



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! >> Or maybe it was your first taste of Henderson's Relish that stands out.

However adventurous your firsts were at university, I'm writing to you <<Merge2: 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. I'm in charge of the Financial Support team at the University. >> 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.



Your gift will help an
ambitious student fulfil
their potential

Thanks to the support of alumni like you, Sheffield's scholarship programme is one of the most successful in the country. You can be proud that each year, Sheffield gives high-achieving students from a diverse range of backgrounds the chance to follow in your footsteps.

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. But there simply aren't enough funds to support them all.

And I know how much of a difference a scholarship makes to students who are in real need.

Fighting for a place

Right now, hundreds of students from backgrounds like Salma are working hard to achieve the grades they need to accept their place at Sheffield. They've all shown real resilience and talent to earn their place. That's why it's so difficult to decide who is most in need – they'd all benefit from a scholarship.

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. Without any help from their parents, they often have to work as many hours as they can just to pay for rent, food and study costs.

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.

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 or society as a way of improving students' ability to study. But that's only possible for students with the time to spare.

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

The most disadvantaged students are less than half as likely to go to university than their wealthier peers.

Your gift will help change that.

I'd love to tell you more about Salma – one of the students who alumni have helped with a scholarship.

Getting a scholarship has transformed Salma's life.

From a young age, Salma had a passion to help people. She dreamed of one day becoming a doctor. But in the northern town where she grew up, the idea of going to university seemed out of reach.

Her friends were all leaving school to have children or go straight into work. And it was daunting not having anyone to guide her through the application forms and interviews she needed to get into medical school.

But Salma was determined to make the most of her education and follow her dream.

That's when she got involved with Sheffield's Outreach and Access to Medicine Scheme. This special programme opens up the University – and competitive careers like medicine – to students from disadvantaged backgrounds. Salma got the opportunity to visit the University and meet current students who had once been in her shoes.

It was a real turning point.

She'd always had the academic ability, but now, for the first time, she had the information and support she needed too.

Salma's proudest achievement is earning her place at Sheffield. And her family were overjoyed that she would be the first generation to go to university.

But the initial elation was short lived.

Excitement turned to worry as Salma began to work out how much it would really cost to go university. Balancing part-time work with such an intensive course seemed impossible.

When she found out she'd been awarded a scholarship, a huge weight was lifted.

Now in her second year, Salma has been able to choose part-time work that fits around her studies. She's thriving on her course and loves meeting patients whilst out on placement at a local GP's practice. And Salma is thoroughly making the most of being a student. By joining the Women's Health Society and volunteering with a local charity, she's made friends for life and gained valuable skills for her career.

None of this would have been possible without the help of people like you.



<<Merge 5: ND: Last year, I was overwhelmed by the response of thousands of your fellow graduates who showed they care by making a donation. They helped 200 students, like Salma, come to Sheffield with a scholarship. / DMDO: Last year, you showed you care by joining thousands of graduates in making a donation to scholarships. Your gift of £XX made such a difference and helped 200 students, like Salma, come to Sheffield with a scholarship. / RG: By making a regular donation, you've already shown how committed you are to caring for Sheffield students. And last year, thousands of graduates joined you in making a donation and helped 200 students, like Salma, come to 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. As you've very kindly supported us in the past, I know you care about helping students. / DOTY: As you've made a donation recently, you've shown that you care about Sheffield students. I know you've already given generously and I completely understand if you're not able to give again so soon – but I wanted to share this important appeal with you anyway. >>

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. That's why your gift is so important. You'll break down barriers for a disadvantaged student and help them to achieve their potential, just like their peers.

<< 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.