

# VSE Higher Education Survey

FY2019

**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 \$
<b>1. For current operations</b>	207	1,602,991
<b>2. For capital purposes</b>	18	3,191,317

**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 \$
<b>New Testamentary Commitments</b>	16	13,456,681	--

The VSE Program  
**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.

	FY2018	FY2019
<b>1. Enrollment - total headcount</b>	1,677	1,730
<b>2. Enrollment - full-time equivalent</b>	1,666.0	1,724.0
<b>3. Endowment market value \$</b>	254,955,568	422,019,041
<b>4. Expenditures \$</b>	131,156,661	138,100,787

**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**

Prior to June 30, 2018, Kenyon maintained two separate investment pools; an endowment fund and an unrestricted reserve fund. Effective June 30, 2018, the College's Board of Trustees voted to classify the unrestricted reserve fund as a board designated endowment fund.

The VSE Program  
Section 2b. Advancement Investment

**QUESTION I:** In the section below, report expenditures by function. Regardless of how the advancement function is administered (centrally or in a decentralized manner), report the distribution of expenditures by function below. **Salaries and benefits should be included in rows 1. and 2. by function, even if they are paid for centrally.**

	A. Development/ Fundraising	B. Alumni Relations /Affairs	C. Communications/ Marketing	D. Advancement Services	E. Advancement Management	F. Total Expenditures
1. Salaries	--	--	--	--	--	--
2. Benefits	--	--	--	--	--	--
3. Current Operations Expenditures	--	--	--	--	--	--
4. Capital Expenditures	--	--	--	--	--	--
5. Total Expenditures	--	--	--	--	--	--

**QUESTION II:** In the section below, report the FTEs of paid staff by function. A single employee's time may be spread over several functional areas. **This question is for number of staff, not for dollar amounts. Staffing costs go in Question I, rows 1. and 2.**

	A. Development/ Fundraising	B. Alumni Relations/Affairs	C. Communications/ Marketing	D. Advancement Services	E. Advancement Management	F. Total Staff
6. Staff (FTE)	--	--	--	--	--	--

**QUESTION III:** Use the space below to tell us if your institution is in an active capital campaign this fiscal year, and, if so, the dates of the campaign.

If your institution is in a capital campaign, check here. Then enter the dates of the campaign below.

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The silent phase of the campaign started on the following date:

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The campaign officially started on the following date:

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The campaign ends on the following date:

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**QUESTION IV: Comments and Notes**

Please use this space to enter comments or explanatory notes:

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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
<b>1. Unrestricted</b>	3,011,043	929,493	114,745	421,580	178,785	2,500	17,166	746,715	5,422,027
<b>Restricted</b>									
<b>2. Academic Divs.</b>	120	5,465	0	212,500	120	0	0	64,935	283,140
<b>3. Faculty &amp; Staff Compensation</b>	0	0	0	0	0	0	0	154,822	154,822
<b>4. Research</b>	0	0	0	46,000	0	0	0	0	46,000
<b>5. Public Service &amp; Extension</b>	0	0	0	0	0	0	0	10,000	10,000
<b>6. Library</b>	4,075	70	60	0	0	0	0	4,999	9,204
<b>7. Operation &amp; Maint. of Plant</b>	31,095	403,381	5,011	35,000	2,500	0	0	1,850,000	2,326,987
<b>8. Student Financial Aid</b>	52,700	32,642	800	100,000	3,443	1,500	49,449	100,000	340,534
<b>9. Athletics</b>	16,949	20,358	367	194	13,422	0	0	123,500	174,790
<b>10. Other Restricted</b>	300,138	148,773	109,071	387,140	43,354	0	0	2,896,145	3,884,621
<b>11. Total Restricted (2-10)</b>	405,077	610,689	115,309	780,834	62,839	1,500	49,449	5,204,401	7,230,098
<b>12. Total Outright for Curr. Ops. (1&amp;11)</b>	3,416,120	1,540,182	230,054	1,202,414	241,624	4,000	66,615	5,951,116	12,652,125

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

*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	1,012,949	27,400	135,709	430,000	50,050	0	0	250,100	1,906,208
2. Endowment - Unrestricted	506,127	2,000	257	0	0	0	0	4,500	512,884
3. Endowment - Restricted	3,501,740	722,086	359,134	2,670,456	84,543	0	0	863,500	8,201,459
4. Loan Funds	2,500	0	0	0	0	0	0	0	2,500
5. Total Outright for Capital Purposes	5,023,316	751,486	495,100	3,100,456	134,593	0	0	1,118,100	10,623,051

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The VSE Program  
Section 3c. Deferred Giving

Please report both Face Value (FV) and Present Value (PV). The Present Value for VSE purposes is defined as the tax deduction to the donor as allowed by the IRS. You must report both. If you find your records do not contain both figures, please contact [VSE Support](#) and request help. The survey cannot be accepted without face and present value figures.

This section is only for newly established deferred gifts or gifts that had funds added to them this year. Deferred gifts are ONLY: 1. Charitable Remainder Trusts. 2. Charitable Gift Annuities 3. Pooled Income Funds 4. Remainder Interest in Property. They are reported only when established, not when realized. DO NOT RECORD pledges, bequest intentions, gifts from IRAs, or gifts of life insurance 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

	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	525,000	253,681	500,000	242,345	0	0	1,025,000	496,026
3. Other Purposes	0	0	0	0	0	0	0	0
4. Total Deferred Giving	525,000	253,681	500,000	242,345	0	0	1,025,000	496,026

The VSE Program  
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
<b>1. Total Outright for Current Operations</b>	3,416,120	1,540,182	230,054	1,202,414	241,624	4,000	66,615	5,951,116	12,652,125
<b>2. Total Outright for Capital Purposes</b>	5,023,316	751,486	495,100	3,100,456	134,593	0	0	1,118,100	10,623,051
<b>3. Total Deferred at Present Value</b>	253,681	242,345	0	--	--	--	--	--	496,026
<b>Official Total Using Present Value</b>	8,693,117	2,534,013	725,154	4,302,870	376,217	4,000	66,615	7,069,216	23,771,202
	--	--	--	--	--	--	--	--	--
<b>Total Deferred at Face Value</b>	525,000	500,000	0	--	--	--	--	--	1,025,000
<b>Total Using Face Value</b>	8,964,436	2,791,668	725,154	--	--	--	--	--	24,300,176



**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	18,449	16,881	5,636	8,602,681
1b. Alumni graduate only degree or diploma holders	--	--	--	--
1c. Alumni without a degree or diploma	983	783	131	90,436
1d. Enter Totals here ONLY if you have left 1a-1c above blank	--	--	--	--
1e. Alumni Total	19,432	17,664	5,767	8,693,117

	No. of Record	No. Solicited	No. Donors	Amount \$
2. Parents	9,039	8,404	1,846	2,534,013

	No. of Record	No. Solicited	No. Donors	Amount \$
3. Faculty and Staff	631	631	120	50,843
4. Students	1,757	464	292	3,192
5. All Others not counted in 1-4	1,222	626	291	671,119
Dollar Total of rows 3-5 above	--	--	--	725,154

B. Contributions from Individuals for Current Operations Only

	No. Solicited	No. Donors	Amount \$
1a. Alumni undergraduate degree or diploma holders	16,881	5,544	3,378,630
1b. Alumni graduate degree or diploma holders	--	--	--
1c. Alumni without a degree or diploma	753	127	37,490
1d. Enter Totals here ONLY if you have left 1a-1c above blank	--	--	--
1e. Alumni Curr. Ops. Total	17,634	5,671	3,416,120

	No. Solicited	No. Donors	Amount \$
2. Parents	8,404	1,824	1,540,182

	No. Solicited	No. Donors	Amount \$
3. Faculty and Staff	631	110	48,595
4. Students	464	292	3,192
5. All others not counted in 1-4 above	626	233	178,267
Dollar Total of rows 3-5 above	--	--	230,054

**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	5	22,556
2. Bequests for Capital Purposes	9	607,918
3. Enter Totals here ONLY if you have left lines 1 & 2 above blank	--	--
4. Total Bequests	14	630,474

**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	998,474	748,192	742,823
2. Through estate settlements (bequests)	422,666	131,498	50,991

**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	46	4,210,336
2. Additional Soft-Credit Gifts	20	2,792,656

**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	2

**G. Appreciated Property Giving**

	No. of Gifts	Amount \$
1. Securities	240	3,576,729
2. Real estate	0	0
3. Other real property	17	17,569
4. Enter Totals here ONLY if you have left lines 1-3 above blank	--	--
5. Total Apprec. Prop.	257	3,594,298

**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	277	3,833,401
Businesses	81	101,325
Other Organizations (Including Federated Funds)	--	--

I. Online Giving (Optional)

Please enter data for both this year and last year.

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)	--	--
B. Total No. Online Donors (Individuals and Organizations)	--	--
C. Total Online \$	--	--
D. Largest Online Transaction	--	--
E. 2nd Largest Online Transaction	--	--
F. 3rd Largest Online Transaction	--	--

## 2. Contributions from Organizations

### A. Foundations

	No. of Donors	Amount \$
1. Personal and Family	76	3,590,232
2. Other foundations and trusts, excluding corporate	17	712,638
3. Total	93	4,302,870

### 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	1,075,000	500,000	390,000

### 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	177,726
2. Company products	--	--
3. Other company property	--	--
4. Matching gifts	285	198,491
5. Total	--	376,217

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	15	5,478

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	--	--

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	30,000	21,500	16,250

### 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	5,000
2. Faculty and Staff Compensation	1,279,104
3. Research	142,500
4. Public Service and Extension	0
5. Library	0
6. Operation and Maintenance of Plant	25,320
7. Student Financial Aid	4,628,965
8. Athletics	37,083
9. Other	2,579,513
<b>Total</b>	<b>8,697,485</b>

**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	100	172,096
2. Restricted to capital purposes	3	37,083
<b>3. Total</b>	<b>103</b>	<b>209,179</b>