

Bursary Vision

We believe in the power and value of education to change lives and change the world. For more than 700 years RGS has been serving the Worcester community. We believe that as many pupils as possible should benefit from an RGS education irrespective of their financial means and that the School's facilities should be developed to support the community however possible and practical.

Context

This 5 year bursary strategy will see the Foundation Office build on its successes and integrate the recommendations from the Graham-Pelton Review to widen engagement that will increase donated income in a sustainable way as well as volunteering amongst alumni for RGS. The targets within the strategy will be supported by appropriate KPIs to track progress and to facilitate reporting.

Through an ambitious and inspiring fundraising and engagement programme, underpinned by our Case for Support, we will focus our efforts on:

Building an endowment to fund bursaries through major giving, legacy gifts and donor stewardship.

Significantly increasing the number and value of supporters giving **£10k** and more by:

- Establishing a prospect pipeline for major giving.
- Raising **£250k** annually in major gifts and legacies.
- Building an endowment of **£18.6m by 2041** to fund 30 pupils from its income.
- Supporting **raising £1.5m by 2026**.
- Ensuring key staff members and Trustees are upskilled in supporter cultivation and stewardship.
- Developing trust fundraising through grant awarding bodies.
- Using a Legacy Society to steward donors.
- Applying legacy gifts to grow the two named endowment bursary funds.

Building a large pool of regular donors to drive sustainable giving to increase bursary places.

Significantly increase the number of bursary supporters who give regularly by:

- Creating an Annual Fund where regular donations can be pooled and applied annually to support extra bursary places at RGS.
- Managing fundraising campaigns amongst alumni, parents and staff to raise **£200k** in regular gifts.
- Providing clear fundraising targets, tracking progress effectively through KPIs.
- Illustrating to donors how their donation will help deliver the targets.
- Using cohort giving to enable classmates/teammates to donate collectively.
- Telling the stories of bursary recipients – showing the transformative value.

Engaging our community of alumni, inspiring them to support the School through the Foundation.

Developing ways for our alumni to 'give back' to the School with their time, 'treasure' and talent by:

- Increasing the variety and frequency of alumni updates and news.
- Managing social media channels effectively as key engagement tools for different cohorts.
- Growing the alumni website content, including archives, to increase engagement.
- Enhancing Annual Giving reporting to inspire new donors.
- Developing a calendar of engagement events with wide appeal that promote supporting the School.
- Hosting cohort reunions.
- Creating an annual alumni weekend at the School.

Utilising alumni to support the School and to extend the role of the Foundation beyond fundraising.

Growing alumni participation in Careers and further education development at the School by:

- Extending alumni contact with current pupils through the Careers Department using their sector knowledge to help inspire current pupils.
- Extending alumni contact with current pupils through the Sixth Form Department to help guide current pupils with further education choices.
- Using video conferencing to complement alumni school visits.
- Using the alumni website to promote job vacancies and opportunities linked to the RGS and AOS community.
- Using alumni to help promote the School for Marketing purposes.

Developing the School by fundraising for Capital Projects and refurbishment works.

Raising £xx by ?????? to develop the Indoor Tennis and Netball Centre by:

- Managing a Campaign Board.
- Promoting a compelling Case for Support.
- Creating an engagement plan to solicit major gifts.
- Hosting targeted events for major donor cultivation.
- Applying to grant awarding bodies for funding awards.
- Engaging the whole school community through inspiring communications and fundraising activities.
- Maximising the impact of the match-funding opportunity presented by a major donor.
- Promoting bricks and sponsorship at the Hockey Centre before September 2021.