



IDPE Schools' Fundraising Campaign of the Year

(Development within the school has been established for 6 years or more)



Latymer Foundation at Hammersmith – Inspiring Minds Campaign

The Latymer Foundation at Hammersmith, which runs Latymer Upper & Prep School, has a proud history of advancing social change through education. We needed to be bold and think creatively in order to significantly increase the number of bursaries available (123 in 2014) and to underpin our bursary programme with endowment to protect it for future generations. Using a capital campaign framework, we set the ambitious target of raising at least £40 million to fund bursaries for 1 in 4 of our students by 2024, the 400th anniversary of the Latymer Foundation.

Our Inspiring Minds campaign has already surpassed its original financial target with one year still to go: campaign gifts worth £45 million have been received for bursaries, £19m of which in endowment. This September, 1 in 4 of our Year 7 joiners received a bursary (average award 88% of fees); we are on track to hit our 1 in 4 target in next year's intake. Our ROI for the campaign is £1:9.6.

Campaign success has been achieved by imbedding our vision for a “needs-blind” Latymer throughout our school communications. Prospective and current families appreciate that social diversity is integral to a Latymer education; as a former direct grant grammar school, our alumni fully endorse our ambition to make ability and potential the only criteria for admission. Our shared drive to be needs-blind continues to propel us into the next chapter of our fundraising.

Supporting materials

[Inspiring Minds 2020 update video](#)

[Inspiring Minds 2023 update video](#)

[Latymer IDPE supplemental - Bursary Appeal 2022 brochure](#)

[Latymer IDPE supplemental - Gala 2018 Auction Booklet](#)

[Latymer IDPE supplemental - Impact Data](#)