

EST 1892

LSBU



**no barriers
to brilliance**

Fundraising and philanthropy
at London South Bank University

**extraordinary
students.
exceptional
challenges.**



**The object of the Institute is the
promotion of industrial skill, general
knowledge, health and well-being of
young men and women belonging to
the poorer classes...**

Borough Polytechnic Institute
– now London South Bank University

23 June, 1892

The world has changed since we set out our mission nearly 130 years ago. But our driving purpose has not. And the need for our work is as important now as it ever has been.

Because while we'd all like to believe there *are* no social classes in the UK anymore, the reality is quite different. Where you're from, what you own, how you look and how you talk still have a profound influence on your chances in life.

We see this every day in the London communities we serve. Our students are determined, tenacious and capable of greatness. But their access to a good education is far from guaranteed.

Many of our students come from low-income neighbourhoods. Many others juggle parenthood, part-time work, disabilities and caring commitments with their studies. And nearly all face money worries, invisible obstacles and limiting beliefs of some kind.

And so that's why LSBU exists: to break the barriers that hold back brilliance.



We're here to banish the idea that you need a certain kind of background to succeed; to break the cycle of social inequality from one generation to the next. And to give everyone – wherever they're from – the skills and self-belief to achieve the future they want.

Our work has impact. It gives hope, changes lives, builds communities and strengthens society. And we will keep working until the playing field is level for everyone.

But we can't do it alone. The kind of change we're striving for takes vast amounts of human spirit and energy. And it comes at a financial cost.

That's why we need your help.

We hope our story will inspire you to support us however you can – and help bring education and opportunity to all Londoners.

everyone deserves the right to shine

London South Bank University students are diverse, driven and buzzing with potential. But they do not always fit the traditional academic mould, and many face obstacles that most of us have little idea or experience of.

Things that many of us take for granted – family support, regular meals, good health and a safe environment – are not always a given for our students. This means they must work that bit harder every day just to take their place in class, and harder still to complete their studies.

And yet, despite the barriers, they do turn up. They do achieve. And they go on to have brilliant careers across all areas of work. But how many more could succeed if those obstacles were easier to overcome, or didn't exist at all?

This is the question that drives us, and which inspires all our philanthropic efforts.

Studying with barriers: the emotional toll

Our Mental Health and Wellbeing team gave one-to-one support to 666 students in the 2017/18 academic year. Of those students, one in five presented with self-harm/suicidal thoughts or behaviour. And 60% had a diagnosed mental health condition.



our students in figures

98%
state school educated

50%
have parents who did not attend university

79%
mature students aged 21 and over

63%
defined as coming from deprived neighbourhoods*
*Indices of Deprivation 2015

11%
consider themselves disabled

turning workplace obstacles into career opportunities



Automation, A.I. and the growing gig economy pose yet more financial risks for London's most vulnerable people. They have the potential to deepen rifts between the haves and have-nots. But we see hope.

Because business needs people who can keep pace with – and lead – this change. Resilient, tech-savvy workers and entrepreneurs who get things done, and who find opportunity in adversity. Our students, who've often had to fight that much harder and overcome that much more just to get here, are exactly that.

But it takes more than a mindset to face these challenges. It takes support and mentoring, industry training and exposure. And a set of skills that meet the demands of the labour market – now and in the future.

That's why all LSBU students have the chance to do an internship or placement. That's why we have half our courses accredited by professional bodies.

And it's why we work with a network of entrepreneurs, start-up experts, established businesses and social entrepreneurship organisations to guide, support and inspire our students.

how we know our approach is working

In 2013, only 48% of LSBU's students were in graduate-level jobs within six months of completing their studies. By 2017, that figure had rocketed to **87.7%**.

We are the first university to have been University of the Year for Graduate Employment twice, in 2018 and 2019. And we cannot move for stories of LSBU students launching successful careers and businesses after graduating.

With your help, we can remove the barriers to make even more of those stories possible.

Read more at lsbu.ac.uk/stories



building inclusion from the ground up

Barriers to education start early and run deep. That's why, in 2019, we grew to become LSBU Group – spanning secondary, further, higher education and beyond.

This family of institutions offers learners, across all levels and ages, high-quality education in the styles – professional, technical, vocational or academic – that best suit their needs, when they need it.

The LSBU Group – combined with our philanthropic and fundraising programme – allows us to dismantle social obstacles from the ground up.

LSBU Group already helps learners develop their connections and educational ambition through a range of volunteering projects, including mentoring and exchanges. LSBU students volunteer at local schools, acting as role models for pupils while building their own confidence and experience.

But this is just the start. In future, we could offer more extensive careers advice, and help with educational, job and funding applications.

Employability support could be made available to learners across LSBU, Academy Schools and Lambeth College.

We seek to make a significant contribution to the economic and social development of south London region by empowering local people to build good and meaningful lives, and not just careers.

We are LSBU Group:

- University Academy of Engineering South Bank
- South Bank University Technical College
- Lambeth College
- South Bank Enterprises
- London South Bank University
- Passmore Centre for Apprenticeships

our 2025 vision – and how we'll make it happen

Our bold new strategy for 2020–2025 covers the whole LSBU Group. And together we share one mission:

To impact on 1 million lives by 2025 – through education, business and community engagement.

We've created an ambitious programme of opportunities to make sure we reach our 2025 goals – with *No Barriers to Brilliance* as our starting point. From there, we will step up our efforts to provide inclusive educational experiences that allow everyone, regardless of background, to gain the skills and self-belief they need to succeed.



Our new projects will support learners across the wider LSBU Group, including our Academy schools and Lambeth College. Project activity will empower individuals and groups exposed to additional challenges, including:

- targeted looked-after care leavers
- those at greater risk of offending behaviour
- learners with caring responsibilities

We will dedicate the first year to building key donor relationships, and securing the resources we need to deliver start-up activity and pilot interventions that will sit at the heart of future philanthropic campaigns. (across LSBU Group)

This critical development phase will also give us time to build the collaborative links and compliance structures needed for successful philanthropic giving and fundraising.

By 2025, we will have raised £15m for activities and interventions that empower our learners to achieve brilliance.

In 2019, we're starting from zero. From our founding donors, we're seeking modest support to build a strong fundraising infrastructure and pilot activities.

where will the money go?

1. bursaries

We will provide bursaries for students, based on personal circumstances.

These bursaries will support people who face barriers such as low household incomes, or who cannot afford study materials, books and unsubsidised (off-peak) transport costs.

The aim is to minimise recipients' financial worries while at university, and to help them move successfully into employment after completing their studies.

The Fundraising Steering Group will work to determine the annual focus of our bursary awards. The emerging areas most likely to be considered for support include:

Travel bursaries

Many students struggle to afford peak-time travel. We will pilot travel bursaries, offering up to 20 students top-up travel cards to cover this cost. This will help maximise their potential, as it will enable them to attend early timetabled lectures by travelling during the rush-hour period.

Around £20,000 per annum will give 20 students access to public transport during the more expensive rush-hour window. We aim to scale up the offer, working with transport providers and major donors to make peak travel possible to all our students.

Armed forces bursaries

These will support ex-servicemen, ex-servicewomen and reservists studying to increase their career opportunities beyond their military experience. We want to explore all entry-level options, including vocational and apprenticeship pathways, and develop customised bursaries to ensure success.

STEM bursaries

To promote access to undergraduate engineering courses for women applying to study at LSBU, and address gender imbalances in the wider sector.

NHS or healthcare bursaries

To promote access to undergraduate healthcare-related courses. We aim to raise enough funds to launch the bursary and start accepting student applications from the following academic year, beginning September 2020.

Community bursary

For Southwark residents returning to study within LSBU Group institutions. We will secure the support of corporate and individual donors to enable this aim.

2. prizes

Prizes celebrate our students' successes, boosting confidence through their studies and giving them some strong, credible recognition to add to their CVs.

Our prizes cover a range of student achievement categories, from academic excellence to increasing resilience. The scheme offers first and second-year students a financial reward of £1000 for their commitment and achievements.

This amount can make a real difference to our students, alleviating some of the financial pressures they face.

- £50,000 per year will provide a £1,000 prize to 50 hardworking and deserving students.
- 20 donors pledging £1,000 per year, for 5 years, will generate £100,000 for the Prizes programme. This will enable 20 students per year to receive an award.

We are also exploring opportunities to introduce prizes schemes across the wider LSBU Group. A commitment from three corporate sponsors will also fund prize schemes to be introduced at the Academy schools and Lambeth College.



3. LSBU family mentoring

Promoting social mobility is at the heart of our philanthropic and fundraising aims. That's why the LSBU Family mentoring programme has such a critical place in ensuring there are *No Barriers to Brilliance*.

Through our mentoring, alumni and supporters can give back to learners across all LSBU Group institutions. This means learners can access structured support that's independent of teaching staff and sensitive to the pressures which, left unchecked, knock so many students off course.

Our ambition is to implement an LSBU Group-wide mentoring programme to help overcome those barriers often linked to social disadvantage. It will increase learners' self-confidence, raise their aspirations and create social connections and opportunities. This, in turn, will lead to employment openings (internships, tasters and placements with employers), supported career progression once in employment, and, ultimately, increased earnings.

We have taken a phased approach to this important initiative with an ambitious goal set that **by 2025, any student needing mentor support will have access to appropriate mentoring.**

We will work with our corporate supporters and donors to establish relevant mentoring programmes. These will be delivered by trained volunteers. A pilot career mentoring scheme for Lambeth College learners will start in late spring 2020.

With **a donation of £40,000**, we will be able to train up to 25 mentors, provide their mentoring materials and allow them to deliver the mentoring service. This will provide a positive change of career trajectory for 30 year-10 learners attending one of LSBU Group's academy schools.

A further £40,000 will make that same opportunity available to students attending our second Academy school.

4. inclusive learning

Working with Student Services and LSBU Students' Union, we want to develop a menu of activity to keep our learners well. This will help maximise their ability to advance in their studies, improve exam results, and ensure our students succeed in their future careers.

Our students often have to cope with external stresses that affect their wellbeing and make it difficult for them to stay at university. Many also struggle to make ends meet. This major theme will address barriers to access and minimise stresses when they get here.

A food pilot to banish 'holiday hunger'

This wellbeing initiative will initially be offered at LSBU Academy schools.

Many households rely on the certainty of their child receiving a school lunch as the main, nutritious meal of the day. But when the holidays come, this certainty vanishes.

The result is 'holiday hunger' – a blight on the lives of many children in our schools, which serve some of London's most deprived neighbourhoods.

We aim to banish holiday hunger by working with our school partners to extend the delivery of a main meal into the school holidays.

This programme will ensure that learners in LSBU Academy schools have access to healthy and nutritious meals. This will support their physical and emotional development and help sustain their learning over the long summer holiday break.

In the 2018/19 financial year, we are seeking sponsorship and financial support to raise the funds needed to research, set up and deliver a pilot food project at UAE South Bank.

A donation of **£25,000** will allow us to deliver this important pilot project.

To strengthen our outreach and participation commitment, we will research to explore if and how pre-university learner engagement might narrow the widening BME attainment gap, to inform future activity, alongside a pilot STEM project looking at upskilling LSBU students to take on STEM Ambassador roles by leading outreach into schools. A donation of **£30,000** will enable these two important studies.



how can you help?



**Studying at LSBU
can change lives.
By supporting our
work, you have
the power to help
our students thrive
– and create
opportunities for
people who might
not otherwise
have them.**

1. Fund an LSBU Prize or bursary

Fund an LSBU Prize to incentivise and reward University, schools and Lambeth College learners. Or support our bursary programme, helping brilliant students to succeed in their studies and society.

2. Join our mentoring scheme

Help to deliver our mentoring schemes – increasing student success in the classroom and the workplace.

3. Become a corporate partner

Work with us to support LSBU, Lambeth College and South Bank academy students.

4. Provide placement opportunities

Help us by offering internships or work placements with a focus on more excluded social groups – and make an immediate impact on addressing workforce inequalities.

5. Make a gift for a specified purpose

Options include new ideas that support *No Barriers to Brilliance*, as well as endowments: traditionally held in perpetuity while investment returns are used as income for charitable purposes.

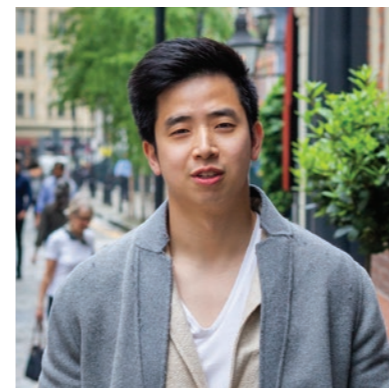
your support can start something great

Whether you donate money, time or experience, you'll be helping to remove barriers and allowing brilliance to shine. Read how support has made a difference for some of our former students.



Emmanuel Owusu (MSc Building Surveying, 2017)

In 2013, I started experiencing symptoms of mental ill-health. Eventually I had a number of major psychotic episodes and was sectioned under the Mental Health Act and detained in a psychiatric institution. During my recovery, I had plenty of time to think. I concluded that my original ambition – to become an architect – was no longer for me. So in September 2016, I quit my job as an architectural assistant and started an MSc in Building Surveying at LSBU. My medication affected my cognitive function, and meant I was very tired in lectures and seminars. I often left convinced I hadn't learned anything! But I persevered, and with the support of family, friends and the wonderful Jennifer Afram, a disability adviser in the Student Support team, I managed to complete the course without failing a single module.



Michael Le (BA Business Administration, 2007, and MSc International Marketing, 2009)

I decided to study MSc International Marketing for two reasons: I underachieved on my BA Business Administration; and I wanted to set the bar high for the next generation. My parents didn't go to school, so they didn't receive any formal education. But I wasn't going to let that have a negative impact on my future. During my studies, one of my lecturers, Mel Godfrey, was a fantastic mentor who really inspired me. I had a troubled past and Mel always had time for me, made no judgments and fully supported me, especially with my dissertation. You've just got to keep pushing past your perceived limitations. Now, every year I come back to LSBU and attend the Marketing Careers Evening where I spend a lot of time with the undergrads to help prepare them for leaving LSBU and entering the job market.



Sandra Johnson (BSc Criminology, 2017)

My personal experience as a domestic violence victim led me to work with perpetrators at the London Probation Office. It was a healing experience, and it left me wanting to understand more about why people would commit such crimes. This is what made me decide to study Criminology with Psychology at LSBU. In my second year, my daughter became pregnant. It was a challenging time. With the support of my lecturers, I took a year out and became a full-time grandma, tending to the needs of my grandson while my daughter went to university and completed her studies. It was important to me that she had the start I didn't have. In April 2017, I entered 'Make It Happen' – LSBU's Social Enterprise competition. I won £1000, desk space and membership to the Institute of Directors.

what our donors say

I recall my time at South Bank on an engineering degree. There were issues with student drop-out rates due to travel and living costs then. These are still barriers today.

With three kids under five and commuting from Cambridge, carrying on took a determination. But my course directors help meant I was able to continue my studies whilst supporting my wife and family. My South Bank experience was life-changing.

Kevin Herriott
LSBU Alumnus
Fundraising Steering Group member
Financial donor

Where I am today is a far cry from where I started. Education enriched and shaped the futures of myself and my siblings. I started with nothing and now have the opportunity to help others make the most of their lives.

Dr Rami Ranger
Founder of Sun Mark Ltd
Long-standing supporter and financial donor

let's break some barriers

It's time to create a new norm in education. One where anybody, no matter their story, can access the skills and support they need for a successful future.

This is our goal. But we can only achieve it with your help. If you'd like to support our work, or have any questions about it, we'd love to hear from you.

Get in touch

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