

VSE Higher Education Survey

FY2021

Section 1. Pledges & Testamentary Commitments

A. Outstanding Pledges

Report the number and dollar amount of new contributions pledged (unconditionally) during the fiscal year but still outstanding at the end of the fiscal year, regardless of the promised payment date. Do not include pledges made in a previous year. Do not include pledge amounts paid during the reporting year.

Pledges (unconditional promises) should not be counted anywhere else in the VSE survey.

	No. of Pledges	Amount \$
1. For current operations	--	--
2. For capital purposes	--	--

B. New Testamentary Commitments

Report provisions made in wills (or through revocable trusts) during the fiscal year for which the institution has documentation. Documentation might include a photocopy of the pertinent portion of the will or trust document or a letter describing the commitment and its ultimate financial value to the institution. Do not include provisions that name the institution as a contingent beneficiary.

Testamentary commitments (bequest intentions) should not be counted anywhere else in the VSE Survey.

	Number of provisions	Face value of provisions \$	Present value of provisions \$
New Testamentary Commitments	--	--	--

Section 2. Finances & Enrollment (Required for All Versions)

This entire section must be filled out in order to be listed in the VSE Report and be eligible for the CASE Award Program.

For Enrollment and FTEs, report the opening fall headcount or FTE count for the year being reported. Do not report unduplicated annual enrollment. For Endowment, report the market value at the end of the fiscal year being reported. For Expenditures, report the institution's E&G expenditures (read instructions for exclusions) AND the total expenditures of the affiliated foundation, if any.

ENROLLMENT: Count enrollment at the beginning of the academic year being reported (i.e., fall of 2016 for the report covering the 2016-17 fiscal year). All students (except continuing education) are counted: full-time, part-time, resident, extension, non-degree. (DO NOT convert part-time students to full-time equivalents.)

FULL-TIME EQUIVALENT ENROLLMENT: Count the FTE enrollment figure as of the beginning of the reporting period, i.e., opening fall FTE enrollment. If the FTE figure is not available, use the formula: the sum of all full-time students plus one-third of the number of part-time students (e.g., three part-time students equal one full-time student).

ENDOWMENT/LONG-TERM INVESTMENTS: Include all the following:

- **True endowment:** funds provided the institution, the principal of which is not expendable by the institution under the terms of the agreement that created the fund.

Term endowment: similar to true endowment except that all or part of the funds may be expended after a stated period or upon the occurrence of a certain event as stated in the terms governing the funds.

Quasi-endowment: funds functioning as endowment - funds given to the institution "with no strings attached" or surplus funds that have been added to the endowment fund, the principal of which may be spent at the discretion of the governing board.

Public institutions should include the combined endowment of the foundation and the institution.

EXPENDITURES: Include all expenditures for Instruction, Research, Public service, Academic support, Student services, Institutional support, Scholarships and fellowships, and Operation and maintenance of physical plant. Exclude Auxiliary Enterprises, Hospital Services, and Independent operations.

Public institutions should enter the combined expenditures for the foundation and the institution.

	FY2020	FY2021
1. Enrollment - total headcount	1,747	1,617
2. Enrollment - full-time equivalent	1,738.0	1,612.0
3. Endowment market value \$	419,099,295	545,722,454
4. Expenditures \$	135,338,635	133,211,430

In what year was the institution founded? (Optional)

1,824

Check here if hospital data are included in your survey.

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Notes on Endowment and Expenditures

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Section 3a. Outright Giving: Current Operations

(Full option)

DO NOT INCLUDE DEFERRED GIFTS IN THIS SECTION. There are three options for completing Section 3: Full, Partial, and Minimal. All forms of the survey count as full participation in the program. So, complete the version where the level of detail corresponds to the level of detail in your records. You might also want to do a shorter version because of time constraints.

Please enter 0 where no gift income was received for a particular cell. Every cell below should have a number in it when you are finished.

	A. Alumni	B. Parents	C. Other Individuals	D. Foundations	E. Corporations	F. Religious Organizations	G. Fundraising Consortia	H. Other Organizations	I. TOTAL
1. Unrestricted	2,836,321	773,242	127,279	522,209	194,250	2,500	11,867	815,036	5,282,704
Restricted 2. Academic Divs.	250	3,877	0	212,500	0	0	0	20,000	236,627
3. Faculty & Staff Compensation	0	0	0	0	0	0	210,000	25,565	235,565
4. Research	0	0	0	0	0	0	0	0	0
5. Public Service & Extension	0	0	350	0	0	0	0	21,000	21,350
6. Library	1,718	0	53	0	20	0	0	0	1,791
7. Operation & Maint. of Plant	1,640	22,903	0	0	1,500	0	0	1,000	27,043
8. Student Financial Aid	200,100	2,495	100	125,000	0	1,500	40,393	40,000	409,588
9. Athletics	12,187	43,549	2,000	202	2,825	0	0	9,000	69,763
10. Other Restricted	523,221	203,007	85,836	2,040,683	7,637	300	0	2,618,579	5,479,263
11. Total Restricted (2-10)	739,116	275,831	88,339	2,378,385	11,982	1,800	250,393	2,735,144	6,480,990
12. Total Outright for Curr. Ops. (1&11)	3,575,437	1,049,073	215,618	2,900,594	206,232	4,300	262,260	3,550,180	11,763,694

The VSE Program
Section 3b. Outright Giving: Capital Purposes

Kenyon College

Do not include deferred gifts in this section.

Please enter 0 where no gift income was received for a particular cell. Every cell below should have a number in it when you are finished!

DO NOT INCLUDE SOFTWARE ON THE VSE SURVEY.

	A. Alumni	B. Parents	C. Other Individuals	D. Foundations	E. Corporations	F. Religious Organizations	G. Fundraising Consortia	H. Other Organizations	I. TOTAL
1. Prop., Build. & Equipment	2,557,718	11,200	15,959	25,807	5,100	0	0	172,635	2,788,419
2. Endowment - Unrestricted	724,450	55,000	240	15,000	0	0	0	2,500	797,190
3. Endowment - Restricted	7,911,997	869,695	280,199	1,887,190	44,541	0	0	610,650	11,604,272
4. Loan Funds	0	0	0	0	0	0	0	5,000	5,000
5. Total Outright for Capital Purposes	11,194,165	935,895	296,398	1,927,997	49,641	0	0	790,785	15,194,881

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The VSE Program Section 3c. Deferred Giving

Kenyon College

Report both the Face Value of and the IRS Tax Deduction for newly established 1. Charitable Remainder Trusts. 2. Charitable Gift Annuities 3. Pooled-Income Funds 4. Remainder Interest in Property. You must report both the face value and the tax deduction permitted.

There is a calculator on the CASE website to determine the tax deduction of these instruments.
[Deferred Gift Tax Deduction Calculator](#) Scroll down until you see the link.

If you had no such gifts, enter zero. Do not include pledges, gifts from IRAs, bequest intentions, or realized bequests here. Gifts to be reported below are specific types of gifts and are a subsection of what may be referred to as "planned" gifts.

	A. Alumni - FV	B. Alumni - PV	C. Parents - FV	D. Parents - PV	E. Others - FV	F. Others - PV	G. Total Face Value	H. Total Present Value
1. Endowment - Unrestricted	0	0	0	0	0	0	0	0
2. Endowment - Restricted	175,000	82,609	0	0	0	0	175,000	82,609
3. Other Purposes	0	0	0	0	0	0	0	0
4. Total Deferred Giving	175,000	82,609	0	0	0	0	175,000	82,609

Section 3d. Gift Income Summary

This summary pulls together total rows from Section 3.a, 3.b, and 3.c. When you enter the data online, this section is filled in automatically. There is no data entry required.

	A. Alumni	B. Parents	C. Other Individuals	D. Foundations	E. Corporations	F. Religious Organizations	G. Fundraising Consortia	H. Other Organizations	I. GRAND TOTAL
1. Total Outright for Current Operations	3,575,437	1,049,073	215,618	2,900,594	206,232	4,300	262,260	3,550,180	11,763,694
2. Total Outright for Capital Purposes	11,194,165	935,895	296,398	1,927,997	49,641	0	0	790,785	15,194,881
3. Total Deferred at Present Value	82,609	0	0	--	--	--	--	--	82,609
Official Total Using Present Value	14,852,211	1,984,968	512,016	4,828,591	255,873	4,300	262,260	4,340,965	27,041,184
	--	--	--	--	--	--	--	--	--
Total Deferred at Face Value	175,000	0	0	--	--	--	--	--	175,000
Total Using Face Value	14,944,602	1,984,968	512,016	--	--	--	--	--	27,133,575

Section 4a. Additional Details on Section 3 - Individuals

1. Contributions from Individuals

A. Contributions from Individuals for All Purposes

Alumni Total - REQUIRED

	No. of Record	No. Solicited	No. Donors	Amount \$
1a. Alumni undergraduate degree or diploma holders	19,149	17,287	5,108	14,819,334
1b. Alumni graduate only degree or diploma holders	0	0	0	0
1c. Alumni without a degree or diploma	898	647	112	32,877
1d. Enter Totals here ONLY if you have left 1a-1c above blank	--	--	--	--
1e. Alumni Total	20,047	17,934	5,220	14,852,211

	No. of Record	No. Solicited	No. Donors	Amount \$
2. Parents	9,625	9,053	1,334	1,984,968

	No. of Record	No. Solicited	No. Donors	Amount \$
3. Faculty and Staff	--	0	75	53,585
4. Students	1,730	306	23	2,669
5. All Others not counted in 1-4	1,373	667	301	455,762
Dollar Total of rows 3-5 above	--	--	--	512,016

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B. Contributions from Individuals for Current Operations Only

Kenyon College

	No. Solicited	No. Donors	Amount \$
1a. Alumni undergraduate degree or diploma holders	17,287	4,984	3,547,859
1b. Alumni graduate degree or diploma holders	0	0	0
1c. Alumni without a degree or diploma	647	109	27,578
1d. Enter Totals here ONLY if you have left 1a-1c above blank	--	--	--
1e. Alumni Curr. Ops. Total	17,934	5,093	3,575,437

	No. Solicited	No. Donors	Amount \$
2. Parents	9,053	1,306	1,049,073

	No. Solicited	No. Donors	Amount \$
3. Faculty and Staff	0	67	44,838
4. Students	306	23	2,669
5. All others not counted in 1-4 above	667	254	168,111
Dollar Total of rows 3-5 above	--	--	215,618

C. Bequests - REQUIRED Include realized bequests, not bequest intentions, which are reported in section 1. Make sure the bequests listed below are also reported in section 3A, 3B, and/or 3C. Bear in mind that most bequests would not appear in 3C. Generally, they are not deferred gifts. In some cases, though, a deferred gift may be established via a will. If any of the reported bequests were reported in 3C, report them below at their present value, not face value.

	No. of Donors	Amount \$
1. Bequests for Current Operations	7	183,000
2. Bequests for Capital Purposes	13	3,803,964
3. Enter Totals here ONLY if you have left lines 1 & 2 above blank	--	--
4. Total Bequests	20	3,986,964

D. Three Largest Donor Totals from Individuals - REQUIRED.
 If any of these gifts are deferred gifts, use PRESENT value, not face value.

	Largest \$	2nd Largest \$	3rd Largest \$
1. From living individuals	2,060,279	728,968	676,060
2. Through estate settlements (bequests)	2,000,000	456,966	401,312

E. Direct Governing Board Giving for All Purposes

Include current, emeritus and honorary board members. On row 1 include only gifts that receive legal/hard credit. Gifts that receive soft credit may be reported on row 2.

Remember to report under the dollar amount, the sum of outright gifts plus deferred gifts at PRESENT (discounted) value.

You should count trustees in this section even though you previously counted them as alumni, parents, or other individuals. And soft-credit gifts would still be counted even though they are also counted under the type of organization that provided the direct gift.

Do not enter zero to indicate you are skipping the question! Just leave the question blank if you're not answering. It is very unlikely that zero is a valid answer to this question.

	No. of Donors	Amount \$
1. Governing Board Giving	39	4,970,883
2. Additional Soft-Credit Gifts	22	2,449,280

F. Deferred Giving - REQUIRED

Number of gifts (Charitable Remainder Trusts, Pooled Income Funds, Gift Annuities, and the like) whose dollar amount is reflected in Section 3.C.

	Number established or added to during reporting period
Deferred Giving	1

G. Appreciated Property Giving

	No. of Gifts	Amount \$
1. Securities	135	4,852,723
2. Real estate	1	2,066,206
3. Other real property	43	666,642
4. Enter Totals here ONLY if you have left lines 1-3 above blank	--	--
5. Total Apprec. Prop.	179	7,585,571

H. Personal Giving Additional Details

Some personal gifts are dispensed through organizations and therefore are not reflected as personal giving data on this survey. Please report below personal gifts that are officially counted as coming from organizations elsewhere on this survey. The amount from family foundations will appear in section 4b and should not be entered here.

	No. of Donors	Amount \$
Donor-Advised Funds	332	2,258,781
Businesses	71	77,667
Other Organizations (Including Federated Funds)	3	3,563

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I. Online Giving (Optional)

**Please enter data for both this year and last year. DO NOT USE ZEROS TO SKIP THE QUESTION.
SIMPLY LEAVE IT BLANK.**

Report contributions transacted online below. Count individual and organizational donors. In row A. report total number of donors, online and via other methods. All other rows refer to online transactions only and should be a subset of all transactions for the fiscal year in question.

Only include payments that are charitable gifts as defined by the IRS.

Report below: Any electronic gift made through any of the portals provided by the institution and controlled through advancement. This may include:

- An institution's online giving page;
- Integrated portals (i.e., iModules, GiveCampus, Community Funded, etc.);
- Other social media channels (Facebook) that the institution orchestrates;
- Other electronic giving payment vehicles, such as text-to-give, Venmo, and other ways of making an electronic gift.

Include only donor-initiated online gift payments. Do not include online gift transactions made internally by staff (i.e., at special events, by phonathon callers, etc.) through your web page or portal as a means of processing gifts received through other (non-online) channels.

Do not include recurring gifts. Count each donor only one time per year.

	Last Year	This Year
A. Total No. Donors (Individuals and Organizations)	7,945	7,119
B. Total No. Online Donors (Individuals and Organizations)	6,065	4,436
C. Total Online \$	2,319,415	2,081,771
D. Largest Online Transaction	50,000	30,000
E. 2nd Largest Online Transaction	25,000	25,000
F. 3rd Largest Online Transaction	21,500	20,000

The VSE Program
Section 4b. Additional Details on Section 3 -
Organizations & Other

Kenyon College

2. Contributions from Organizations

A. Foundations

	No. of Donors	Amount \$
1. Personal and Family	81	4,146,623
2. Other foundations and trusts, excluding corporate	16	681,968
3. Total	97	4,828,591

B. Three Largest Donor Totals from Foundations - REQUIRED

The sum of the three largest donor totals from Foundations below must not exceed the total dollar amount reported from Foundations above because these largest donor totals must be included in the amounts reported above and in Section 3.

	Largest \$	2nd Largest \$	3rd Largest \$
Foundations	1,000,000	600,000	325,000

C. Corporations

1. Forms of Giving

DO NOT INCLUDE SOFTWARE HERE OR IN SECTION 3. IF IT WAS INCLUDED IN SECTION 3, PLEASE RETURN TO THAT SECTION, REMOVE THE GIFT(S), AND SAVE 3D AGAIN.

	No. of Gifts	Amount \$
1. Cash and securities (exclusive of matching gifts)	174	80,388
2. Company products	--	--
3. Other company property	383	175,485
4. Matching gifts	--	--
5. Total	--	255,873

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2. Additional Matching Gifts Details

In addition to the amounts listed directly above in line 4, please report below matching corporate gifts that were dispensed through a third party, such as a community foundation, charitable gift fund, or other entity. These would not be counted as corporate giving elsewhere in the survey, but are under the control of companies.

	No. of Gifts	Amount \$
Matching Gifts Not Directly From a Corporation	44	6,946

3. Software

If your institution wishes to record gifts of software, include them below. DO NOT include them anywhere else in the survey.

	Value of Software	No. Contributing Companies
Software	0	0

D. Three Largest Donor Totals from Corporations - REQUIRED

The sum of the three largest donor totals from Corporations below must not exceed the total dollar amount reported from Corporations you reported in Section 3.

DO NOT INCLUDE SOFTWARE HERE OR IN SECTION 3. IF IT WAS INCLUDED IN SECTION 3, PLEASE RETURN TO THAT SECTION, REMOVE THE GIFT(S), AND SAVE 3D AGAIN.

	Largest \$	2nd Largest \$	3rd Largest \$
Corporations	100,000	10,000	3,500

3. Other Fundraising Activity

A. Purposes of Gifts to Endowment: Income Restricted
(Include both outright and deferred gifts, and use the PRESENT value of deferred gifts.)

	Amount \$
1. Academic Divisions	127,095
2. Faculty and Staff Compensation	626,100
3. Research	241,000
4. Public Service and Extension	0
5. Library	0
6. Operation and Maintenance of Plant	0
7. Student Financial Aid	6,352,503
8. Athletics	32,934
9. Other	4,307,249
Total	11,686,881

B. Support of Intercollegiate (Extramural) Athletics ONLY

Note that the total you report here is not comparable to other Athletics Giving Totals in the VSE Survey. In Section 3A, you report Current Operations Restricted Giving to Athletics for both Intramural and Extramural combined. Here you report only Extramural. Here should also include Extramural Gifts to Endowment, Income Restricted to Athletics that you include in Section 3.B (outright) and 3.C (deferred).

	No. of Donors	Amount \$
1. Restricted to current operations	75	68,519
2. Restricted to capital purposes	6	32,934
3. Total	81	101,453