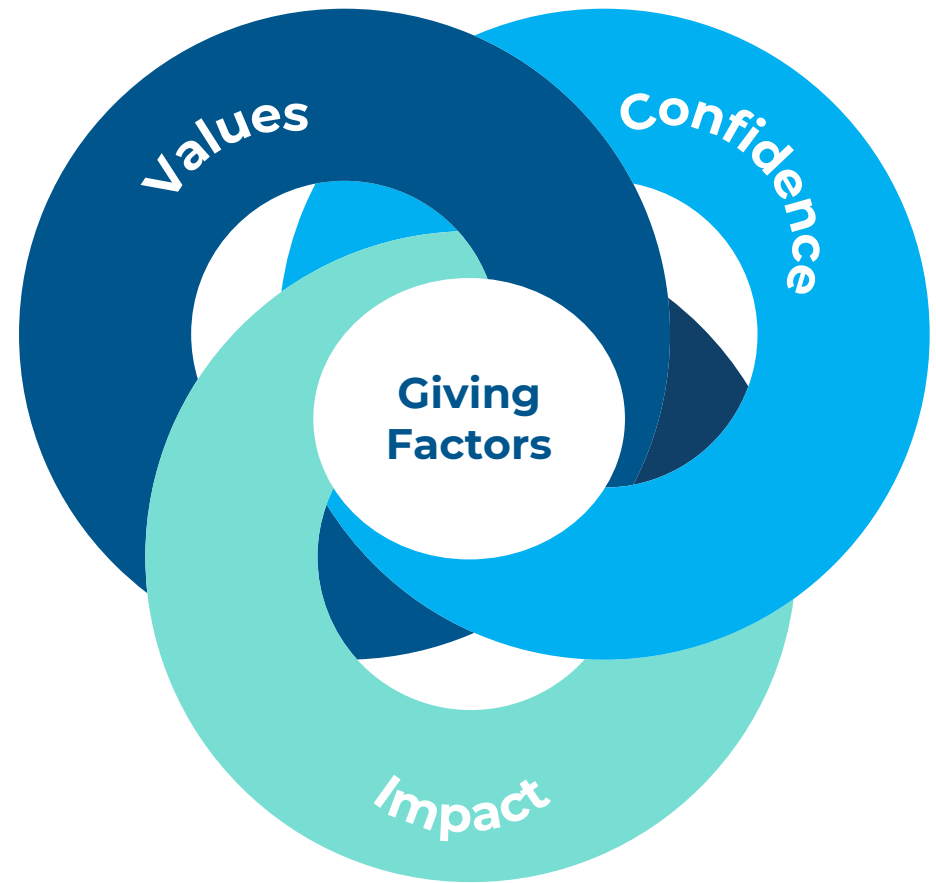
In 2024, **nearly half (43.6%)** of the restricted current use gifts reported to CASE VSE **supported research**

While the emphasis is on research-designated gifts, Libraries most **often translate philanthropy into programs and materials** – which ultimately enable research and discovery across disciplines.

How Donors Are Thinking, Deciding, and Giving

Emerging Trends in Donor Behavior

Over the past several years, donor behavior has shifted alongside economic volatility, policy changes, and evolving expectations of impact. While generosity remains strong, donors are making more deliberate decisions about when, how, and where they give. Understanding these motivations is essential for institutions seeking to sustain support and deepen long-term relationships.



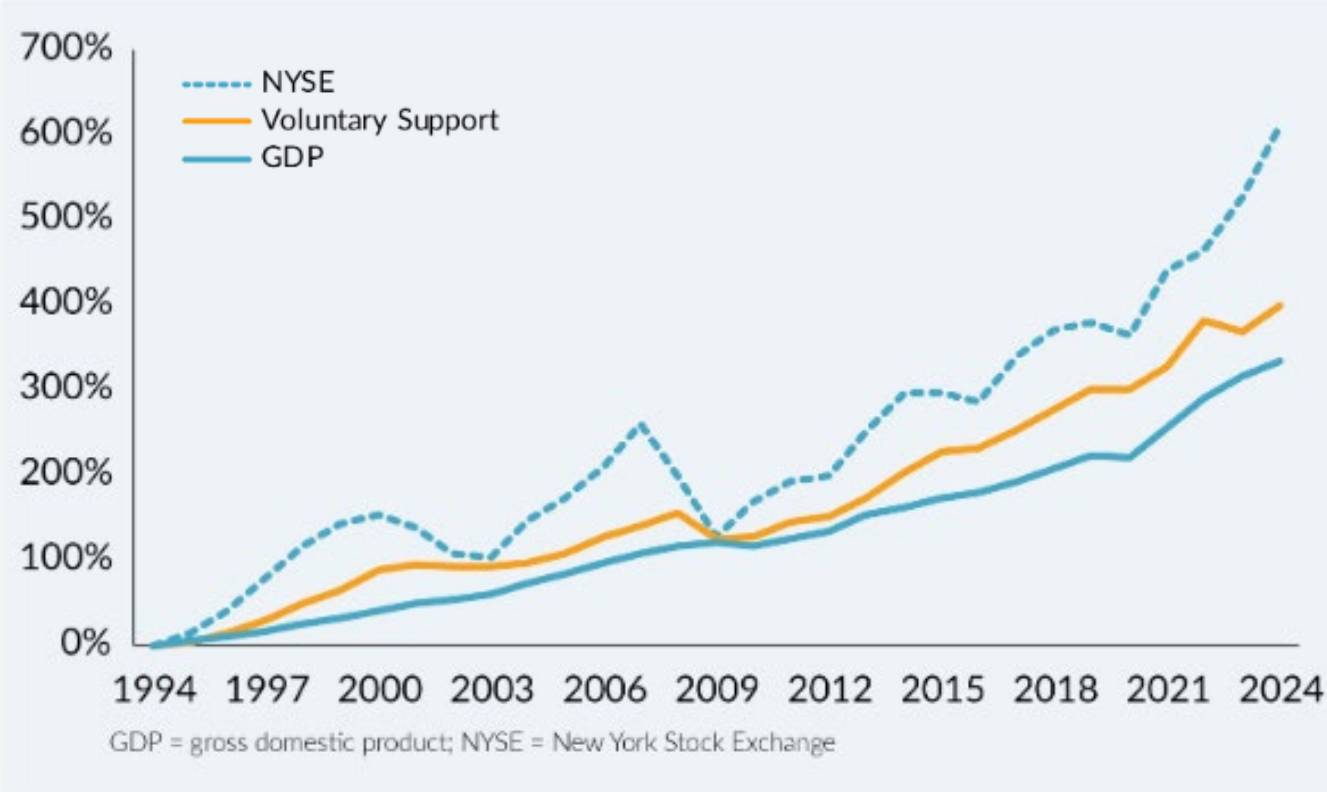
Generosity has not declined – it has become more focused, selective, and strategic

% Change in Voluntary Support, GDP, & the NYSE

(Composite Index, 1994-2024)

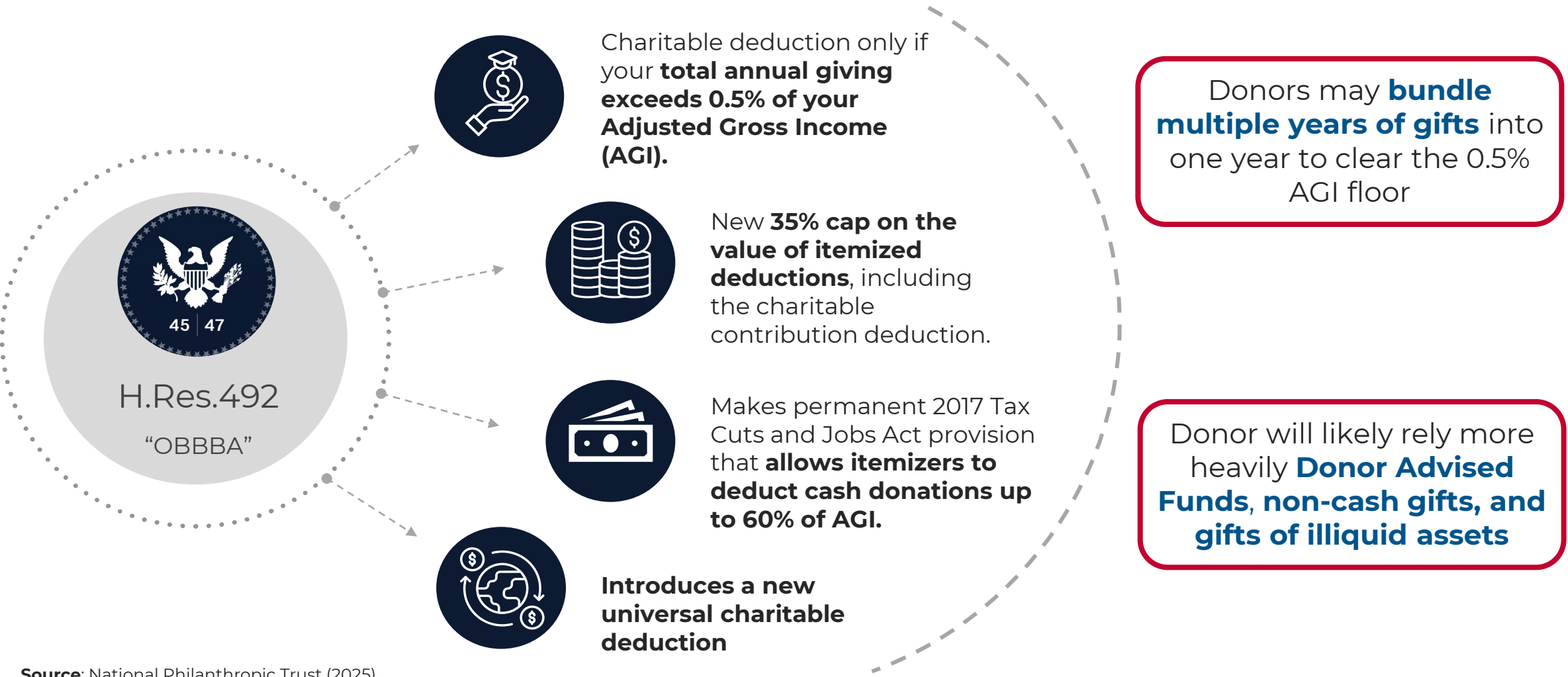
Giving from both institutions and individuals increases when the economy and the stock market expand

Economic growth supports giving, but **confidence now drives selectivity as much as generosity.**



Source: CASE Insights on Voluntary Support of Education, 2024

Impact of Evolving Tax Laws



Source: National Philanthropic Trust (2025)

Higher Education's Extraordinary Support Faces Uncertain Headwinds

UNIVERSITY NEWS

At UCLA, a year of extraordinary giving and impact

More than \$856 million in donor support accelerates excellence in education, research and service in 2023–24

YOUR IMPACT

University of Florida's annual fundraising tops \$500 million for first time

UNIVERSITY NEWS

Record \$6 Billion Raised in UVA's 'Honor the Future' Campaign

By William Coker, wtc4q@virginia.edu • June 5, 2025

Campus & community, Campus news

Celebrating UC Berkeley's record-breaking fundraising year

"Every gift, regardless of size, supports Berkeley's mission and helps us forge an ever-stronger culture of philanthropy," says Chancellor Rich Lyons, UC Berkeley's new leader.

DEVELOPMENT AND ALUMNI RELATIONS

© Jan 29, 2024
CAMPUS & COMMUNITY
UT Makes History With \$1 Billion in Donor Support for Students

Penn State breaks fundraising records, prepares for new campaign

↳ fiscal year 2025 sets the stage for ambitious effort launching next year

UNIVERSITY NEWS

Inaugural Bruin Giving Day rallies UCLA donors

Around the world and around the clock, fundraising challenge nets more than \$2.2 million in essential support

U of T's historic Defy Gravity campaign surpasses major milestones

LEADERSHIP > EDUCATION

University Of North Carolina Tops \$5 Billion In Record-Setting Capital Campaign

By Michael T. Nietzel, Senior Contributor. © Michael Nietzel, former college pr...

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Education

Ohio State far exceeds \$4.5B fundraising campaign goal

What is the biggest
motivation for
giving?

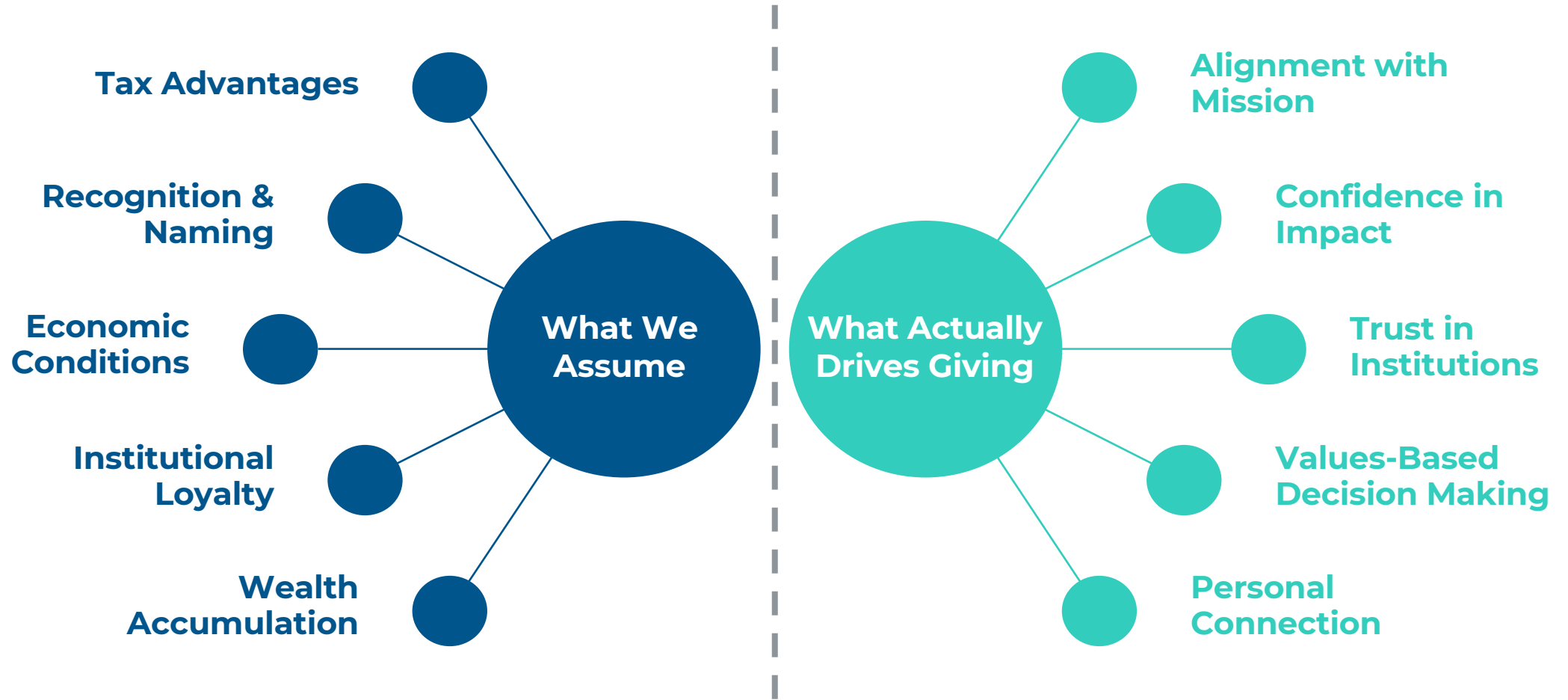
Scan the QR code to
answer the poll.



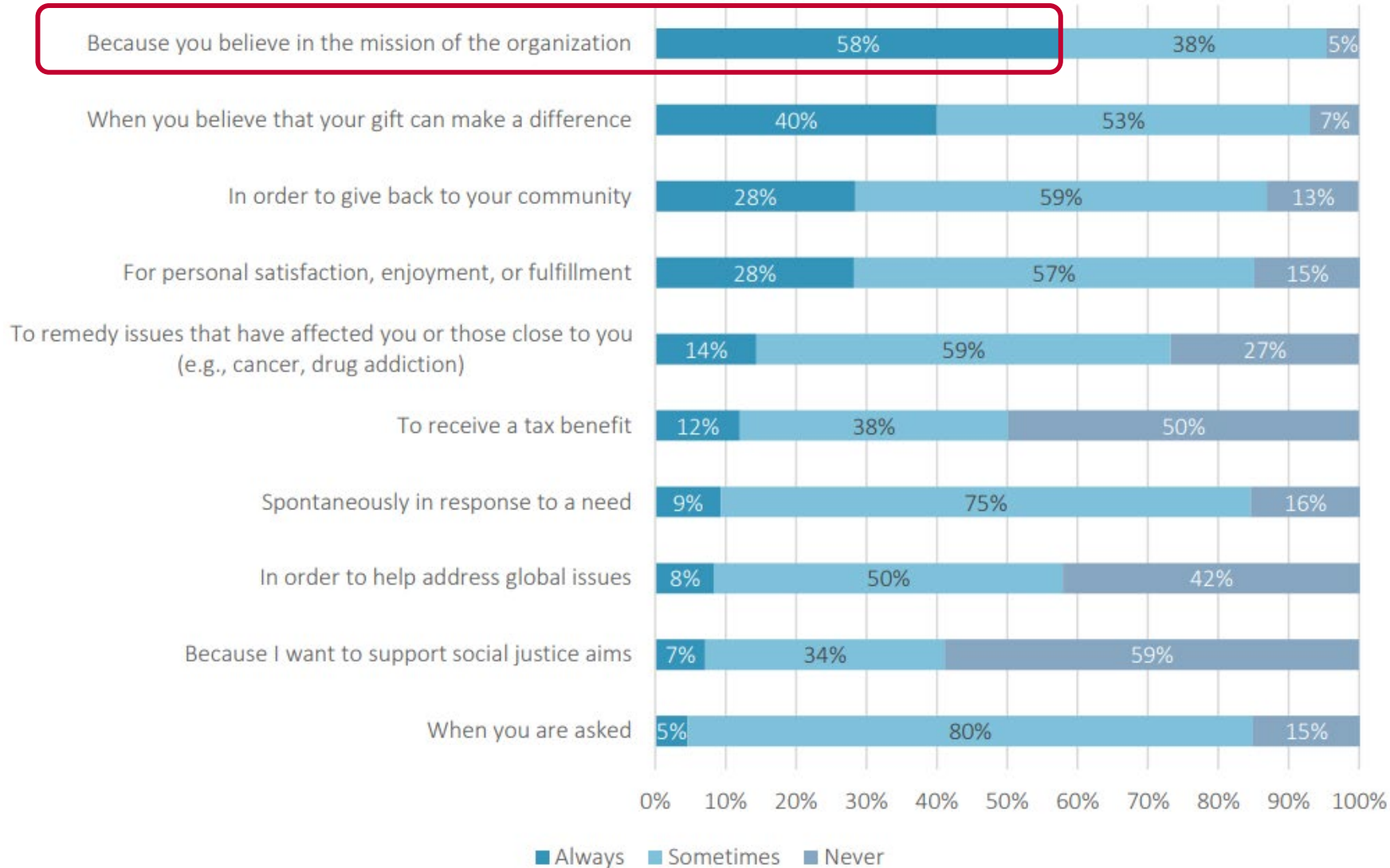


What is the biggest motivation for giving?

What Motivates Giving?



Affluent Donors Giving Based on Motivation

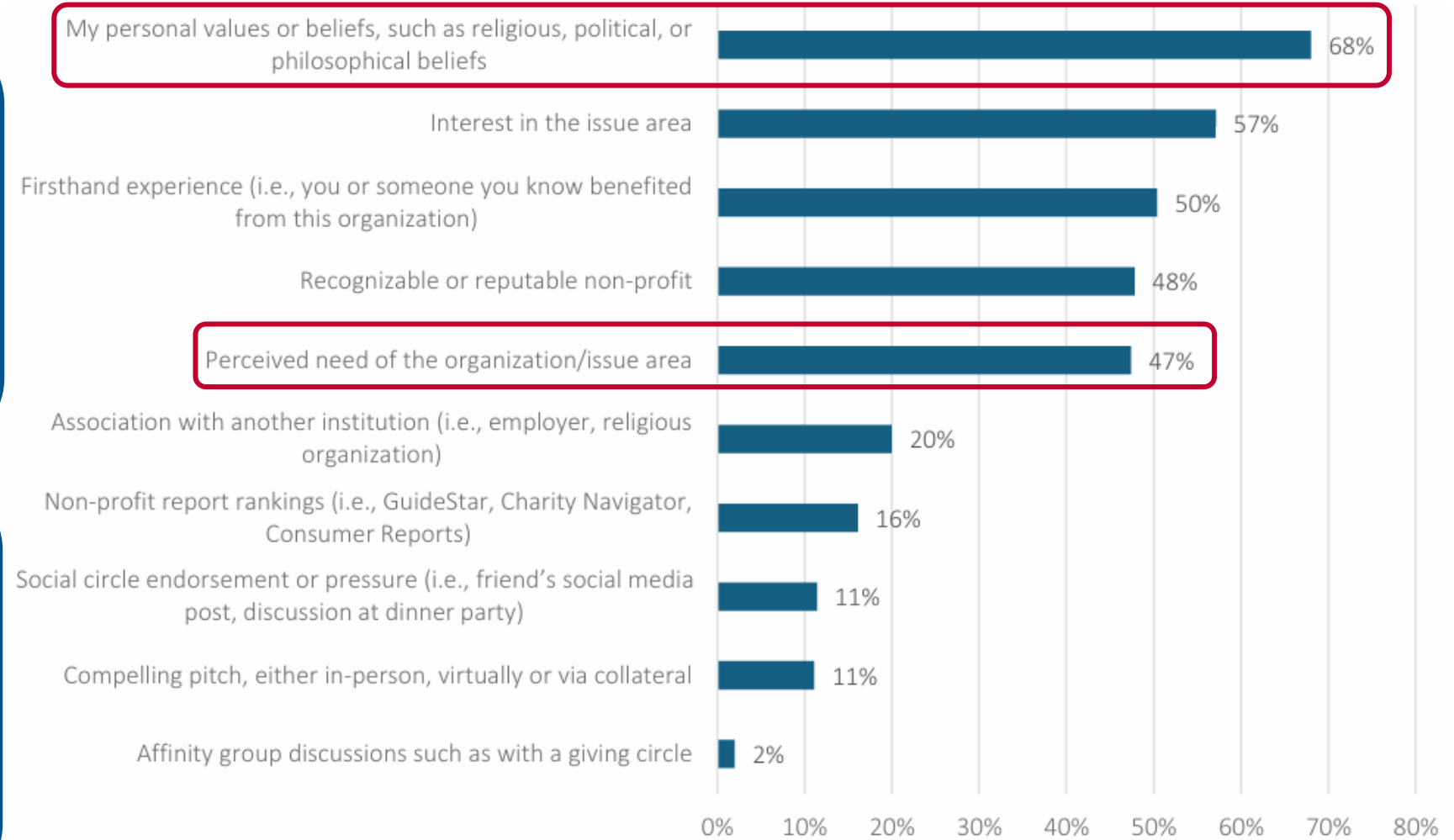


58% of affluent donors report giving because they believe in the mission of the organization.

How Affluent Donors Choose a Cause to Support

68% of surveyed individuals indicated they choose a philanthropic cause based on their own **“personal values or beliefs.”**

47% of surveyed individuals indicated they choose a philanthropic cause based on **“perceived need”** of the issue area



Source: The 2025 Bank of America Study of Philanthropy

The New Reality of Philanthropy



DAFs as Default Infrastructure

Donor-advised funds are no longer a strategy for a few, they are now a primary giving vehicle shaping timing, control, and loyalty.



Earlier Wealth, Different Mindset

Donors are accumulating wealth earlier and approaching philanthropy with less institutional loyalty but higher expectations for impact.

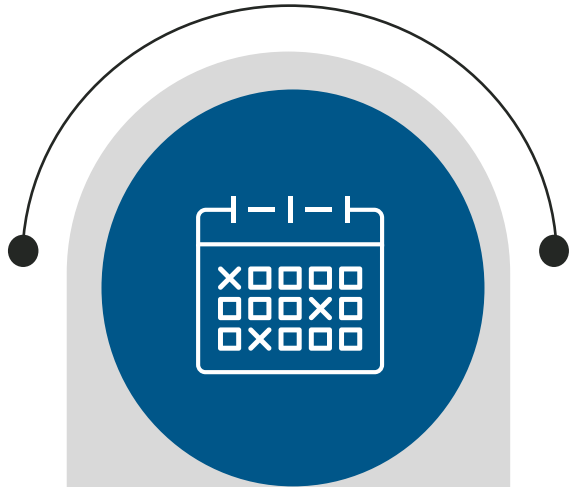


The Wealth Transfer is Underway

The largest intergenerational transfer of wealth in history is already reshaping philanthropy and donor behavior.

Where Libraries Fit

Emerging Trends in Library Philanthropy



The Rise of Planned Giving

CASE has consistently reported that planned gifts are growing faster than outright cash gifts in higher education.

Permanence Without Buildings

Gifts of materials have become a substitute for capital gifts for donors who want permanence without bricks-and-mortar commitments.



Enduring, Enabling Models

Libraries now win cash gifts when they frame themselves as enablers, not destinations.

The Endowment Preference

Libraries increasingly default proposals to endowed models, even when donors offer cash.



Trends in Gift Types



Planned Gifts

On the rise

Since 2015 bequests have increased from an estimated 18-22% of library philanthropy to approximately 30-35%.



Gifts in Kind

Slowly increasing

Gifts in Kind have seen a smaller but still noticeable increase, from roughly 15-18% up to 22-27%.



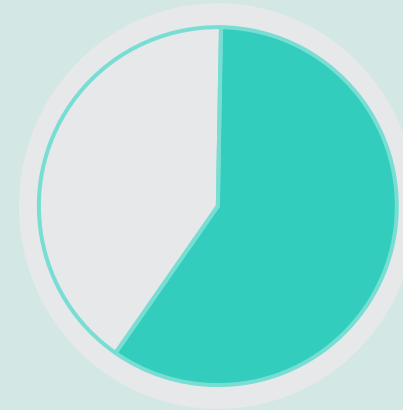
Cash Gifts

Smaller number, greater value

Outright cash gifts have declined by approximately 15-18%, though the overall value of these gifts has increased.

Trends in Fund Use

Over the past decade, library philanthropy has increasingly favored long-term impact over one-time projects. Donors are prioritizing sustainable support models that strengthen collections, staffing, and preservation, while large-scale standalone building gifts have become less common. At the same time, targeted funding has grown for programs that connect libraries to interdisciplinary research, cultural stewardship, equity initiatives, and digital scholarship.



Endowments

As of 2025, **endowments are approximately 60% of library philanthropy**



Facilities

In the past 10 years **full scale library facilities gifts declined sharply**

Trends in Top-Performing Institutions

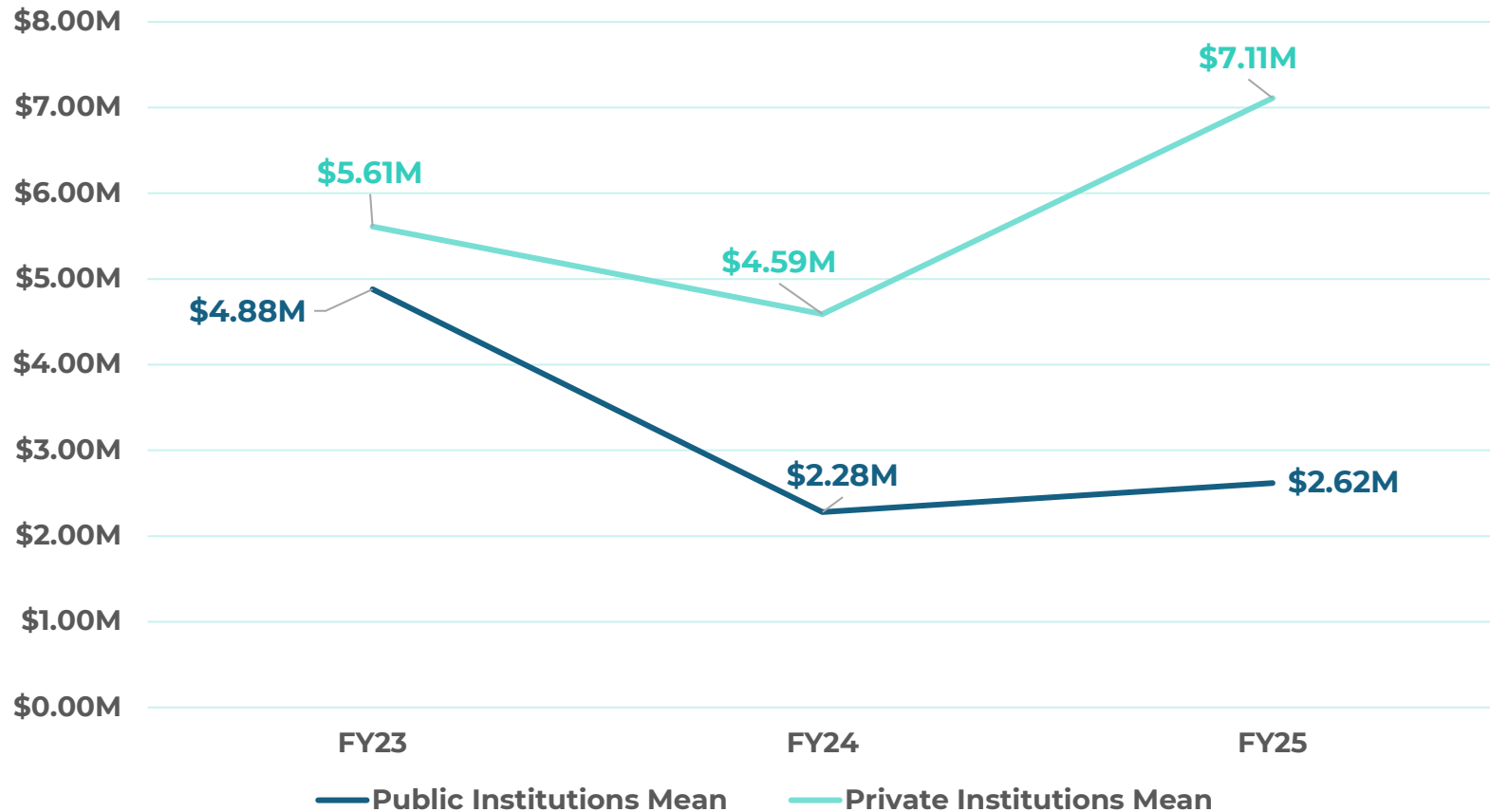
Characteristics of Top Institutions

Institutions that consistently perform in the top quartile of CASE VSE outcomes share several behaviors relevant to libraries:

- 1** Frame libraries as enabling infrastructure rather than destinations.
- 2** Embed Libraries within multiple campaign priorities.
- 3** Emphasize outcome-based storytelling over operational need.
- 4** Pursue co-fundraising strategies that align libraries with deans, research offices, and central initiatives

Libraries New Funds Committed

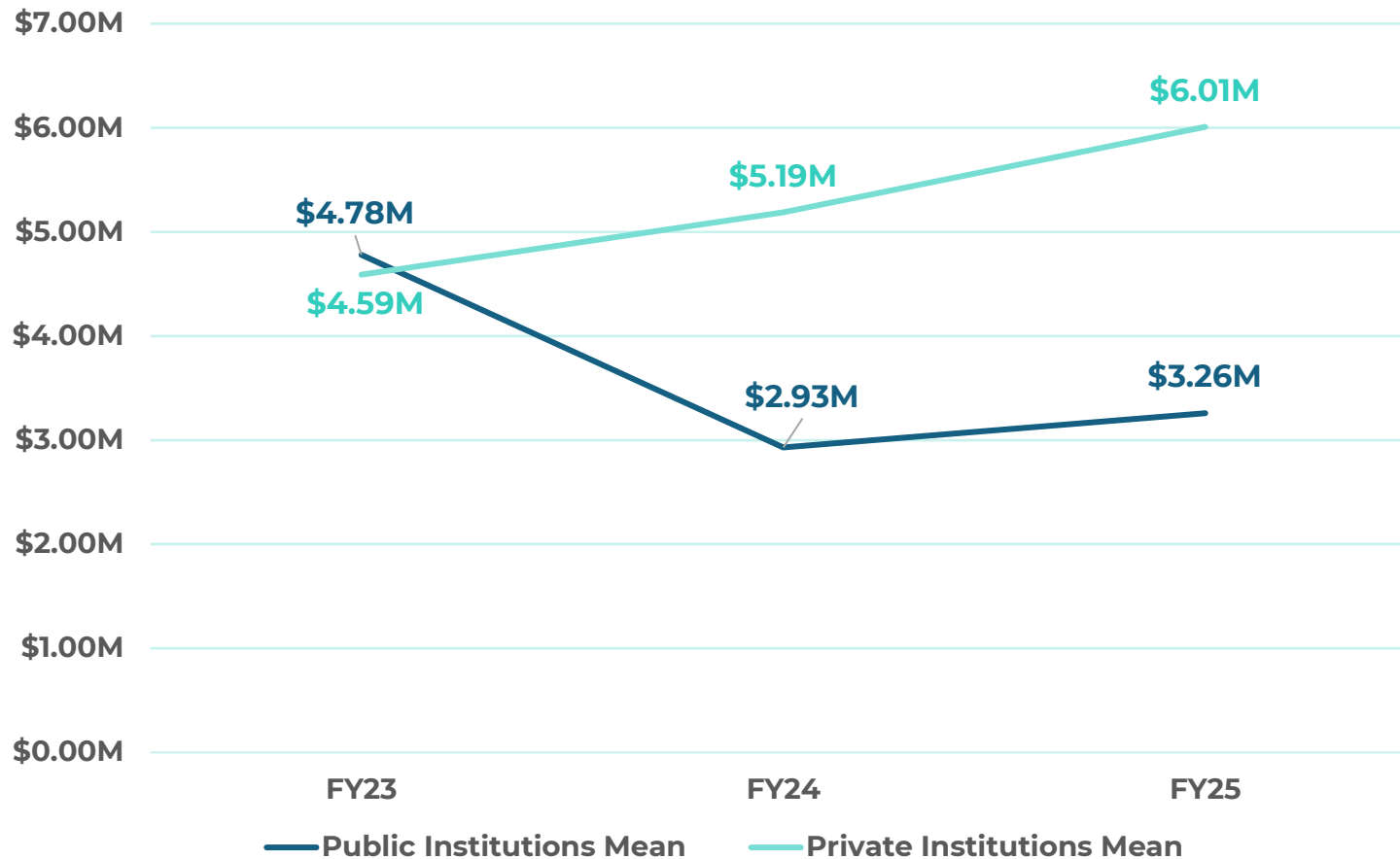
Public vs. Private (Mean) (FY23-FY25)



Source: The Advancement Leadership Forum

Libraries Funds Received

Public vs. Private (Mean) (FY23-FY25)



Investment in Advancement

Public Institutions



Advancement FTE

On average, public institutions employed 2.5 Advancement FTE in Libraries in FY25.



Expenditure

Public institutions invested an average of \$400K in Libraries Advancement in FY25.

Private Institutions



Advancement FTE

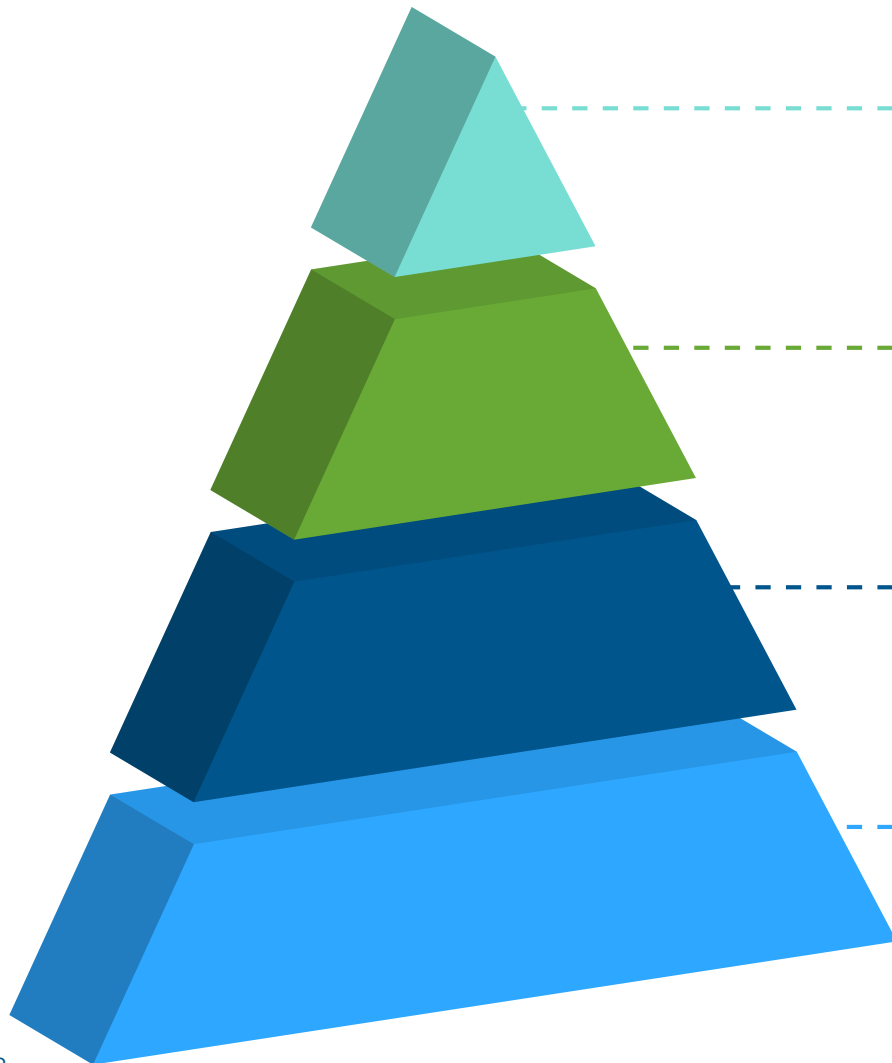
In FY25, private institutions employed an average of 3.7 FTE for Library specific Advancement



Expenditure

Private institutions had an average expenditure of \$560K for Library Advancement in FY25

How do Top Institutions Position Libraries for Success?



Interdisciplinary Nexus Point

Libraries do best when someone else benefits visibly from the gift.

Research Enablers

Library leaders who connect collections to research outcomes see stronger institutional support.

Student Success Engines

Gifts increase when libraries are framed as contributors to measurable student outcomes.

Cultural Stewards

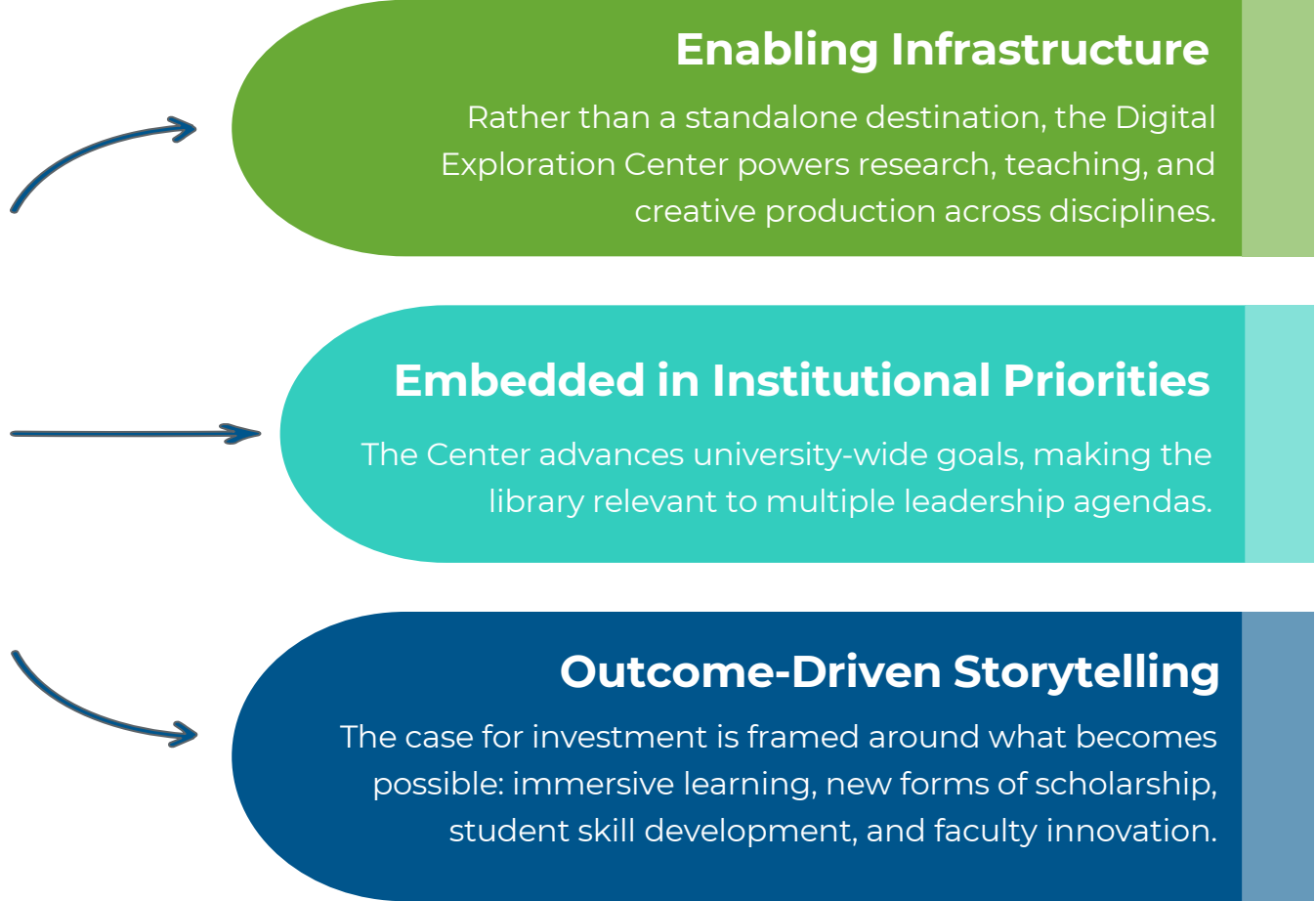
Institutional and community support increases when libraries are framed as protectors of culture and history.

Case Study: University of Central Florida

UCF Libraries Launches Digital Exploration Center, Expanding Opportunities for Research and Creative Production

Located on the fourth floor of the John C. Hitt Library, the space includes a podcast studio, high-performance computers, an immersive projection studio, collaborative spaces and more.

By Margot Winick | February 23, 2026



Libraries become the place where *other priorities succeed*

The Future of Philanthropy & Libraries



Donor Engagement in Times of Uncertainty

1

Focus on Your Mission

The best way to maintain donor trust and confidence is to keep a crystal-clear focus on your mission.

4

Engage Institutional Leadership

The presence of institutional and academic leaders bolsters donor confidence and instills a sense of viability for a project or priority

2

Prioritize Stewardship

High-impact stewardship involves accountability to each and every donor, at every level.

5

Tell Your Story...Lead with Impact

Communicate...communicate... communicate, and ensure donors know the impact of their giving

3

Keep Asking

As we saw from the Pandemic, those institutions who continued to make their case kept donors focused and engaged on their priorities.

6

Maximizing Volunteer Efforts

Personal commitments and engagement from volunteer leaders speaks volumes to prospective donors

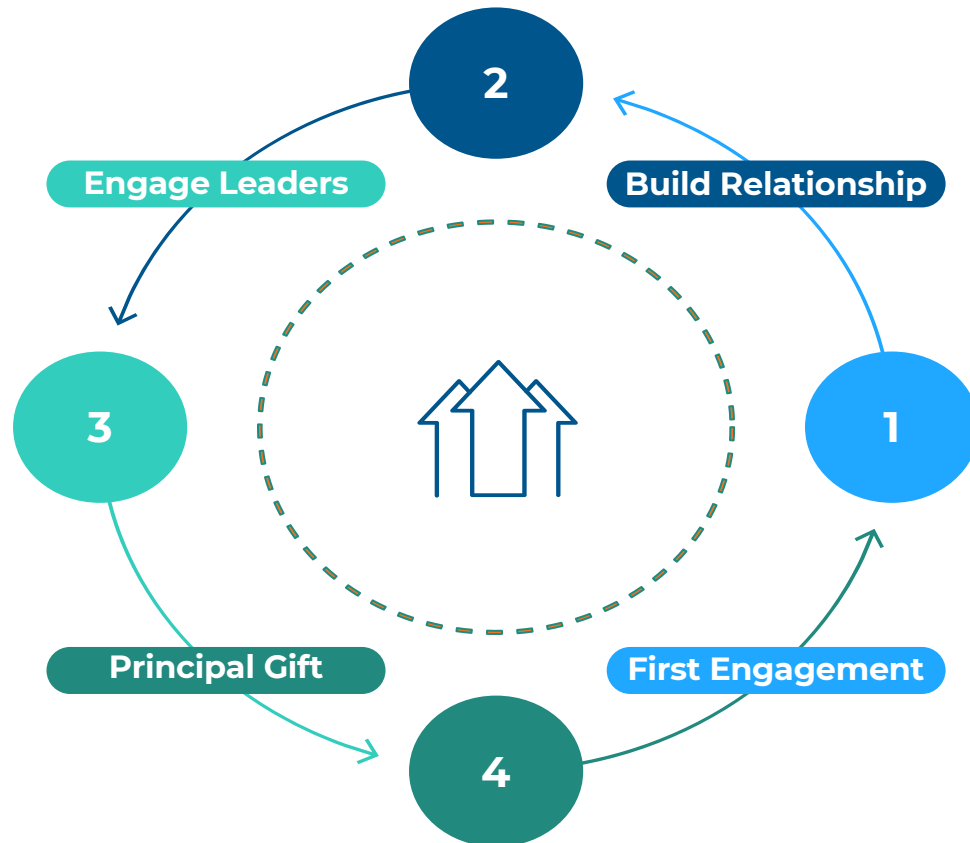
Stewardship Today, Gifts Tomorrow



On average, principal gifts follow 11–40 years of donor engagement.



Most donors give a principal gift 21–40 years after their first gift.



**In times of uncertainty
nurturing long-term
donor relationships is
the greatest avenue to
secure the gifts of
tomorrow.**

Questions?



Jen Howe

PRINCIPAL

30+ years of experience in securing private philanthropy as well as building and leading advancement teams within higher education.

LinkedIn [Let's Connect!](#)



jhowe@hcg.com

Highlights

- **Principal, Huron Advancement & Fundraising**

- Thirty-plus years of experience designing, launching, and leading high-impact advancement organizations and comprehensive fundraising campaigns across public and private higher education institutions
- Deep expertise advising presidents, boards, and senior advancement leaders on principal gift strategy, campaign development, and integrated advancement operations

- **Consulting Focus**

- Providing strategic counsel to higher education advancement leaders on campaign readiness and execution, principal and transformational gift strategy, organizational design, talent development, and performance management
- Partnering with institutions to assess and reset advancement operations to best practice, accelerate fundraising outcomes, and maximize return on advancement investment

- **Professional Background**

- Senior Philanthropic Advisor to the President and Vice President for Development, Georgia Institute of Technology
- Former Vice President for Advancement, University of Dayton
- Former Associate Vice Chancellor for Development and Alumni Relations, Vanderbilt University

Ask Questions

- Launch your mobile browser and go to slido.com or launch the mobile app.
- Enter #ALADN and click “Join.”
- You will see the Landscape of Development page.
- OR Scan the QR code to the right
- Use Slido to:
 - Ask Questions
 - Like questions to show what you want answered

