

institutions reported receiving money from donor-advised funds. If the donor-advised fund gifts those 334 institutions received had been counted as personal gifts rather than as gifts from organizations, personal giving to those institutions would have been 4.9 percent higher. Another subset of 262 institutions reported contributions from small businesses, and these would have increased personal giving at those institutions by an additional 10.2 percent. Also, 186 institutions reported indirect personal gifts from other organizations. Had these institutions instead reported such gifts as personal, they would have had 2.7 percent more personal giving. It is important to note that the institutions that choose to answer the questions about this kind of giving may receive a disproportionately high percentage of indirect personal gifts and thus are motivated to calculate and record them on the survey.

### Effect of Indirect Personal Giving

More data are needed to accurately assess the phenomenon of personal giving funded by organizations, but it is reasonable to assume that personal giving to some colleges and universities would be substantially higher if such giving were attributed to individuals rather than to organizations. Still, it

**Table 14**

**Total Corporate Support and Matching Gifts by Type of Institution, 2008**

Type of Institution	Number Reporting	Total Corporate Support (000)	Corporate Support as % of Total Support	Matching Gifts			
				Total Received (000)	As % of Corporate Support	Average per Institution	Average Match
<b>Research/Doctoral</b>	<b>183</b>	<b>\$2,860,463</b>	<b>17.1</b>	<b>\$121,651</b>	<b>4.3</b>	<b>\$1,394,447</b>	<b>877</b>
Private	59	804,694	11.5	46,529	5.8	788,623	774
Public	124	2,055,769	21.2	75,122	3.7	605,824	956
<b>Master's</b>	<b>245</b>	<b>262,035</b>	<b>13.6</b>	<b>20,119</b>	<b>7.7</b>	<b>82,117</b>	<b>650</b>
Private	128	126,555	10.5	14,170	11.2	110,706	779
Public	117	135,479	18.8	5,948	4.4	50,840	466
<b>Baccalaureate</b>	<b>201</b>	<b>144,358</b>	<b>6.2</b>	<b>31,091</b>	<b>21.5</b>	<b>154,679</b>	<b>735</b>
Private	180	131,828	5.8	29,947	22.7	166,371	747
Public	21	12,530	16.1	1,144	9.1	54,465	518
<b>Specialized</b>	<b>37</b>	<b>106,966</b>	<b>9.2</b>	<b>2,186</b>	<b>2.0</b>	<b>59,071</b>	<b>664</b>
Private	23	36,542	13.3	1,279	3.5	55,615	493
Public	14	70,424	7.9	906	1.3	64,749	1,304
<b>Associate's</b>	<b>76</b>	<b>22,827</b>	<b>23.5</b>	<b>445</b>	<b>2.0</b>	<b>5,862</b>	<b>382</b>
Private	3	2,302	25.8	50	2.2	16,650	1,041
Public	73	20,525	23.2	396	1.9	5,418	353
<b>Total All Institutions</b>	<b>742</b>	<b>\$3,396,648</b>	<b>15.3</b>	<b>\$175,491</b>	<b>5.2</b>	<b>\$236,511</b>	<b>\$811</b>

is important to bear in mind that the assets that fund these gifts are legally in the possession of an organization, not an individual. The individual caused the gift to be made but is not the legal donor. When the effect of these contributions is considered along with indirect giving via family foundations, personal relationships appear more important than hard-credit figures imply.

**Figure 14**

**Largest Gifts as a Percentage of Total Gifts, 2006–08**

