



Editor's Note:

Starting with this inaugural issue, institutions eligible for grants from the British Schools and Universities Foundation will receive this Newsletter which will keep our constituents up to date on the latest developments both at BSUF and more generally in the world of philanthropy and fundraising. From time to time, as is being done in this first edition, we will include tips on good fundraising practices especially for those of you who are just beginning to raise funds in the United States. We will also list in every edition the institutions receiving quarterly grants. The Directors want to reach out to our member institutions, to hear their comments and ideas, and in this way make our services to you more effective and helpful.

James Marlow, Executive Director
execdir@bsuf.org

Providing Member Institutions With More Timely Information

By now, most of you are aware of BSUF's new and better way of making grants to your institution. Last August we sent you an Information Form, asking you to spell out in more detail the purposes for which your institution seeks funding from BSUF, a requirement of the Internal Revenue Service (if you have not received this Information Form, please contact James Marlow at execdir@bsuf.org). In return we can now provide you with more timely information about gifts received by us with an expression of preference for support of your institution including donors' names, the amount given, and for what purpose.

The response has been very positive. Furthermore, many commended us for making these changes. We would now like your donors as well to know about these changes.

What follows is a couple of suggested paragraphs you might include in your own newsletter or communications to U.S. alumni/ae and friends. We hope this will provide them with additional incentives to give to BSUF and, through us, to support your institution.

David Lipson
Chairman, BSUF

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Tips On Fundraising #1

By Roger H. Martin, President Emeritus of Randolph-Macon College and President of the BSUF

Many people new to fundraising tend to focus their energies on an annual appeal for contributions from the entire alumni body. While this is important to do, gifts that make a real difference to your institution, including bequests and trust funds, will come from a very small number of the institution's alumni and friends. Randolph-Macon College, for instance, has an alumni constituency of some 9,000 people, all of whom are annually solicited for a gift to the Annual Fund (and of which about 35% give each year). Yet it is well known that only a relatively small number of these people have the potential to make

seven figure gifts. By all means, contact all alumni and friends for annual gifts. But also spend time identifying and then personally cultivating the smaller number of people in your community who can make significant gifts of, say, \$25,000 or more. Make sure these people are annually contacted and/or visited by the director of development or alumni affairs and/or the head of the institution, preferably by both. You can spend a great deal of time and energy raising many gifts of between \$25 and \$100; but just one \$25,000 gift will make a big difference.

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Suggested letter or communication

Dear Alumnus:

We have some exciting news to share with you.

The British Schools and Universities Foundation—the foundation in New York to whom we ask you to send your gifts so that you can receive the full tax benefits allowed by the Internal Revenue Service—has updated and modernized its operations in a way that will greatly benefit all of us.

Because the IRS does not permit BSUF to make grants to us for unrestricted purposes, the Foundation asked us this summer to provide them with a bit more information about how their grants to us will be used. These grants, of course, are made possible by the gifts you made to BSUF. We have now complied with this request: You can either designate your gift for [list the project or projects you have indicated to BSUF as the major purpose (s) for which funds are being sought] or, if you do not make a designation, your gift will be used for [this project] [one or more of these projects as determined by us].

In return, BSUF will do the following:

Since last year, we are receiving grant payments from BSUF in UK Pounds Sterling rather than U.S. Dollars thereby eliminating long delays in availability of funds and excessive bank transaction fees associated with “foreign items deposited for collection.”

Moreover, every time you make a gift to BSUF they will immediately send us an email message notifying us of this gift (including the amount), so that we can more promptly thank you for your generosity.

Finally, BSUF will disburse the full amount of most quarterly grants in a single payment, rather than in installments, thus putting your gift to use earlier and simplifying our recordkeeping.

We are delighted with this improved way of doing business and we hope that it will provide an additional incentive for you to continue your support of [name of institution].

For more information on the British Schools and Universities Foundation go to <http://www.bsuf.org/>

Sincerely,

[Head or Director of Development]

A Cautionary Reminder:

U.S. taxpayers may claim an income tax deduction for a gift to a U.S. 501 (C) (3) charitable foundation such as BSUF, but direct gifts to a foreign charitable organization do not qualify. Therefore, when publishing or displaying an acknowledgement of gifts, it's important to avoid any implication that the funds were received directly from the original donor. Instead the wording should acknowledge “a grant from the British Schools and Universities Foundation, made possible by a generous donation from [the original donor's name].”

The Latest BSUF Grants

The Following institutions were voted a total of \$84,359 at the December 8, 2009 Director's Meeting of the BSUF:

Bedford School Foundation
 Bradfield Foundation
 Bridestowe Primary School
 Cardiff University
 Clifton College
 Downside School
 Eastbourne College
 Glenalmond College
 Harrow Development Trust
 Jesus College, Cambridge
 Lancaster Royal Grammar School
 Lancing College
 Monkton Combe School
 The Perse School
 The Radley Foundation
 Red Balloon Learner Centre Group
 Stonyhurst College
 Uppingham School