

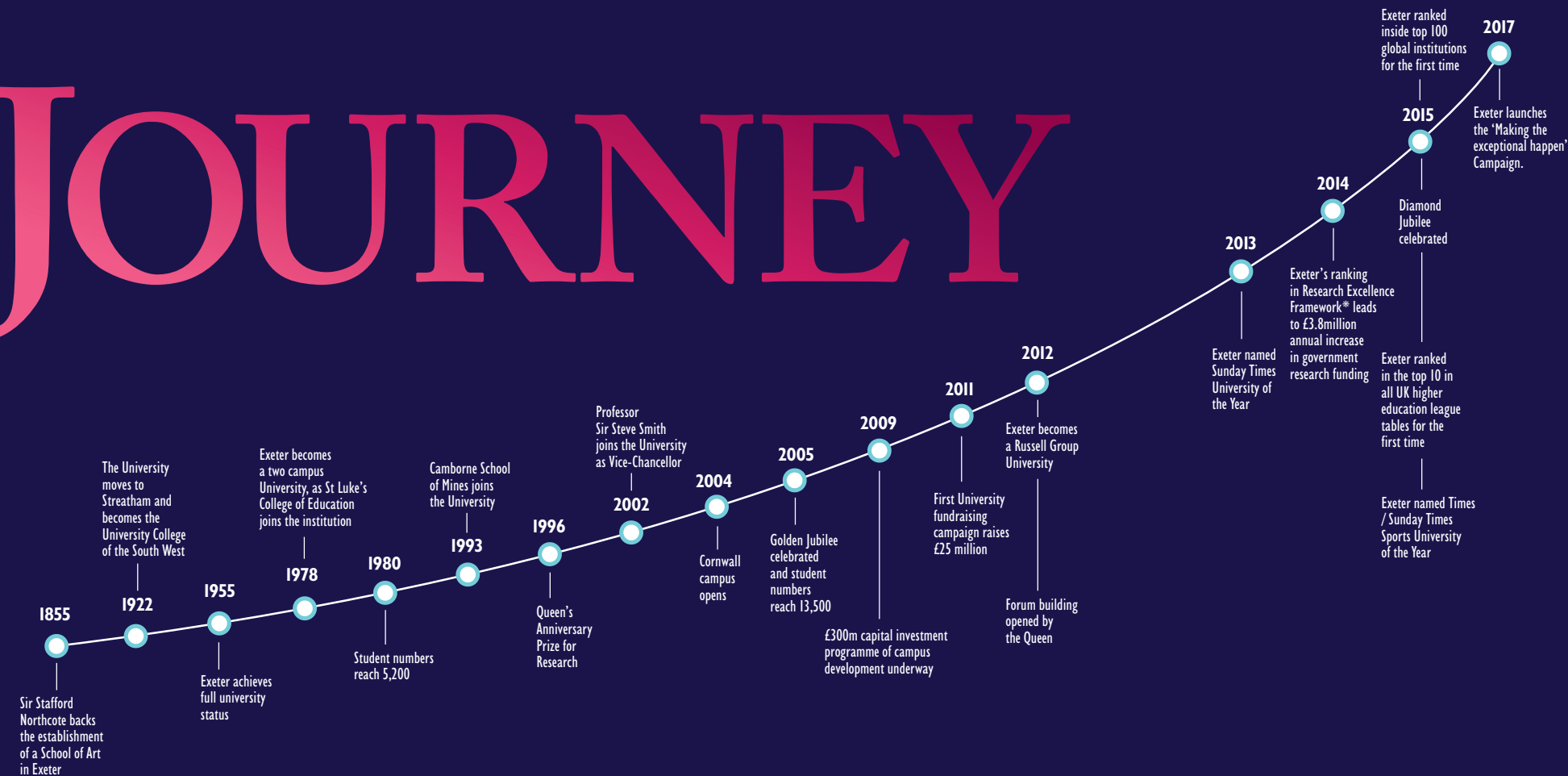
MAKING THE
EXCEPTIONAL
HAPPEN... ...and how
you can help...

The University of Exeter Campaign

EXCEPTIONAL JOURNEY

Since receiving university status 60 years ago, Exeter has come a long way. The last decade in particular has seen exceptional growth. Home to over 21,000 students, today we are a top 10 UK university, climbing the international rankings and 98% of our research is of international quality.*

* Research Excellence Framework (REF 2014)
(independent national assessment of research)



Exeter's driving ambition is to be a global 100 research leader and create graduates of distinction within a community of the most talented and creative minds.

Our progress towards this vision – the rapid rise in our reputation and ranking over the last decade – has been exceptional, setting us apart from our peers. 2016 saw us achieve two significant milestones in our history: alongside reaching the UK top ten in all of the major league tables, we ranked in the top 1% of universities globally. Building on this to consolidate our position and be in the top 100 world league tables on a sustainable basis in the years to come will be a huge challenge, one which our new Campaign will play a vital role in achieving.

To continue our upward trajectory as a globally-renowned institution, an international partner of choice, and a University that attracts the world's best researchers and brightest students, we must continue to invest. And we must do so at a time when global competition is at its most intense, and when the UK higher education funding environment is at its most uncertain.

That's why we need your support.

The University's most ambitious fundraising campaign 'Making the Exceptional Happen' aims to raise £60 million in philanthropic income and secure 60,000 volunteer hours from 6,000 volunteers by 2020. These funds raised through the Campaign will also create opportunities to secure an additional £100 million in funding from other sources. Philanthropy on this scale will be transformative for our students and our research.

We've come a long way in our history, and we know where we want to go next. This Case for Support sets out the priority areas of investment which will help us to get there. Whatever your connection to the University of Exeter, I ask you to join me, support the Campaign and help us to shape our future. Help us to make the exceptional happen.



Steve Smith

Professor Sir Steve Smith
Vice-Chancellor and Chief Executive



AIMS

Our vision

Our vision is to be a global 100 research leader and create graduates of distinction within a community of the most talented and creative minds.

To achieve this, our aims for 2020 are:

- 10 – maintain our top 10 UK league table position
- 100 – be in the top 100 world league tables on a sustainable basis
- 1,000 – submit 1,000 researchers to the Research Excellence Framework (REF) 2020*

Our new Campaign 'Making the Exceptional Happen' will play a vital role in achieving this.

Our Campaign aims are:

- Raise £60 million in philanthropy
- Secure £100 million from research grants and corporate partners
- Secure 60,000 volunteer hours

Your gifts of money and time will increase the worldwide impact of our research and education.

It will:

- bring the very best minds to the University to lead major research, helping solve some of the greatest challenges of today.
- offer our students an outstanding experience in their studies and in their lives; from the lecture theatre, to the lab, to the sports field, preparing them to become graduates who make a difference in the world.

Our Campaign themes are:

- Exeter Global Impact (Page 8)
- Tomorrow's Leaders (Page 19)
- Exeter Forever – Endowment (Page 23)

* The Research Excellence Framework (REF) is an independent national assessment of research carried out every six years.

Our aim is to submit the work of 1,000 Exeter researchers to the next assessment in 2020 (736 were submitted in 2014)

The need to fundraise

In the last ten years the landscape for university funding has changed beyond all recognition. Government funding has contracted whilst tuition fees (payable by students themselves) have increased. In a tough public spending environment we have to invest in our facilities, our students and staff, and in our teaching and research to remain a University of choice for the brightest and the best.

Our main sources of funding are regulated by government, and since the £9,000 tuition fee was introduced it has not uplifted for inflation, and as such would only be worth £7,160 in 2020. In 2017 we are able to increase tuition fees for the first time to £9,250. However set against modest but rising inflationary pressures on our costs, this still represents a shortfall in funding which we need to address by diversifying our income sources.

Becoming less reliant on government funding and diversifying our income sources gives us more protection and it also gives us more choice.

But more than this, your University competes on a global scale. Now recognised as being in the top 1% of global institutions, we need to match and surpass the investment of our international competitors to sustain and enhance our position. With your help, we can invest in the things that matter to us, and that matter to you: our world-leading research and our outstanding students.

Raising £60 million from philanthropy through the Campaign will allow us to realise our ambitious plans and cement the University's long term financial sustainability. Philanthropy on this scale will be transformative for our impact, our reputation and our graduates.

69% of our income is regulated by government meaning that it is fixed but 100% of our costs are increasing.

£60 million needed from philanthropy to deliver on plans.

Help us sustain Exeter's rise as one of the world's leading universities.

AMBITION

Global research solutions



GLOBAL IMPACT

In the Research Excellence Framework 2014 98% of Exeter's research was rated as of international quality.

The CWTS Leiden Rankings (which measure research quality rather than quantity) placed Exeter sixth in the UK, eighth in Europe and 35th in the world in 2016.

The global challenges we face today – from disease to ageing to climate change to security – require global solutions. At Exeter we believe the future of research lies in breaking down traditional barriers so these challenges can be considered from new perspectives.

Our researchers are at the forefront of this approach – working with experts across different fields and across the globe.

Our research is already recognised both nationally and internationally for its quality and its impact. The challenge now is to build *scale* – to increase the size of our academic research community and the breadth of our international collaborations, maximising the global impact of our research.

The Campaign aims to grow our research in four key areas:

- Health
- Environment and sustainability
- Understanding 'Living Systems' to tackle disease
- Enriching society and culture

In each of these areas, we have research expertise which we need to grow urgently. You can help us to achieve this by funding exceptional research projects and exceptional people to take on new Chairs, Professorships, Early Career Posts and PhD Studentships.

You can help us address some of the greatest challenges of our times.

Will you help increase the global impact of our research?

APPROACH TO HEALTH

Help us to... Develop a world-class Medical School

From local to global, the University of Exeter Medical School makes a difference to the lives and health of millions. With particular expertise including neonatal diabetes, cardiovascular risk and ageing, neuroscience and mental health, its research is characterised by 'embedded care'.

This means that instead of the traditional model of pure scientific research then translated into care, at Exeter research is initiated by a clinical question, takes place in a clinical setting and is measured by its clinical outcome. This very efficient way of working means that research can be quickly adopted into practice. With the increasing pressures on the NHS and healthcare provision worldwide, this approach has the potential to revolutionise patient care.

“We have been hugely impressed by the growth and development of the University of Exeter into one of the UK's top 10 Higher Education institutions. The Medical School provides an exciting opportunity for Exeter to become a leader in medical education and research. Our donation will help the University to attract the brightest and best staff to work in Devon and Cornwall.”

*Alumnus Dr Dennis Gillings
(Mathematics 1966)
Founder of Quintiles, Former
World Dementia Envoy and
Dr Mireille Gillings, Founder
of HUYA Bioscience, gave
£2 million to support the
Medical School through
the Dennis and Mireille
Gillings Foundation.*



Early recognition of cancer by GPs

In the UK, one in three people will develop cancer during their lifetime. Earlier diagnosis is one of the main ways to improve survival, particularly by refining which patients are tested for cancer. By analysing practice records, Exeter Professor Willie Hamilton created a tool to calculate the probability of cancer from a patient's symptoms in the years before diagnosis. Now shared with every family doctor in the UK, it has revolutionised the approach to cancer referral, leading to earlier diagnosis and better treatment.



Dementia breakthrough

With 44 million cases worldwide – a number expected to triple by 2050 - dementia is one of the greatest health challenges of our time. An international team, led by Exeter's Dr David Llewellyn, found that people severely deficient in Vitamin D were more than twice as likely to develop dementia and Alzheimer's. Clinical trials are now needed to establish whether the link is causal and eating foods such as oily fish or taking vitamin D supplements can delay or even prevent the onset of the diseases.



Transforming the treatment approach for neonatal diabetes

Exeter Professors Andrew Hattersley and Sian Ellard lead the team behind the medical breakthrough which has transformed the treatment of neonatal diabetes worldwide. Previously the condition required daily insulin injections: today a less invasive tablet form of treatment is prescribed in 40% of cases. Exeter is the leading centre in the world for the genetics of diabetes, receiving samples for testing from 60% of all children born with diabetes (86 countries to date).

Will you help Exeter make
the next medical breakthrough?



ENVIRONMENT

Help us to... Develop sustainable futures

Achieving a sustainable future for humanity on Earth underpins Exeter's world-class environment and sustainability research. More than 250 researchers are working across disciplines and across the University to develop pioneering research which impacts on the world we live in.

Planned for opening in 2020, the Global Systems Institute on our Streatham Campus will be a location where our researchers will not just focus on the here and now – they will be able to explore how to mitigate the environmental challenges we will face in the decades to come.

Researchers at Exeter

- help governments to manage their water systems, mitigate against flood risk and cope with extreme weather
- identify solutions in the fight against crop disease and famine, which affects millions of people in some of the world's poorest nations
- advise on the protection of biodiversity in the face of climate change and pollution
- develop new forms of renewable energy
- understand and predict climate change and its effects
- consider the complex links between environment and human health

EXETER IMPACT

Climate change 'tipping points' influence policy

Exeter research identifying potential climate 'tipping points' – such as dieback of the Amazon rainforest and decline of Arctic sea-ice – has influenced policy and business on a global scale. Professor Tim Lenton and colleagues' analysis of apparently small changes which could have large, long-term consequences has influenced policy-makers, economists, business leaders and international NGOs, as well as prompting the insurance industry to reconsider risk portfolios and take into account 'tipping point' events.

EXETER IMPACT

Discovering a link between food packaging and heart disease

Exeter research showing that higher exposure to a chemical used in the creation of plastic bottles and food containers is associated with an increased risk of cardiovascular disease has led to government action on an international scale. The research by Professors Tamara Galloway, David Melzer, and Michael Depledge on Bisphenol A (BPA) exposure has led to regulatory authorities across the world committing to reducing the chemical in food and drinks.

89% of research for Earth Sciences and Environmental Sciences at Exeter is ranked as world-leading (4*) or internationally excellent (3*). (REF 2014).

In the recent United Nations Climate Change report (IPCC Report 2014), Exeter had more authors contribute to it than any other city in the world.

Will you help Exeter tackle
global environmental challenges?



DISCOVERY

Help us to... Create the Living Systems Institute

From neuro-degenerative diseases like dementia and epilepsy to plant and animal diseases that threaten the global food supply, severe diseases pose a huge threat to humanity. Opened in 2016 on our Streatham Campus, the Living Systems Institute (LSI) is a world-class collaborative research community to revolutionise the diagnosis and treatment of diseases.

Bringing together around 200 cell and molecular biologists, mathematicians, physicists, biomedical scientists and engineers, this world-class interdisciplinary centre is the University's largest single investment in science to date. A completely new means of looking at biological problems, the LSI is taking a holistic view of how cells, tissues and whole organisms operate. Importantly, researchers use the techniques of mathematics, predictive modelling, control engineering and physics to understand, in detail, how disease operates.

LSI academics use their research to deliver inspirational teaching, supporting the next generation of scientists to collaborate across disciplines to solve future problems.

“The Wolfson Foundation is committed to supporting excellence and we are therefore delighted to have awarded a significant grant to the Living Systems Institute: an ambitious development, underpinned by a novel and exciting academic strategy. We hope other funders will also want to be part of this initiative.”

Paul Ramsbottom, Chief Executive, The Wolfson Foundation which gave a grant of £2 million to Living Systems in December 2014.

One of the world's most pioneering and influential developmental geneticists, Philip Ingham, FRS, is the inaugural Director of the Living Systems Institute.



Revolutionising the diagnosis of epilepsy

A computer model for the diagnosis and prognosis of epilepsy will enable more people to live seizure free and with fewer side-effects. Developed by Exeter Professor John Terry and his team, the model will reduce the time people suspected as having epilepsy spend in clinic by 80% and improve the accuracy of diagnosis, providing much needed reassurance to people with epilepsy.



The fight for food security: The Halpin Scholars

Each year rice-blast disease destroys enough rice to feed more than 60 million people. The Halpin Scholars, funded by Exeter alumni the late Dr Leslie Halpin and his wife Claire, are PhD research students investigating the devastating disease to find a way to prevent it. Seven PhD students have trained to date including scholars from the rice-growing regions of Bangladesh, India, Thailand and Turkey.

Will you help Exeter revolutionise
how we diagnose and treat disease?

INFLUENCE

Help us to... Enrich society and culture

“Many congratulations on your Diamond Jubilee year and to everyone at Exeter who has helped propel the University so far up the league tables. This was already a brilliant place to study in the 1980s and it's come a long way since then.”

Frank Gardner, BBC Security Correspondent (BA Hons Arabic & Islamic Studies 1984, Hon LLD 2007).

Continuing Excellence in Classics

“Without the scholarship I wouldn't have been able to study my PhD at Exeter. I'm incredibly grateful for this opportunity.”

US student Taylor Fitzgerald began her PhD scholarship in 2014.

The A.G. Leventis Foundation has generously funded several postgraduate scholarships in Classics, alongside early career posts.

Understanding and enriching society and culture through the arts and social sciences is central to tackling some of the greatest challenges of our times. In an age of globalisation, there has never been a greater need to understand and engage effectively with different cultures.

Research excellence in these areas informs key issues like human rights, politics, social justice and wellbeing. Through the study of modern and ancient history, art, literature and language, we increase our understanding of humanity and develop new ideas to push the frontiers of knowledge, vital to the evolution of society. That is why we plan to create the Institute for Advanced Studies on the Streatham Campus.

Exeter has an international reputation for academic excellence in the humanities and social sciences. Our alumni – including author J K Rowling, BBC journalist Frank Gardner, and Green Party leader Caroline Lucas – have used an Exeter education as a springboard to distinguished careers in literature, journalism, politics, and more.

Humanities and social sciences do not benefit from the same levels of research funding as the sciences, and there is scarce funding available to study at postgraduate level. There is also a growing concern that talented students are choosing other subjects over the humanities and social sciences.



Advising on de-radicalisation

Exeter's Dr Omar Ashour has emerged as a leading expert on de-radicalisation. Alongside advising governments, the UN and EU and NGOs, his extensive media involvement has raised the level of public understanding about the Middle East internationally. He was cited in the 2010 US Counter-terrorism White Paper 'Protecting the Homeland from Domestic and International Terrorism Threats'.



Security experts inform defence review

Exeter experts appeared before the House of Commons Defence Select Committee to give specialist comment on the UK government's foremost document on defence strategy. Professor Patrick Porter and Dr David Blagden, from the University's Strategy and Security Institute, addressed the committee about the Strategic Defence and Security Review which considers the threats to the UK and what capabilities the nation's military needs to respond.

Will you help champion the
arts and social sciences in society?



STUDENTS

Help us to... Create tomorrow's leaders

Support for MBA scholarships

“ The MBA changed my life. Before, I focussed on making a difference in the town where I was born. Now I focus on what I can do for my country, for the world. I've created a social enterprise in Colombia and for every pair of shoes sold we give another to a schoolkid. I'm very proud of it. ”

Columbian student Tico Altahona Castro studied an MBA with an Ayudar Scholarship.

Scholarship support for Devon students

“ My time at Exeter was one of the most valuable of my life. I want to help other young people from this area study at this great University and gain from a life-enriching experience as they set out in the adult world. ”

Tony Allen (Physics 1965) gives talented students from Devon the chance to study at Exeter no matter their background, thanks to his scholarships.

Students are at the heart of the academic community at Exeter. Ensuring that every student engages in a research-rich education that prepares them for the future is vital, but we know that university life is about much more than academic study.

University is a time to develop skills, grow in confidence, and decide what difference you want to make in the world. We want every student to leave Exeter with the life and leadership skills they need to become exceptional graduates and tomorrow's leaders.

To achieve this, five areas require urgent investment:

- Providing bursaries and outreach to ensure talented students from all backgrounds can come to Exeter
- Improving students' wellbeing through access to support services when they are needed
- Helping students develop skills through societies, sport, and entrepreneurship
- Enhancing students' employability through access to internships, mentoring and volunteering
- Creating Masters and PhD scholarships so that the brightest students can continue their studies regardless of income

A gift to Tomorrow's Leaders is a gift that will change students' lives. You can help inspire young people to aim high, provide bursaries for those from disadvantaged backgrounds, support student volunteering, internships, or sporting success and help our students to develop into exceptional graduates.

Diamond Jubilee Doctoral Scholarship Match Fund

- We have launched a £3 million match funding scheme to bring more of the brightest and the best research students to Exeter. Your donation will support a talented researcher to take their study to the next level through a research PhD at Exeter. You will be helping aspiring PhD students expand the boundaries of knowledge while strengthening Exeter's international research reputation.
- PhD studentships range from £18,000 to £136,000 and we will support your donation 2:1 with an investment from Exeter. So if you chose to support a home or EU fee only studentship (value £18,000), you would contribute £12,000 over four years and the University would match this with £6,000. The cost to you – if eligible for Gift Aid – would be £2,400 per year.

Will you help us create
graduates of distinction?

Help us to... Nurture world-class sport

Supporting sporting excellence: Harrow Cricket Scholarships.

Sports scholarships provide a comprehensive support package tailored to the needs of each individual athlete. Many of our graduating scholars have progressed to a professional level in their chosen sport and represented their respective countries on the global stage.

Professor Jenny and Stephen Harrow have supported cricket scholarships since 2007. Today Exeter is the number 2 UK University for cricket. In 2015, in his final year of study, Scholar Tom Abell established himself as an opening batsman for Somerset.

Exeter was the Times and Sunday Times Sports University of the Year 2015/16.

World-class facilities, high levels of participation, support for elite student athletes... sport plays an important role at Exeter.

Recently named as The Times and The Sunday Times Sports University of the Year 2015/16 in recognition of excellence in sports performance, education and research, Exeter's sporting reputation is going from strength to strength.

Exeter finished the 2015/16 season 5th of 151 institutions in the British Universities and Colleges Sport table. The University also finished the year as the top ranked institution in Men's Hockey, Men's Rugby and Women's Tennis and both the Men's Rugby and Women's Indoor Cricket teams won their BUCS championships.

Our 50 sports clubs' combined membership is over 8,000 and more than 3,000 students compete in friendly competition through our intramural sports programme. Our students also have a positive impact in the local community through sport, with our Sports Volunteering Scheme providing student coaches to local schools.

The bonds formed through taking part in sport at Exeter often last well beyond graduation: many of our alumni count former team-mates amongst their closest friends. Four alumni competed at the 2012 Olympic Games, five at the 2014 Commonwealth Games and at a recent ISAF World Cup Sailing event in Miami, four of Great Britain's 11 medals were won by Exeter alumni. Eight former scholarship recipients competed at the Rio 2016 Olympics and Paralympics.

You can help with improvements to facilities like Topsham Sports ground, help individual sporting clubs like the Rowing Club or the Rugby Club to upgrade their equipment, or help the best student athletes to reach their full potential through elite sports scholarships.

THE TIMES
THE SUNDAY TIMES
GOOD UNIVERSITY GUIDE 2016

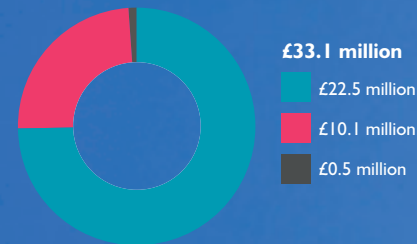
**SPORTS
UNIVERSITY
OF THE YEAR**

Will you help sport at Exeter
go from strength to strength?

SPORTING SUCCESS

Endowment – the route to financial sustainability

Existing endowment



Compared to many of its peers, the University of Exeter is a young institution and the size of its endowment reflects this. The current endowment of £33.1 million is split into three funds – two of them restricted, meaning they can only be applied in pre-specified ways. The Exeter Forever endowment was established as an unrestricted permanent endowment to reap the benefits of long-term investment potential.

A key campaign goal is to grow 'The Exeter Forever Fund' by £1 million by 2020.


- 1. Permanent Restricted - £22.5 million
- 2. Expendable Restricted - £10.1 million
- 3. Permanent Unrestricted - £0.5 million (Exeter Forever)

GENEROSITY



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