

Warwick's first campaign

Mary McGrath
Director of Fundraising



Who we are



Who we are

- ▶ A leading university, forward-looking and ambitious.
- ▶ Consistently a strong performer in the UK and international league tables.
- ▶ As respected for boundary-breaking research as for teaching and business collaborations.
- ▶ We strive to lead rather than follow and are renowned for our entrepreneurialism and cosmopolitan outlook.



Our people

Total number of students		24,683
including	Undergraduate	13,864
	Postgraduate	9,540
	Non-UK	9,363

Full-time undergraduate admissions, October 2015		
	Applicants	33,640
	Intake	4,726

Faculty populations (as % of total student numbers)		
Arts	85% undergraduates, 15% postgraduates	13%
Science	65% undergraduates, 35% postgraduates	35%
Social Sciences	50% undergraduates, 50% postgraduates	46%
Medicine	45% undergraduates, 55% postgraduates	6%

Total number of staff		5,926
including	Academic/Research/Teaching	2,318
	Professional and Support	3,608
	Non-UK nationality	1,303



Finance

Turnover (2014–15)	£512.8 million
Academic fees and support grants including:	£240.1 million
UK/EU student fees	£111.5 million
International student fees	£106.7 million
Other course fees and support grants	£21.9 million
HEFCE Teaching grant	£15.3 million
HEFCE Research grant	£34.2 million
Research grants and contracts	£100.8 million
Other operating income (including operating income, catering, conferences and management training centres)	£110 million
Specific Grants from Government and Deferred Capital Grants Released	£9.6million

1965: VC raises £4m



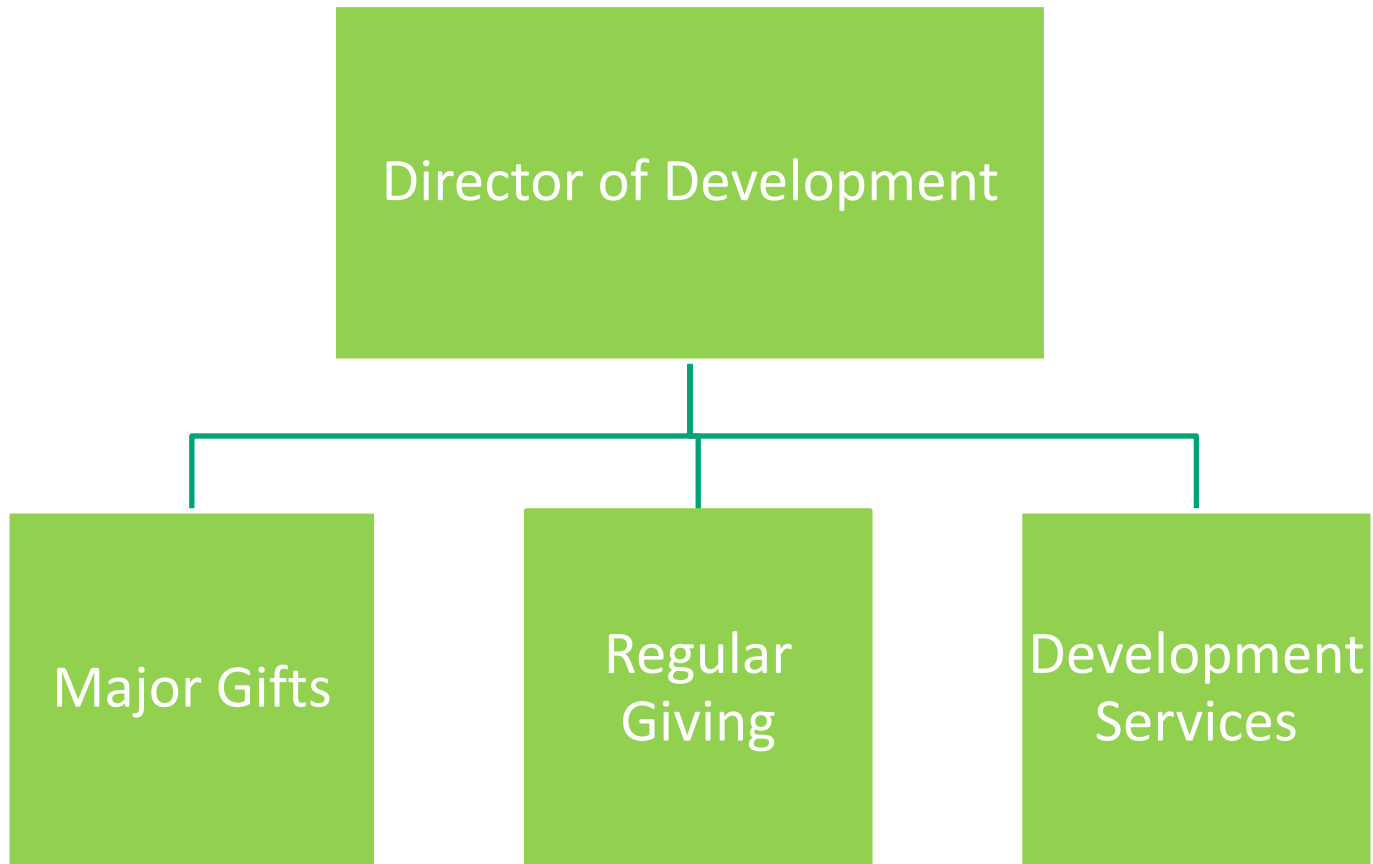
1987: First alumni association



1995: Alumni approaching 50



2002: Development Investment

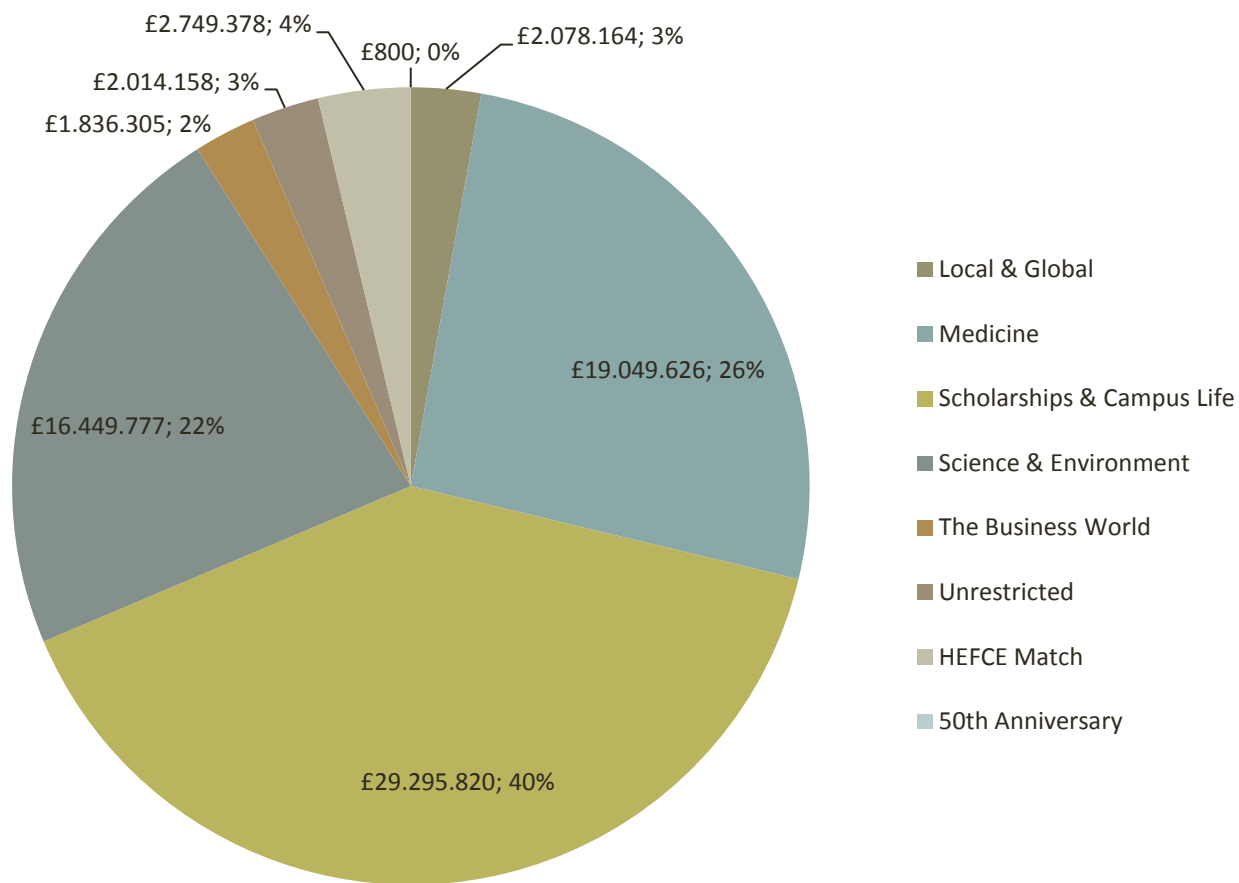


2006: First Campaign begins

- ▶ **To raise philanthropic income that supports the strategic priorities of the University** from alumni, friends, trusts & foundations and corporates
- ▶ **Themes for 50Forward**
 - Scholarship and Campus Life
 - Medicine
 - Science & Environment
 - The Business World
 - Local and Global Responsibility



2015: Gifts by Theme



Lesson 1: Understanding Donors

- ▶ Relationships and the donor journey
 - *Donors are often very busy people*
- ▶ Philanthropy – Money and ideas
 - *Warwick in Africa and Patrick*
- ▶ Venture Philanthropy and leveraging
 - *Doug and Audrey and the MSP*



Lesson 2: Priorities and Planning

- ▶ Academic champions
 - *Inspire donors*
- ▶ Clear narratives
 - *Make the case for support*
- ▶ Timing is everything
 - *Lead times are crucial*
- ▶ Prospects are vital
 - *Who do we know? Is it feasible?*
- ▶ Decide what to count



Lesson 3: Working Together

- ▶ Everyone's a fundraiser
 - *Collaborative working*
- ▶ A culture of philanthropy
 - *Altering our DNA*
- ▶ Campus and the region
 - *Relevance to our local community*
- ▶ International opportunities
 - *International trusts*



Lesson 4: Leadership

- ▶ First Vice Chancellor
 - Extraordinary contribution
- ▶ Leading by example
 - Making time
 - Understanding not everyone gives
 - Being flexible



And finally ...

- ▶ Celebrate success and thank everyone involved

