



THE LONDON SCHOOL
OF ECONOMICS AND
POLITICAL SCIENCE ■

Fundraising at LSE

Fiona Kirk • Director of Development and Alumni Relations

26 September 2009 • Alumni Association Leadership Forum 2009



Alumni

Overview of session

Welcome

Purpose of session

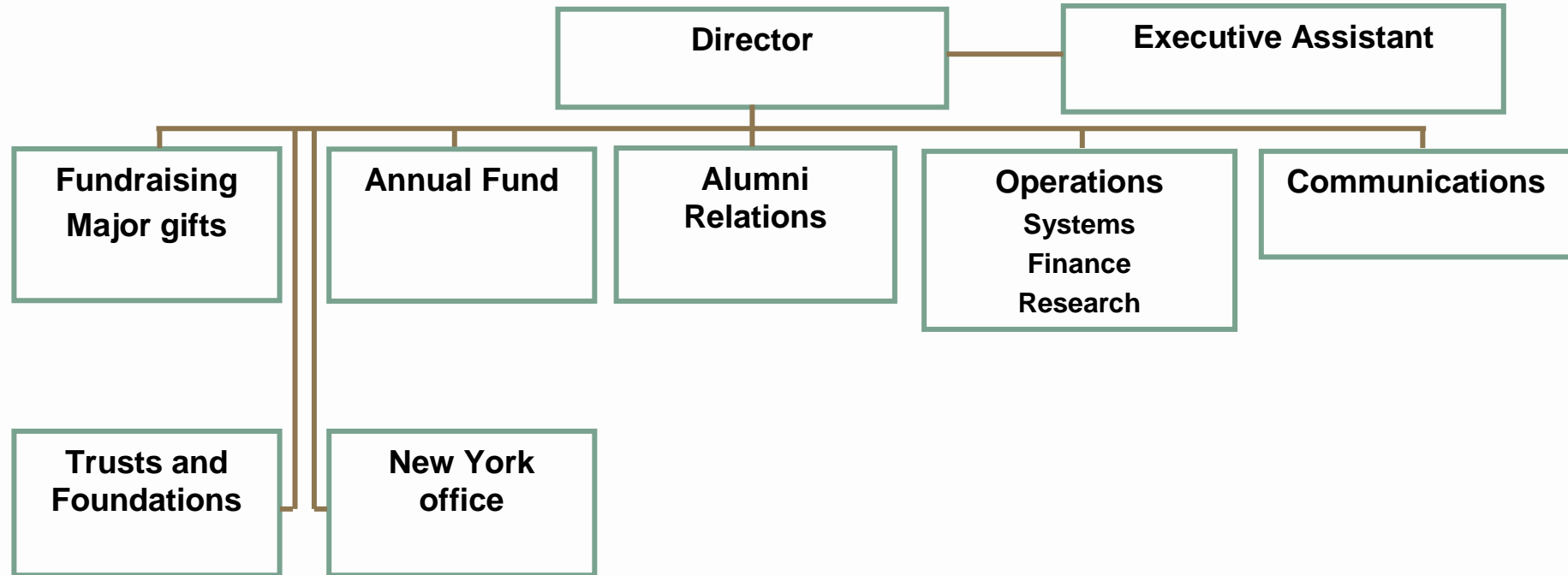
- Overview of major gift fundraising
- Overview of Annual Fund
- Fundraising in the context of the alumni groups



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ODAR organisation



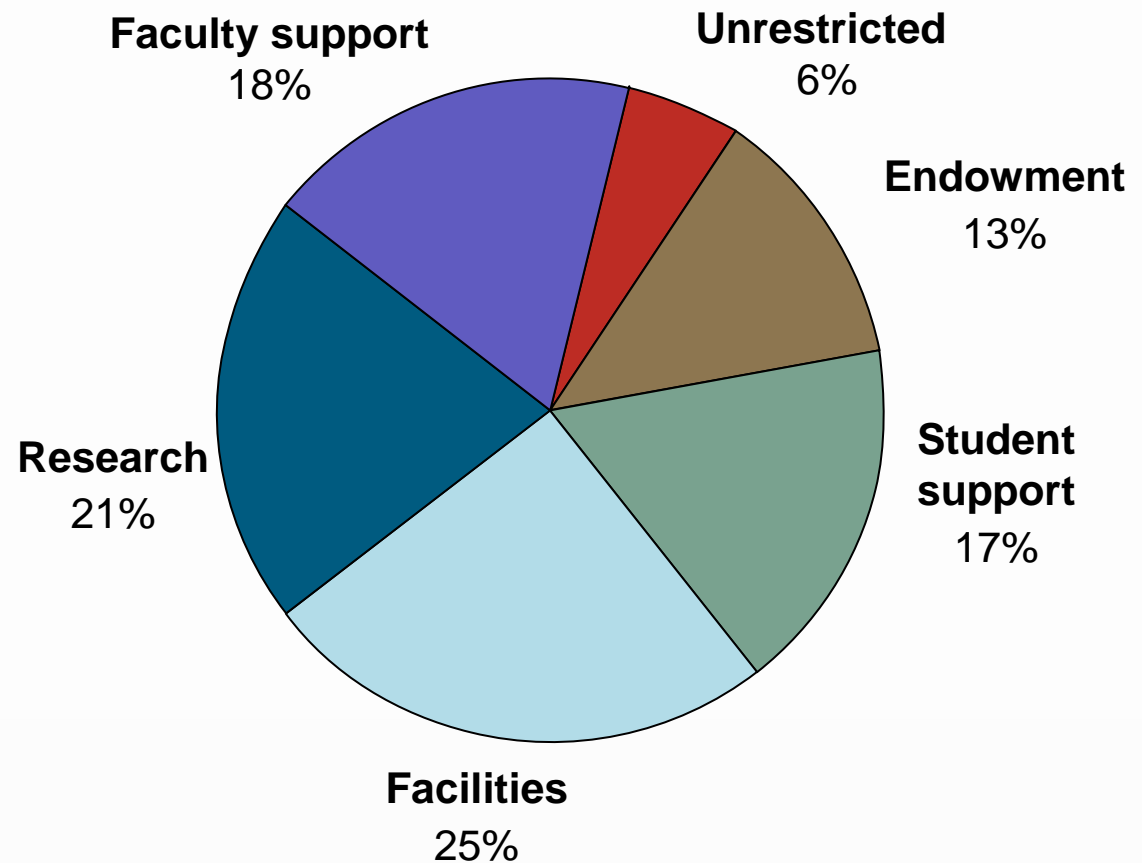
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£100 million Campaign for LSE

Where support to the campaign was directed

- Unrestricted
£5,934,927
- Endowment
£13,337,801
- Student support
£18,241,166
- Facilities
£26,127,529
- Research
£22,317,439
- Faculty support
£19,181,176



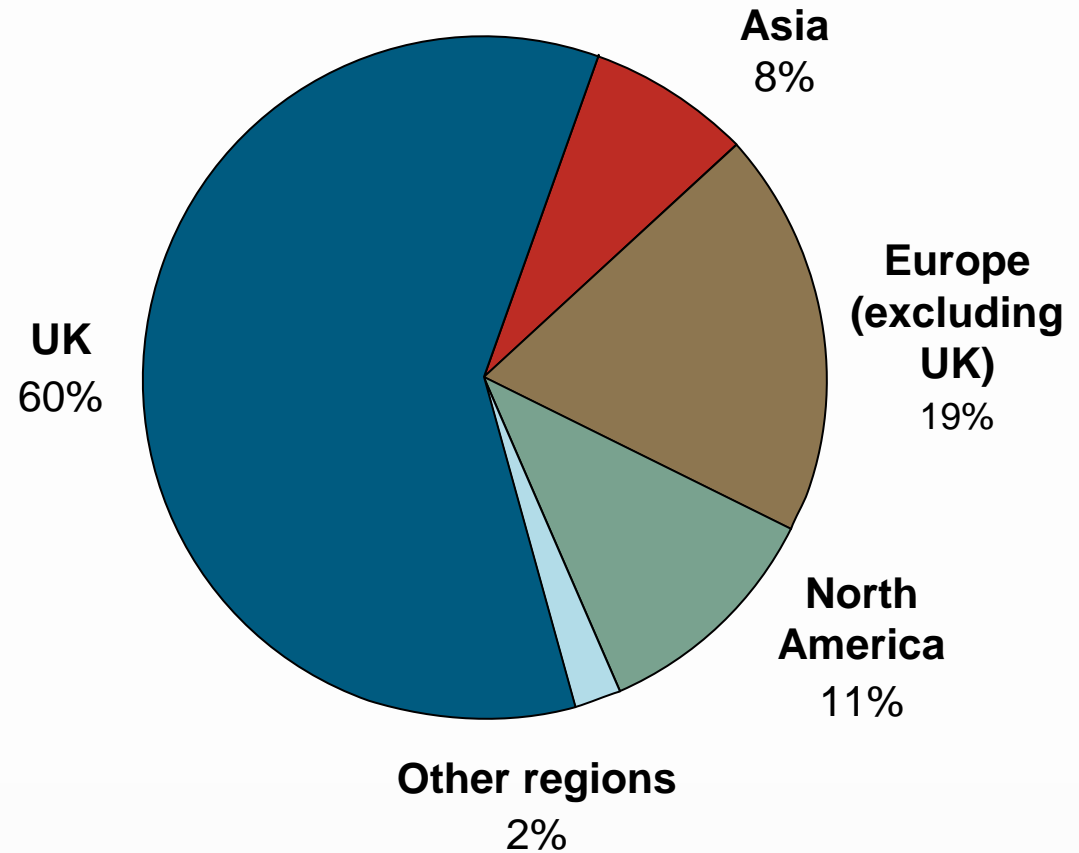
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£100 million Campaign for LSE

Where support to the campaign came from

- Asia
£8,051,161
- Europe (excluding UK)
£20,408,401
- North America
£11,530,115
- Other regions
£2,281,068
- UK
£62,869,316



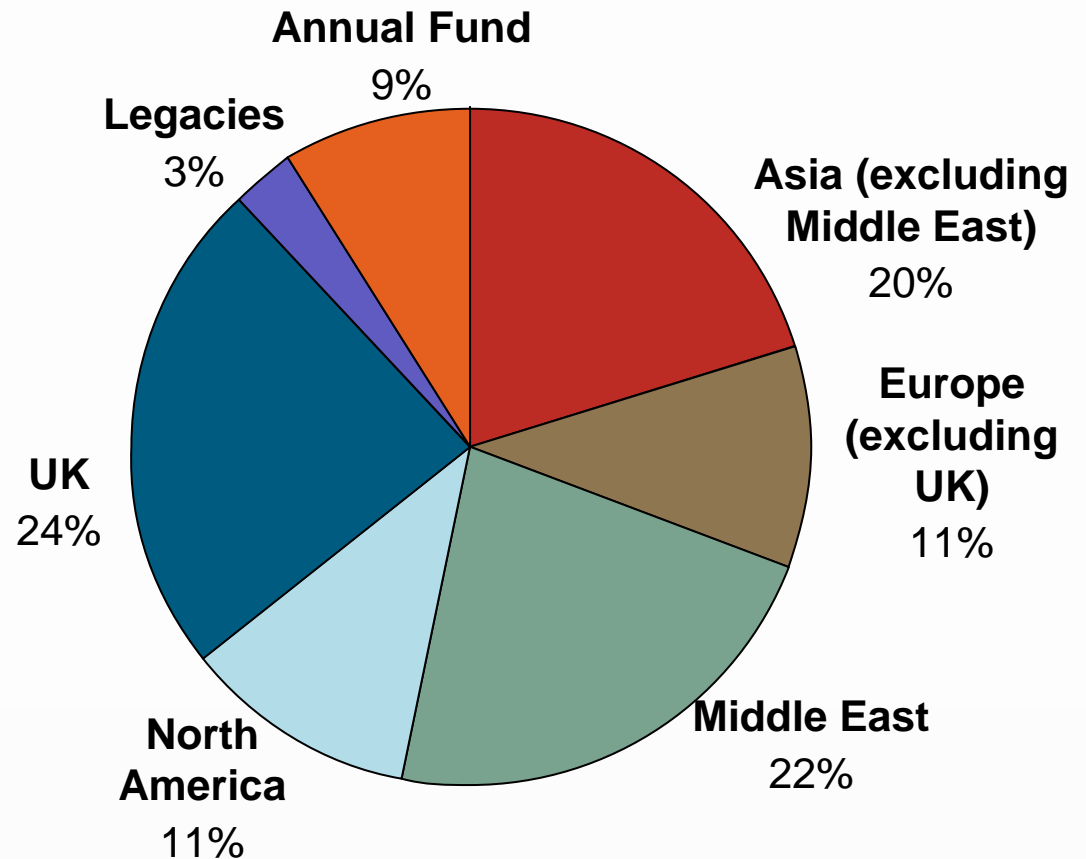
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New Academic Building

Where support for the New Academic Building came from

- Asia (excluding Middle East)
£2,290,718
- Europe (excluding UK)
£1,208,990
- Middle East
£2,520,000
- North America
£2,281,068
- UK
£2,727,511
- Legacies
£342,616
- Annual Fund
£1,004,181



Alumni



UK universities currently in campaign

Institution	Timescale	Target (£m)	Students
Cambridge	2001-2012	£1,000	19,000
Oxford	2008-	£1,250	20,000
Bristol	2009-2014	£100	17,500
Edinburgh	2006-2011	£350	24,000
Imperial	2000-2010	£207	12,000
UCL	2004-2014	£300	22,000



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Post campaign philanthropic income

Philanthropic income over the 2008-09 year totalled £13,351,518, including:

- £2.5 million from the Emirates Foundation
- £1.4 million from the Open Society Institute
- £1 million Rawson legacy
- £1 million in to the Annual Fund from alumni and friends around the world
- £470,000 from the Dr Frederik Paulsen Foundation
- £180,000 from Deutsche Bank AG

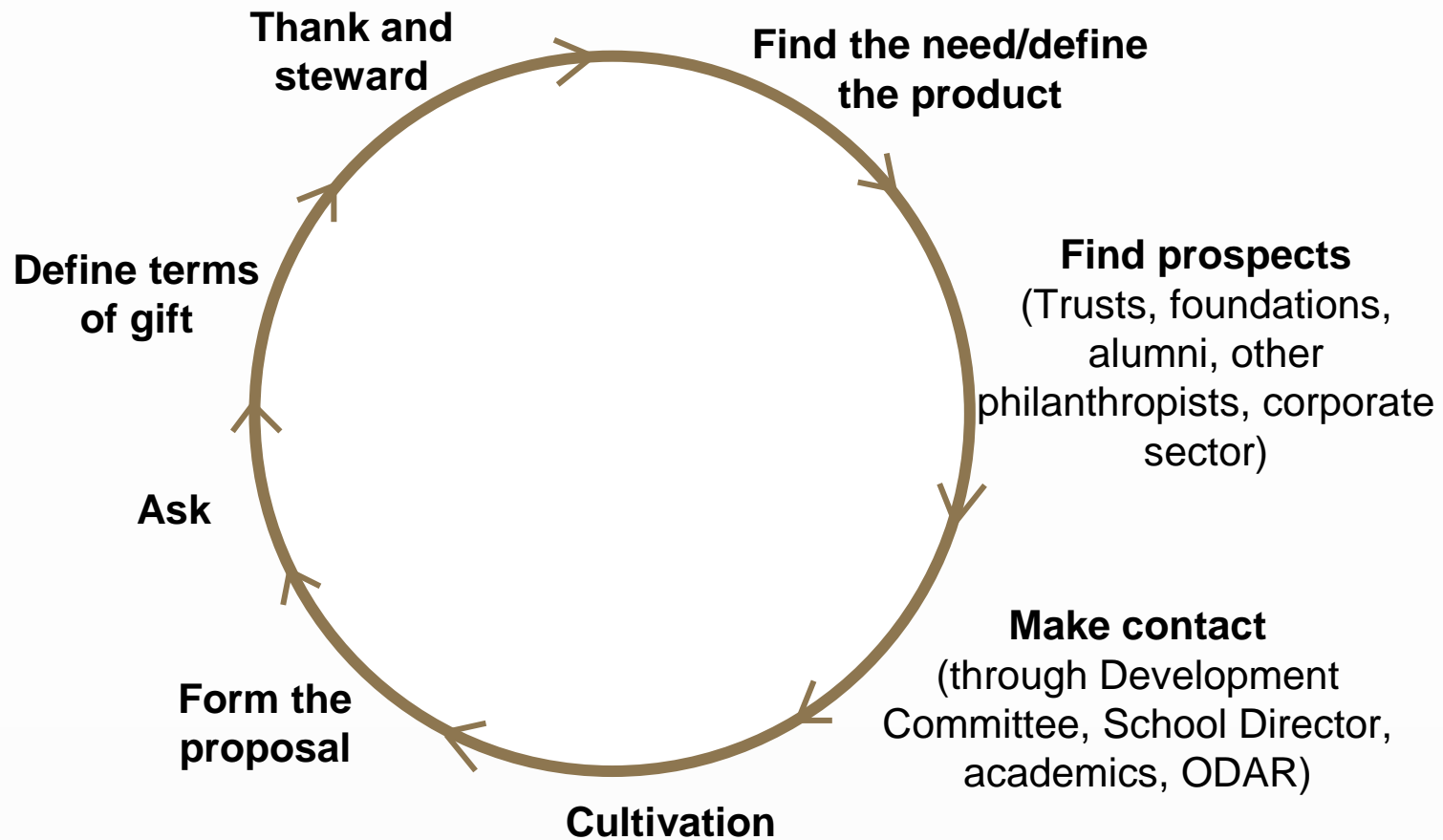
2009-2010 financial year gifts to date include £2.5 million from Abraaj Capital for named Chair in Private Equity



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The philanthropic process



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Planning for a new campaign

- More stable economic climate
- Defining themes and establishing key product
- Gaining buy-in across the School
- Testing feasibility
- Setting campaign target and timescale
- Building proposals and individual cases for support
- Matching prospects to projects
- Strengthening stewardship processes and setting policies for acknowledgement



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ODAR geographic contacts

Area	Fundraising	Alumni Relations
Germany, Russia, Spain	Bill Abraham	Nat Holtham
Africa	Felicity Jones	Charlotte Armah
Worldwide foundations	Felicity Jones and Simon Marsh	N/A
Middle East	Fiona Kirk and Simon Marsh	Charlotte Armah
Rest of Asia	Fiona Kirk and Bill Abraham	Charlotte Armah
North America	LSE Foundation, New York	Tricia Coyle
France and Italy	Rachel Jones	Nat Holtham
Cyprus, Greece, Switzerland, Turkey	Reggie Simpson	Nat Holtham



Alumni



How alumni leaders can help

- Get behind School priorities
- Encourage donations to the Annual Fund from your country-based alumni and group members
- Identifying prospects:
 - Reviewing lists of alumni
 - Directing us to local resources
 - Considering your own network of contacts
- Effect introductions to ODAR of any major gift prospects
- Ensuring that ODAR is aware in advance of any fundraising approaches made on behalf of the School



Alumni

