



Laura Firth

Director of Development and Alumni Relations

Bolton School

Laura Firth is Director of Development and Alumni Relations at Bolton School. She has a first-class degree in English and an MA in English Studies from the University of Manchester. She has worked in educational development for the past 12 years, spending three years at Withington Girls' School during the successful completion of their bursary appeal, before joining Bolton School in 2012.

In August 2018, Laura led on the successful completion of the 100 Campaign for Bolton School Bursaries, which raised £5m in four years as part of the school's long-term strategy of building a bursary endowment fund capable of replicating the needs-blind access enjoyed during the Direct Grant era of funding. The 100 Campaign was named as the IDPE's Fundraising Campaign of the Year at their June 2019 Schools' Development Awards.

Laura's interests include major donor fundraising, donor stewardship and communications (both on and offline). She served as an IDPE Regional Vice-President from 2013-2016, and was Co-Chair of the 2020 and 2021 IDPE Conferences.