



HOW DOES THE ENDOWMENT FUND FUNCTION AT THE UNIVERSITY OF CAPE TOWN GRADUATE SCHOOL OF BUSINESS (UCT GSB)?





FUNDACJA
ROZWOJU
AKADEMII LEONA KOŹMIŃSKIEGO

FUNDRAISING – UCT GSB IN CAPE TOWN

REPORT BY OUR SCHOLARSHIP
RECIPIENT

OLIWIA TRYBUCH

Kozminski University

A STRATEGIC APPROACH TO FUNDRAISING.

THE DEVELOPMENT AND ALUMNI
RELATIONS OFFICE AT UCT GSB TAKES
A LONG-TERM, STRATEGIC APPROACH
TO FUNDRAISING.

The funds raised are allocated to:

- scholarships and research grants,
- support for student and faculty development,
- campus infrastructure and teaching facilities.

One of the key mechanisms for annual giving is the Annual Fund, which is aimed at a broad group of donors – including both first-time supporters and long-term benefactors. Donor recognition mechanisms include naming rights, honor boards, personal thank-you messages and invitations to exclusive events.



Graduate School
of **BUSINESS**
UNIVERSITY OF CAPE TOWN

**THE FUNDRAISING TEAM IS COMPOSED
OF SPECIALIZED UNITS THAT FOCUS ON:**

- Corporate partnerships,
- Collaboration with foundations and philanthropic organizations,
- Individual strategic donors,
- Planned giving (e.g. bequests),
- Donor relationship management (CRM),
- Data analysis and segmentation.



The University of Cape Town Graduate School of Business further enhances its fundraising capabilities through international offices in New York, London, Toronto and Sydney, enabling the implementation of a global donor outreach strategy. The school also leverages modern digital tools – including crowdfunding platforms and data-driven targeting strategies – to personalize communication and increase the effectiveness of its campaigns.

STRUCTURE OF THE ENDOWMENT FUND:

**A CORNERSTONE OF UCT GSB'S
FINANCIAL STABILITY IS ITS
ENDOWMENT FUND, MANAGED BY AN
INTERNAL INVESTMENT TEAM.**

*CONTRIBUTIONS TO THE FUND COME
FROM VARIOUS SOURCES, INCLUDING
ALUMNI, CORPORATE DONORS
AND BEQUESTS.*

**The capital is invested sustainably and the
returns are allocated to support areas such as:**

- Scholarships and financial aid,
- Faculty salaries and academic programs,
- Research innovation,
- Campus infrastructure development.



In 2017, the University established the Responsible Investment Panel, tasked with overseeing the ethical and sustainable investment of the endowment fund in alignment with the United Nations Sustainable Development Goals (SDGs). This approach enables long-term financial planning that supports UCT's academic mission while upholding social and environmental values.



**ALL INFORMATION COMES FROM
CONVERSATIONS WITH STAFF AND
FROM THE UNIVERSITY'S WEBSITE, AS
PART OF THE GLOBAL NETWORK FOR
ADVANCED MANAGEMENT PROGRAM.**

OLIWIA TRYBUCH

**KOZ
MIN
SKI**
UNIVERSITY



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