



Verity Stone

Development and Engagement Manager

Felsted School

Verity has worked at Felsted School since 2023, following nearly a decade in marketing and sales management across both corporate and small business settings. An NCTJ-trained journalist, she has always believed in the power of storytelling to connect people and ideas. Keen to focus on internal communications, she began at Felsted as Engagement Manager, building and maintaining the alumni programme, before her role expanded in 2025 to include Development, with a growing focus on legacy and regular giving.

A committed lifelong learner, Verity completed an MSc in Occupational and Organisational Psychology in 2025. Her thesis examined motivation in educational fundraisers and the non-financial incentives that help sustain them, reflecting her wider interest in how to futureproof talent and create thriving cultures.

Since joining Felsted, she has delivered a number of firsts for the Development Office: editing and redesigning the alumni magazine; leading the social media campaign for the School's inaugural Giving Day, which raised £118k+ and won the 'Development Award for Outstanding Fundraising Achievement' (Independent Schools of the Year 2024); launching Felsted's inaugural Family Day, alongside other successful events; and revamping the onboarding process for Upper Sixth leavers.

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