

Item 5.i: Proposal for prioritising initiatives to be funded by the Association

Background

The Association has a positive bank balance, which it uses to underwrite large event bookings, to fund future initiatives such as the publication of Bernard Robertson's updated history of the Society, and as contingency.

However, there remains a surplus of c. £10k which was built up during times in which the Association used to charge a membership fee (we abolished fees in 2007, since which time membership has been free and automatic). At the 2017 AGM, the Association committed to producing a strategy for using these spendable financial reserves in the most effective way, which is the aim of this proposal.

Guiding principles for the Association's funding

The committee has sought to design a proposal that meet a number of key principles. These are consistent with how we currently manage the Association and its finances. The principles are that:

- The proposal should further the aims of the Association as set out in the constitution¹, to make sure the process is governed effectively and appropriately
- The proposal should provide benefits over multiple years to current students and alumni
- The proposal should be sustainable and not deplete the funds immediately
- The proposal should seek to raise the profile of the Association and the benefits of an active alumni community, and increase the culture of alumni giving (in both the financial and volunteering contexts)

We present for discussion and approval at the AGM the following proposal to meet these guiding principles.

The proposal

The Alumni Association invites current students and alumni to submit investment applications. We have already had a number of suggestions² but believe that a targeted campaign to source more ideas will be beneficial in gaining the biggest and widest impact for the Society and its members.

We will make available a guideline budget of c. £3000/year for three years. This is not an absolute maximum - we have set this guideline to ensure that we don't spend all the funding in the first year - and money can be carried forward if it doesn't get spent in any one year. Throughout this period, we will build awareness of the benefits of this alumni funding amongst both students and alumni, and be able to demonstrate tangible, sustainable successes.

We believe that demonstrating continued success will in turn encourage further fundraising. Through the Association fundraising proposal – also to be discussed at this AGM³ – we aim to raise the £3000/year to

¹ You can read the constitution [here](#)

² See examples on next page

³ See item 5.ii Association fundraising proposal

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continue this funding stream for the foreseeable future. This can be coupled with a pipeline of potential initiatives built up by having invited a longlist of applications.

The format and criteria for applications

All applications will be considered against a number of questions prepared by the Committee (see draft table on following page), and awards will remain at the discretion of the Committee.

The main criteria any applicant should expect to meet before completing an application are that the initiative:

- Will be of benefit to a wide range of individuals⁴
- Will provide benefit over multiple years⁵
- Would not be normally funded by the JCR or University
- Will help to promote the Alumni Association and the benefits of an active alumni community

Should more awards be applied for than the available, the Committee will make its decision based on the above overriding principles. The Committee will also retain the discretion to award more funding than the initial £3,000 made available should it deem a request (or number of requests) suitable.

Any funding applications should be completed, costed and sent to the Treasurer in the first instance prior to being considered by the Committee.

We ask for this level of detail to ensure that all initiatives are fully considered by the applicant(s), can be assessed as objectively as possible by the Committee against other initiatives, and can be measured for their success (and lessons learnt) once they are delivered.

Examples of funding requests already received by the Association

- Performing Arts Grants, as are also provided by the SCR
- A combination lock for the gym to control access
- A video camera and training for students to produce professional promotional and event videos
- Bursaries to support students

⁴ We appreciate this is open to interpretation, and fully expect to receive applications which interpret this in different ways. We have this criterium to ensure that the student and alumni bodies at large are able to benefit from the funding

⁵ This does not exclude one-off initiatives, but the benefits should be delivered over multiple years

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Draft application form

Summary details	Initiative name		<i>Initiative name</i>
	Description		
	Rationale for investment		
	Date of submission		
	Contact name / contact details		
Benefits	Please detail how the initiative will be of benefit to the following	Students/JCR (including an indicative number of students, e.g. per year)	
		Alumni/SCAA (including an indicative number of alumni, e.g. per year)	
		Society	
		University	
		Local community	
	Please detail the type of benefits that will be achieved by your initiative	Facilities	
		Knowledge	
		Skills	
		Financial	
		Reputational	
		Engagement	
		Profile of SCAA	
	Are similar initiatives funded by JCR and/or Society?		
	If yes, please provide details		
	What are the reason(s) for this initiative not having been done already?		

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<u>Time frame</u>	Benefits will start to be realised within (indicate number of months)	
	Benefits will continue to be realised for (indicate number of months)	
<u>Out of scope</u>	Please provide details of any related aspects that are out of scope of funding	
<u>How to measure benefits/KPIs</u>	We must aspire to report concrete benefits so we can measure success and report back to alumni. Please indicate how you would propose to measure benefits	Impact for students/JCR
		Impact for alumni/SCAA
		Impact for Society
		Impact for University
		Impact for local community
<u>Risks, issues, assumptions and dependencies</u>	What are the risk(s) that <i>may</i> occur in delivering this initiative?	
	What are the risk(s) in <i>not</i> delivering this initiative?	
	What issues are you aware of that <i>will</i> impact you delivering this initiative?	
	What assumptions have you made in this proposal?	
	What dependencies do you have on others to be able to deliver this initiative?	
<u>Cost</u>	Upfront cost	
	Cost year 1	
	Cost year 2	
	Cost year 3	