

OxfordPOTENTIAL

Raising aspirations and supporting young people

Britain has a deep social mobility problem, and it is getting worse for a generation of young people. As the highest ranked university in the world, the University of Oxford has a responsibility to ensure that the most talented young people from all backgrounds have the opportunity to fulfil their potential.

Our vision is for the most talented young people, regardless of background, postcode or circumstance, to succeed in school, at university, and in their future lives.

Our mission is to create a transformational national fund that supports students, schools, communities and families across the country. We want to make a meaningful contribution to young people's lives, raising attainment and aspiration across the UK.

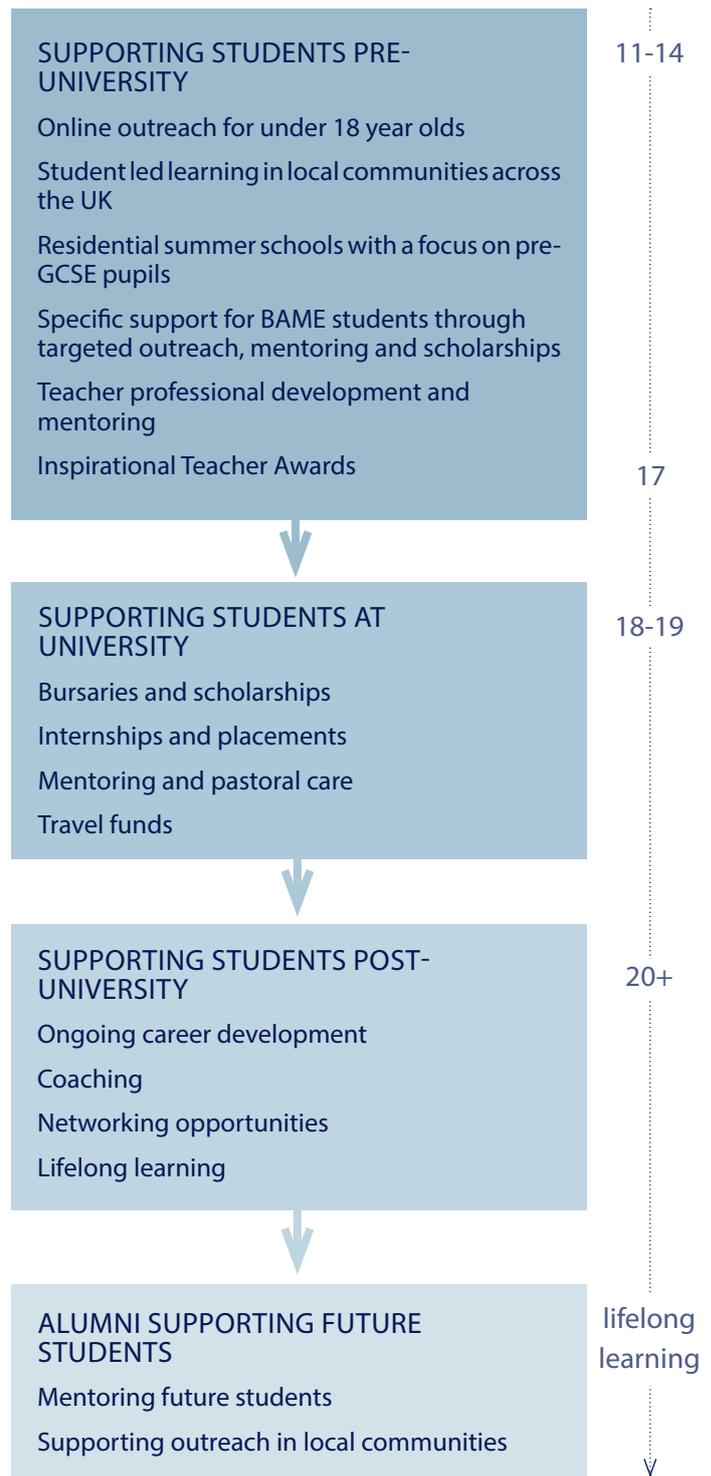
What is Oxford Potential?

Oxford Potential is the University of Oxford's national campaign to raise funds to enable and encourage more bright young people from all backgrounds to study at the best universities in the country and be supported financially throughout their studies.

Who are we helping?

The University is supporting young people from primary-school age through to A-Level and post-school options, encouraging them to aspire to higher education, and to obtain a place at Oxford. This ambitious and expanding network of national outreach activity focuses on hard-to-reach young people from regions in the UK that are under-represented at Oxford.

How are we helping?



How can you help?

The University assigns £6 million a year to guarantee scholarship support to all UK/EU students from families with a low household income, and over £1 million a year to support widening access and participation, but there is still more that needs to be done. With the prospect of tuition fees rising and funding for higher education by the UK government and the EU decreasing, the University is concerned it will not be able to guarantee this support in perpetuity. Our fundraising effort has been transformed by a landmark donation of £75 million from Sir Michael Moritz and Ms Harriet Heyman. Their investment currently supports a generous scholarship and reduced tuition fee for students whose household income is less than £16,000.

We are committed to creating an endowment to support widening access, participation and undergraduate scholarships, with an initial target of £10 million by July 2018.

We would like to request your generous philanthropic support and investment to transform the lives of exceptional young people today, and for future generations. Thank you.

Please contact Andrew Vivian, Head of Development - Student Support, University of Oxford, for more information at andrew.vivian@devoff.ox.ac.uk or +44(0)1865 611549 or (0)7721 107721

Founding Patrons of the Oxford University Potential Fund

Professor Sarah Whatmore, Chair

Pro Vice Chancellor Education, University of Oxford

Professor Whatmore is Professor of Environment and Public Policy at Oxford, and the institution's Academic Champion for Public Engagement with Research. She read geography at University College London, where she also completed a DPhil.

Mr Mark Florman, Vice-Chair

Time Partners

Mark is CEO of Time Partners Ltd and was founder of the merchant banking group Maizels Westerberg, as well as a number of businesses in the technology, advisory, financial services and investment sectors. He co-founded the Centre for Social Justice, the Early Intervention Foundation and B Labs (UK) and served as BBC Trustee for England.

Mr Richard Stone

Reuben Foundation

Richard is a property investor and Director of the Reuben Foundation. Formed in 2002 with an initial endowment of \$100 million, the Foundation is

committed to the betterment of society in the UK and around the globe through focused charitable giving in the areas of education, health and the community.

Mr Jonathan Smith

Woodford Asset Management

Jonathan Smith is Head of CSR for Woodford Investment Management. A former Business Ambassador for HRH Prince of Wales at Business in the Community, Jonathan has over 25 years' director level experience. He currently chairs Charity Futures, which examines the future needs of the third sector in the UK. He also sits on the board of the Oxford Centre for Philanthropy and Charity Studies.

June Sarpong

June has worked with HRH Prince Charles for 10 years as an ambassador for his charity the Prince's Trust and is the Co-Founder of the WIE Network (Women:Inspiration & Enterprise). June was awarded an MBE (Member of the British Empire) on the Queen's 2007 New Year Honours list for her services to broadcasting and charity.

Generous supporters of students at the University of Oxford include:

Sir Michael Moritz • The Sutton Trust • Weidenfeld-Hoffmann Trust • Phillip and Patricia Frost Philanthropic Foundation • Reuben Foundation • Hill Foundation • Santander UK Plc • André Hoffmann • Hong Kong Jockey Club • Dulverton Trust • Sir Howard Stringer • T June and Simon Li Charitable Fund • Wafic R. Said • Irvine Laidlaw • Richard J. Oldfield • Wolfson Foundation

