

# The other half of bursary fundraising: getting pupils through the door

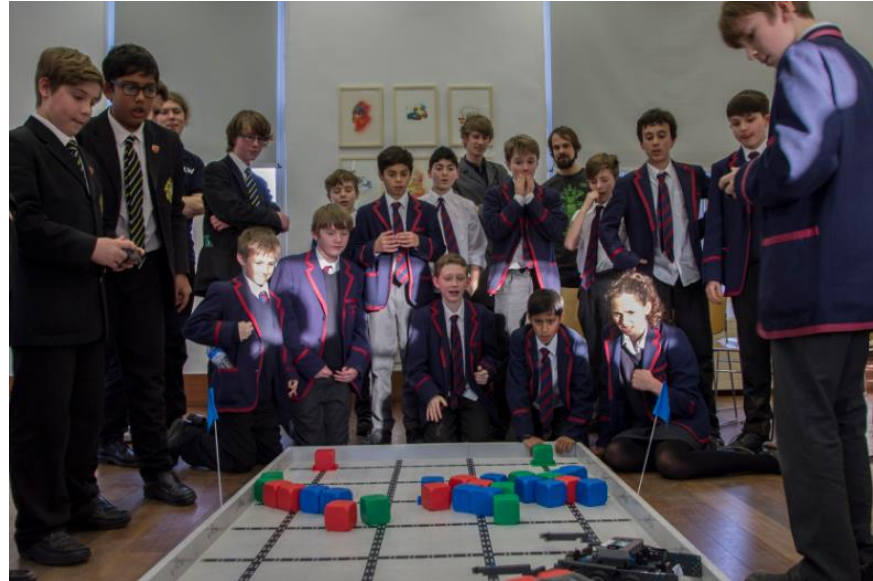
**Emily Clarke**

Campaign Director  
Highgate School

Chair: Simon Jones

**#IDPE19**

# The other half of bursary fundraising: getting pupils through the door



Emily Clarke – Campaign Director  
Highgate School

# Who are we?



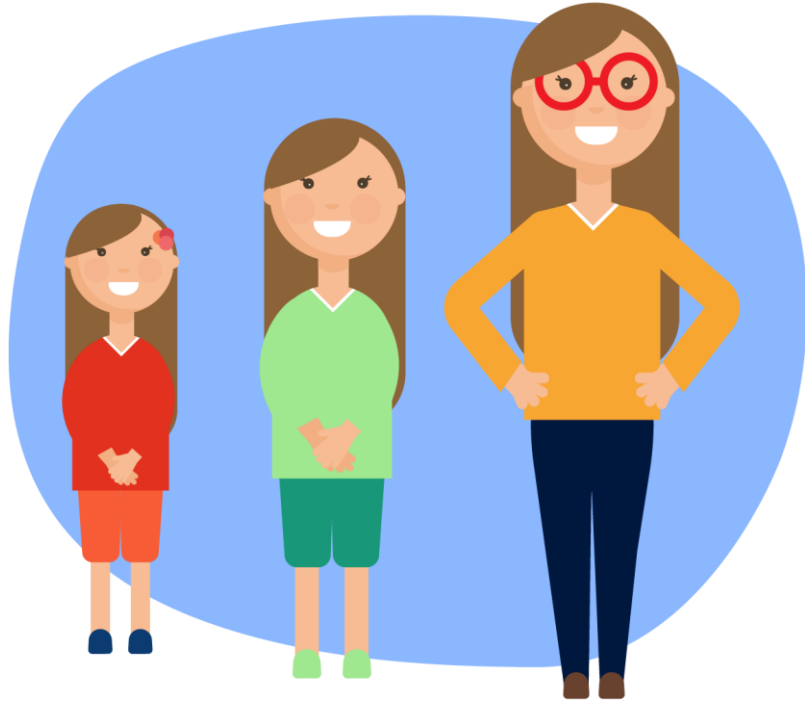
No. Senior School pupils: 1,224  
No. bursary pupils: 84  
~ 7% of the Senior School receive bursaries at Highgate

Highgate partnership teachers reached 1,800 pupils across 40 state schools

Bursary spend: ~£1.5m pa (4.5%)  
Partnership spend: ~£1m pa (£2.9)

All stats for 2017/2018

# Partnership teaching → Bursary journey



Age 9 – attends Year 4 Maths Summer School at Highgate

Age 11 – sits entrance exam, receives a Bursary place to start at Highgate in Year 7

Age 18 – leaves Highgate with AAA\* grades and a place at a Russell Group University

# The Reality



It's not that  
simple!

Recruiting strong bursary candidates can be even harder than raising funds to support them.

Do schools' programmes for partnership and community relations make fee assistances programmes even stronger,

and does this help attract donors?



# Recruiting bursary candidates can be hard



**Schools' programmes for partnership and community relations make fee assistances programmes even stronger**



**Does this help attract donors?**

# Conclusions:

## Partnership Teaching → Bursary Journey

**Yes, it helps!**


$$2 + 2 = 5$$

**But, it isn't that simple**