

HOW TO: THE ALUMNI FUND

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The Alumni Fund

[What is it?]

The Alumni Fund is a vehicle whereby past members of your sports club can donate to, either regularly or as a one-off payment, in order to financially support club development and legacy building initiatives (see 'How to Use' for more details). Support via the Alumni Fund has wide-reaching benefits, namely helping minimise financial barriers to sport for current and future members of clubs, while taking their performance to the next level.

Thanks to all of our donors, over £50,000 has been donated since June 2012 to support student sport at Edinburgh through the Eric Liddell Sports Scholarships, Bedell-Sivright Bursary Fund, Sports Union General Fund and individual club funds. We are very grateful to all donors for their support in helping us to achieve our sporting goals.

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How to Use

[How will this purchase impact the club?]

Applications must detail what the club plans on spending the fund on. The Alumni Fund will be released to applications that demonstrate club development and legacy building initiatives. Such projects have included the following in the recent years:

- Boat: Refurbishment of boats to be used by recreational and beginner squads
- Shinty: Bulk helmet and stick purchase
- Men's Rugby: Fund a new coach
- Men's Hockey: Bulk kit purchase
- Tennis: Subsidisation of coaching and officiating training programmes for students
- Judo: New member 'Start-Up Package', which subsidised the required JudoScotland membership.

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How to Use

[How will this purchase impact the club?]

Where a project is long-term, it may be used as a source of 'start-up' funding. The fund cannot, however, be used to support day-to-day expenditure of the club.

In general, applications will be considered if they are for large equipment/kit purchases, new facilities and facility access, specific coaching and training programmes, or similar proposals that have a clear benefit structure and legacy to the club.

It can be difficult to identify how to effectively use the fund to meet your specific club's needs - so communicate with your members to get some ideas!

If you are unsure whether what you plan on applying for meets the Alumni Fund criteria, please contact: eusu.partnerships@ed.ac.uk.

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How to Apply

[www.eusu.ed.ac.uk/funding/]

In order to apply for the fund, your club's fund balance must reach a threshold of £300. In addition, the purpose of your application should aim to meet the appropriate criteria (see details in application form). You can access the application form at:

www.eusu.ed.ac.uk/funding

Applications are open throughout the academic year, with application reviews occurring on a 6-week rolling basis. Applications should be emailed to eusu.partnerships@ed.ac.uk.



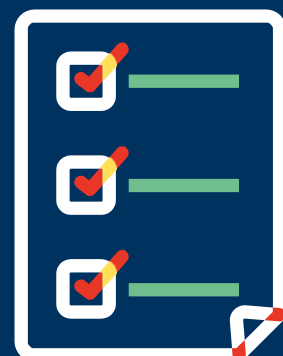
Impact Reports

[Saying thanks]

Following a successful application and release of the fund, you need to produce an Impact Report. The main goal of this is to highlight how your club has used the fund, how it has impacted your club, and to thank your alumni for their generosity. Here is a list of things that you should aim to include:

- What the fund was used for
- Images of the purchase (e.g. if used to buy equipment, include photos of it in use)
- Why the purchase was needed, and how it has impacted your club
- Links to any social media posts featuring your purchase
- How your club may use future funds
- How you plan on continuing to engage with alumni
- A big thank you to your donors!

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Engaging with Alumni

[Keep connected]

Possibly one of the most important aspects of the Alumni Fund is keeping engaged with your alumni, as this is what ultimately helps grow your fund. Due to data protection regulations, personal alumni data is unable to be shared with clubs. However, where appropriate, Development and Alumni (D&A) are able to communicate with alumni on your behalf. You can get in contact with D&A at: alumni@ed.ac.uk

Types of communications could include (but not limited to):

- Event invites - such as alumni reunions, key sporting fixtures, fundraising events.
 - *Men's Rugby: Alumni weekend, including a dinner and match.*
 - *Tennis: 24-hour Tennis Marathon*

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Engaging with Alumni

[Keep connected]

- E-newsletters - keeping your alumni updated on the development and successes of your club (These can be posted on the D&A Alumni Noticeboard)
 - *Women's Football: Alumni newsletter that also invited alumni to contribute with their stories*
 - *Boat: Celeste Newsletter (4-5 x yearly)*
 - *Basketball: Bi-annual alumni newsletter*
- Other communications - gathering alumni feedback, promote alumni Facebook group, capture historic club stories, or communicate with your alumni in a completely new way.

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Engaging with Alumni

[Keep connected]

Some more general points regarding engaging with alumni are listed below:

- Include alumni wherever possible - whether that be socials, club challenges, matches or similar - it doesn't always have to be a formal affair!
- Keep on top of your club's social media
- Sign up to 'Platform One' - a community and discussion place where University of Edinburgh students, alumni and staff can connect.
- Maintain a strong relationship with D&A - they are there to help support your alumni engagement and club fundraising activity, so make use of their expertise and resources!

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Donating

[www.eusu.ed.ac.uk/alumni/donationsandsponsorship/]

Donating to the alumni fund is quick and simple. Simply head to the link below to find sport-specific donation links:

www.eusu.ed.ac.uk/alumni/donationsandsponsorship/

Please get in touch if you have any questions, or need assistance with any of the above information!

eusu.partnerships@ed.ac.uk

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