



The
University
Of
Sheffield.

Membership number: <<12345567890>>

<Addressee>
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Please send back
your gift before 17 April

Will you help a bright student be the first in their family to go to university?

Dear << Salutation >>

What did you experience for the first time at Sheffield? Was it the first time you moved away from home? Perhaps you tried a new activity or even <<Merge 1: non joint: had your first kiss! / joint: met your future partner for the first time! >> However adventurous your firsts were at university, I'm writing to you <<Merge 2: as [one of our] graduates, / as [one of our] graduates and kind donors, / as [one of our] graduates and regular donors, >> to ask if you'll give an ambitious student their own first this year.

<< Salutation >>, please will you make a gift of £<<ASK 2>> to help provide a scholarship for a low-income student like Salma?

<<Merge 3: No previous DM: My name's Joe Woolway and I'm in charge of the Financial Support team here at the University of Sheffield. / Previous DM: My name's Joe Woolway and you may remember that I wrote to you last year. >> My job is to try and make sure that no student is disadvantaged, academically or otherwise, because of their finances. But student funding has changed so much <<Merge 4: since the '40s / '50s / '60s / '70s / '80s / '90s / since you studied here >>. With no government grants available for disadvantaged students, those who have the most to gain from university, are sadly the ones that often lose out. You can change that.

I'd love to tell you about a student called Salma. From a young age, Salma dreamed of becoming a doctor. But where she grew up, the idea of going to university was daunting. It seemed out of reach. That's why getting into Sheffield is Salma's proudest achievement.

But excitement soon turned to worry. Salma didn't know how she would balance all the shifts she needed to afford her living costs. So when she found out she'd been awarded a scholarship, a huge weight was lifted. Now in her second year, Salma is thriving on her course. She's been able to choose a part-time job that fits around her studies. And she's enjoying her time at Sheffield, like every student should.

Salma is well on track to achieving her dream of becoming a doctor. And, none of this would have been possible without the help of people like you.



Your gift will help an
ambitious student fulfil
their potential

We all love to see students like Salma flourish. But can you imagine reading heartbreaking scholarship applications and having to turn students down? It's the toughest part of my job. There simply aren't enough funds to support them all.

Students like Salma have already overcome so much to earn their place at Sheffield. When you're a carer for a family member, or you've grown up in a deprived area, there's often no expectation for you to go on to higher education. And these students face their own unique challenges when they come to university.

Overwhelmed by part-time work

I'm sure you probably did some part-time work to help you through your studies. But what some students are forced to do nowadays goes way beyond that. And it's not healthy. I meet students who are working in a bar or factory each night. The next morning, they're struggling to concentrate in their lectures. Working excessive hours in part-time jobs seriously affects their grades and attendance.

By supporting scholarships, you'll help a student choose the best type of part-time work for them and put their studies first.

And, when you can't afford to do anything but work and study, it's easy to feel isolated and overwhelmed. The University's mental health service is actively prescribing joining a club as a way of improving students' ability to study. But that's only possible for students with the time to spare.

Your gift will help students from low-income families to join in with their classmates and try exciting new activities for the first time – just like you did.

Together you'll change lives

<<Merge 5: ND: Last year, thanks to thousands of graduates, 200 students started at Sheffield with a scholarship. / DMDO: Last year, you joined thousands of graduates in making a donation. Your gift of £XX made such a difference in helping 200 students start at Sheffield with a scholarship. / RG: Your regular gifts are already making such a difference across the University. And last year, thanks to thousands of graduates, 200 students started at Sheffield with a scholarship. DO: Last year, I was overwhelmed by the response of thousands of your fellow graduates who donated to help 200 students, like Salma, come to Sheffield with a scholarship. And I know you've very kindly supported us in the past. >> Every scholarship student I meet is inspired by the graduates like you who believe in them and want them to achieve. But the demand for scholarships is growing and each year, sadly, hundreds miss out.

<< Salutation >>, please <<Merge 6: ND/non DM DO: give £XX today / DMDO: make another gift by donating £XX today / RG: make an extra special gift of £XX to scholarships today >> to help more talented students from low-income backgrounds study at Sheffield.

Your fellow alumni have already given enough to support almost 100 scholarships this year. But there are still bright students who need your help. We need to raise enough for at least 65 more undergraduates before 17 April. <<Merge 7: And if you and XX more graduates give £XX, you'll support a student for an entire year of their studies. >>

Each year, I read hundreds of scholarship applications and hear incredible aspirations. What shines through is the drive to change their lives for the better, and help other people. Can you picture a world where each of these students has the chance to fulfil their ambitions?

Please <<Salutation>>, make that a reality by sending your gift of £<<ASK 2>> today.

With my best wishes and warmest regards



Joe Woolway
Acting Head of Financial Support
The University of Sheffield



P.S. Your gift will give a student the confidence they need right now to accept their place at Sheffield. And, from the moment they arrive in September, you'll be helping them make the most of their degree and achieve their dreams.