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# Deep impact – the future of fundraising and volunteering in education

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**#IDPE18**



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# Deep impact: the future of fundraising and volunteering in education

Simon Lerwill, Director of Development & Alumni Relations,  
University of Birmingham





“A life is not importance except in  
the **impact** it has on other lives”

Jackie Robinson



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# Impact and giving decisions

“Giving decisions are based on personal preferences, personal background, judgement of a charities’ competence and desire to make an **impact.**”

*Dr Beth Breeze, How big donors choose charities*



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# Impact and giving decisions

“60% of philanthropists felt that information on the **impact** of a charity's work was a deciding factor in their decision to donate.”

Pilotlight study (2013)



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# Impact and retaining donors

“In the fundraising context trust may be viewed as a driver of donor loyalty and it, in turn, may be enhanced by communicating the **impacts** achieved on the beneficiary group.”

Adrian Sargeant et al, Relationship Fundraising (2016)



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# Where it all started - overall strategy



**FUNDRAISING AND VOLUNTEERING**

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**LOCAL AND GLOBAL**

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**CHANGING LIVES**



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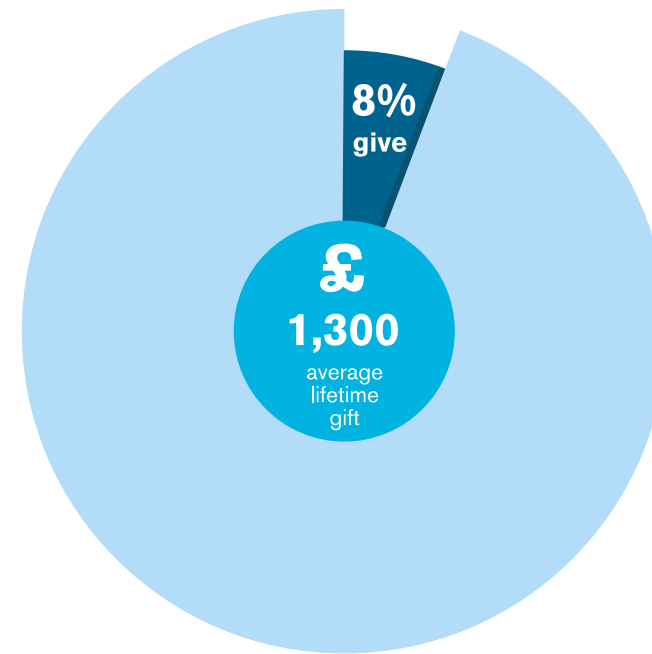




# Fundraising and volunteering



**Alumni volunteers**



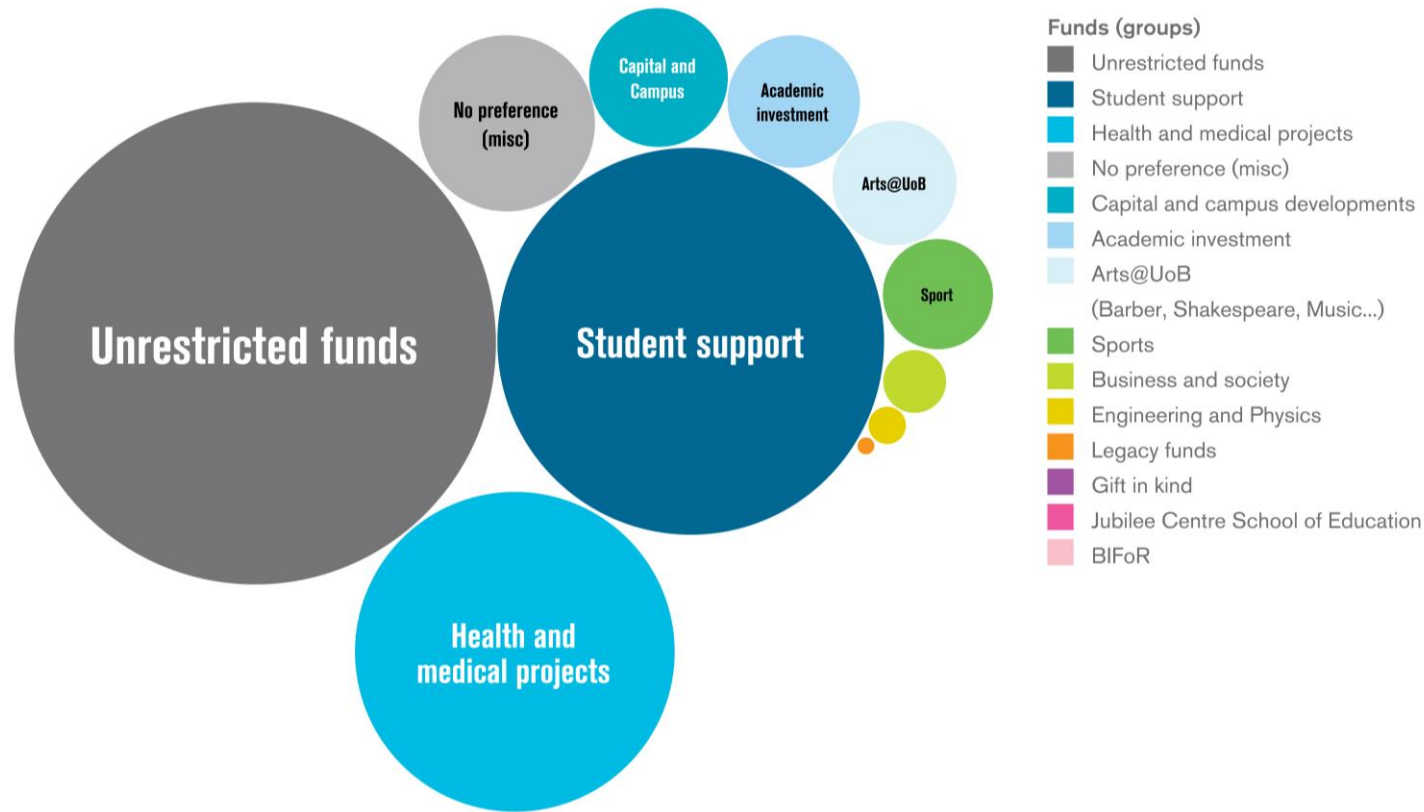
**Alumni non-volunteers**



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# Changing lives: importance of student support



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# 10,000 Lives: the idea

- A fundraising and volunteering appeal
- Student support focused
- Impact focused and story-led
- Pre-cursor to launch of a major campaign
- Instill new values of innovation and boldness



**GIVE.  
VOLUNTEER.**

**CHANGE  
10,000 LIVES.**











**'I've had so many brilliant experiences at Birmingham. I've met so many great people, have overcome challenges and have grown in ways that I never thought I could. I'm very excited to take what I've learnt and become the best doctor I can.'**

**DONOVAN SIMPSON**

**FOURTH YEAR MEDICAL STUDENT  
AND SCHOLARSHIP RECIPIENT**



**‘Brandon has worked very hard to get where he is and it’s well deserved. Knowing he had the support of his scholarships gave him confidence to push forward and he’s done really well.’**

**CAROLINE DOHERTY**

**PROUD MUM OF SCHOLARSHIP  
RECIPIENT BRANDON DOHERTY**







**'The most valuable advice I received from my mentor was if you don't try, you won't know if you have a chance to succeed. I took her advice, ran with it and now I have my dream job.'**

**IOANA CHIVA**  
**(LLB LAW, 2016),**  
**ASPIRING SOLICITOR**

**'I'm of the generation where we didn't have to pay to come to University and I appreciate the opportunities it has given me in life. I feel privileged to be in a position to give support that hopefully will change the life of someone from the next generation.'**

**JUDY DYKE**

**(LLB LAW, 1975),  
DONOR AND VOLUNTEER**



# 10,000 Lives: the results so far

- 1,062 lives changed
- Over £1m raised
- 1,000 new volunteers secured
- Best telephone campaign ever
- But...a disappointing Direct Mail



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# Measuring impact

“We can overcome this problem by thinking in terms of **improving lives**, rather than in terms of intermediate metrics like number of schoolbooks provided. In order to truly make comparisons between different actions, **we need to measure impact in terms of the size of the benefits we confer through those actions**”

*William Macaskill, Doing good better*



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# Circles of impact



**Initial impact**

**Real impact**

**Deep impact**

# Initial impact: the money

## Why we need your support

This is an ambitious but essential capital project. The total cost is £16.7m. [REDACTED] is contributing £10.5m from the sale of several assets, and we will be borrowing £2.5m. The remaining £3.7m will come from our capital fundraising appeal. Of our capital fundraising target, we have £304,000 yet to raise.



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# Real impact: lives changed



*Never*  
**OVER100KED**

*With your help we can welcome the 100th Pankhurst  
Bursary pupil to Manchester High School for Girls*



**AP100**  
Assisted Places Campaign



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# Deep impact: the ripple effect

## Impact Calculator

The impact of a solar light on a family in Africa is truly remarkable. Type in a gift amount in the white box below and you'll be amazed by how far your generosity will stretch. Remember, light changes everything.

£ Donation		Your donation will result in:
	0	Solar lights
	0	People reached
	£0	Saved by families
	0	Extra hours of child study time
	0.0	Tonnes of CO <sub>2</sub> emissions averted
	0	People experiencing better health

Spread some light today - Donate now



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# Measuring the impact of volunteering

- **Initial impact:** Number of volunteers / volunteer hours
- **Real impact:** Number of students mentored
- **Deep impact:** Percentage of mentored students who are in employment 6 months after university



# Measuring the impact of outreach work

- **Initial impact:** Number of schools involved
- **Real impact:** Number of school pupils benefitting from the outreach work
- **Deep impact:** Increase in percentage of pupils attending university from those schools in the programme



# What this means for your school

- Focus on the **real and deep impact** of your fundraising projects, outreach work and careers support
- Think about the **lives changed** and the **ripple effect**
- Tell the stories of your **beneficiaries**
- **Connect** your fundraising with your volunteering



**QUESTIONS?**

# Now it's your turn...

- Think about a live fundraising project, outreach activity or careers programme in your school.
- How could you tell the story of the impact more effectively and in new ways?
- What lives are being changed and what is the ripple effect?



“Life is about making an **impact**,  
Not making an income”

Kevin Kruse



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