

MORE

IMPACT

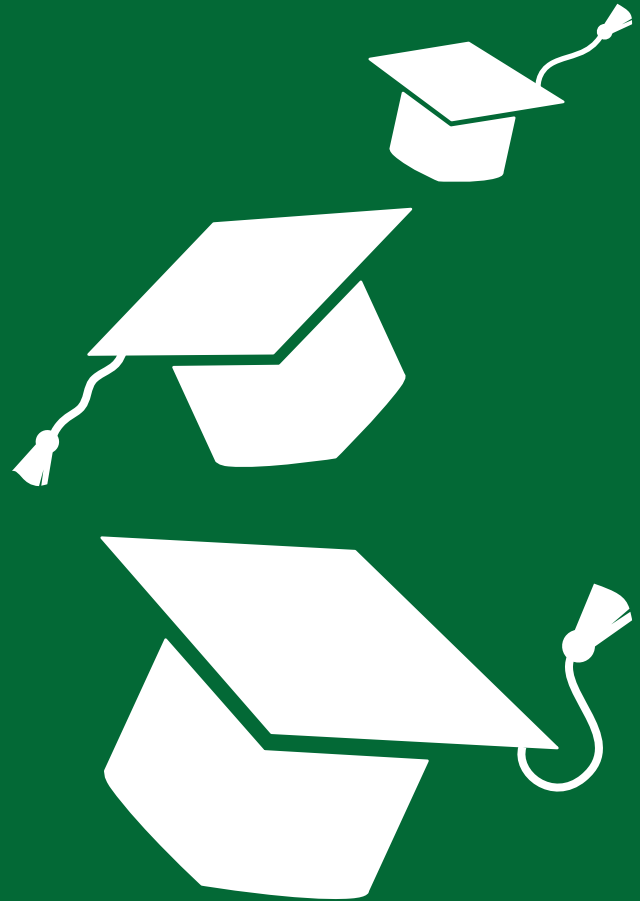
VOL. 2

To help kick-start your fundraising year and brighten the bleak midwinter, here are eight stories of fundraising impact. They're all poised to reach an inspirational finale in 2016. Of course, our wonderful clients take the credit, but More Partnership has played a supporting role. We're sharing the good news, because nothing motivates us more than hearing "what happened next". Remember, fundraising is only the start of the story. What we're really in this business for is *impact*.

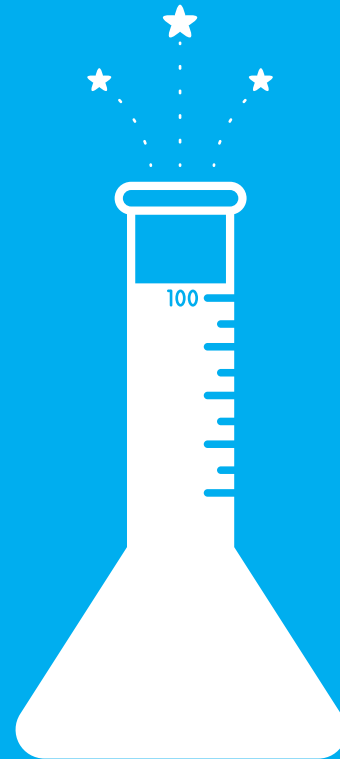
Some see an art-deco icon. Others a ziggurat, Manhattan skyline... or prime piece of Stalinist real estate in the heart of Bloomsbury. But we see our old friend SOAS coming home, at last, to the University of London Senate House. When the North Block extension finally opens in 2016, the great glass atrium, the buzzing student hub, the three floors of teaching space will unite this unique institution on a single site. More than a campus, it's a monument to the power of learning to unite nations – which philanthropy has helped to build.



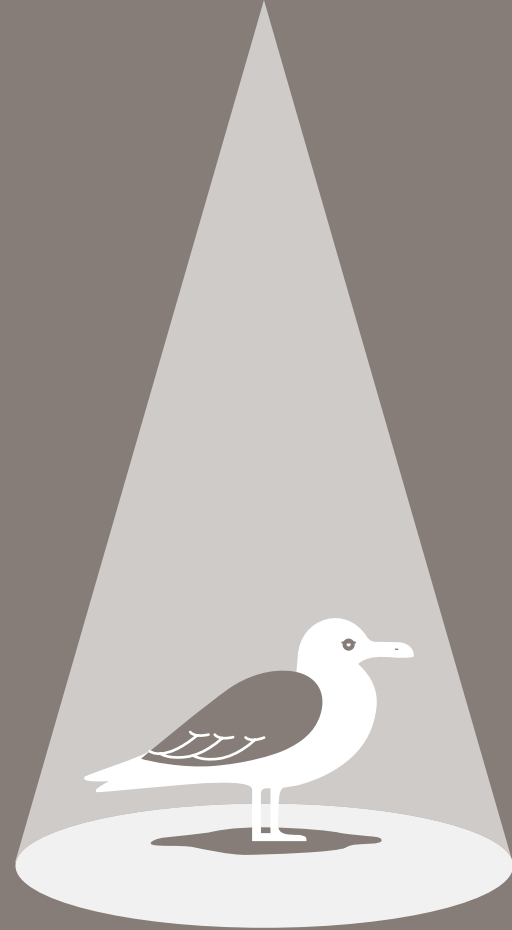
Una Scelta Possibile. “A possible choice”. For the last four years our long-term client, Milan’s Bocconi University, has been reaching out to talented high school students from troubled backgrounds in difficult neighbourhoods – and encouraging them to apply. If they get in, a donor-funded package covers all their costs: fees, rent, meals, books, even a laptop and mentoring. We’re immensely proud that the first three students will graduate in 2016, with 22 more close behind. Thank you Bocconi. It’s been a privilege to see the story through... from the *possibile* to the *reale*.



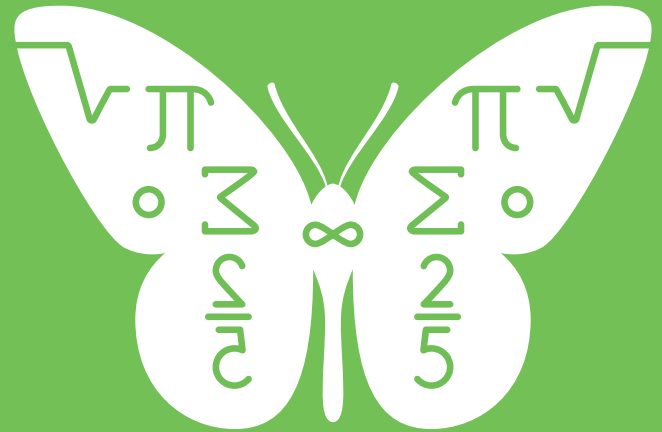
London, 2010. Two years after the crash. Two years before the Olympics. Cancer Research UK announces a plan to open Europe's largest bio-medical research centre with a host of high-profile partners. But can they raise the £100 million they need? Can a charity really bring in major gifts? Enter More Partnership for a feasibility study. Within a year, a £10 million gift arrives. Then £5 million. And again. Twice. Then £15 million (from a bank). Fast forward to 2016 and the Francis Crick Institute is about to open. Everyone's talking about CRUK's "big science". Let's celebrate their "big fundraising" too.



When Rosehill Theatre's funding fell through, it looked like curtains for the rural playhouse. But the team – including More Partnership – regrouped. They split the redevelopment into two manageable phases and found donors they'd never dreamt of. "You're our first theatre!" said the Coastal Communities Fund, awarding £450,000. But Rosehill is as much about community as culture. Phase 2 will involve a Cumbrian co-operative and social investors alongside philanthropists. First though, there's some Phase 1 rejoicing to be done. For, in 2016, Rosehill's red silk curtain will rise again.



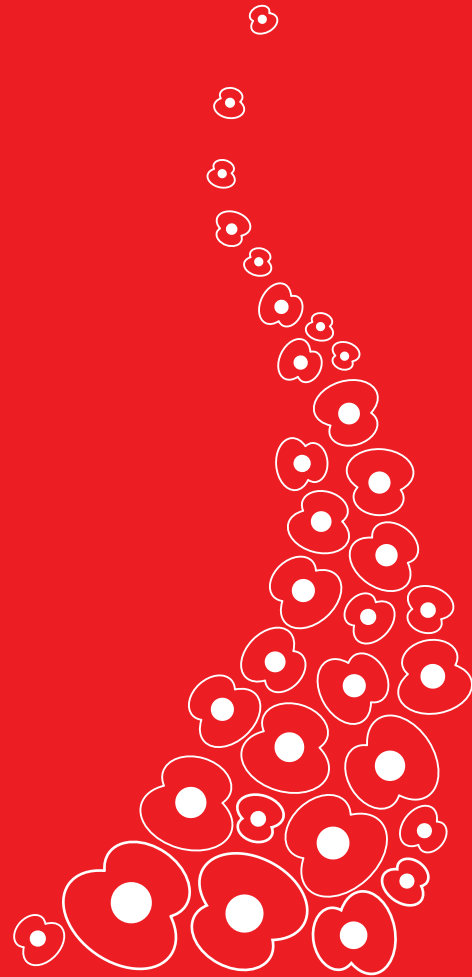
Highgate School is a joy to work with. It sees itself as an educational charity that happens to run a school, rather than vice versa. Hence the amazing Chrysalis partnership with over 30 local state schools – and several donors – covering work experience, university applications, science tuition and more. A particular focus right now is maths. In 2015-16, Highgate is sharing the equivalent of two full-time maths teachers with state schools, providing not only expertise but also new professional experiences for their own staff: a classic case of win-win.



When we advised UCL to find a lead gift of at least £25 million for its new Dementia Research Institute, we never dreamt it would come from plastic carrier bags! But in 2016 that's exactly what's projected to happen. Iceland, Asda, Morrisons, Waitrose, HSS Hire, Booths, WHSmith and Poundland have all pledged to give their proceeds from the new 5p levy to support the construction of the state-of-the-art centre – and help solve one of the most tragic socio-medical problems of our times.



Remember the poppies? The blood-red sea of ceramics that submerged the Tower of London – one for every British and Colonial military fatality of the Great War. Well, this is one art installation that keeps on giving. And 14-18 NOW is the charity taking it on tour. We've been working with them since 2013. Thanks to their donors, *Wave* and *Weeping Window* will leave Liverpool and the Yorkshire Sculpture Park in January, only to reflower in Lincoln, Caernarfon and the Black Watch Museum in the spring of 2016.



The Africa Research Excellence Fund has a single purpose: to build the continent's medical research capacity so as to save African lives. But that means talented young African researchers staying in Africa and – here comes the hard bit – competing internationally for big research grants. Now at last, thanks to AREF's new postdoctoral awards (which we helped to fundraise for), things are set to change. In 2016, the first seven AREF Fellows will step on to a fully funded, nine-month fast track to career success... and, down the line, millions of saved lives.



Last but not least,
we would like
to thank all
the clients we've
worked with in 2015
for the opportunity
they have given us
to make an impact
over the last year.

14-18 NOW
Aberdeen Art Gallery & Museums
Africa Research Excellence Fund
Alzheimer's Research UK
AMREF
ArtsEd
Assist for Peace
Aston University
The Aurora Project
Australian National University
The Beacon School
Beanstalk
Birkbeck, University of London
Birmingham Repertory Theatre
Brain Research Trust
Brighton Dome & Festival Limited
The British Academy
The British School of Brussels
The British School of Paris
Cambridge University Boat Club
Cancer Research UK
CASE
Causey Development Trust
Cheadle Hulme School
Chester Performs
Chichester Festival Theatre
Chisenhale Dance Space
Climate Central
CNRS Jerusalem
Costa Foundation
Council for At-Risk Academics
The Courtauld Institute of Art
D&AD
DEBRA
Denville Hall
Distretto Veneziano della Ricerca
e dell'Innovazione (DVRT)
Durham Cathedral
Durham Music Service
East, Central and Southern Africa College of
Physicians
Edinburgh Napier University
Emmanuel College, Cambridge

English National Ballet
European Association of Urology
Felsted School
Festival City Theatres Trust
Fondation ARC
France Horizon
Francis Holland School SW1
Fruitmarket Gallery
Glasgow Life
The Gresham's Holt Foundation
Guildhall School of Music & Drama
The Hall School
Highgate School
Imperial College Business School
Imperial College London
Institute of Fiscal Studies
Institute of Fundraising
INTO University
Latymer Upper School
Liverpool Everyman
The London Clinic
London Film School
LUISS Guido Carli
Macquarie University
Magdalen College School
Making the Leap
Malaria No More UK
Marie Curie
McDaniel College
Merton College, Oxford
Middle Temple
Middlesex University
Moorfields Eye Charity
Museum of London
Music Theatre Wales
Newcastle University
NHS Scotland
Nizkor Network
Northumberland National Park
Authority
NSPCC
Nuffield College, Oxford
Oundle School

The Palestinian Museum
Pembroke College, Cambridge
Punchdrunk
Queen's University Belfast
Relate
River and Rowing Museum
RMIT University
Roedean School
Rosehill Theatre
Royal Botanic Gardens, Kew
Royal College of General Practitioners
Royal College of Music
Royal College of Surgeons in Ireland
Royal Holloway, University of London
Royal National Orthopaedic Hospital
Charity
Royal Northern College of Music
Royal Shakespeare Company
Royal Society of Literature
St Anne's College, Oxford
St Catharine's College, Cambridge
St John's College, Oxford
St John's School, Leatherhead
Scaling Up Nutrition
Science Museum
SciencesPo
Sevenoaks School
Sheffield Hallam University
Sidney Sussex College, Cambridge
Singapore Management University
Skiing with Heroes
SOAS, University of London
The Stephen Perse Foundation
Stuart Hall Foundation
Toulouse School of Economics
Trent College
Trinity College Dublin
Tudor Hall School
Università Cattolica del Sacro Cuore
Università Commerciale "Luigi
Bocconi"
University College London
University of Bradford

University of East Anglia
The University of Edinburgh
University of Exeter
University of Helsinki
University of Leeds
University of Leicester
University of London
University of Melbourne
University of New South Wales
University of Oxford
University of Reading
University of Sussex
University of Western Australia
University of Westminster
UWC South East Asia
Venice in Peril
Wadham College, Oxford
Woldingham School
Worth School and Abbey

More

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