



Abertay
University®

FUNDRAISING IMPACT REPORT

INTRODUCTION

Dear Supporters, Friends and Alumni,

This is our second Impact Report and it's designed to reflect the past year and what you have done to support Abertay students. Everyone knows that the ongoing Covid pandemic means that 2021 has been yet another challenging year.

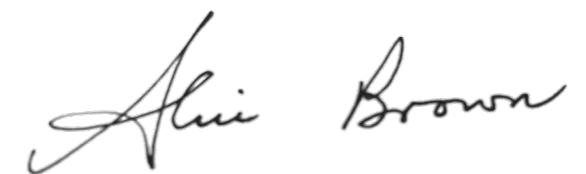
The way that our staff and students have adapted and the resilience and commitment they have shown is truly amazing. Of course, this situation exposes how some students desperately need additional support to keep studying.

The Supporter and Alumni Survey of 2021 showed how crucial it is that we continue to give opportunities to students with potential. Our whole philosophy is focused on this goal and naturally fundraising plays a crucial part in that success - which is where we need your help.

Giving back as a graduate makes a difference to each new generation of students. Some of you give back through financial gifts, others by sharing your time and your networks. We receive core funding from the Scottish Government and through fees and research grants. But there are some projects that can only be achieved using donations and philanthropic gifts. These are the golden opportunities that you help achieve.

I hope that this Impact Report will leave you feeling inspired and motivated to continue to give support. I can assure you that your contributions are very much appreciated. Please continue to help our students so they can transform their lives.

I want to thank you for what you have given to Abertay this year, we couldn't have achieved so much without your help.



Professor Alice Brown

Chancellor, Abertay University

Support students to help them realise their full potential

'Continuing to give opportunities to those with potential.' (Supporter and Alumni Survey 2021)

In 2021 you told us that generating opportunities for Abertay students is very important to you, so they get the high-quality education they deserve. Here are just a few ways that you have made this happen in 2021.

A huge thank you to everyone who contributed to this area. We couldn't name you all and we certainly can't do it without your help.

You helped Kayla Wallace and Samuel Yerokun

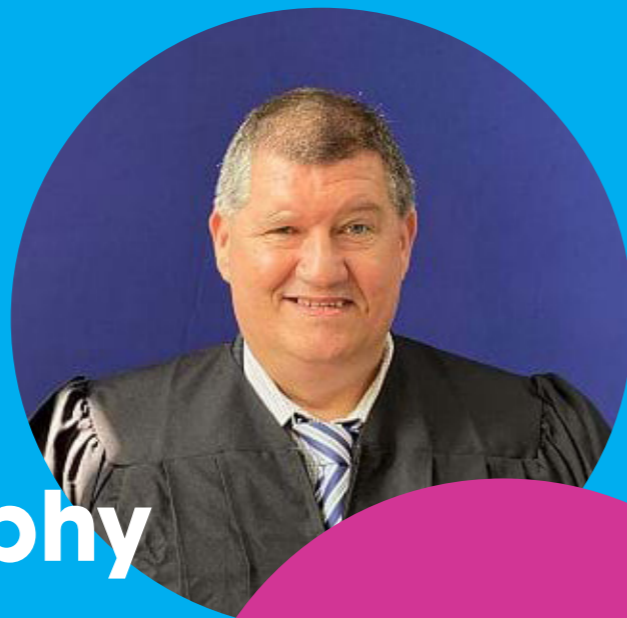
The Fowlie International Scholarship provides awards to candidates planning to study a full-time postgraduate degree. For the third year running, the scholarship, established by the Fowlie family, has supported home and international students.

This year's recipients are Kayla Wallace, MSc/PGDip Computer Games Technology and Samuel Yerokun, Mprof Games Development.

'We're delighted to be able to support diversity in our postgraduate technology courses with the generous support from the Fowlie family. The Fowlie International Scholarship supports talented applicants by providing additional financial support to help them make the most of their postgraduate studies.' Lesley Balfour, Director of UK Recruitment & Admissions

'I was delighted to establish the Fowlie International Scholarship, to support postgraduate students coming to study at Abertay. Over the last few years, I have had the opportunity to meet the wonderful recipients - on courses from Computer Games to Human Resource Management. It has been a real privilege to meet them and understand the real difference the support has made. I look forward to meeting this year's recipients.'

The Fowlie Family



You helped William Murphy

William, a mature student, graduated this year from Abertay University with a LLB Law Degree.

52-year-old William left school at the age of 15 with no qualifications but always felt he was able to achieve more. He turned his life around at Abertay after recovering from alcohol issues and a seriously debilitating illness. He was awarded a Lothian Family Scholarship, which awards two undergraduate students £5,000 over the course of their studies to help grow talent in the law profession.

William couldn't recommend the university enough: "Abertay University took a chance on me and helped me fulfil a lifelong wish.

'If you're thinking about attending university, just go for it, who knows what you can achieve?'

'I'm now so excited for what comes next.'

Many mature students choose to study at Abertay, which helps us to produce diverse graduates.

Here is William sharing his view on why this aspect of life at Abertay is so important for society. LLB Law Graduate William Murphy talking about why more people should have access to university.

You helped Matthew Stark

'My sincere congratulations to Matthew Stark from Abertay's BSc (Hons) Computer Games Technology programme. He must be the 50th recipient of my grandfather's award, so I am delighted to acknowledge this special landmark and to wish Matthew every success and fulfilment in the years to come!

'Secondly, it is gratifying to see the University tackling huge pandemic challenges in such a positive and imaginative manner. A.D.D. McKay's legacy is in good hands, for which I remain immensely grateful.'

Colin A. Den-McKay OBE and donor to the A.D.D. McKay Senior Prize

Here we highlight how graduates have helped students to make the most of their time at university. We can't thank everyone individually, but we truly value your support and generosity.

Continue Abertay's success by maintaining the quality of the student experience.

(Supporter and Alumni Survey 2021)

MAKE SURE THAT ABERTAY STUDENTS LIVE THEIR BEST LIVES

Garry Buick helps students look to the future

Garry, who graduated with a BA Hons in Accounting in 1994, is now Director of Business Efficiency at BPP Professional Education Group. In 2021 Garry pledged to leave Abertay a gift in his will.

'Abertay and the degree I did was the foundation of my success. Dedicated staff gave me the opportunity to succeed and I

would like others to be given the same chance.'

Legacy gifts help Abertay to continue its mission into the future, ensuring that thousands more have the opportunity of changing their lives.

Read more here: <https://www.abertay.ac.uk/fundraising/legacy-and-remembrance/>

You help in many different ways

Alumni can support in all sorts of ways, including gifts of time and money.

Alan Bain (BA Hons Accounting 1989) joined final year students studying in the School of Business, Law and Social Science. At the virtual session Alan was able to pass down what he has learned since his time at Abertay. 'I really enjoyed sharing my experience – including the forks in the road I encountered - with fourth year accounting and finance students.'

Alan is currently Director & CFO for the Channel Islands at the Butterfield Group. Understanding life lessons from graduates helps those at the start of their careers.

Lachlan Mackay (BSc Hons Biotechnology 1997) gave a financial gift.

'As a student of Abertay, I received real "hands on" practical experience for my later scientific career.

'I "gave back" to Abertay because teaching these "hands on" skills is sometimes difficult and time consuming. Abertay did this fantastically for me for which I am truly grateful and forever indebted. The ability to understand both how and why things go wrong is truly incalculable, for this then teaches you how to always get it right! I would not want this level of quality given to me in my days to be diminished or lost at all. I would do whatever is possible to support and promote this ethos, which was given to me within Abertay'

Financial support and work experience

Graduates David Hamilton and Barry Petrie are the cofounders of Ninja Kiwi. In 2019 they set up a scholarship in the name of their company to support computer games students. The scholarship includes a bursary of £1,500 and a four-week paid placement at their game studio in Dundee.

All three students who received the award have gained full time employment there too. This year David and Barry chose to extend the scholarship to two students.

'We are delighted to be able to support the next generation of talent by expanding this scholarship. The games industry remains a very attractive place to work, and we are excited to welcome the successful students to Ninja Kiwi Europe when they arrive for their placements.'

At Abertay we are proud that our graduates leave ready for the world of work.

<https://www.abertay.ac.uk/study-apply/money-fees-and-funding/scholarships/ninja-kiwi/>

HOW YOU MADE A DIFFERENCE TO OUR ACADEMIC SCHOOLS

Our students rely upon Abertay's reputation. Your support helps to maintain and build our reputation. Here are a few examples for each of the Schools.



[I want] to see the University build further upon its established reputation and position within the higher education sphere, both nationally and internationally.

(Supporter and Alumni Survey 2021)



The Chancellor's Fund helped Jagdeep Singh Ahluwalia

This special fund helps postgraduate students in our Graduate School take advantage of the opportunities that come with studying at a higher level. The fund is thanks to our previous Chancellor, The Rt Hon Lord Cullen of Whitekirk KT FRSE.

'I am Jagdeep Singh Ahluwalia, a PhD student in Data Science and Computer vision.

'Being a new PhD student, this opportunity not only allowed me to learn how leading researchers conduct research in this field but also helped me familiarise myself with the upcoming trends and provided the opportunity to network with other researchers.

'All of this would have been impossible, if not for the generous support I received. As a self-funded student, arranging finances for such conferences is incredibly hard, which was further made practically impossible due to the hardships brought on by COVID-19.

'I would once again like to extend my sincerest gratitude for this award as it played a crucial role in both my professional and personal development. I am incredibly grateful that this award helps postgraduate students to go for such opportunities that otherwise would have been impossible to benefit from.'

<https://www.abertay.ac.uk/study-apply/money-fees-and-funding/scholarships/the-chancellor-s-fund/>

The H&A Scott Scholarship and Scott Prize gave a work placement

The H&A Scott Scholarship has helped students in the School of Business, Law and Social Science since 2018. The Scholarship is available for third year students taking a degree in Marketing and Business and Accounting and Finance. They participate in a work placement.

Alastair Scott was keen to set up this scholarship for business students, as he felt work placements are vital to enhancing the student experience. He also understood that financial hardship is one of the reasons that students do not take up placements or similar opportunities.

Alastair studied at Abertay University. He himself took part in work placements, which helped in his career in the Jute and Textile Industry. Alastair's father ran one of the largest jute factories in Dundee. He set up the Scott Prize in the 1960s, which is still

awarded to an Abertay undergraduate studying at the School of Business, Law and Social Science today.

'I have always had happy memories of my time at the Dundee Technical College, the forerunner of Abertay University. I learnt my technical textile skills as well as my managerial craft, which gave me a sound basis for my future career. My father was always very supportive of education and gave a prize for the Best Student in the Department. I am delighted to continue this work he started and help local students fulfil their potential, particularly getting work experience during their course to learn how the real world works and not only in academia. The H&A Scott Scholarship helps students with their expenses incurred during their placements, and I wanted to support them as much as I could. I look forward to continuing my support for Abertay University.'

Donor and alumnus, Alastair Scott

Sponsors help games students

The Dare Academy is an exciting games development competition, that sees our games students in the School of Design and Informatics, develop a game prototype supported by industry leaders.

This year it was sponsored by Dell, chartered accountants MHA Henderson Loggie and legal firm Lindsays. All three companies also offered mentorship, support and business advice to the students' game studios.

'We strongly believe in the value of education, especially in STEM fields with great employment prospects. Game development is the biggest entertainment business in the world, seamlessly incorporating technical fields like programming and computer science with art, writing and other social skills.'

Dusan Petras, Dell

'It's been great for us to sponsor and support Dare Academy over the last few years and we've been amazed at the level of talent within the teams and how creative each

game concept has been...We really enjoy following the teams as they progress throughout the competition, being able to get hands on with the final versions of their games and also hearing about all of the hard work and passion that's gone into each project.'

Stephen Bain, MHA Henderson Loggie

'The video gaming and creative industries are a vital part of the economy in Dundee and indeed across Scotland. It's important that we embrace the energy around the sector so that it can grow further. Dare Academy does exactly that, providing a tremendous springboard for the creative minds in the video gaming space by highlighting and developing the skills they need to succeed in the marketplace.'

Alastair Smith, Lindsays

Macphie helps food science students

Leading food ingredients manufacturer Macphie established a scholarship for the School of Applied Science for third year students on the BSc (Hons) Food and Consumer Science degree. The recipient receives a £3,000 scholarship to aid their studies. The scholarship also includes a paid summer placement, which sadly had to be put on hold due to COVID.

Macphie trustee Fiona Macphie said why they chose to do a scholarship at Abertay:


'Through previous projects, we are very aware of the quality and value of the Food and Consumer Science degree at Abertay.'

We decided to provide this scholarship to help support the future generation of the industry's workforce as they gain the academic learning and practical skills to build a career in this flourishing sector.



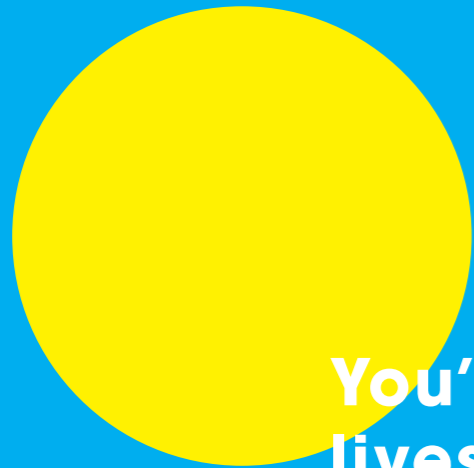
**Carry on with
your undoubted
achievements,
maintaining my
University as a
renowned centre
of excellence in so
many fields.**

**(Supporter and Alumni
Survey 2021)**



This sentiment is what keeps all of us – academics, alumni, supporters, friends and staff – motivated.

Thank you so much for all you do to make this happen.



You've helped many students transform their lives at Abertay.

Keep in touch at fundraising@abertay.ac.uk

Visit our webpages <https://www.abertay.ac.uk/fundraising>.

Give a gift

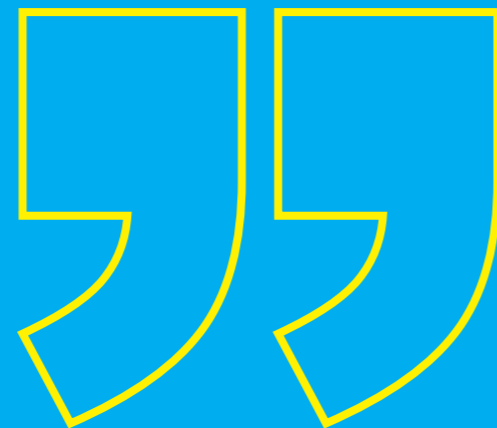


Donor Wall 2020/2021

We wish to thank everyone named in the Impact Report and to all of those who gave so generously in this year to support Abertay University and our students.

Our students, graduates and postgraduates like all fledglings need someone to back their plans, listen to and utilise their ideas and to see their vision and where possible bankroll it, because this is how we achieve success. They need all the protection and help we can provide.

Dr James Adamson, CEO (retired), NCR.



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