

## Innovation and Immediate Impact

The best students and staff have brilliant ideas. Help us make them a reality.



Having the freedom to invest in creative and innovative ideas that have an immediate impact is crucial to a world-class university. More than 250 extraordinary projects totalling more than £2.5 million have been funded since 2002 through the Innovation and Immediate Impact fund.

Donations to this fund are distributed annually to initiatives that will have an immediate impact on the campus environment, teaching and learning facilities, and activities available to enhance the student experience at Birmingham. You have made projects like these possible:

**Internationalising Masters:** offering students the opportunity to visit one of the U21 Universities (a global consortium of leading higher education institutions) to develop their skills for study and employment in a global economy.

- **Enterprise Summer School:** providing experience in creating enterprising solutions to global social issues, such as the provision of universal primary education. It is aimed at undergraduate students to improve the employability of students from non-vocational programmes.
- **Putting Theory into Practice:** using innovative software to analyse the performance of University of Birmingham Sport teams and enhance coaching techniques.

Your gifts will ensure Birmingham continues to attract outstanding students and offers them an exceptional educational experience. Hear more about the importance of investing in creative and innovative ideas below:



<http://www.adobe.com/go/getflashplayer>

Find out more about the projects supported [here](#) (</alumni/giving/circlesofinfluence/projects-supported.aspx>) or to read project updates from our funding recipients, please see the our [Project Testimonials 2012](#) (</alumni/giving/circlesofinfluence/Project-Testimonials-2012.aspx>).

To make an immediate impact, [give today](#) (</alumni/giving/givenow.aspx>). For further information, contact [Laura Fairbanks](mailto:Laura.Fairbanks@annualfund@contacts.bham.ac.uk) ([annualfund@contacts.bham.ac.uk](mailto:Laura.Fairbanks@annualfund@contacts.bham.ac.uk)) [+44(0)121 414 8894].