



What's your
favourite charity?

We are a charity

Why are we? What does that mean? And why do your charitable donations to us have such a big impact?

'The University of Birmingham, your university, is a charity.'

'You probably didn't realise this while you were studying here, and possibly not even after you graduated, and you are not alone. People often don't have the opportunity to see how much their university does outside the realm of education.'

'The University has an incredible impact on society, enabled by funding from a whole range of sources including research bodies, government sources, our own investment and, of course, your gifts. We provide educational opportunities via the A2B scholarships. We lead the world in cancer research that saves lives. We are addressing climate change through our energy research. From research that affects everyone, to spotting and educating students who will go on to become tomorrow's leaders, our university makes a major contribution to Birmingham, the UK and beyond.'

'On behalf of the University, thank you to everyone who has made a donation, however big or small, over the past year. If you haven't given yet, I hope you will consider us next time you think about giving to charity.'

'The Circles of Influence campaign continues to touch current and past students – people with cancer; those who suffer strokes or who are ageing into poor health and quality of life; anyone worried about climate change; those passionate about culture; and many, many more. It is an amazing thing to be part of.'

Zöe Lockton,
Second year Law student, donor and annual giving caller. President of the alumni/student society Birmingham. For Life.



DID YOU KNOW?

Every penny of your donation goes directly to your chosen 'cause'



What giving means to me

'Obesity is already overtaking smoking and infectious diseases like TB as the biggest preventable cause of death worldwide. We are working to find a sustainable solution to this global epidemic.'

Dr Eliot Marston,
Bupa Translational Research Manager



What giving means to me

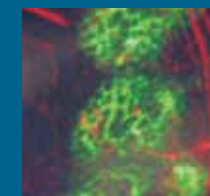
'I lost my mum to cancer so my first thought was that we would lose Teegan as well. But she has bounced back from the treatment and is enjoying life at nursery with her friends.'

Chris Lyn-Kew, dad of three-year-old Teegan, whose cancer has been treated through a clinical trial at Birmingham



DID YOU KNOW?

Research suggests 50% of people in the UK give to or raise money for charity. Much of this is eventually given to universities like Birmingham where the research takes place.



Birmingham breakthroughs

- **Increasing breast cancer survival rates** by more than 30% through a new combination of chemotherapy drugs after surgery
- **Saving millions of lives around the world by pioneering modern transplant surgery**
- **Protecting future generations of UK women against cervical cancer by creating a herpes vaccine to attack and kill cancer cells**
- **Pioneering the technology used in pacemakers**, now used by around three million people worldwide with 600,000 more implanted every year
- **Saving the lives and limbs of seriously injured soldiers** at the UK's only research centre focused on military trauma care
- **Helping to make clean energy a reality by showing how bacteria can be used to make hydrogen fuel cells**
- **Transforming the quality of life for stroke patients** through new technology such as robotic devices
- **Leading the battle against TB**, which kills three million people worldwide every year, by revolutionising drug treatments

DID YOU KNOW?

The Circles of Influence campaign projects reflect some of the UK's most popular charitable causes including:

MEDICAL RESEARCH 32%
HOSPITALS 24%
HEALTH 8%
THE ELDERLY 7%
THE ENVIRONMENT 6%

Source: Charities Aid Foundation (CAF) UK Giving 2010 Report. Figures quoted are % of UK donors.

What giving means to me

'I owe a large debt of gratitude to Birmingham for giving me a good education and starting off what became a wonderful career. When I made my will and thought about my priorities, Birmingham was one of the most obvious.'

Dr Colin Blake
(BSc Chemistry, 1956; PhD 1959), who is remembering the University in his will



How to give

To make a donation to Circles of Influence at Birmingham, just complete and return the form on the back of the covering name and address sheet; or visit our website to give online. Call +44 (0)121 414 8894 to set up a Direct Debit or +44 (0)121 414 7957 with any queries.

www.birmingham.ac.uk/alumni/giving/givenow.aspx

Why is the University a charity?

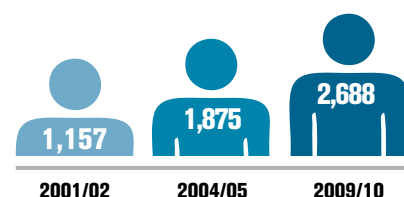
Almost all British universities have charitable status because their primary purposes of research and teaching are deemed to deliver a public benefit. This means the University can reclaim Gift Aid on donations, increasing their value by at least 25%; and that corporation tax does not have to be paid on profits made from research with a social impact. Our tax-exempt Inland Revenues charities reference number is X7237.

Thank you

'You have been more generous than ever over the past 12 months and, supporting our traditional funding, your donations continue to transform lives. Together, we are building a strong charitable foundation for the future. Thank you.'

Vice-Chancellor and donor, **Professor David Eastwood**

Who gives to Birmingham?

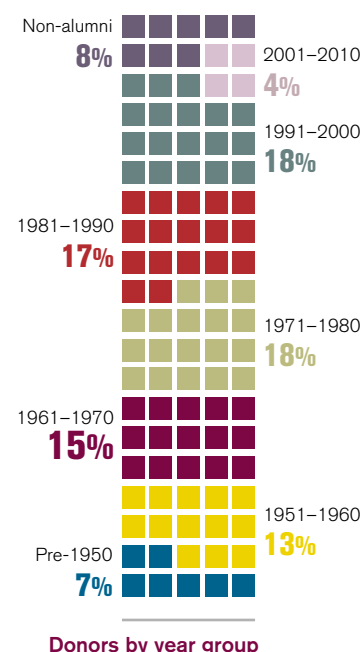


Growth in donor numbers

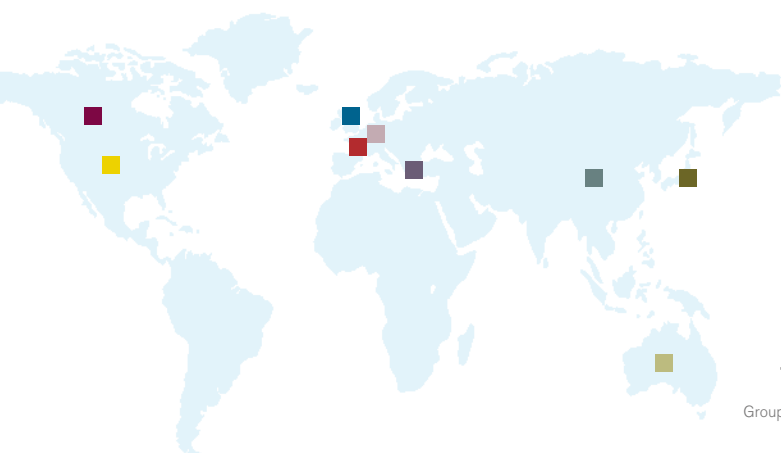


Donors by gender

1% unknown

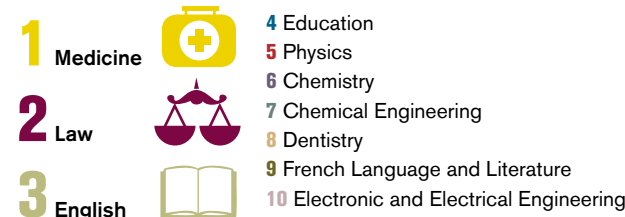


Donors by year group



UK **7,648**
US **305**
Canada **108**
Australia **57**
Greece **44**
China **41**
France **39**
Germany **27**
Japan **21**

Donors by location
Groups of more than 20 included



Top ten of alumni donors
by subject studied
(School/Department)

Figures based on numbers of donors
and are since 2001 unless stated

Every gift has made a difference

More than 7,500 alumni and friends all over the world have given us one-off or monthly gifts, from £10 to £1,000 through our Annual Giving Programme. Together, these gifts have totalled more than £2 million since 2002, supporting projects including:

- Earlier diagnosis and support for autism through a dedicated 'Babylab' in Psychology
- Improving access for disabled students
- Free legal advice for people who could otherwise not afford help
- Supporting black and minority ethnic students into employment
- Outreach programmes with the local community in Medicine and Dentistry



DID YOU KNOW?

If all of our 165,000 alumni gave £2 per month, that would fund Honey Pot summer internships for at least 6,000 students.



What giving means to me

'Birmingham gave me my critical opportunity. Many years later, despite time and distance, I have a strong affinity for the University. I support Birmingham as a thank you for the past, and also in expectation that out there today is some student who will also get his or her critical opportunity.'

Roger Pelham (BSc Chemical Engineering, 1960), President of US Foundation, donor supporting scholarships

What giving means to me

'Without alumni generosity, none of the work of the Birmingham Law School Pro Bono Group would be possible. It has helped students gain practical experience and provided much-needed help to people in the local community.'

Bharat Malkani, Pro Bono Co-ordinator, Birmingham Law School



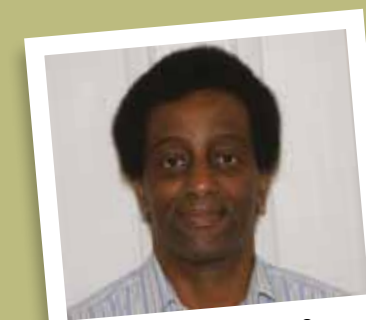
Getting together, giving together

You can get together with graduates from your year group to make a Class Gift. In 2010, alumni came together to donate more than £30,000 to projects with an immediate impact on the student experience through our class giving programme.

mark their Anniversary Reunions on 18 June (complete the enclosed form or visit www.birmingham.ac.uk/alumni/events/index.aspx to book). Find out more about class giving: www.birmingham.ac.uk/alumni/giving/givenow.aspx

Donald Sang (BSc Electronic and Electrical Engineering, 1969) was a 2009 Class Ambassador. He says: 'It was wonderful to be able to join with my classmates to give something back to the University. We proved that collective giving can raise an impressive total.'

In 2011, the Classes of 1986, 1976, 1971, 1966 and 1961 can make a Class Gift to



Ambassador: Donor Donald Sang

Changing lives

From lifesaving research to shaping the leaders of tomorrow, the University touches lives all over the world. Combined with our core funding, your gifts are already transforming lives and helping us to ensure that Circles of Influence is just the beginning.

Society

Spotlight on: Hydrogen research

The need: Climate change is happening and a co-ordinated global solution to reduce carbon emissions is an urgent economic and social necessity. Hydrogen could significantly reduce global carbon emissions, and Birmingham is carrying out pioneering research into its sustainable production, storage and commercial application.

Why your gifts matter: 'The consequences of mankind not responding quickly to the CO² changes in our climate will be catastrophic. The University of Birmingham is the only UK institution working on all aspects of hydrogen energy research, with hydrogen powered vehicles at the forefront. Replacing carbon fuels with hydrogen in the next decades could have a major effect on planet Earth.'

Professor Kevin Kendall,
Hydrogen Research Group

How your gifts have helped

Your gifts have funded a Chair in Hydrogen and Fuel Cell Engineering, PhD studentships and vital equipment to help make the breakthrough to hydrogen beginning to replace fossil fuels. **Thank you.**

What giving means to me

'The BP scholarships will help to bring the highest calibre of students to Birmingham and in turn, increase the number of those students later recruited by us.'

Emma Hardaker-Jones, BP. BP have funded 38 scholarships since 2008

'Climate change is not just a distant future threat. It is the main driver behind rising humanitarian needs and we are seeing its impact.'

United Nations Office for the
Co-ordination of Humanitarian Affairs



'Cancer research at Birmingham saved my life.'

Michael Woolley,
cancer patient

Heritage and culture

Spotlight on: The Bramall Music Building

The need: Birmingham has one of the country's leading music departments, with a rich heritage and strengths including composition and early music. Improved teaching and learning facilities are urgently needed to continue to attract and train the best students; and make an important contribution to the study, composition and performance of music in the UK and worldwide. Your support has enabled us to complete this project.

Why your gifts matter: 'This building will provide a 450-seat auditorium for music, opera, drama and lectures, as well as excellent rehearsal and practice rooms and recording facilities. It will be a wonderful resource for the University and the city for generations to come.'

Professor John Whenham,
Head of the Department of Music and donor

How your gifts have helped

Your generosity is enabling us to build a world-class auditorium to place music at the heart of the University and the city of Birmingham. **Thank you.**

'The new music building will have a tremendous impact. The state-of-the-art concert hall will be a fabulous venue for students and for the city.'

Hector Sequera (PhD Performance Practice, Renaissance, 2010)

Health and lifestyle

Spotlight on: Cancer research

The need: Cancer is a worldwide health issue. It is predicted that more than one in three of us will develop cancer during our lifetime and it will be the cause of death for almost a quarter of the population. There is a constant need to develop new treatments and improve survival rates through earlier and more accurate diagnosis.

Why your gifts matter: 'Your support helps move our research findings from the lab to patients as quickly as possible, and unlocks whole new areas of research to us that improve prognoses and patients' quality of life. Put simply, your money is saving lives.'

Professor Paul Moss,
Head of the School of Cancer Sciences

How your gifts have helped

Your donations have bought vital laboratory equipment needed for lifesaving research. **Thank you.**

Leaders of Tomorrow

Spotlight on: A2B scholarships

The need: Access to Birmingham ensures the brightest and best students can study at Birmingham based on academic, not financial, ability. The scheme helps local students from families and communities with little or no experience of higher education to find out more about university. A2B scholarships are awarded to students who achieve the prospectus offer for grades and complete the University's Higher Education Learning Module.

Why your gifts matter: 'The A2B scheme and its scholarships open up the possibility of higher education to students who might not otherwise attend university, even though they have the academic ability and determination to do so. It is hard to explain just how much these scholarships truly transform lives.'

Anne Snell,
A2B Officer

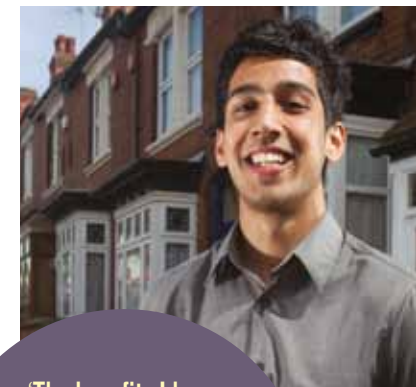
How your gifts have helped

Your support has funded 240 A2B scholarships since 2007, changing the lives of students who might not otherwise attend university. **Thank you.**

What giving means to me

'It is fantastic that due to alumni funding, which bought filming equipment for a new skills module in Biosciences called Biology, Communication and the Media, we have been given the opportunity to learn and develop the vital skills needed as young scientists to interact with the media world.'

Shivum Kakkad,
3rd year Biotechnology student



'The benefits I have experienced as a direct cause of the A2B scholarship are immeasurable and will be forever remembered.'

Adnan Shabir (BSc Mathematics with Business Management, 2010)



Engaging new audiences: Projects such as this interactive 3D touch table in the Heritage and Cultural Learning Hub, funded by your gifts, will open up heritage through technology



What giving means to me

'I see the University as one big community and I wanted to give something back that couldn't be assessed in a staff development review. I hope my gifts will bring performing arts closer to the heart of the University.'

Matthew Reeve,

Planning Officer, Resource Planning Team,
University of Birmingham, donor supporting
the Bramall Music Building

Friends united in student support

Helping to ensure the very best students come to Birmingham, one alumnus has joined forces with a friend to fund an excellence scholarship.

Already a longstanding donor to the University, Sid Shamnath (MEng Electronic and Electrical Engineering with Management, 1997) approached his friend Darren Grice (BSocSc Economics, 1997) to ask him to lend his support.

'Darren and I have been friends since university,' says Sid, 'and he expressed an interest when I mentioned that I give to Birmingham.' After Sid explained the purpose of excellence scholarships – to support the most outstanding students throughout their degree and encourage them to continue to Masters level – Darren was persuaded to join him in funding a scholarship worth £20,000 over four years.

'We both want to help bring the most talented students to Birmingham, particularly in areas where the University is traditionally strong such as engineering,' says Sid. 'I am pleased we have been able to combine our efforts in this way as it really makes the most of both our gifts.'

What giving means to me

'The W. E. Dunn Trust supports local causes, hoping they can make a difference. Because the University of Birmingham is doing such important research, we feel we are achieving that goal and contributing to something worthwhile.'

Alan Smith (Trustee), W. E. Dunn Trust
which is funding breast cancer research

Have fun and raise funds

Did you know you and your friends can raise money for the University just by doing something fun?

For the first time, alumni, staff, students, parents and friends can get involved in raising money for causes such as cancer research at Birmingham.

You might choose to hold a dress-down day at work, or organise a bake sale with the proceeds going to Birmingham. You could arrange a karaoke night and ask friends to pay for each song they sing; or auction yourself to colleagues for an afternoon.

'We're open to any ideas people might have, whether they're tried and tested or something more original,' says Nick Blinco, Director of Development and Alumni Relations (DARO).

'This is a brilliant way for everyone to raise

money for the University and enjoy themselves at the same time.'

To kick things off, a team from DARO, including three alumni staff, will be running the Birmingham Half-Marathon in October to raise money for cancer research at Birmingham.

'We already have eight people signed up but are hoping even more will join, including other staff and alumni,' adds Nick. 'The money we raise will go directly to support cancer research at Birmingham, ensuring patients see the benefits as quickly as possible.'

To find out more about fundraising for Birmingham, visit www.birmingham.ac.uk/alumni/getinvolved



Marathon effort: The DARO runners are raising money for cancer research at Birmingham

Thank you

All our donors are listed online. Find the list at:
www.birmingham.ac.uk/thankyou

Interested in helping? Give to Birmingham

To make a donation, just complete and return the form on the back of the covering name and address sheet or visit our website to give online:
www.birmingham.ac.uk/alumni/giving/givenow.aspx