



Annual Review

1 June 2009 – 31 May 2010

Strategic Objective 1:

To increase the number and enhance the value of bursaries awarded each year.

Operational target to May 2010:

- To work more flexibly and, by providing administrative and brokerage services, secure funding from Universities, Colleges and other external organisations to increase the total number of bursaries offered in September 2010 to **150**; this includes increasing the number of badged bursaries to **125** in September 2010 and increasing the number of core bursaries to **25** in September 2010

The number of bursaries available to be taken up in September 2010 is 143; seven below target. Of these, 118 are badged and 25 are core.

Sponsors unable to renew for 2010

Two main sponsors, the LSC and the John Lyons charity, who have both previously awarded 10 bursaries each have not been able to badge bursaries for offer in September 2010. The LSC's successor organisation will be contacted re 2011 awards. The John Lyon's charity advised that we take a break in requesting funding for 2010 and re-apply in 2011 with a revised proposition as the charity is unable to repeat fund organisations every year.

New awards for 2010

This year we have 13 new sponsors who have offered 36 additional awards. Some of these sponsors are universities who were contacted last summer about specific students and have agreed to join the scheme (De Montfort, University of Nottingham, London Met) and some are one off sponsors who have raised funds particularly for badged bursaries (Westminster Abbey, Barclaycard, Croydon Soroptimists).

We also have 10 new awards being supported by other charitable Trusts and Foundations. The Peter Cruddas Foundation is supporting 2 bursaries and The Sir James Knott Trust and the Sherburn House Charity have funded 5 awards in total in response to the first attempt at regional fundraising trialled in the North East region.

The success of these proposals, together with the proposal submitted to the Westheimer Trust, which has resulted in 3 awards for asylum seekers and refugees, means that we are now confident we have a robust funding proposal that can be used and adapted to send to other organisations. The South West region will be targeted next.

Strategic Objective 2:

To implement a range of student support mechanisms and opportunities to meet the needs of the award winners and seek to extend the range and scope of this work, with a particular focus on responding to employer demand for innovative undergraduate and graduate support schemes for talented FE and HE students from 'non traditional' backgrounds.

Operational targets to May 2010:

- To increase participation in student support services and activities provided by the Foundation as follows:

➤ **Mentoring**

To secure funding to continue the eBuddies scheme to all 2009 award winners

£5000 was secured from Awards for All in September 2009 to develop the *student portal*, which includes the eBuddies scheme. All award winners have been encouraged to register with the scheme.

➤ **Work Shadowing**

To place 20 students (an increase from 10 in 08/09) in high quality and relevant work-shadowing placements and develop links with organisations for future work-shadowing placements

Eight students had placements through the general work-shadowing provision in organisations including; The Citizenship Foundation, City and Islington College, Plymouth Council, Kaplan and Save the Children.

In addition to general work-shadowing provision, the work-shadowing scheme has been developed in specific professional areas with three law firms committed to taking students on one day and three-day placements.

A total of 12 Law work-shadowing placements were undertaken through the Law Work Shadowing Scheme. Feedback from both the firms and students has been positive and it is planned to increase the number of companies into the Scheme in different areas of work.

➤ **Skills Training**

To continue to provide training to award winners, by providing 5 training sessions, with ten students attending each event and with training focused on enhancing self confidence and improving employability

The following sessions took place:

- October 2009 – Personal Development (Barclaycard)
- October 2009 – Careers and Gaining Employment (Barclaycard)
- November 2009 – Presentation Skills (Bain and Company)
- January 2010 – Aiming High (ACC Consulting)
- February 2010 – Interview Skills (Bain and Company)
- April 2010 – Positive Strategies for Success (ACC Consulting)

A total of 25 students attended the training sessions with excellent feedback from both the trainers and students.

- To successfully implement the Foundation's volunteering strategy with reference to HKF students and develop volunteering roles over the operating year as follows:

- **Peer mentors**

To train an additional 10 peer mentors to provide informal support and guidance via the eBuddies scheme.

There was no need to train any further mentors as we already have award winners who are trained in e-mentoring and who are happy to continue to support students just starting their course.

There are currently six mentors on the Student Portal Forum.

- **Student Ambassadors**

To increase the number of potential opportunities for Ambassadors

There have been many opportunities for Student Ambassadors to support and promote the Foundation:

- Prince's Trust (2 students November - 2009)
- UCMK (1 student - December 2009)
- Barclaycard end of year event (2 students - December 2009)
- Contributions to newsletters and the Portal via blogs, the debating area etc.(many students, ongoing).

- To develop a structured plan to maintain contact with 2009 award winners and alumni and to implement the plan and prepare a report with information and destination of award winners.

A plan has been developed to ensure all award winners are in touch with the Foundation throughout their time at university.

2009 graduates were contacted and a report outlining their achievements and destinations was delivered to the Trustees

In keeping with the plan, all students due to graduate in 2010 were contacted in April 2010, with support from two volunteers.

- To successfully manage and promote the *student portal*

The *student portal* was launched in April 2010. All award winners (students and graduates) were emailed to notify them of the website and how to register. Representatives from supporting organisations were also informed and encouraged to contribute blogs/career information and support to award winners.

➤ **THINKBIG**

To secure funding to successfully develop the THINKBIG scheme with a further group of students and implement appropriate monitoring and evaluation of the scheme, whilst building on the current and future relationships within the City to ensure further development of the scheme

Trustees agreed that the Foundation needed to update its offer, to reflect the increased provision of support to students and its stronger focus on employability. The success of the JP Morgan THINKBIG project provided Trustees with a framework for success and it was agreed that the original project would be developed into a more coherent scheme designed to attract new funders to support the Foundation's work and allow personalised and relevant support to more students, at an earlier stage of their education. The new THINKBIG scheme is now in development and we hope to have funding agreed for a minimum of two THINKBIG programmes to start in September 2011.

Strategic Objective 3:

To raise the Foundation's profile, position and effectiveness as the leading educational charity for disadvantaged students in further and higher education.

Operational targets to May 2010:

- To use newly developed website to full advantage to promote the Foundation and its activities
 - The revamped website went live on January 28 2010.
 - From that date to 30 June, there have been a total of 10,860 visits and of these 8,507 were absolute unique visits.
 - The amount of page views was 54,181, with an average of 5 pages per visit.
 - Approximately 40% of traffic to the site comes via Search Engines, with Google being the most popular; 32% is direct traffic; and 26% from referring sites.
 - The peak viewing time was in March, which is the main application period, with an average of 200 visits per day midweek.
 - The "bounce rate" – i.e. people who come in click once and then leave is 29%. The average time spent on the site is 3 minutes.
 - We have had one telephone enquiry regarding leaving a legacy to HKF as a result of someone looking at the website.
 - The News section on the website shows all current Foundation activities and promotes future events

- To identify possible additional activities/events to enhance the Foundation's profile
- To produce a calendar showing planned activities/events to promote the Foundation to include the following planned events:

Association of Colleges Conference

To increase the Foundation's exposure at the AoC conference, with a view to re-invigorating interest in the Foundation from FE College Principals and suppliers to the FE sector.

Staff members attended the AOC Conference; situated in a prime position to attract interest from attendees.

Peter Mandelson spoke with Trustees about the Foundation's work and posed for photographs.

One of HKF's alumni, Mohamed Abdi, was awarded HKF Student Ambassador of the Year at the AOC's Student Awards Gala.

The profile of the Foundation was raised amongst college principals with potential for the College Friends Scheme.

Reception at Number 10 Downing Street

Profile and fundraising event scheduled for January 2010

This event was postponed because of the impending election.

The National Association of Managers of Student Services Conference was attended February 2009 to increase the Foundation's profile and application process amongst Student Services Managers.

Scotland's Colleges Awards ceremony was attended in November 2009 to celebrate four HKF award winners and raise the profile of the Foundation.

Strategic Objective 4:

To consolidate the Foundation's position as a contributor to policy development by stimulating and taking part in research that highlights issues related to social disadvantage and widening participation in further and higher education.

Operational targets to May 2010:

- To produce a research proposal to evaluate the impact of an HKF award on people's lives and career goals then undertake the research with students, ex Trustees, Universities and Colleges
- To monitor policy developments in HE and to identify key policy messages for campaigning and lobbying.

An independent piece of research was undertaken from September 2009-January 2010. It undertook to establish the current and likely future direction of HE policy to enable HKF to tailor its lobbying messages and campaigning.

Ongoing monitoring of policy developments in HE will enable HKF to adjust its campaigning activities to reflect any new developments.

It is expected that this work will begin from January 2011.

Strategic Objective 5:

To secure long-term financial sustainability for the Foundation through sound fundraising and effective governance

Operational targets to May 2010:

- To secure an annual income to cover core costs (running costs and bursaries) of £332,000 in 2009/10
- To ensure the Foundation's endowment funds of £500,000 in 2008/09 are not reduced.

The income target was reviewed midyear to £259,000; of which £229,342 was raised.

Whilst the target for personal donations was exceeded by £3500, the bursary target was exceeded by £58,267 and the College Friends and miscellaneous funds targets were met, no funding was raised from project funding (target of £60,000) and the target for funding from charitable trusts was under target by £15,000.

The yearend forecast deficit is £54,260, which will be met from unrestricted reserves.

At the Trustees meeting on 4 February the Terms of Reference for a Finance Committee was agreed.

The Committee is made up of five Board members who will support the Director with financial matters and will advise the Board on all aspects of the Foundation's work relating to legal and financial activities.

Meetings will be held four times each year; the first meeting was held on 1 April.