

IDPE Schools' Award for Ambition and Progress

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



THE
LOUGHBOROUGH
Schools Foundation

Loughborough Schools Foundation – Growing philanthropic ambitions from £85k to £3.3m in 18 months

Long-established Development Office but limited fundraising success due to historic focus on alumni relations.

Prior to September 2021, average annual philanthropic income = £85,000 (See Fundraising Audit).

Strategic goals established (see strategy):

- Philanthropy
- Alumni engagement
- Build Village Internally
- Create Systems and Infrastructure
- Establish High Performing Team
- Philanthropic goals established:
- Adopt Major Gift approach
- Primary focus – bursaries, secondary focus on learning environments and student opportunities to allow donor centric philanthropy
- Ensure consistent and comprehensive impact reporting (See Impact Report)
- Establish 1495 Society for stewarding donors
- Establish robust scholar recruitment and outreach with clear reporting requirements
- Philanthropy news drip fed through all communications
- Prospect pipeline established and developed with dedicated in-house research function

Alumni Engagement programme enhanced:

- Monthly e-newsletter and annual magazine transformed (see BTB)
- Step change in social media activity
- Focus on attracting prospects to alumni events whilst still catering to mass alumni audience

Internal 'Village' built:

- Heads of Schools and Governors utilised appropriately
- Academic Champions recruited and used to cultivate

Outcomes (see Celebrating £3.3m):

- £3.3m raised in 18 months
- Creation of 35 new bursaries
- New Sports Player Pathways created

Supporting materials

[Celebrating £3.3M](#)

[Development Office Strategy 2022 – 2025](#)

[Donor Impact Report 2022](#)

[Fundraising Audit](#)

[Beyond the Barrier magazine](#)