

# 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.



## WHOM DO WE SERVE?

BSUF was founded 50 years ago to serve "educational, scientific and literary" institutions with primary focus on independent schools and universities in the British Commonwealth.

While our approved institutions list shows that this is still the case, it is worth noting that we also serve charities other than schools and universities, such as professional membership associations and charities/trusts with their own specific goals including schools serving special needs.

## EXAMPLES OF SUCH INSTITUTIONS ARE:

### **The British School at Rome**

- to support archeological and historic studies

### **The Cochrane Collaboration**

- to gather information on outcomes in healthcare

### **Eve's Appeal** - to further research into women's cancer

### **Institute of Heraldic and Genealogical Studies** - in family histories and archives

### **Kennedy Memorial Trust** - providing scholarships to British students at Harvard and MIT

### **Michael Palin Centre for Stammering Children**

### **Moat School** - serving children with dyslexia

### **Red Balloon Learning**

**Centres** - for the recovery of bullied children. Royal Anthropological Institute of Great Britain and Ireland

### **Royal College of Pathologists**

Royal College of Physicians – Edinburgh

### **Royal Institute of British Architects**

### **Royal London School for the Blind**

### **Tree House Trust** - treating children with autism

### **William Harvey Research Foundation**

We anticipate serving growing numbers of such institutions and if they fulfill our requirements for approval to receive grants, they and their supporters in the USA will benefit.

If you know of any similar organizations that might be interested in learning more about BSUF, please contact John Stiller, vice president for institutions, at [johnstiller418@hotmail.com](mailto:johnstiller418@hotmail.com)

## THE BSUF BOARD

We are often asked who oversees the operations of BSUF, so we thought it might help to identify ourselves.

Contrary to what some think, our Board of Directors are all volunteers and receive no compensation for their services. Only our part-time Executive Director is modestly compensated. The Board is made up of people who are or were prominent in their chosen fields including several current or retired corporate business and financial executives, two prominent lawyers, a former college president, an art gallery director, and a writer. The British General Consul in New York is an honorary director, and two development heads from our member institutions serve as UK Representatives. 80% of the Directors attended one or more British schools or university.

Incidentally, Thomas E. Ward, Jr., Chairman Emeritus, has been active in BSUF affairs since his father joined with other Anglo-American philanthropists to organize the Foundation more than 50 years ago!

### BSUF Directory

(British or British Commonwealth school or university attended in parenthesis)

### DIRECTORS

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### HONORARY UK REPRESENTATIVES

#### Nick Priestnall,

Foundation Appeal Director  
Mill Hill School  
np@millhill.org.uk

#### John Robertson,

Director of Development and Alumni  
Relations, Cardiff University  
Robertson@cardiff.ac.uk

### EXECUTIVE DIRECTOR

#### James E. Marlow

British Schools and Universities  
Foundation info@BSUF.org

## TIPS ON FUNDRAISING #4

By Roger H. Martin, Deputy Chair, BSUF.

### **The Fundraiser in Chief is always the institution's Head**

Now I know I'm going to get into trouble with the chief fundraisers at our member institutions with the title of this essay. But the fact is that in the United States at least, wealthy donors, if they are to make a significant gift, usually want to hear directly from the boss at some point.

Back in the late 60s, when I was getting into fundraising, the Vice President for Development or Director of Development did most of the institutions fundraising with little or no involvement from the Head of the institution. Indeed, many Heads saw fundraising as below their pay grade and were reticent to become involved. But then, around the mid 1980s—I can't pinpoint the exact date—major donors and foundations began making it clear that while they welcomed Head fundraisers, they really wanted to hear the Head's vision before they signed the check.

Many institutional Heads did not like this development because, to put it bluntly, they thought of fundraising as "tin cup" rattling, something a beggar does. But if you

think about the dynamics of fundraising, especially at the higher levels, the donor is right to insist on a direct relationship with the institution's Head if they are planning to make a significant gift.

In my mind, fundraising at the higher levels is not tin cup rattling at all. Rather it is a noble activity. It is helping very wealthy people make a connection between their philanthropic interests and a worthwhile project or institution. And the most convincing salesperson for a school or a university is the person who runs it—the Head.

This is not to detract from the importance of the chief development officer. Their responsibility is to discover who in the larger community has the means to make a large gift and then to cultivate that person. But at the point of making the actual ask, if not before, fundraising becomes a partnership between the Head and the chief development officer. When I was a college president, I would always be brought into the cultivation process when my vice president thought it was appropriate and then I would always make the ask myself. Some Heads are not comfortable doing this; but if they are not present to articulate the institution's vision or to answer questions when the ask is being done, it is likely that the gift will be smaller or not happen at all.







## CREDIT CARD GIVING MADE EASIER

Member institutions will be happy to know that our former nine-step process for credit card giving now requires only two steps. Moreover, the cost to you of receiving a donation by credit card has been reduced from 5% to 3%. (Most of this “discount” is paid to the company issuing the donor’s credit card.) You pay no setup charges or other fees, because credit-card transactions with BSUF are processed by Network for Good, a company specializing in serving nonprofit organizations.

Please inform your U.S. constituency of the simplified procedure and reduced charges for credit card gifts. We suggest placing the following instructions on your website:

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### Making a Donation by Credit Card

To make a donation by credit card to [name of your institution] that qualifies for a U.S. tax deduction, go to the British Schools & Universities Foundation website at [www.bsuf.org](http://www.bsuf.org) and click on “Donate”. Scroll down to “Credit Cards” and click on that. Follow instructions, and with two more clicks you are done.

Of course, if your donor plans to make a large gift and wants to avoid the 3% charge, giving by check makes even better sense. The check should be made out to “BSUF”, enclosed with a Donor Transmittal Form or other written expression of preference for support of your institution and mailed to:

**British Schools & Universities Foundation,  
575 Madison Avenue, Suite 1006  
New York, NY 10022-2511**

Please note that since BSUF has limited resources and offers its services without charge, the Donor Transmittal Form encourages donors to consider supporting its work by becoming members of The Foundation.

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## PLEASE CONSIDER INSTITUTIONAL MEMBERSHIP IN BSUF

BSUF takes great pride in having provided services free of any charge to its affiliated institutions over nearly half a century. BSUF, in turn has been supported by dues income, gifts and bequests from individual members, as well as by interest income.

The current environment of “near-zero” short-term interest rates has sharply reduced the income we previously earned on funds in transit. The aging of our dues-paying individual members makes it very difficult to expand their numbers significantly in spite of their loyalty, and charitable contributions in general tend to slow or decline in the aftermath of a major financial crisis. All of this has made it very difficult for BSUF to balance its operating expense budget in recent years.

We need – and will greatly appreciate – the support of those institutions that are willing and able to become Institutional Members of the Foundation in one of our regular annual membership categories – Associate at \$100, Fellow at \$250 and Sustaining at \$500. These amounts are very modest in comparison with the expense savings that institutions can realize through active affiliation with BSUF and the tax benefits enjoyed by their donors – but if a large number of our Approved Institutions were to become members, their dues would make a very substantial contribution to balancing our operating budget.

A brief explanation of how to join appears under the caption “Membership” in the Donate section of our website at [www.bsuf.org](http://www.bsuf.org).

## The Latest BSUF Grants

**In 2011 BSUF made grants totaling \$2,531,966 to these institutions**

Aldenham School	Harrow Development Trust	Ratcliffe College Foundation
Ampleforth Abbey Trust	Jesus College, Cambridge	Royal Anthropological Institute
Bedford School Foundation	Kennedy Memorial Trust	Royal College of Music
Birkbeck, University of London	The King Edward's School Birmingham Trust	Royal Grammar School
Bishop Patteson Theological College	King's College School, Wimbledon	Rugby School
Bolton School	Kingston Grammar School	Sevenoaks School Foundation
Bradfield Foundation	Lancaster Royal Grammar School	Sherborne School Foundation
Brighton College	Lancing College	St. Edward's School, Oxford
Bromsgrove School	Latymer Upper School	St. George's College, Weybridge
Bryanston School	The Leys School	St. George's School, Harpenden
Canford School	Lincoln College, Oxford	St. Hugh's College, Oxford
Cardiff University	Lord Wandsworth Foundation	St Mary's University College
Cheadle Hulme School	Magdalen College School, Oxford	St. Peter's School Foundation
The Churchie Foundation Ltd.	Malvern College	Stonyhurst College
Clifton College	The Manchester Grammar School	Stowe School Foundation
The Cochrane Collaboration	Melbourne Grammar School	Sutton Valence School
Cranleigh School	Merchant Taylors' School	The Taunton School Foundation
Downside School	Michael Palin Centre for Stammering Children, The	The Skinners' School
Eastbourne College	Mill Hill School Foundation	Trinity College, Cambridge
The Edinburgh Academy Foundation	Millfield School	Trinity College, Oxford
Emanuel School	Monkton Combe School	The University of Adelaide
Epsom College Education Trust	Monmouth School	University of Edinburgh
Eton College	Morrison's Academy	University of Leicester
Felsted School	Newcastle University	The University of Reading
The Girls' Day School Trust	North London Collegiate School	University of Southampton
The Glasgow Academy	Oakham School	University of the Arts London
Glenalmond College	Oundle School	Uppingham School
The Godolphin & Latymer School	Pembroke College	UWC Atlantic College
Goldsmiths College	The Perse School	Wellington College
The Gresham's Foundation	Queen Mary, University of London Foundation	Westminster School, London
Haberdashers' Aske's Boys' School Foundation	The Radley Foundation	Winchester College Society
Haileybury College		Wycombe Abbey School