

BSUF

BRITISH SCHOOLS
AND UNIVERSITIES
FOUNDATION, INC.



Serving Commonwealth Educational, Scientific and Literary Institutions since 1964

WHOM DO WE SERVE?

British Commonwealth educational, scientific and literary institutions.

WHAT BENEFITS DO WE OFFER?

Grants paid in Sterling, at 100% of the amounts contributed by donors, who then qualify for U.S. tax deductions. No fees or other charges.

HOW IS THIS POSSIBLE?

BSUF is a nonprofit, tax-exempt foundation with no full-time staff or office overhead, managed by volunteers who serve without compensation of any kind. It earns investment income and receives member dues and gifts to its scholarship funds.

WHY WE SERVE:

Our primary mission is to promote active support of the fundraising efforts of British Commonwealth schools and universities by their U.S. alumni/ae and friends. We also underwrite the cost of one or more British Marshall and Fulbright Scholarships annually, fulfilling our founders' commitment to support the work of U.K. Scholars studying in the U.S. and U.S. scholars studying in the U.K.



BSUF Goes Mobile

Last year we made it much easier to donate to BSUF by credit card. Now we've made it easy for your donors to make a credit card donation on a mobile device.

They can go to our web site www.bsuf.org and click the large green button at the top left of the home page or go directly to www.bsuf.org/mobile. That page reminds them that the credit card processor charges 3% of their donation and asks them to check the box that lets them pay the 3%. Then they can click the large green button that takes them to the donation form.

Donors can make one-time or recurring donations and should make sure that they reference your institution as the preferred recipient.

Why I Joined the BSUF Board

David Webber, President and Founder, DM Systems and Vice President- Communications, BSUF

There is no question that Lord Wandsworth College is the reason I have been successful in my life. Without LWC's beyond-the-call-of-duty team teaching me Mathematics courses the school had never taught before I wouldn't have got into Cambridge, and without Cambridge.

Several years ago I decided it was time for me to give back to LWC but I didn't know how to do so and get a tax deduction. A friend of mine was head of Cambridge-in-America at that time so I asked him if he knew of a way. He said he had heard of something called the British Schools and Universities Foundation but didn't know anything about them.

I looked up BSUF.org on the web but the web site then was rather ineffective and didn't tell me much other than that I had to get LWC approved by BSUF and to call John Stiller to get that going. I called John

continued on page 2

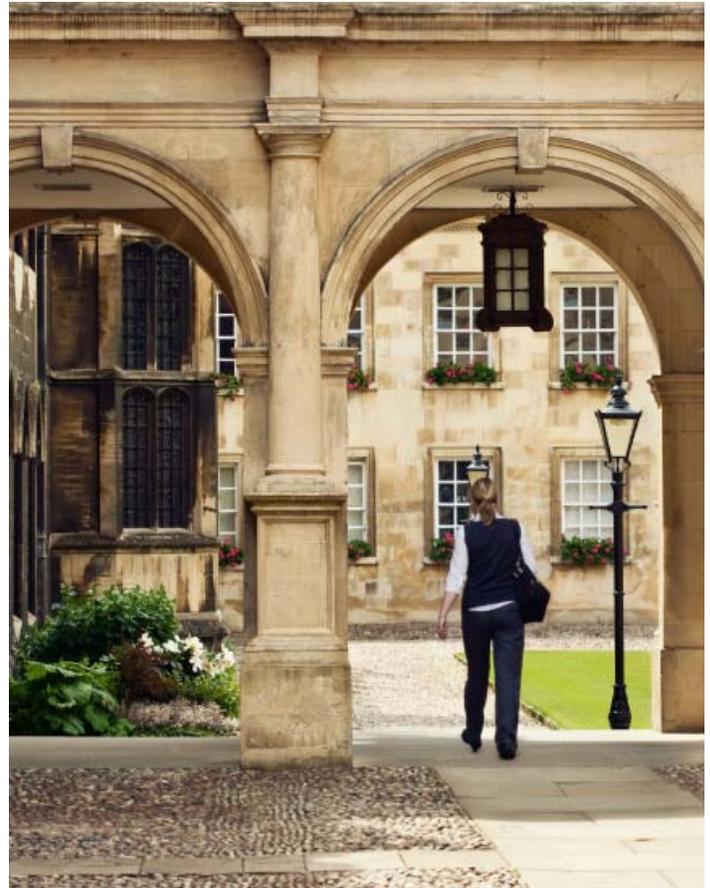
Why I joined the BSUF Board

continued from page 1

and we got LWC approved but I was nervous about giving money to an unknown organisation and worried about how much of my donation would actually get to LWC. I asked John if I could meet some of the Board members and he suggested that I attend the Annual Meeting in New York.

It took less than five minutes at the Annual Meeting for it to be obvious that BSUF is a first-rate organisation and that the Board members were honest and cared deeply about the BSUF and its mission. None of them are paid or even get expenses for attending Board meetings, though some of them come from as far away as Florida. I also learned that BSUF makes grants equaling 100% of donations with an expression of preference for support of a specific institution.

During the meeting it was reported that the person redesigning the web site had resigned from the effort. I've been programming computers since 1963 and, knowing the probable end result, offered to take a shot at the redesign. I did, they liked it, and two months later I was on the Board and have been on it ever since.



Tips on Fundraising

By Roger Martin, Deputy Chair, BSUF

Colleges and schools need money and that's why they have development offices. So you would think that these institutions would make giving easy. Think again.

Pretend you are an alumnus of your university or school who wants to make a £25,000 gift. For various reasons (you are about to file your tax -returns, you aren't feeling well, etc., etc.) you need to make the gift as soon as possible. Now, go to your institution's website. Perhaps the home page has a category labeled "alumni." You click on this and it takes you to "development." Click on "development" and it takes you to a section that provides instructions on how to make a gift. Just three clicks. But for many if not most of the institutions BSUF works with, there is no section on the Home Page called "Alumni" and one has to dig deep (maybe six or seven clicks) to find the development office and instructions on how to make a gift. Sometimes you can't find the development office at all! So you just give up and send your £25,000 to someone else.

Increasingly in the United States, institutional websites have the Development/Alumni Affairs Office as a clickable category on the home page, so in just two clicks you are at a place where you can make a gift. Many institutions are even so bold as to have a button on their home page (as BSUF does) that says "Donate Now" (see BSUF.org) which takes you directly to an on-line donation site. The point is, busy people who have the ability to make significant gifts usually don't have the time to work an institutional website as though it was an archeological dig. So if you want their support, make giving easy.

One school head I know told me that having a giving option on the home page is not in keeping with the educational integrity of his school, that XYZ Academy is about educational programs not money. Right. But without financial support your educational programs are going to suffer. Make it easy to give!

KEEP UP TO DATE

By law, BSUF must periodically ask each institution it supports to identify priorities for funding. There is a good reason for this. 501 (c)(3) charitable foundations like BSUF are required by the Internal Revenue Service to know how their gifts will be used. This is why you periodically receive an Information Form from BSUF asking you to tell us what your fundraising priorities are.

If you do not update the Information Form and we receive a gift with a preference for your institution, we cannot make the gift until the form has been updated and approved by the Directors. For instance, we sometimes receive a gift

or a bequest with a request that it be given to a particular institution that registered with us many years ago but never bothered to update the Information Form. When this happens, the Directors cannot vote on the gift until this information has been received, resulting in unfortunate delays in distributing the gift or bequest.

If you are unsure about the status of your Information Form, please contact Jim Marlow at info@bsuf.org and he will check your records. Or even better, download the Information Form from www.bsuf.org/infoform.doc and email it back to us as soon as possible.

The Latest BSUF Grants So far this year BSUF has made grants totaling \$3,414,507 to these institutions:

| | | |
|---|--|-----------------------------------|
| Aberystwyth University | Harrow Development Trust | Royal Anthropological Institute |
| Aldenham School | Jesus College, Cambridge | Royal College of Music; London |
| Ampleforth Abbey Trust | Kennedy Memorial Trust | Royal Grammar School |
| Birkbeck, University of London | The King Edward's School Birmingham Trust | Rugby School |
| Bradfield Foundation | King's College School, Wimbledon | Sherborne School Foundation |
| Brighton College | Kingston Grammar School | The Skinners' School |
| Bromsgrove School | Lancaster Royal Grammar School | St. Edward's School, Oxford |
| Bryanston School | Lancing College | St. Hugh's College, Oxford |
| Canford School | Latymer Upper School | St. James Senior Girl's School |
| Cardiff University | Lincoln College, Oxford | Stonyhurst College |
| Cheltenham College | Lord Wandsworth Foundation | Stowe School Foundation |
| Churcher's College | Magdalen College School, Oxford | The Taunton School Foundation |
| The Churchie Foundation Ltd. | Malvern College | The Eve Appeal |
| Clifton College | The Manchester Grammar School | Trinity College, Oxford |
| Cranleigh School | Melbourne Grammar School | University of Dundee |
| Downside School | Merchant Taylors' School | University of Edinburgh |
| Dragon School Trust Ltd. | Mill Hill School Foundation | University of Exeter |
| Dulwich College | Millfield School | University of Leicester |
| Eastbourne College | Monkton Combe School | The University of Liverpool |
| The Edinburgh Academy Foundation | Monmouth School | The University of Reading |
| Epsom College Education Trust | Newnham College | University of Salford |
| Felsted School | North London Collegiate School | University of Southampton |
| Giggleswick School | Oundle School | University of the Arts London |
| The Glasgow Academy | Pembroke College | Uppingham School |
| Glenalmond College | The Perse School | UWC Atlantic College |
| The Gresham's Foundation | Queen Elizabeth's Grammar School | Wells Cathedral School Foundation |
| Haberdashers' Aske's Boys' School Foundation | The Radley Foundation | Westminster School, London |
| Haileybury College | Ratcliffe College Foundation | Wycombe Abbey School |