

ESADE

Ramon Llull University



Donations report

ESADE Foundation
2011-2012



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INTRODUCTION

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THANK YOU

Thank you is the best way to begin this letter. We would like to express our gratitude to the alumni, friends of ESADE, companies and institutions for their collaboration in helping ESADE to grow. Your commitment inspires us in our daily efforts to continue shaping the values of tomorrow's leaders and to maintain the status of our institution as one of the best in the world.

In response to the difficulties presented by the current economic situation, we are striving harder to make more funding available to the three cornerstones on which ESADE is built: attracting the best talent to our classrooms, recruiting faculty with an international profile, and research.

In the 2011/12 academic year we exceeded our own high standards in many respects. We launched an ambitious fundraising campaign, with encouraging results, with the aim of making our Scholarship

Programme an even more powerful tool for breaking down economic, geographical and social barriers to attract the best talent. We allocated more resources to our research units, with results that reveal a considerable social impact, and we continued to recruit faculty of the highest international standard.

And with a view to promoting private donations to ESADE, the Board of Trustees decided to create a Fundraising Committee. Germán Castejón, a Trustee who architected the growth of ESADE Alumni, was appointed as president of this Committee, and we would like to take this opportunity to thank him for all the hard work, effort and enthusiasm he has shown in tackling this new challenge.

Thanks to your support and your involvement, the ESADE project is more global than ever. Thank you all for investing in the future of ESADE!



Pedro Fontana
President of Fundació ESADE



Eugenia Bioto
Director General of ESADE

INTRODUCTION



TOGETHER WE ARE CREATING OUR FUTURE: JOIN US!

When, at the beginning of the 2011-2012 academic year, the Board of Trustees appointed me as president of the Fundraising Committee, I thought that these were difficult times in which to raise funds, but that it was a worthwhile challenge. To have the opportunity to work to build a better ESADE is an honour. I felt excited; I knew that we were facing a big challenge, one that was key to the future of our institution, and that success would depend on the involvement of everyone, especially the alumni and the companies which have links with ESADE.

The future of ESADE depends on our capacity to invest in talent (scholarships), faculty, research and infrastructure. And this capacity depends on private donations. ESADE is in a healthy financial position, but our financial model is heavily dependent on academic income (92% of the total), which limits our investment capacity and, therefore, our future.

If we are to maintain our position among the best schools in the world, attract the best talent and continue improving both the quality of our teaching and the generation of knowledge, we need a funding model that is more diversified, increasing the volume of private donations.

To meet this challenge, we developed a **Strategic Four-year Fundraising Plan**, which was approved by the Board of Trustees in November 2012. Its main objective is to reach the point at which, **in the long term, private donations account for 15% of ESADE's annual income.**

To be specific, we have set ourselves the following targets:

- By four years' time, to reach **one million euros a year to fund the Scholarship Programme**, which would enable us to offer twice as many scholarships, and to increase the number of donors to more than two thousand.
- **On top of this, to increase corporate donations by one million euros a year, raising the number of companies and organisations that collaborate with us from 50 to 75.** These funds will be allocated to scholarships, faculty, research and investments in teaching infrastructure. For this purpose, we have redesigned the entire range of products offered, with the aim of reinforcing the potential value to corporate partners of their links with ESADE.

The involvement of alumni will be key to achieving both these objectives. **We already have more than 230 pioneer alumni, most of whom are recurring donors.** I would like to give particular mention to the nigh on one hundred of these alumni who have made commendable donations to the 1.000 × 1.000 ESADE campaign, the alumni who have promoted graduating class scholarships, and those who have helped to establish new corporate relations. This Report provides further details of these and other initiatives that form part of **The ESADE Challenge for Talent** campaign, which we have developed together with ESADE Alumni.

At the same time, we are initiating a cultural change with students on all the programmes. We would like to involve them during their time at the school, so that they leave

as donors who make symbolic donations to begin with, aware of the fact that the future of ESADE will depend on them: on their behaviour as professionals and on their economic contributions, always of a size that is comfortable for them. In this way, we can begin a close relationship that will allow them to see the impact of their donations and to build a long-term association with the institution.

This is a strategic challenge faced by all of us: alumni, companies and foundations, faculty, students, Management and Board of Trustees. A challenge that requires reinforcing the involvement of everyone with ESADE, and one that we assume with a commitment to transparency, information and appreciation, in order to build a solid donor base that will drive the future for ESADE.

If you are not taking part yet, join us: **Become a donor! Invest in the future of ESADE.**

Thank you!



Germán Castejón

Trustee and President of the ESADE Fundraising Committee

PRIVATE DONATIONS

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“It was my dream to study at ESADE,
but I thought it would be impossible...
The Scholarship Programme made this
dream come true.”

Arnau Baulenas
Scholarship Student
Bachelor in Law programme

THE YEAR IN FIGURES

Your increasing involvement motivates us every day

During the 2011/12 academic year, ESADE received €4.4m in private donations from people, companies and organisations, as well as from the return on our endowment fund. These external funds were allocated to three key projects:

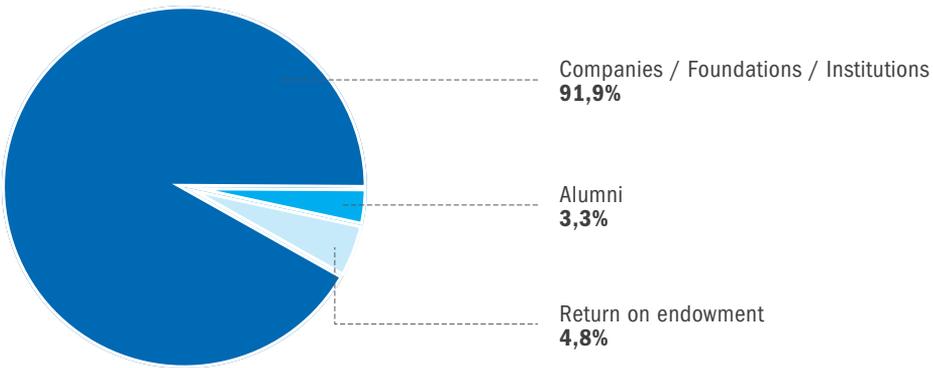
Scholarship Programme. For an academic institution like ESADE, it is our duty and responsibility to attract, nurture and develop talent. The aim is that people with talent who do not have sufficient economic resources should have the opportunity to study and form part of ESADE: it cannot be permitted that economic, social, geographical or cultural factors become obstacles that prevent access to quality education. For this reason, during the 2011/12 academic year, 14% of private donations were allocated to the Scholarship Programme.

Research and faculty. Of the private donations, the lion's share – 74% of the funds received – was allocated to research and faculty. Thanks to this initiative, in the 2011/12 academic year ESADE was able to increase its competitive edge: the research projects undertaken are gaining considerable renown and making a big impact on the scientific community.

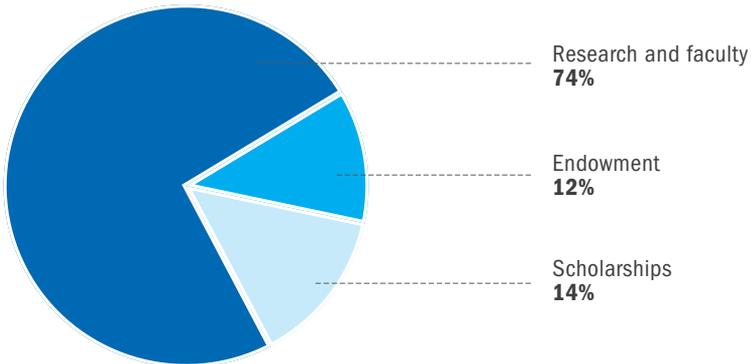
Endowment. This assets fund only uses the annual income generated. Every year this income is invested in ESADE's strategic projects or reinvested in the fund itself. Thus, in the 2011/12 academic year, 12% of private donations were allocated to the endowment, which guarantees the financing of ESADE in the future.

PRIVATE DONATIONS

SOURCE OF PRIVATE DONATIONS



ALLOCATION OF PRIVATE DONATIONS



SOURCE AND ALLOCATION OF PRIVATE DONATIONS

	2011-2012		2010-2011		2009-2010	
Source of funds						
Companies / Foundations / Institutions	3.709.551 €	84%	3.073.197 €	83%	3.447.467 €	92%
Alumni	147.782 €	3%	41.415 €	1%	37.861 €	1%
ESADE Alumni	120.000 €	3%	120.000 €	3%	120.000 €	3%
Return on endowment ¹	458.001 €	10%	490.424 €	13%	134.809 €	4%
	4.435.334 €		3.725.036 €		3.740.137 €	
Purpose of funds						
Donations to foundational purpose ²	761.702 €	17%	759.653 €	20%	938.154 €	25%
Donations to specific projects: research, faculty and scholarships	3.128.649 €	71%	2.402.104 €	64%	2.101.983 €	56%
Donations to endowment ³	544.983 €	12%	563.279 €	15%	700.000 €	19%
	4.435.334 €		3.725.036 €		3.740.137 €	
Allocation of funds						
Research and faculty	3.282.004 €	74%	2.649.412 €	71%	2.493.911 €	67%
Scholarships for talent and research scholarships ⁴	608.347 €	14%	512.345 €	14%	546.226 €	14%
Endowment	544.983 €	12%	563.279 €	15%	700.000 €	19%
	4.435.334 €		3.725.036 €		3.740.137 €	

(1) The return on endowment figure includes the interest generated by the ESADE endowment, in addition to interest generated by other capital invested by ESADE. A large part of this return is allocated to fund ESADE's strategic projects, while the remainder is reinvested in the endowment itself with a view to capitalisation.

(2) The Fund Allocation Committee distributes the freely available funds (foundational purpose) among ESADE's strategic projects: research, faculty and scholarships.

(3) The endowment figure includes the direct donations made by companies, foundations, institutions and alumni, in addition to funds from the institution itself, originating from the return on the endowment.

(4) Breakdown of the figure corresponding to the 2011-2012 academic year: €248,400 allocated to Research Scholarships and €359,947 to Scholarships for Talent. The total sum allocated to Scholarships for Talent came to €1.2m. See details of this funding in a later section.

IMPACT OF PRIVATE DONATIONS

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“I want to help build a better society. I feel that ESADE gave me the tools and the Scholarship Programme gave me the opportunities.”

Sixiao Sun
Scholarship Student
FT MBA 12

SCHOLARSHIPS TO ATTRACT TALENT

Talent is the essence of progress and a resource that academic institutions like ESADE must nurture and develop to the highest level.

For this reason, ESADE makes a big effort every year to increase the funds for the Scholarship Programme and thereby offer opportunities to the best students, so that neither family income nor geographical, social or cultural background become barriers to gaining access to quality education. In this way, it is aimed to increase the diversity of ESADE's students and to contribute to social and economic progress.

SOURCE OF DONATIONS FOR SCHOLARSHIPS

ALUMNI AND ORGANISATIONS PLEDGE THEIR COMMITMENT

Although **71%** of the funding for the Scholarship Programme continues to come from the institution itself, it should be pointed out that direct donations from alumni, companies and collaborating organisations continue to rise. In the 2010/11 academic year, such donations

accounted for 12% (€135,000) of this funding, whereas the proportion increased to 29% (€354,332) in the 2011/12 academic year. Of key importance here was a new strategy to raise funds for scholarships aimed at alumni groups and companies, within the framework of the general campaign christened [The ESADE Challenge for Talent](#), whose objective is to achieve a further €1m for scholarships within 4 years. In the long term, the aim is that 100% of scholarships awarded may be financed by direct donations to the Scholarship Programme.

At this time of economic difficulty, demand for scholarships is growing, and attracting the best international talent also increases the need for scholarships, since the high cost of tuition fees is compounded by travel, accommodation and living expenses.

Therefore, it is of key importance to eliminate ESADE's competitive disadvantage with respect to other prestigious European universities, where external resources account for more than 50% of Scholarship Programme funding.

IMPACT OF PRIVATE DONATIONS

FUNDING OF SCHOLARSHIP PROGRAMME

	2012-2013		2011-2012	
Total funds allocated to SCHOLARSHIPS	1.225.602 €		1.130.161 €	
Direct private donations to the Scholarship Programme	354.332 €	29%	135.476 €	12%
Return on the endowment allocated to Scholarships	5.615 €	-	6.240 €	-
Allocation of Funds with a Foundational Purpose	-	-	50.000 €	4%
Shortfall in scholarship funding (using income from academic activity)	865.655 €	71%	988.445 €	84%

SOURCE OF DIRECT PRIVATE DONATIONS TO SCHOLARSHIPS 2011-2012

	Course 2011-2012	Course 2010-2011
1.000 x 1.000 ESADE	131.417 €	0 €
Other alumni donations	16.365 €	38.115 €
Subtotal alumni donations	147.782 €	38.115 €
Corporate donations to the Scholarship Programme	206.550 €	97.361 €
Total	354.332 €	135.476 €

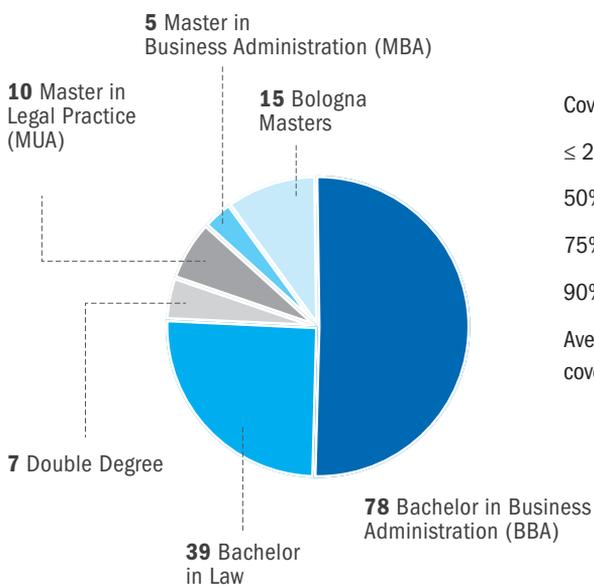
DESTINATION OF DONATIONS FOR SCHOLARSHIPS

SCHOLARSHIPS FOR TALENT: WHEN DONATIONS ARE TRANSFORMED INTO REAL OPPORTUNITIES

It is immensely satisfying to observe the transformation of donation figures into scholarships that give young people the opportunity to have a better future.

The donations made by companies and alumni in the 2011/2012 academic year have contributed to the €1.2m that ESADE has been able to allocate to Scholarships for Talent in the 2012/2013 academic year. A magnificent sum, which provides real opportunities for 154 students. The scholarships have been awarded to students on the following programmes:

DISTRIBUCIÓN DE LOS 154 ALUMNOS BECADOS POR PROGRAMA



AVERAGE COVERAGE OF THE SCHOLARSHIPS University Programmes (% of matriculation fee)

Coverage	BBA	GED	Doble Grado	Total
	Students with scholarships			
25%	3	2	0	5
50%	56	24	4	84
75%	14	9	1	24
90%	5	4	2	11
Average coverage	56%	59%	69%	

POSTGRADUATE PROGRAMMES (% of matriculation fee)

Coverage	MuA	MSc	MBA	Total
	Students with scholarships			
≤ 25%	0	1	5	6
50%	6	9	0	15
75%	1	4	0	5
90%	3	1	0	4
Average coverage	65%	58%	14%	

IMPACT OF PRIVATE DONATIONS



“Research fulfils two objectives and one purpose. The first and the clearest objective is to contribute to the creation of knowledge. The second objective is to develop the critical judgement of the professor who takes part in the scientific conversations, testing out his or her ideas. These two objectives converge in a common purpose, namely that the learning experience on the ESADE programmes should be exceptional. So, in this respect, supporting research is tantamount to endorsing ESADE’s mission.”

Alfons Sauquet, Dean of the Business School

RESEARCH SCHOLARSHIPS: WHEN DONATIONS PAVE THE WAY FOR INNOVATION.

The academic excellence and scientific renown that ESADE enjoys at an international level are, in part, the result of a strong commitment to a policy of scholarships for research. To be specific, in the 2012/13 academic year, ESADE has been able to allocate €983,715 to Research Scholarships, for the various research programmes of the Business School (PhD Programme in Management Sciences and Master of Research in Management Sciences) and the Law School (Master of Research in Legal Science and PhD in Law).

27% of the funds allocated to Research Scholarships in 2012-2013 has come from private donations made to ESADE’s Foundation Fund by companies and foundations, which the Fund Allocation Committee has set aside for this purpose (€248,400).

These scholarships help to attract and retain doctoral candidates of enormous intellectual and research-oriented potential; professionals who play a fundamental role in the creation and dissemination of new knowledge.

30 PhD in Management Sciences Scholarships

11 MRes Scholarships

6 PhD in Law Scholarships

4 Master in Legal Science Scholarships

COMMITTED TO TALENT

COMPANIES AND FOUNDATIONS

In the search for strategic collaborators to strengthen the ESADE Scholarship Programme, it may be observed that, in the context of the special economic and social climate that currently prevails, more and more organisations are committed to people and talent as an asset for the future. This challenge that ESADE shares with organisations has laid the foundations of a close collaboration, which seeks to offer the best opportunities to bright young people who will be the leaders of the future.

In the 2011/12 academic year, the following organisations contributed to the creation of scholarships which bear their name:

- Fundación Banco Sabadell Scholarship
- Fundación Caja de Ingenieros Scholarship
- Fundación Jesús Serra Scholarship
- Fundació Julià Reig Scholarship

COMMITTED TO TALENT

ALUMNI

In the 2010/11 academic year, donations from alumni accounted for 4% of funds raised for the Scholarship Programme. In the 2011/12 academic year, this figure rose to 12%. This increase was due to a new initiative by the name of **1.000 x 1.000 ESADE**, which represented the first step prior to the launch of the general fundraising campaign known as **The ESADE Challenge for Talent**, to which alumni who have close ties with ESADE have underlined their commitment with generous donations.

1.000 X 1.000 ESADE

Thanks to this campaign launched in the 2011/12 academic year, more than 70 donors have supported 1000 x 1000 ESADE with donations of between €1,000 and €5,000, and donations to the value of €534,000 have been pledged over the next 4 years.

We are convinced that we will continue to obtain excellent results during the new academic year thanks to the launch of **The ESADE Challenge for Talent** campaign, which includes new initiatives to involve alumni and current students, as well as other ESADE stakeholders.

IMPACT OF PRIVATE DONATIONS

RESEARCH AS A DRIVER OF GROWTH

It is essential for a leading academic institution such as ours to promote innovation. Therefore, ESADE allocates a large proportion of its resources to research: in order to generate new knowledge, open up new perspectives and spearhead new thinking in the field of management and law. This is the only way in which cutting-edge programmes can be created that meet the challenge of today's new business environment; programmes that will provide students with the tools to become innovative and creative managers, who are socially responsible and capable of leading the future strategies that companies need.

The key areas in which ESADE wishes to reinforce its faculty and its teaching and research capacity are: innovation and entrepreneurship, corporate social responsibility, and management of global organisations, in order to confront the new challenges presented by the early years of the 21st century.

In this respect, it is worth highlighting some projects which have been developed within the framework of these strategic lines:

MOMENTUM PROJECT, SOCIAL ENTREPRENEURSHIP

Launched by ESADE and BBVA, this initiative has contributed to the development of social

entrepreneurship in Spain and Portugal by creating a system of support for organisations, with social projects in the fields of social welfare, health and the environment, among others. Over the two editions of the programme, the total number of direct beneficiaries of this initiative has exceeded 830. The indirect impact (families and environment) is much greater.

InnovaRH TO FOSTER INNOVATIVE TALENT

ESADE, together with some of the leading companies in Spain, has promoted this project to search for and foster innovative talent in companies, and to put forward new approaches to its management. It is a pioneering initiative, because it uses innovation as a fundamental element to propose advanced people management policies, and because these are then introduced into participating companies as pilot projects.

ESADEgeo, A GLOBALISATION CENTRE

The ESADEgeo centre is a shining example of how the creation of knowledge offers a new perspective on the reality around us. Its studies on globalisation have become an important tool that helps organisations to define their global strategy.

The great success of the centre owes a debt of gratitude to the funds provided by our collaborators

IN THE 2011/12 ACADEMIC YEAR:

- 7** million euros on research projects
- 19** research units
- 222** people engaged in research
- 66** research projects completed
- 82** articles in refereed journals
- 43** articles in journals of relevance

Furthermore, in recent years the evolution of ESADE has been extremely positive in terms of its participation in and management and co-ordination of large international competitive projects. Indeed, it has consolidated its participation in these projects in the 2011-2012 academic year.

Below are details of ESADE's research projects which have made the most impact in Europe:

ICT 4 SMES, A EUROPEAN NETWORK

This project is aimed at SMEs in the European Union to help them to develop their human capital to the maximum. Its goal is to enhance creativity, innovation and talent development, as well as transferable coaching skills based on blended learning and "serious games" methodologies.

COLLAGE, SOCIAL LEARNING

This project aims to have an economic impact by enabling SMEs and large organisations to capitalise on the creative capabilities of their employees through the creation of new value shared through social and technological systems which foster new learning solutions.

IMPACT OF PRIVATE DONATIONS

OPEN CITIES, INNOVATION IN THE PUBLIC SECTOR

This project aims to advance our understanding of open innovation management in the public sector by conducting experimental research on future Internet services for Smart Cities all based on real life settings. Research is being carried out in five innovative and representative European cities: Helsinki, Berlin, Amsterdam, Paris and Barcelona.

COMMONS4EU, CITIES OF THE FUTURE

Cities face similar problems in terms of diminishing resources, increasing demands from citizens and a need to transform into Smart Cities. Commons4EU will allow cities, civic innovators, volunteers and SMEs to collaborate, transforming cities through the use of solution providers, ecosystem managers and government 2.0 policies, amongst others.



“We live in a world that is changing and evolving rapidly on a global scale. The goal of ESADEEgeo is to generate knowledge and debate so that it may offer companies, institutions and citizens the tools they need to adapt and understand this constantly changing world. Thanks to the commitment of ESADE and the support that we receive from people and companies that have pledged their loyalty to this project, we are working on a daily basis to serve our society.”

Javier Solana, president of ESADEEgeo

ENDOWMENT AS A GUARANTEE FOR THE FUTURE

Part of the private donations received every year are allocated to an endowment fund created by ESADE six years ago. The creation of this fund ensures the continuity of the ESADE project in the long term and **the annual earnings generated are used to develop strategic projects.**

Investment of the interest generated is very carefully managed by the Investment Committee, whose mission is to design and submit endowment investment proposals to the Board of Trustees, ESADE's highest governing body.

In the 2011/12 academic year, the endowment fund reached the figure of €5.8m.



IMPORTANT EVENTS

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“I am what I am thanks to ESADE. I am proud to be able to make a donation and help this institution to train young people with talent and to carry out research at the very highest level. I believe it is of fundamental importance to contribute towards changing the present social and economic model. I am confident that education in values can improve the world.”

Ricard Tubau
Lic&MBA 90 and donor



A YEAR OF ACHIEVEMENTS, INITIATIVES, SUCCESSES AND KEY EVENTS FOR THE SCHOLARSHIP PROGRAMME.

During this last academic year, many important events have taken place at ESADE. Of all of these, we have made a special selection which we would like to share with you, since these admirable initiatives are a source of pride to us and they show the impact made by donations to ESADE.

THE LAW FIRMS THAT ARE MEMBERS OF THE PROFESSIONAL COUNCIL OF THE LAW SCHOOL CONTRIBUTE TO THE SCHOLARSHIP PROGRAMME

In the 2011/12 academic year, the law firms that form part of the Professional Law Council donated a total of €16,300 to the Scholarship Programme. This will give young people with talent the opportunity to study in the Law School, which will celebrate its 20th anniversary next year.

THE LIC&MBA 73 CLASS INVESTS IN THE FUTURE

The Lic&MBA 73 class launched the **10th graduating class scholarship** through a joint fundraising initiative to offer talented individuals new opportunities in the future. Almost 50% of the members of this class have taken part in setting up this scholarship, which

has given someone the opportunity to study on the Bachelor in Business Administration programme with a scholarship that finances a large proportion of the cost of the tuition fees.

“What started as an insignificant conversation over dinner has taken tangible form. The initiative strikes us as altruistic, useful, and of benefit to another generation, but also to ourselves as professionals. It gives a better impression of us as alumni and makes us feel better as people.”

Josep Monclús, 73 Lic&MBA alumnus and 10th graduating class Scholarship donor

A HISTORIC, EXCITING AND EXEMPLARY INITIATIVE

The BBA 2012 class has written its name in ESADE's history books, thanks to a pioneering initiative that they set up just a few weeks before graduating. An outstanding group of students from this class created a website, made a video and encouraged their classmates to make a joint donation to the Scholarship Programme. The end result

IMPORTANT EVENTS

of this exciting initiative has been the creation of the first scholarship by a class just as they were graduating. Truly an example that we hope future classes will follow!

GED 2012, THE BIRTH OF A VERY SPECIAL INITIATIVE

The 2012 Law Degree class has also set up an exciting initiative. The students have taken action to create a class scholarship which will come to fruition during the 2012/13 academic year, when they will become the first graduating class of the Master for Access to the Legal Profession. The immense determination of a group of students and the desire to give a student opportunities in the future will yield excellent results. There can be no doubt!

THE TALENT EVENT: MORE PARTICIPANTS, MORE COMMITMENT, MORE EXCITEMENT

The Talent Event has been one of the most important events of the year for the Scholarship Programme, since it brought together alumni who are now donors, scholarship students and collaborating companies that are committed to talent. At this event, the donors received direct feedback about the positive impact made by their donation. They were able to share some time with the scholarships

students and discover the talent of the individuals studying at ESADE thanks to their donations.



Video of the Talent Meeting

INSTITUTIONAL EVENTS IN RECOGNITION OF THE VALUE OF TALENT

The Scholarship Presentation Ceremonies have been staged by ESADE in recognition of all the students who have received a scholarship for talent to study on the Degree, Master in Legal Practice, Master in Management Sciences and MBA programmes. These events have shown that receiving an ESADE scholarship is an honour and, at the same time, a responsibility and a commitment.

PATRONAT CATALUNYA MÓN AWARDS A SCHOLARSHIP TO AN ESADE MBA STUDENT

Patronat Catalunya Món (Catalunya Món Trust) has presented Jorge Chial from Panama with a scholarship that covers 50% of the cost of the MBA. Chial underwent a rigorous selection process and has an excellent academic CV. The international profile of his professional career and his experience in the field of social responsibility in organisations such as the UN and HSBC were key factors in awarding him the scholarship.

FUNDACIÓ JULIÀ REIG AND ESADE SIGN AN INSTITUTIONAL AGREEMENT

A new agreement with Reig Patrimonia has led to the creation of the Fundació Julià Reig Scholarship. This will give talented Andorran students who do not have sufficient funds the opportunity to study at ESADE on the BBA, GED, Double Degree in Business Administration and Law, MSc or MBA programme.



Adrià Vázquez
Scholarship Student, BBA 2012
Talent Meeting Speech

ESADE'S COMMITMENT TO DONORS

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"It is an honour for me to form part of the ESADE community and to contribute in my small way to this chain of talent based on solidarity, high demands and commitment. As a donor, I am proud to know that we form part of a project that has such an impact on ESADE and on future generations of leaders who will contribute to social and organisational change."

Merche Grau
Lic&MBA 89 and donor



A FIRM FUTURE COMMITMENT

The Donations Report is one of the most important publications for keeping all the people and organisations involved with the project up to date, a practice that forms part of the commitments made by ESADE to donors. These commitments are:

TO GUARANTEE THE APPROPRIATE USE OF THE FUNDS.

- ESADE undertakes to allocate the donations according to the indications of the donors: Scholarship Programme, Foundation Fund, Academic and Research Fund or Endowment.
- ESADE undertakes to manage the donations received with diligence and professionalism.

TO PROVIDE INFORMATION ABOUT THE EVOLUTION OF ESADE AND THE CHALLENGES IT FACES.

- ESADE undertakes to provide information about how its initiatives are progressing and the future challenges faced.

TO GUARANTEE INFORMATION AND TRANSPARENCY.

- ESADE undertakes to keep donors informed about the progress of projects that have received donations.
- ESADE undertakes to explain how the funds from donations are allocated through the Donations Report and specific events.

TO ACKNOWLEDGE DONATIONS.

- ESADE undertakes to acknowledge the value of donors' contributions in supporting the strategic projects of the institution.

ESADE'S COMMITMENT TO DONORS

RIGOUR AND TRANSPARENCY – THE KEYS TO RELIABLE MANAGEMENT

Not-for-profit organisations such as ESADE have the responsibility and obligation to watch over your rights as donors and to vindicate the trust that you have placed in us. To guarantee that the donated funds are managed with rigour and responsibility, ESADE has several bodies at the service of all the collaborators to monitor the funds and ensure transparency.

INVESTMENT COMMITTEE

Its purpose is to oversee all the financial investments made by ESADE, defining the policies to be followed and the framework for action. It devotes particular attention to the endowment fund, which assures the continuity of ESADE's projects in the long term.

The primary functions of the Committee are to:

- Manage the endowment to guarantee its profitability, while applying prudent investment criteria.
- Ensure that Fundació ESADE's Department of Finance applies the defined policy and is held accountable.

Members:

- Jaume Guardiola, representative of the ESADE Board of Trustees
- Ramon Aspa, Corporate Deputy Director General
- Sonia Gómez, Financial Director

FUND ALLOCATION COMMITTEE

The objective of this committee is to guarantee that the voluntary donations ESADE receives are allocated as best and as transparently as possible, according to the institution's strategic needs.

The primary functions of the Committee are to:

- Determine ESADE's strategic projects on which the income provided by fundraising efforts will have an impact.
- Allocate the funds of the Foundation Fund (income provided by fundraising) to the strategic projects established.
- Report to the ESADE community about fund results and allocation.

Members:

- Eugenia Bieto, Director General
- Ramon Aspa, Corporate Deputy Director General
- Alfons Sauquet, Dean of the Business School
- Enric Bartlett, Dean of the Law School
- Jonathan Wareham, Vice-Dean of Research at the Business School
- Sonia Gómez, Financial Director
- Elena Viader, Director of Corporate Relations & Fundraising

THE GENERAL SCHOLARSHIP COMMITTEE

The primary goals of the General Scholarship Committee are:

- To approve the scholarship policy for all the programmes.
- To control and monitor its implementation.
- To ensure transparency and the fulfilment of ESADE's commitment to donors.
- To allocate the direct private donations to the Scholarship Programme among the various programmes.
- To resolve special cases or exceptions.

Members:

- Eugenia Bieto, Director General
- Alfons Sauquet, Dean of the Business School
- Enric Bartlett, Dean of the Law School
- Germán Castejón, representative of the Board of Trustees
- Miguel Trías, President of ESADE Alumni
- Enrique López Viguria, Institutional Secretary
- Alfred Vernis, Executive Director of Business School University Programmes
- Glòria Batllori, Executive Director, MBA Programmes
- Sonia Gómez, Financial Director
- Elena Viader, Director of Corporate Relations & Fundraising

THE SCHOLARSHIP ALLOCATION COMMITTEES

Their principal objective is to apply established criteria to award scholarships to talented candidates on the university programmes and the MBA programme who lack the necessary economic resources, while seeking to guarantee equal opportunities.

Members:

- Enrique López Viguria, Institutional Secretary (who acts as President)
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HOW YOU CAN CONTRIBUTE TO CONTINUE BUILDING A BETTER ESADE

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“ESADE provided me with the tools, the knowledge, the capacity to continue learning and the values to work in a global environment. Now it's my turn. We need to boost the contribution made by alumni in order to help ESADE to compete on an equal footing and to attract global talent. This is why I am a donor to the 1.000 x 1.000 ESADE campaign, an initiative that marks a new era in the future of the institution.”

Oriol Pinya
Lic&MBA 95 and donor



ALUMNI AND FRIENDS

When someone makes a donation to Fundació ESADE, the importance of the donation transcends its financial value. It symbolises an individual commitment to the ESADE project, which arouses our admiration and our deepest gratitude.

“I support the Scholarship programme because I feel a strong bond with ESADE and I am extremely grateful for all that they have given me; because I think it is very important to attract the best talent regardless of the financial resources that these young men and women may have; and because I believe that through this programme ESADE will continue to gain prestige and renown around the world.”

Patricia Estany, Lic&MBA 85 and donor

Is it possible to decide where the donation is to be allocated?

A choice can be made as to where the donation is to be allocated from among the following three priority areas:

- General Scholarship Programme (scholarships for the MBA, Degrees, PhD and MSc)
- ESADE’s Foundation Fund (a freely available fund that ESADE allocates every year according to strategic needs)
- Research and Faculty Fund
- Endowment

How can donations be made?

They can be made through:

- **Elena Viader**, Director of Corporate Relations & Fundraising, and her team (tel. 934 952 058 / elena.viader@esade.edu)
- The **online form** published at www.givingtoesade.com
- A **transfer** to account number 2100 0900 92 0211485515 at “la Caixa” (indicating where the donation is to be allocated, the name of the donation and the name of the donor).

HOW YOU CAN CONTRIBUTE TO CONTINUE BUILDING A BETTER ESADE

COMPANIES AND FOUNDATIONS

ESADE offers companies and organisations different formulas for collaboration that enable them to support and be identified with the strategic principles of ESADE. Through these collaborations, the value of the ESADE brand is harnessed with the value of the company to further a common interest.

How can a company/foundation collaborate?

There are several options with respect to where your collaboration can be directed:

- The Corporate Scholarship Programme
- Research projects, centres and chairs
- ESADE's Foundation Fund, which receives the voluntary donations made during the financial year. These are used to finance the strategic projects of the institution
- Endowment

Through these collaborations, companies and foundations become members of the Fundació ESADE Assembly of Trustees and they also receive other specific benefits from each project.

Tax treatment of donations

Persons registered for tax purposes in Spain subject to IRPF (Personal Income Tax), in addition to non-residents subject to Non-Residents Income Tax, can benefit from a **deduction of 25%** of the donated amount from their corresponding Income Tax returns (provided that the donated amount does not exceed 10% of their taxable income).

Legal entities registered for tax purposes in Spain can benefit from a **deduction of 35%** of the donated amount from their corresponding Corporate Tax returns (provided that the donated amount does not exceed 10% of the company's taxable income).



“I am very grateful and indebted to the ESADE Scholarship Programme; the opportunity to study at a prestigious international institution will have a positive effect on my future prospects and on those of all my classmates.”

Mireia Serra
Scholarship Student
Bachelor of Business Administration -
BBA

THANK YOU

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A TODOS Y A CADA UNO DE VOSOTROS... GRACIAS

Gracias es la palabra con la que abrimos este informe. Y gracias es la palabra con la que lo cerramos y damos paso a todas aquellas personas, empresas, instituciones y fundaciones que sois la razón de ser de este informe y que hacéis grande ESADE, contribuyendo día a día a su futuro y a las generaciones del mañana.

GRACIAS

... por creer que el talento y la investigación son la llave para un futuro mejor.

... por vuestras palabras de apoyo, siempre son inspiradoras.

... por el esfuerzo económico que está detrás de cada donación.

... a los alumnos, por vuestra iniciativa, entrega y disposición: suponéis un ejemplo y un motivo de orgullo para toda la comunidad ESADE.

... a las promociones que se movilizan para crear becas: vuestro esfuerzo no sólo significa futuro, sino también que en ESADE somos profesionales, abogados, directivos... pero por encima de todo, personas que buscan fórmulas para ayudar a los demás.

... a las organizaciones que ven en ESADE un proyecto del que quieren participar.

A todos vosotros muchas **gracias** una vez más y hasta pronto. Nos queda por delante un nuevo curso en el que estamos convencidos que juntos haremos mucho más.

"I am one of 154 scholarship students. 154 people who know that their efforts to excel have been rewarded, who feel the support of a large number of people and of an institution like ESADE."

Anna Giribés, Scholarship Student, MSc Programme

THANK YOU

The Corporate Relations & Fundraising team has compiled the lists that appear in this Donations Report with the greatest possible care. Should you observe an error, we would be grateful if you would inform us, so that we may rectify it as swiftly as possible. Some of the donations received by ESADE have been made anonymously, and this is why the names of these donors have not been included on the following lists.

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The Lic&MBA 88 class played a pioneering role in being the first class to set up a joint scholarship in the 2008 academic year. We would like to take this opportunity to pay tribute to their commitment.

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Raventós Negra, Higinio	Lic&MBA 80	5	13.500 €
Rovira Caballero, Salvador	Lic&MBA 81	12	12.400 €
Sánchez Llibre, Josep	Lic&MBA 90	6	8.700 €
Sánchez Carrete, Joan Anton	Lic&MBA 73	18	7.700 €
Zozaya Ariztia, Juan	Lic&MBA 87	≤ 3	7.000 €
LIC&MBA '81 SCHOLARSHIP	Lic&MBA 86	≤ 3	7.000 €
Bartroli Bertran, Manuel	Lic&MBA 77	4	6.000 €
Castejón Fernández, Germán	Lic&MBA 78	5	5.300 €
Colet Petit, Enric	Lic&MBA 89	≤ 3	5.000 €
Domínguez de la Fuente, Gaspar	FT MBA 89	≤ 3	5.000 €
Estabanel Buxo, Antoni	Lic&MBA 74	≤ 3	5.000 €
Falip Toló, Silvia	Lic&MBA 95	≤ 3	5.000 €
Figueras Soler, Antonio	Lic&MBA 98	≤ 3	5.000 €
Grifoll Rossell, Calamanda	Lic&MBA 85	4	4.200 €
Iglesias Baciana, Ricard	Lic&MBA 82	≤ 3	3.000 €
Nicolau Llorens, Teresa	Lic&MBA 92	≤ 3	2.200 €
Pallarés Mas, Carles	Lic&MBA 94	≤ 3	2.200 €
Vilanova Busquets, Jordi	PT MBA 94	≤ 3	2.200 €
	Lic&MBA 97	≤ 3	2.100 €
	BBA 12*	43	560 €
	Sub-total	118	104.060 €
	Other Classes	59	43.722 €
	Total	177	147.782 €

* 1st class of students to establish a joint scholarship when they graduated. They appear in the list because they achieved the highest participation.

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Inspiring futures with values: acting with integrity in the personal realm; being demanding in the professional arena and responsible in the social sphere.

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