Commitment, vision, ambition:
a message from the Vice-Chancellor

In July, the University celebrated the graduation of its Class of 2014 with more than 6,000 students and their families and friends. These students now join a global alumni network comprising over 135,000 individuals.

No matter how you chose to support Salford, over the past year you have made a difference to the Class of 2014’s lives, and to the lives of each and every student on our campus.

Whether your funding has provided scholarships and bursaries for disadvantaged students, programme support to drive forward learning innovations, new interdisciplinary research, or engagement initiatives that contribute to improving life outcomes, your support really does matter. Your philanthropy helps to ensure the continued success of Salford’s mission and aids our students as they follow in your footsteps and strive to honour your legacy.

While every gift we receive is invaluable, I would like to make a special mention of all of those who elected to fund a scholarship or bursary for the very first time this year. Salford’s distinctive identity is very much shaped by our commitment to social inclusion and widening participation in higher education for those traditionally deemed hardest to reach. Grassroots support of this nature is what Salford really is all about and will, I hope, continue to encourage others to consider how they might make a difference.

As Vice-Chancellor, I would like to take this opportunity to thank you personally for your support this year. I trust you will enjoy reading this newsletter which aims to give you a glimpse into the difference your generosity has made.

Thank you.

Professor Martin Hall
Vice-Chancellor

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I have been given one of those rare opportunities in life, and I aim to do the best I can with it. You cannot comprehend what your kindness has done for me.

Chelsey Whittaker, BSc Wildlife Conservation and Zoo Biology 2016, and a Salford Advantage Bursary recipient

Celebrating a fantastic year

902 Donors making a difference to 20,000 individuals

11,984 Alumni involved in annual telethon

£1.25 million Secured in new philanthropic gifts

THE NUMBER OF PEOPLE IT TAKES TO CHANGE A LIFE

£756,869 Pledged to support pioneering research in dementia care

To change more lives, please visit www.salford.ac.uk/donate
Thanks to your generosity, this year I was one of 18 students to receive a fantastic new donor-funded scholarship for undergraduates from disadvantaged backgrounds. We couldn’t be more grateful.

Receiving a donor-funded award has made a huge difference to my life. I was in foster care from the age of nine and although I was brought up in a very stable and supportive foster family, my ambition to gain a degree seemed distant. Having worked so hard to be accepted onto a course here at the University of Salford, receiving a scholarship is a dream come true. I feel honoured to represent the generosity of Salford’s supporters and have put every penny of my scholarship to good use. It has enabled me to live comfortably on my own and concentrate on my studies.

I have two years left on my course but hope to enhance my skills in the real world by completing an additional placement year offered by the University. I hope that this experience, alongside what I learn in the classroom, will stand me in excellent stead to pursue a career in accountancy. My ambition is to work for a leading global accountancy firm, and while I will try my absolute hardest to achieve this goal it is your support which has put me on the path to pursuing it.

Over the course of the last academic year, many of you will have met me at an event or received an email about what your support has meant to me personally, and I look forward to keeping you updated on my progress during my remaining years at Salford. My fellow scholars and I really do appreciate your support and I’d like to take this opportunity to thank you again for your generosity.

You have changed my life.

Josie Fletcher
BSc Accounting and Finance, Salford Advantage Bursary recipient
Stuart Hartley is proof that hard work pays. Studying a BSc in Quantity Surveying, he is the first recipient of the Peter Casey Scholarship, which is awarded in recognition of excellence. The Casey Companies, now based in Rochdale, originally started in Salford over 40 years ago and employ several Salford graduates.

“I was overwhelmed and delighted to be selected as a recipient of the Peter Casey Scholarship,” says Stuart. “It’s an honour to be recognised for my work and my award motivates me to continue to strive for excellence.”

With his sights set on a high-level career in the built environment sector, Stuart sees the support as a huge boost to his future career. “I’m excited at the prospect of converting my passion for my subject into a job in the industry,” he says. “I’ve found that there are only a small number of organisations who are truly aspirational in their outlook, and even fewer who demonstrate the right vision and values in driving forward challenging agendas. “If I have the same opportunities as those representing the type of organisations who are currently supporting Salford then I would certainly regard that as career success. Aspirational? Definitely, but certainly a journey I’m looking forward to.”

As well as allowing Stuart more time to concentrate on his studies, the financial assistance enables him to invest time in voluntary causes such as landmine charity MAG International.

Chenai Mudzamiri was awarded a Salford Advantage Bursary, an award made possible by your donations, in recognition of academic excellence. The financial help she receives has enabled her to buy essential books and resources for her degree course, and the recognition of her abilities has boosted Chenai’s confidence amongst her peers.

She now has the time and the confidence to devote to helping correct social injustice. “I am passionate about empowerment for marginalised groups and welfare provision,” she says. “In my spare time I volunteer with the Salford Forum for Refugees and People Seeking Asylum; studying at Salford has given me the opportunity to learn more about human needs and equality.

“Salford has become a home for me. I love it here. As a mature student I would like to thank you for your support - I feel like you have restored my life. Once I graduate I want a job which will allow me to help others and contribute to the society I live in. It has been a difficult journey for me, but you have made it easier and I am humbled by your generosity. Thank you.”

Chenai Mudzamiri

Salford Advantage Fund Bursaries are designed to enhance our outreach and support provision for particular groups underrepresented in higher education such as looked after children, care leavers, refugees and asylum seekers. Applications are proactively sought from these groups via our Student & Graduate Diversity staff within Student Life.

Students from local authority care are still under-represented at university with only about 3% reaching higher education. However Salford has one of the largest percentages of ‘care leavers’ at university in the UK. The university works hard to raise aspirations of care leavers to come to university and to support them while they are here. We are recognised nationally for the work we do.

Helping others to help themselves

When Chenai Mudzamiri sought asylum in the UK from her native Zimbabwe five years ago, her future looked bleak. She had many challenges to overcome in order to achieve her dream of a better life, including a period of homelessness. But Chenai didn’t give up, and after a huge amount of hard work and determination, she was able to achieve her dream of entering higher education and is now studying for a BSc in Social Policy.

BUILDING A FUTURE

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“The generosity extended to me will not be forgotten.”

Chenai Mudzamiri
Budding journalist Daniel McLaughlin (BA Journalism, 2015) is a recipient of The Lady Monica Cockfield Memorial Trust Undergraduate Journalism Scholarship. Dan grew up in a deprived area of East Lancashire where he describes the maximum expectation as ‘just to get through school’. Now, he is flourishing as a Salford student in the stunning surroundings of MediaCityUK.

After graduating, Dan’s goal is to follow in the footsteps of Paxman, Dimbleby and Vine and become a political journalist. He wants to ask the awkward questions, research the facts and figures that could go ignored and bring to light issues that would otherwise be absent from the public consciousness. Donor support is helping Dan to take the risks necessary to achieving his goals, and has given him the confidence to try and fill what he has identified as a ‘gap in the market’.

Writing the next chapter

The Lady Monica Cockfield Memorial Trust has also enabled a group of journalism students to produce a quarterly magazine with women serving custodial sentences at Styal Prison.

‘Innit’ is a quarterly magazine focusing on prison life, with interviews, creative writing, advice and support. Written by inmates for inmates, our students deliver regular writing and production workshops under the tutelage of journalism lecturer Sara Eyre. Our students have gained valuable experience of building working relationships in challenging environments, while the offenders have gained confidence and learnt valuable writing and production skills.

The trust’s support enables students and offenders to learn from each other and could encourage the women to see full-time education as a viable option for the future.

Francis Arthur Cockfield, Baron Cockfield, (28 September 1916 – 8 January 2007) was by turns a civil servant, a company director, a Conservative politician, and a European Commissioner. He was a strong believer in the benefits of scholarship as well as in European integration. In May 1993, he created the Lady Monica Cockfield Trust, an educational grant making trust in memory of his beloved wife. The trust maintains a particularly close relationship with the University of Salford and has prompted the creation of several valuable scholarships and awards related to journalism, a student-led literacy project at HMP Styal Prison, PhD studentships in European Studies, and a generous International Masters Scholarship.

We are very grateful to the Trust’s dynamic chair, Eddie Lowey.

Students apply post enrolment (usually second semester) and are selected based on a demonstrated interest and exceptional aptitude in the field of Journalism. The selection process is managed by the School of Arts & Media.
Desperate for a better life for himself, his wife and their two children, Civil Engineering student Wemerson Rodrigues found the means to make it to the UK and try and piece his life back together. After taking on construction work and successfully building up two businesses, the future started looking positive. But then Wemerson became seriously ill and found himself battling adversity and struggling to provide the life he wanted for his family.

Now, after four years of illness, Wemerson is well on the road to recovery and is studying a BSc in Civil Engineering.

Wemerson is a shining example of triumph over adversity. He moved to the UK in 1998 after enduring a huge amount of suffering in his native Brazil, experiencing horrific violence and significant trauma.

“I was working and studying in Brazil,” explains Wemerson. “But one night I was driving on a countryside road when armed men blocked the road and attacked our vehicle, killing my uncle and severely injuring another passenger. I managed to survive but suffered from severe trauma after this episode. I moved to the UK to try and find peace.”

After building his businesses from scratch and operating them successfully for a number of years, Wemerson’s illness came as a huge blow. But he didn’t let it hold him back.

“Today when I close my eyes and think back to a few years ago, I see myself locked in a mental health hospital with no right to live in society. When I open my eyes and see a bright future for myself – as one of the top students on the Civil Engineering course at the University of Salford and recipient of a Santander Universities travel bursary – it just feels like a dream. The Santander Universities funded bursary will open doors for me. I will be travelling to Brazil to conduct research and gain valuable knowledge, working with leading researchers and with local communities to find solutions to our engineering and construction problems here and in my country.”

Salford is a wonderful environment in which to study. Everyone has been very friendly and welcoming and made me feel part of the Salford family from day one. This generosity is helping me put my past behind me.

“The world can only be sustainable with people who care and believe in other people’s futures. I am very proud and honoured to be a recipient of this bursary. Thank you to Santander Universities for supporting my dreams of a bright future and successful career.”

The Santander Universities Global Division, Santander Universities opens up a world of opportunities for their partner institutions and their membership extends these to their students and staff, bringing important benefits to campus.

Lord Burns, chairman of Santander UK and non-executive director of Banco Santander, visited the university in November 2013 to officially open our Santander campus branch. He also delivered an insightful talk to a 250-strong audience about the importance of adaptability for managers, leading businesses through challenging economic times.

The partnership has already made a significant impact on our student population. The introduction of the Santander Smart Card is now a primary form of identification for students and employees. The system brings a huge number of benefits beyond the traditional uses of door and library access. Salford is only the second university in the UK to be able to offer banking services through this single university ID and banking card, and we hope to introduce special offers in collaboration with local transport providers and retailers.

Santander’s support of the University and its students has also provided funding for undergraduate and postgraduate scholarships and awards, academic exchanges, entrepreneurial activities and research. This partnership will go from strength to strength in 2015, with over £104,000 available to fund scholarships, travel, research, internships and enterprise.

In 2013/14 Santander Universities’ partnership with Salford helped to fund...

- 7 Students to travel to China for a month-long internship
- 12 Entrepreneurial events at MediaCityUK
- 16 Awardees in research projects and enterprise placements
- 7 Student winners for its most recent Santander Mastercard Awards
- 251 450

Back from the brink

Wemerson Rodrigues
In November 2013 we established the Salford Institute for Dementia to find innovative solutions for living well with dementia. The institute’s driving philosophy is to enable people to live positive, fulfilled lives within their communities and to instil in everyone a confidence that they can make a difference to an individual’s experience of dementia.

The institute will be key to meeting our ambition to become a dementia-friendly university. We are engaged in research, innovation and education which focus on the non-medical triggers that can make a difference during the onset of dementia and during the deterioration of those with the disease. This includes exploring how environmental design and care can support people to live in their homes for longer, how technology can aid independence, and how the arts can evoke memories and emotions.

Our work in this area has been heralded not just by national media such as the Guardian, the Times, and the BBC, but also through our award nominations at the inaugural Dementia Friendly Awards 2014 and the Green Gown Awards 2014. Next year will also see the launch of brand new MSc programmes, Dementia: Care and the Enabling Environment, for which five donor-funded scholarships have already been secured.

None of this incredible success would have been possible without our supporters, many of whom have made donations to assist us in this vital work. David Medlock (BSc Environmental Health, 1975) pledged £250,000 via the Coles-Medlock Foundation to help establish the institute.

David said of his donation, which along with a significant gift from the Dowager Countess Eleanor Peel Trust marks a far-sighted investment into this global challenge: “I support the Salford Institute for Dementia because I believe it is working in an area which has been neglected but will impact hugely on individuals and their families. By supporting practitioners in the field with advice and help, I hope we can build a greater understanding of how families can work together to bring knowledge and understanding to those living with dementia.”

Professor Maggie Pearson, the University’s Pro-Vice-Chancellor for Public Benefit and Dean of the College of Health & Social Care, has high hopes and ambitions for the Institute. She said: “The Institute is harnessing Salford’s research strengths across a range of disciplines in order to make a difference to the lives of people living with dementia. The ultimate focus of the work is to come up with practical suggestions and solutions for how we can support those with dementia, either directly or through acting as a hub to support other professional services. There is currently no cure for this degenerative disease, so it is vital that we help people to maintain their independence and assist them in living as well as possible when they are in the later stages of the condition. We are aiming to delay cognitive deterioration by encouraging activity and participation in everyday life, challenging the stigma linked to dementia.”

We would like to express our gratitude to David and all those who have supported the Institute thus far for their generosity, which will undoubtedly change the lives of those living with dementia both now and in the future.

Joy Watson was diagnosed with dementia on her 55th birthday and joined the Salford Institute for Dementia as a member of the External Advisory Board to advise and shape the work of the Institute in supporting those living with dementia in our communities.

“I think it’s really exciting that the University has taken this on board,” she says. “For us personally but also for the area and even the nation. There are so many issues that can be addressed and I think the University is in a brilliant position to bring about change which has got to be good for everyone. As I’ve often said - if you’re going to have dementia then have it in Salford!”
**Gifts in action**

**Projects, initiatives and outreach programmes**

We believe that the journey of learning incorporates both the education offered in the classroom and campus activities that enrich student lives in many ways.

Each year, your gifts fund projects, initiatives and outreach programmes that contribute to the local community and enhance the student experience. These opportunities prepare our students for the increasingly challenging world of work, helping them to develop skills that make them stand out from the competition.

**Cycling success**

This year, thanks to your donations, we have developed a MyCycle bike regeneration scheme in association with the Salford Students’ Union. The programme enables students to hire bikes cheaply and to learn to look after them through participation in a professional maintenance course.

Student Activities Assistant, Becky Rossall, said: “Thanks to your support we have been able to reach even more students and provide them with a healthy, fun and green way to get around campus and beyond. We now have eighteen bikes and will be looking to extend our fleet at the start of the next academic year. Without your kind donations many students would have missed the opportunity to get out and about on a bike, so a huge thank you from everyone here at MyCycle!”

“Thanks to your support we have been able to reach even more students.”

**Sound the horn!**

In early 2014, our School of Arts and Media was able to purchase its first professional standard tuba for use in ensembles and performances, thanks to your kind generosity. This is an important addition to the Department of Music as it affirms our proud association with the brass band heritage of the North West by providing our University Brass Band with a full complement of players and instruments.

Performance Fellow in School of Arts & Media, Brett Baker, said: “Thanks to your donations, the arrival of the tuba means the band can now perform with all necessary players and instruments for rehearsals and concerts, and reach a higher level of performance. I would like to extend my deepest gratitude to all our donors for your support and generosity.”

Inspired by this gift, Brett and his colleagues are now looking into founding a musical tuition service to generate funds to purchase new instruments. As part of this project, they also hope to perform more frequently and give back the community by providing music sessions at schools in the local area.

None of this future activity would be possible were it not for the initial support of our donors.

**Digging for Salford’s hidden past**

Last year, as part of the University’s outreach work in the local community, the Centre for Applied Archaeology opened its digs to families and schoolchildren in the local area as a means of developing their understanding of Salford’s history.

Our Head of Archaeology, Dr Michael Nevell, said: “The generous funding we received has brought the archaeological work of the University to a wider audience. It has also enabled us to showcase the community archaeology work undertaken with schools and volunteers from across the city, and to demonstrate how we have helped local individuals to recover Salford’s early past. This would not have been possible without the support of our donors, which we greatly appreciate.”

This programme of activity is part of the University’s wider strategy of inclusiveness, which aims to strengthen our relationship with the local community and its young people. The University has always held an unshakeable belief in its duty to the local area and activity like this helps ensure opportunities and experiences are extended to all sections of society, including those who may previously have been cut off from them.

**Festival fun for all**

Thanks to your kind donations, the University hosted a Festival of International Music and Dance to educate and raise the aspirations of students from local schools through global music and dance activities.

Jostine Loubser, Lecturer in Ethnomusicology, World Music & Composition in our School of Arts & Media, said: “Our work on the Festival of International Music and Dance serves as the culmination of a community engagement project with local schoolchildren. The award of funding makes outreach work like this a great deal more effective. This project has helped make the University more accessible to prospective students, breaking down barriers to higher-education for talented musicians in the surrounding area.”

The University is committed to ensuring it plays an active part in the local community, and work like this has a huge influence on the next generation when they come to consider entering higher education.

“This project has helped to make the University more accessible to prospective students.”
Salford’s plans for the future

The power of a university as a force for good is enormous. Every single gift we have received from you in support of the University of Salford illustrates a belief in this power, and in our work.

Everyone who has contributed should be extremely proud of what we have managed to achieve together. We are tackling some global problems while making a difference in our own back yard, and also ensuring that, in an era of rising tuition fees, the most gifted young people can access higher education and all the benefits it offers, irrespective of their financial situation.

With your continued help we can do more: offer more scholarships, support more innovative research, change more lives. Every single supporter of this institution has the ability to impact and shape our future as we head towards 2017, the fiftieth anniversary of the University of Salford gaining chartered university status.

The University of Salford’s future is remarkably exciting. Part of this is our ‘gateway’ project, which will become the new home of the School of Arts & Media. Remarkable progress is also being made on our new halls of residence.

In the next year we will continue the impressive progress of the Salford Institute for Dementia by building a globally recognised centre of expertise. We will also continue to ensure that more gifted young people can access life-changing opportunities.

Thank you once again, on behalf of all who have benefitted, for your generosity and support to date. We hope that you are as excited about the University’s progress as we are, and look forward to keeping you updated over the coming year.

Colin McCallum
Executive Director – University Advancement
In May 2014, Vice-Chancellor Professor Martin Hall welcomed donors to campus to say thank you for your support. The event highlighted the importance of donations to the University of Salford and outlined our ambitious plans for the future. Attendees met students who are directly benefitting from their generosity and caught up with their progress over drinks and canapés.

We’d love to welcome more of you to campus to see the impact of your generosity first hand. Get in touch if you’d like to pay us a visit.
We hope you have enjoyed reading about the beneficiaries of your incredible support. As you have seen, your donations have a direct impact on priority projects across campus, enabling a world-class student experience and supporting life-changing initiatives.

We hope you will continue to support the University of Salford, its staff and students into 2015 and beyond.

Renewing your support is easy.

To make a further gift and change even more lives, please fill in and return the attached donation form or contact:

**alumni-supporters@salford.ac.uk**
+44 (0)161 295 6538
[www.salford.ac.uk/donate](http://www.salford.ac.uk/donate)

Office of University Advancement, The University of Salford, Alumni House, 3 Acton Square, Salford, M5 4WT United Kingdom

Facebook: [www.facebook.com/SalfordAlumni](http://www.facebook.com/SalfordAlumni)
Twitter: @SalfordAlumni
LinkedIn: Search ‘Official Salford Alumni’

If you’d like to discuss any aspect of your past, present or future support of the university, get in touch - we’d love to hear from you.
I give to Salford because...
...higher education should be open to all with ability and not restricted to those who can afford it.
...I want to help students get the most out of their university experience.
...I want others to be able to enjoy university as much as I did.
...I was the first person in my family to attend university, and was only able to do so thanks to the grant I received.
...I received a bursary which was invaluable in enabling me to stay on my course.
...I received an education which set me up for life.
...I am proud of the university.
...going to university was the best thing I ever did.

The reasons our donors give to Salford are as diverse as our supporter body itself.