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SUPPORT Funds

Issue 1. 2015

GENEROUS GIFT SURPRISES EIGHT STUDENTS

Eight education students have been given a surprise £375 bursary thanks to a generous supporter of Staffordshire University

The PGCE students, who all come from low income backgrounds, received a letter from the Development Office telling them they had been chosen to receive the one-off bursary after a retired teacher donated £3,000 to the University.

Jane Matthews*, a former special needs primary school teacher who lives in Stoke-on-Trent, was inspired to support trainee teachers despite having no previous connection to the University.

One of the recipients, Chloe McCormick, aged 27, commutes to the University and her placement in Stafford from her home in Tamworth.

She studied a first degree in Business Management at Staffordshire before working as a manager and photographer, and now plans to teach in a secondary school after she completes her Business and Economics PGCE course.

Trainee teachers studying certain subjects at PGCE receive government funding during their courses, but business subjects are not included.

Chloe, who says she will put the money towards petrol and books for her course, said: "I felt really shocked when I found out about the bursary – it was a nice surprise though! It will be a massive help to me, as I don't get paid a bursary like some other PGCE students."

Fellow recipient Richard Godfrey, aged 32, from Walsall, who is training to teach design and technology in secondary schools, said: "I was elated and also very humbled to be receiving a bursary from a very kind benefactor.

"Trying to manage a course this intensive, while also having to worry about financial concerns, is extraordinarily stressful. Having a bursary of any amount takes a lot of that stress away and gives me additional time to focus on educational issues."

Richard, a former BT worker who self-funded a BA (Hons) in Graphic Design after being made redundant, now plans to use the windfall to invest in specialist woodworking equipment to benefit his future pupils.

He said: "Having my own specialised tools will allow me to enhance the learning of students and their progress, by giving them access to my own enhanced subject knowledge but also through an opportunity to widen their own skill set."



*not her real name. You can read an interview with Jane on page 7

Welcome

Graduate and Business Relations is a team of committed, talented and enthusiastic staff. They're passionate about what they're trying to achieve: transforming lives, investing in the future of Staffordshire University and keeping students at the heart of everything they do.



DEBORAH SANDERSON
Head of Graduate and Business Relations

DEBORAH leads the University's development activity generating income through fundraising to support disadvantaged and gifted students and to provide investment for a future fit University.

A key part of Deborah's role is to build strong graduate relations and to find new friends and supporters of the University. She has a wealth of marketing and fundraising experience spanning almost 25 years at Staffordshire University, not-for-profit organisations and a mix of design and advertising agencies.

Deborah is also a firm believer in protecting the financial well being of the Staffordshire community, through her three year role as a voluntary Director of the Staffordshire Credit Union - a fair and ethical alternative to high street banks.



SAMANTHA NUTTALL
Development Officer

SAMANTHA graduated in the summer of 2009 from Staffordshire University with a BA (Hons) in Advertising and Brand Management. Before joining the Development Office she worked for various companies in marketing and customer relations - managing a diverse portfolio of customers from large corporate clients to local enterprise.

Samantha prides herself on delivering a high-level of customer service and keeping donors and recipients up-to-date with the exciting developments at the University and the difference the kind support of donors has made to the lives of students. "I knew the University was a great place to work so when the chance to return came up I couldn't turn it down. It is such a fun and enthusiastic place and I look forward to the challenges ahead!"



LAURA PERRINS
Alumni Officer

LAURA has been working in Alumni Relations for ten years. She is a Staffordshire University alumna having graduated with a degree in Law and a Postgraduate Diploma in Legal Practice.

In her role as Alumni Officer, Laura is responsible for developing an active relationship with the University's alumni. She has built a strong alumni relations programme and an active alumni base which has helped drive the reputation of the University and generate income. Laura enjoys interacting with fellow alumni, assisting them to keep in touch with each other and with the University.

Laura manages the annual alumni marketing campaign via online, digital and print platforms to encourage graduates to engage with the University. She also works with the CRM team to manage the alumni database.



DAVID GAGE DL ACIB
Chair of the Development Board and Deputy Chair of the University's Board of Governors

As Chair of Staffordshire University's Development Board I am delighted to welcome you to our first supporters' newsletter.

As Chair of Staffordshire University's Development Board I am delighted to welcome you to our first supporters' newsletter and share with you our aims, ambitions and successes to date.

Some two years ago Professor Michael Gunn, our Vice-Chancellor, invited me to establish a Development Board. My first task was to identify individuals with the necessary skills, energy and commitment to the University and I am grateful to each of them for being prepared to take this journey with me.

Our students will be looking to jump-start their careers in what is an enormously competitive global market place and we are building relationships with our

alumni, honorary doctors, and local and national business leaders to create career-development opportunities for our students, such as mentoring, placements and internships.

The University is dedicated to raising aspirations and promoting social inclusion, with many of our students being the first in their family to move on to higher education. Thanks to our supporters we have to date raised £309,200, which will be used, particularly but not exclusively, to assist those students from low-income families. The Board's ambition is to raise £1million over four years and we have included a donation form should you wish to help us reach our target.

In the last three years the University has committed some £48million to improving campuses and facilities, including the flagship £30million Science Centre. We have exciting multi-million pound plans for further investment in Stoke-on-Trent, as well as in our Stafford and Shrewsbury centres of excellence, and we are keen to meet with potential major donors who are willing to consider partnering with us to develop our estate further.

Thank you for your support in helping us transform lives and inspire the leaders of the future.

Board members:

Chair

DAVID GAGE DL
Deputy Chair of the University's Board of Governors, Deputy Lieutenant for Staffordshire, Chairman The Stafford Railway Building Society; former Corporate Director, NatWest Bank PLC

Deputy Chair

JOHN MOHIN OBE, D.Univ

Board Administrator

SAMANTHA NUTTALL
Development Officer

Board Members

KARL BAMFORD
Real Estate Lawyer and Partner, Knights & Sons Solicitors

SIMON CLARKE DL

Executive Chairman Dunstall Holdings Limited and Non-Executive Director, St Modwen PLC, Deputy Lieutenant for Staffordshire.

PETER COATES

Chairman of Stoke City Football Club and bet365

PROFESSOR MICHAEL GUNN

Vice-Chancellor and Chief Executive, Staffordshire University

PROFESSOR ALLAN HOWELLS

Deputy Vice-Chancellor, Staffordshire University

DR PETER JONES

Head of the School of Psychology, Sport and Exercise, Staffordshire University

GEORGINA KELLY

Director of Marketing and PR, Staffordshire University

DEBORAH SANDERSON

Head of Graduate and Business Relations, Staffordshire University

DANNY SMITH

Solicitor Advocate and University alumnus

DR RUTH THOMPSON

Member of the University's Board of Governors and former Director General for Higher Education

SARA WILLIAMS

Staffordshire University Governor and Chief Executive, Staffordshire Chambers of Commerce

PRESIDENT OF THE STUDENTS' UNION



OUTSTANDING OPPORTUNITY FOR A CREATIVE STUDENT

ROSY CREHAN has been Deputy Vice-Chancellor at Staffordshire University since September 2014 having been appointed as Executive Pro Vice-Chancellor in June 2011.

She has sponsored the Deputy Vice-Chancellor's Scholarship for Outstanding Creative Talent, a £1,000 prize which will be awarded to a student who shows flair and ability in the creative arts.

You have wide-ranging experience as a professional musician and a fashion expert, and have worked at a number of universities. What do you particularly like about Staffordshire?

The staff at Staffordshire University are really enthusiastic, student focused and up for collaborating creatively with education and industry partners. The students take their studies seriously, grasping the challenge of developing employability, enterprising and entrepreneurial skills through engaging with the Staffordshire Graduate activities embedded in the curriculum, and through sporting activity and community engagement.

Why did you decide to sponsor this award honouring outstanding creative talent?

For two reasons: to support the key role that design professionals have to play in the creative industries contribution to economic growth; and to acknowledge the creative contribution, past and present, of the ceramic industry in Stoke-on-Trent to the UK economy, which I have always admired.

Was it straightforward to arrange? How did you go about it?

It was simple... I just connected with the University Development team and let them know about my ideas.

What are you looking for in the winner?

A student with outstanding creative talent who will go on to further their studies at

Masters level in a creative area and be an ambassador for creative subjects at Staffordshire University in the future.

What difference does it make to the University to be able to offer an award like this? And what does it mean to you personally?

I hope that this kind of award will encourage all students to consider developing their studies at postgraduate level, which will enhance their career prospects significantly.

I particularly hope those who may not otherwise be able to fund higher-level study will be encouraged to consider applying.

Coming from a background which began in the arts as a performer as a professional musician, progressing on to studying and teaching fashion, and then on into education management, it is very gratifying to be able to encourage and foster new creative talent through sponsoring an award for a creative student to help them launch their career.

I also want to encourage others to sponsor similar awards to enable more students to study at postgraduate level at Staffordshire University in the future.

I believe this kind of award will foster student confidence, healthy competition, a sense of achievement, and raise awareness of the value of creative arts education.

BETTING ON STAFFORDSHIRE'S SUCCESS



PETER COATES
Trustee of bet365 Foundation

"Staffordshire University is so important to this area," says Peter Coates from the Stoke-on-Trent head office of the online gambling giant bet365. "It's vital that it gets support from organisations like the Foundation and from people like me."

The 77-year-old has been involved with the University personally and professionally for many years, and takes a close interest in its on-going success.

The bet365 Foundation gives money every year for bursaries to support people from low income backgrounds, a cause close to his heart. Over the last couple of years the Foundation has provided significant financial support to a number of charities operating locally, nationally and internationally.

Born in Goldenhill just north of Tunstall, one of the city's "Six Towns", he left school at 14 to work in an office.

"I have always taken an interest in education, having had very little myself," says the miner's son, the youngest of 14 children.

"Education is not the only key to a better life but it is very important, particularly for people from less privileged or more difficult backgrounds.

"They need all the extra help they can get, especially as their families might not have experience of higher education themselves."

Having served in the Parachute Regiment for his National Service, Peter went on to work extensively in the catering and gambling industries, before forming bet365 with Daughter Denise – a fellow Staffordshire University honorary degree

recipient – and son John in 2000 from a Portakabin in a Stoke-on-Trent car park. Denise and John are Joint Chief Executives of the bet365 Group and Trustees of the bet365 Foundation.

A lifelong Stoke City fan, Peter first became actively involved with the Potters in 1985 when he was appointed to the club's board.

Now on his second stint as chairman, he is "delighted" that the University sponsors the famous Boothend stand at the Britannia Stadium, beaming the University's name into millions of homes around the world each week.

And he is personally keen to promote the University further, through his role as an ambassador aiming to introduce other potential supporters to the institution.

"Staffordshire University has always been very progressive and I am pleased to be associated with it," he says. "I find that people have a lot of goodwill towards the University and can see the benefits it brings.

"It's a very impressive University with ambitious plans. The new buildings have given the area a lift and make Stoke-on-Trent a more appealing place to be.

"It employs a lot of people, trains a lot of people and educates a lot of people – and many of these are local.

"I'd like to see even more talented people stay in the area and help it progress.

Having a successful university in the city is critically important."

"We are delighted to support Staffordshire University students directly through the bet365 Foundation. Our roots are in Stoke-on-Trent and we are keen to raise the aspirations of students in this area.

We want to give something back to this community and we firmly believe that education is one of the most important gifts you can give."

Denise Coates CBE

Interview with funding recipient

SARAH DEGG

Full-time Undergraduate Student studying Business

How did you feel when receiving the letter to say you were the recipient of this bursary?

When first opening the letter I felt an enormous sense of honour that I had been chosen to receive this large sum of money. I felt proud that I had been rewarded for all of the hard work and effort I put in to achieve the grades I did before Christmas. I really wanted to meet the person who had selected me to say thank you, and assure them that I will carry on working to the best of my ability and prove that I was worth investing in.

How will this money help your time at Staffordshire University?

This money will help me immensely while I am at Staffordshire University as at the moment I only work one day a week. It will help towards the course materials I need as well as buying a good quality business suit for upcoming interviews for work experience. In June I am visiting factories in Germany run by BMW and Audi where I need to fund some of my own expenses so the money will help towards this too. This money will ease some of my financial burden for the next 12 months and therefore ease pressure.

What will you spend it on?

In June I am going on a field trip with the University to Munich as part of my studies, the University only pay for the accommodation and morning breakfast. This means I have to fund my other living

expenses, having this money will allow me to take some of it to Munich without having to save for the next couple of months.

I will be using some of the money to purchase the books I will need in the next year, as most of these cost up to £40 and I need to purchase three or four per semester.

If you had a message for the donor what you it be?

I would love to meet the donor to be able to thank them for seeing the potential in me and rewarding me for my efforts in such a helpful way. This is such a large amount of money which will help me throughout the next year, allow me to prepare myself for future work and ease some of my future financial burden.

Tell us three things about yourself

I enjoy attending the theatre as, when I was younger, I was a member of my local amateur dramatics society appearing in shows and pantomimes for many years. This experience has given me excellent presentation and communication skills.

I am a keen runner and would like to eventually run the Potters 'Arf Marathon when my study commitments allow.

I am very family orientated as they have played a large part in making me the person I am today and I am very grateful for their unwavering support and belief in me. I come from a large family who have an excellent work ethic and who strive to become the best they can be and continually encourage and motivate each other.



Tell your story to help students

STAFFORDSHIRE graduates can share their knowledge and expertise by volunteering to give a talk to current students.

Alumni can offer a unique insight into what our students go on to do after graduation by telling their story to relevant subject groups.

Volunteers can inspire the next generation by talking about their life after university and how their studies have helped them on their career path.

Alumni Officer Laura Perrins said: "We are very proud of our graduates and we are always keen for our alumni to share their knowledge and expertise."

Travel expenses will be covered.*

Anyone interested can email graduate.relations@staffs.ac.uk for more information.

*subject to University approval prior to the event

WHY SUPPORT STAFFORDSHIRE UNIVERSITY?



We asked three friends of the University, who support us in different ways, about why they decided to get involved and what it means to them



Danny Smith

2004 LLB Law and Advice Work, 2005 Legal Practice Course

A solicitor-advocate, based in Shrewsbury. He supports the University with a regular direct debit and provides mentoring for students.

"I chose to study at Staffordshire because it was local to me. I was from Walsall and commuted from home from my second year, as it just wasn't financially viable to live out when I lived so nearby.

I loved Law from the minute I started, even though I only found it by accident. I started out studying Computer Science at the Stafford campus but I only did three or four weeks. It just wasn't for me.

My sister Jodie was studying law at the Stoke campus and one day when I went to pick her up I sat in on her contract law lecture. I loved it and converted over very easily.

I had a great time at University and had a brilliant social life. I also did a variety of jobs within the University, including going out on a trailer to promote higher education all across Staffordshire, Manchester and London. It was great fun, getting paid and having a laugh.

After I graduated I always kept in touch with the University and wanted to support current students coming up the ranks.

Universities across the country are facing tough times in the wake of cuts from the Government and other bodies, so when Staffordshire formed a Development Board to help bring more funding in, I got involved.

I was the "face" of the first Annual Fund campaign - I'm told my photo went into thousands of homes - and set up a monthly direct debit. This helps the University to plan as they can count on a fixed amount coming in every month.

As well as contributing financially, I also support students with mentoring and work experience. This is just as important as a financial donation. Students on short placements can really help businesses solve problems and employers can give a student a head start on their careers.

It's important to look back at where you came from and give something back. I would encourage anyone to get involved - it really is mutually beneficial."

Jane Matthews*

Retired teacher

Came to Stoke-on-Trent for two years in 1960 and never left. In 2014 she decided to donate £3,000 to support Staffordshire students, despite having no previous connection to the University.

"As a former teacher, education has always been close to my heart. I have no children and had been considering altering my will to help students after my death. I was talking about this with a friend and he suggested I gave something now instead of waiting, so that I could have the pleasure of knowing what it had been used for.

I was born in Wales at the start of the war and grew up in rural Shropshire. I came from a poor background - we had no electricity, no running water, no bathroom. I did my A levels with a paraffin lamp. Looking back I can't believe it now.

Education was the way out of poverty for my generation and if I hadn't had a full grant I wouldn't have been able to go to college.

I didn't have any connection with Staffordshire University but I have always liked North Staffordshire people and enjoyed my 37 year career teaching in the area.

I have taught people over the years who were clever enough to go to university but couldn't afford to, and I thought I could help someone have this opportunity.

Last summer I just called up the University and made an appointment to discuss the possibilities with Samantha Nuttall, the Development Officer.

I decided to give a donation of £3,000 which will be awarded to suitable students

to make the most of their University experience. I didn't set any criteria as I didn't want to narrow it down too much and I trust the University to use the money in the best way.

It's a relatively small amount but it would have been life-changing for me and I hope it will help whoever is selected. I may consider giving again in the future.

I want to remain anonymous as I haven't done this for thanks. I just wanted to give something back to this area. I would encourage other people to consider doing this if they can.

*Name changed.



Andrew Crisford

1970 Computing

A former Master of the Worshipful Company of Clockmakers, was one of the first students in the country to graduate with a computing degree. His charitable foundation sponsors three student prizes for computing and software engineering.

"I left school at 16 and started work as a trainee analytical chemist. The mathematics involved became so interesting to me that I decided to enrol on one of the country's first degree courses in computing.

I chose to come to Stafford - then the Staffordshire College of Technology - because it was the nearest place to my home in London where I could study this course.

There was a terrific buzz about it and I had a marvellous time. The subject was so new that sometimes the lecturers were only one chapter ahead of us in the textbook. The University had - and still has - great links with industry and it was exciting to be at the forefront of technology.

I only worked in computing for 18 months before I followed my passion for restoring antique clocks and watches. I am lucky to have been paid to indulge my hobbies for 45 years.

I hadn't thought about the University much over the years until my friend Fred Forshaw invited me to attend GradEX - where Staffordshire students exhibit their final year work - in 2013.

It was so inspirational. I couldn't believe students had produced work of such inventiveness and maturity.

I was so impressed I decided I would like to offer a prize through my family's own charity, the ACH Crisford Charitable Foundation, which supports the arts, music, horology and science.

I got in touch with the Development Office and they said they would be delighted to add a monetary value to the three prizes for computing and software engineering that were in place.

The University has flourished over the years and it is a pleasure to be able to reward some exceptional students. It couldn't have been easier to arrange and I am planning to continue our sponsorship, and perhaps increase our support in some way."

DONATIONS BENEFIT STUDENTS ACROSS THE UNIVERSITY

Students are set to benefit from a range of bursaries and opportunities thanks to an ambitious fundraising goal of £1million over four years.

In the first year of fundraising, stakeholders, graduates and friends of Staffordshire University have given more than £72,000 to the University's Annual Fund, which aims to transform lives by rewarding excellence, encouraging innovation and relieving hardship.

More than two-thirds of the funds raised during the first year (£49,500) have gone towards providing 33 disadvantaged first-year students with bursaries of £1,500.

Eligible students will have received high grades in their A Levels and come from families with a gross annual household income below £25,000.

A further £10,000 will be shared between four outstanding final-year undergraduates from low income families.

And the Deputy Vice-Chancellor's Scholarship for Outstanding Creative Talent, worth £1,000, will go to an undergraduate student who demonstrates flair and achievement within the creative industries.

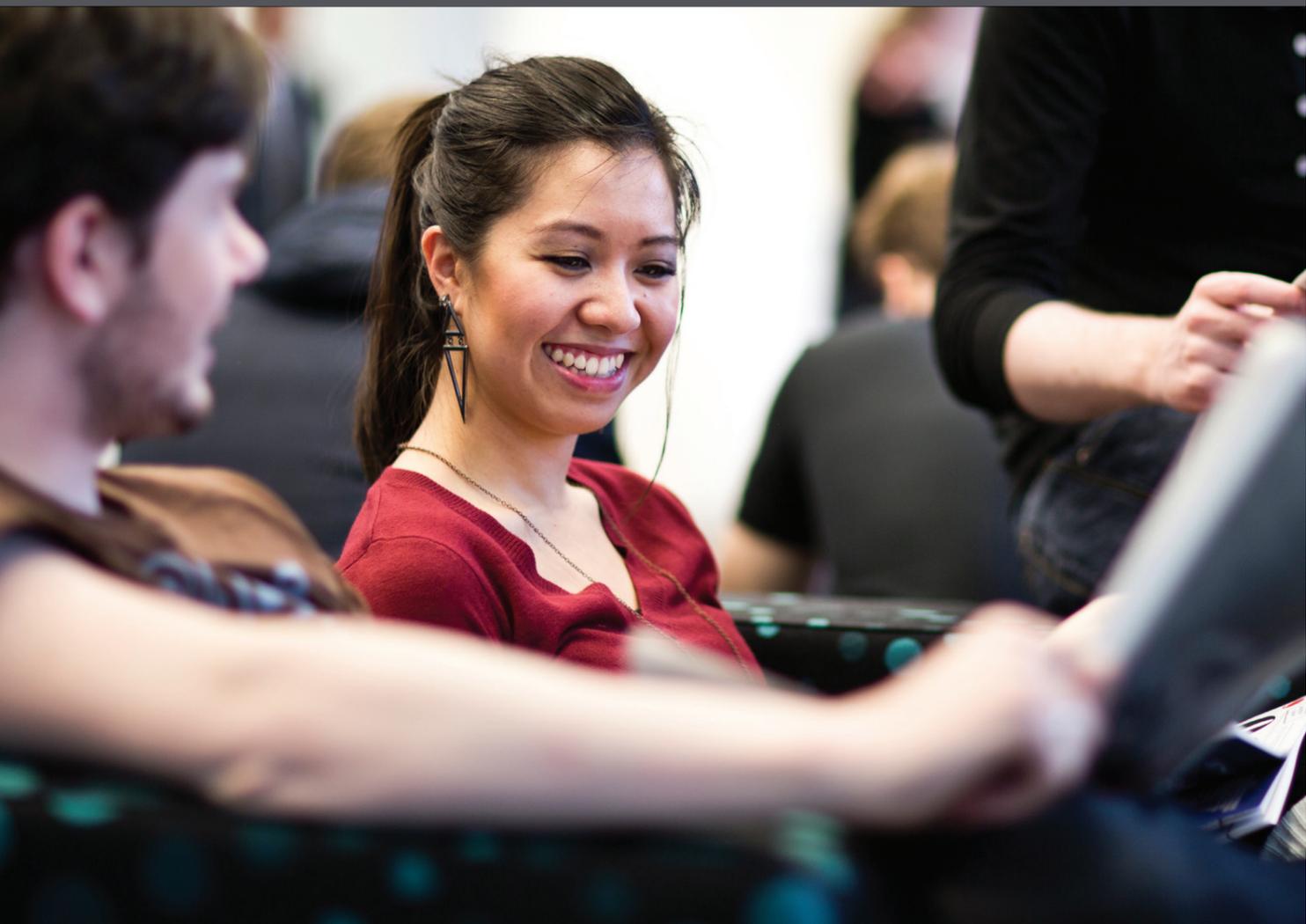
The Annual Fund will also support the creation of a number of Innovation Scholarships, which will see four teams of students working to address a genuine commercial issue with the support and guidance of mentors and academics.

Each team will receive £100 to fund its research, with the winners receiving a one-month internship with the University department of its choice to develop its

idea. Members of the winning team will be paid £1,380 gross for their month's work.

Deborah Sanderson, Head of Graduate and Business Relations, said: *"Although only a short time has passed since we began our fundraising activities, we have secured £309,200 to assist, support, inspire and encourage our students to achieve even greater things."*

"This is an encouraging start towards our target of raising £1million over just four years."



THE GIFT TO EDUCATION



JOHN MOHIN OBE, D.Univ
Deputy Chairman of the
Development Board

The Deputy Chairman of the Development Board, John Mohin OBE, who was awarded an honorary doctorate by Staffordshire University in 2007 for services to the pottery industry after a distinguished international career with Wedgwood, sets out further opportunities for getting involved with the institution.

"Staffordshire University has a great history and our ambitious fundraising plans are simply the start of what is destined to become an exciting journey. People who get involved with us now have the opportunity to help shape our plans and have a real say in how their donations are used. We are particularly eager to hear from individuals who are interested in leaving something in their will to the University, in effect, the gift of education. We treat this seriously and sensitively, and will ensure that a bequest or legacy is suitably commemorated on the campus, respecting the wishes of the family.

We have, for example, been asked about the naming of lecture halls in memory of a loved one or something simple such as a rose garden, even the entrance to a car park. There is also scope for businesses to explore naming aspects of the estate and the University is keen to welcome corporate partners who share our vision.

Other corporate opportunities include sponsoring an academic Chair in a chosen field of study, one that may be relevant to the business. And while the University is actively seeking support for financial awards for graduating Computing, Engineering, Art and Design students, the Development Board is open to discuss student awards for any of the Schools or Faculties.

We would also like to hear from alumni who have made their name in sport; they may choose to share their passion with students and give something back by gifting sports equipment. We are happy to consider every possible approach that may lead to a mutually beneficial partnership and we want to encourage participation from across the community.

There's a wonderful spirit here that is hard to describe, but you can feel the energy the moment you walk in the door: the dynamic of this University is different from the rest, I can assure you."

Students are already benefitting from the generosity of many of our supporters and we're looking ahead at further opportunities to get involved

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