



 **IGNITE FUND**
TELEPHONE
CAMPAIGN
2024

The central section of the cover features a large, semi-transparent photograph of a diverse group of approximately 20 people, likely students and staff, smiling and waving. Overlaid on this image is the main title text. The text 'IGNITE FUND' is in a large, bold, orange sans-serif font. Below it, 'TELEPHONE' and 'CAMPAIGN' are in a bold, black sans-serif font, and '2024' is in a bold, white sans-serif font with a black outline. To the left of the text is a small orange square containing a white starburst graphic, which is the Ignite Fund logo.

MESSAGE FROM JORDAN

"SUPPORTING TODAY, SHAPING TOMORROW"

Donations to the Ignite Fund are crucial because they provide essential seed funding for students to pursue opportunities that enhance their employability and professional development. The fund helps alleviate financial stress, allowing students to focus on their studies and achieve high academic performance.

“

To those considering supporting the Ignite Fund,

We invite you to join a community dedicated to making a difference in the lives of University of Westminster students.

Your potential support could provide pivotal opportunities for students to pursue their entrepreneurial dreams, access vital resources, enhance their skills, and reach their academic aspirations.

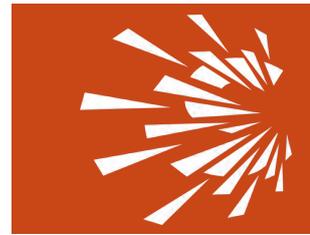
Your involvement could play a crucial role in shaping the future of aspiring leaders, and we would be honored to have you as part of this transformative journey.

With anticipation and hope,

Jordan Scammell
Head of Development and Fundraising



OVERVIEW OF THE YEAR



Amar Kataora - Regular Giving Officer

The Ignite Fund has made a remarkable impact in 2024, supporting 122 students at the University of Westminster. With nearly £50,000 awarded, the fund has been instrumental in allowing students to focus on their goals without the weight of financial stress.

As we approach the new application period in January 2025, the potential contributions from new supporters are more vital than ever. Your support could significantly increase the number of students we can assist in their academic and entrepreneurial pursuits.

We look forward to the possibility of your support and the continued growth of the Ignite Fund's impact.



ABOUT OUR TELEPHONE CAMPAIGN



The University of Westminster's Telephone Campaign is an engaging opportunity for students to connect with alumni and support the Ignite Fund. This year, the campaign will run from 26th October to 17th November 2024.

The campaign aims to foster friendly conversations with our alumni community, discussing the university and the Ignite Fund's role in enhancing student employability and professional development.

The Ignite Fund has significantly contributed to enhancing student employability at the University of Westminster. It offers grants between £150 and £1,500 to students, enabling them to purchase equipment, start businesses, and develop professionally without the financial pressures of being a student.

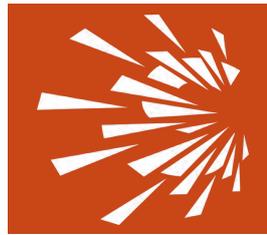
The fund has supported almost 800 students since its inception in 2016, with 122 students benefiting in the 23-24 academic year alone. The integration of the Ignite Fund with the university's employability award and enterprise network has created a pipeline for student development before graduation. Additionally, the fund has increased the number of application rounds to two per academic year, allowing more students to access opportunities throughout the year.

The fund's impact is also evident in the successful outcomes of funded projects. For instance, students have used the grants to launch businesses or gain additional qualifications, enhancing their CVs and employability in a competitive job market.

The Ignite Fund's commitment to student success is further highlighted by its efforts to track the progress of graduates who have received funding, aiming to demonstrate the fund's role in securing highly skilled and well-paid employment for its beneficiaries.



MEET OUR STUDENT CALLERS



 Aarya

 Ayan

 Ayoub

 Callum

 Cameron

 Erin

 Far-Hiya

 Haile

 Hussain

 Jessica

 Ladan

 Laiba

 Lewis

 Magdalena

 Mannahil

 Maryam

 Massoud

 Mina

 Murshida

 Rania

 Ryan

 Sabeena

 Sharmin

 Sikandar

 Sk

 Tanvir

 Tia

 Yasmin

 Agostina

 Ana-Maria

 Annabelle

 Brownwell

 Christina

 Dalya

 Jardae

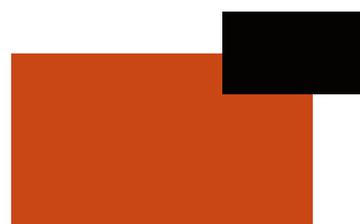
 Karla

 Muhammad

 Nemanja

 Obusor

 Sultan



2023 CAMPAIGN IN NUMBERS



40

Number of student callers on our calling team

735

Number of alumni who spoke to our team of student callers

A COMMUNITY COMING TOGETHER

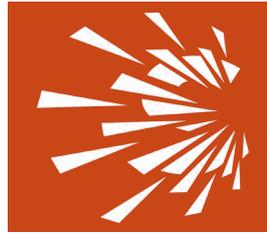
Here are some messages from Westminster alumni to our student callers from the 2023 campaign:

“Erin, thank you for calling me. You touched me. Remember nothing is Impossible. You are destined for great things. The University of Westminster is an amazing place to study. Please feel free to call me if ever you need some support.”

“Thank you Shiron. It was lovely to put a face to the name and it was very kind of you to take the time to send a video message. Remember not to measure your successes by very other peoples achievements. Believe in yourself and you will achieve all of your goals. Wishing you all the best in your future endeavours.”



MORE THAN JUST A DONATION



Telephone campaigns play a crucial role in fostering a vibrant and supportive community among students and alumni. They offer a unique opportunity for students to connect with graduates, not only to seek donations for important initiatives like the Ignite Fund, but also to gain invaluable career advice and guidance. These conversations allow alumni to share their experiences and insights, which can be instrumental in shaping the students' professional development and enhancing their employability. Moreover, the interaction with alumni can inspire students, providing them with a sense of the possibilities that lie ahead and the support network available to them. It's a mutually beneficial exchange where students can learn from the successes and challenges faced by those who have walked the path before them, while alumni can give back by mentoring and supporting the next generation.

Andre - Pharmacology & Physiology BSc

"Participating in the campaign was both a transformative and immersive experience. It required patience and commitment and was a masterclass in communication and perseverance. With each call, my confidence and resourcefulness increased. Establishing a connection with various alumni, I accrued wisdom from some and a sense of direction from others. Hearing the stories of their respective journeys and being able to share mine created a sense of rapport beyond just a donation; of course, there was still a deep sense of accomplishment when the conversation led to them contributing. I connected and engaged, and the campaign's dynamic pace taught me the essence of adaptability and the power of a well-crafted message and verbal delivery."

Sherin - Msc Biomedical Sciences (Immunology)

"The campaign was so meaningful and rewarding for a student like me. It never felt like a job. I was able to listen to great stories from our alumni and receive career and personal advice insights from them."

Gabriela - Diplomacy and Global Politics

"Being part of the Ignite Fund got me more connected with my purpose at the University of Westminster, I am no longer just a student, I have contributed to a legacy that will be passed on to others. This is what community is all about. To be able to engage outside of my career and to generate everlasting connections with colleagues I worked with in the campaign. The change starts with every little action we do."



2024 IN NUMBERS



“Receiving the Ignite Fund is a huge boost to my entrepreneurial ambitions. With this funding, I now have the resources to take my design project to the next level and turn it into a successful business venture. The financial support is invaluable, but equally important is the validation and recognition that comes with being selected for the fund. This gives me the confidence and motivation to pursue my dreams and make a real impact in the world of design and entrepreneurship.”

EDWIN ZHOU

IGNITE FUND

275

Number of Ignite Fund applications received in January 2024

122

Number of students awarded funding - beating the previous high from January 2023

75

First in family students awarded funding



APPLICATION BREAKDOWN

January 2024 Round

Total Awarded: Almost £50,000 awarded to 122 students (including group projects) which beat last years record of 120 students awarded funding in a single round since the fund was established.

275 applications were received with a total of £300,201 requested.

Breakdown by category:

Conference, Workshops or Training

£3,705.00

Additional Course or Qualification

£12,184.41.00

Enterprise

£20,000.00

Research Project

£5,778.00

Equipment

£7,155.94.00



SUPPORTED PROJECTS

CASE STUDY

JORDAN SAMUELS SIXTH GEAR



Jordan's project "Sixth Gear" focused on establishing a robust foundation for his activewear business. The project included securing trademarks, creating a strong brand identity, designing sample products, setting up an e-commerce platform, and ensuring efficient administrative processes through Google Workspace. The ultimate goal was to position his venture for a successful launch and significant market impact.

Objectives:

1. Legal Protection: Securing trademarks for the business name and logo.
2. Product Visualisation: Creating physical samples to visualise the products and gather feedback from fitness influencers.
3. Brand Development: Establishing a strong brand identity through logos and mockups.
4. Market Preparation: Investing in e-commerce setup and administrative tools to ensure readiness for market entry.

Impact on Personal and Professional Development:

The project provided Jordan with a structured framework to transform his business idea into reality. By strategically allocating resources towards essential business aspects, he gained valuable insights and tools to navigate the competitive market landscape. The process significantly enhanced his confidence and provided a solid foundation for his entrepreneurial journey.

Employability Enhancement:

Jordan believes that the project has significantly improved his employability by demonstrating his entrepreneurial mindset, strategic thinking, and project execution capabilities within budget constraints. His hands-on experience in various business management aspects, coupled with his success in launching a business venture, showcases his initiative, adaptability, and leadership potential, making him an attractive candidate for roles that require creativity, problem-solving, and business acumen.

Jordan Samuels' "Sixth Gear" project exemplifies the transformative impact of targeted funding and strategic resource allocation on entrepreneurial ventures. By leveraging the support from the Ignite Fund, Jordan was able to establish a strong foundation for his business, gain valuable market insights, and significantly enhance his employability prospects. His journey serves as an inspiration to aspiring entrepreneurs, highlighting the importance of structured planning, strategic investment, and the power of community support in achieving business success.



SUPPORTED PROJECTS

CASE STUDY

ELIZABETH OLA TRU SKN



Impact of the Ignite Fund

The Ignite Fund has been instrumental in supporting the growth and development of TRU SKN. Elizabeth received £2,500 in total from the fund, which was pivotal for launching two new products: a cream blush and a highlight. These funds were utilised for essential aspects of the product development process, including product photography, hiring models, photographers, and videographers, and covering manufacturing and shipping costs. The financial support from the Ignite Fund enabled TRU SKN to expand its product range and attract a broader customer base, ultimately reinforcing the brand's commitment to inclusivity and diversity.

Growth Over Time- Initial Support and Product Development

Since receiving funding, Elizabeth has begun formulating and sampling the cosmetics line, a critical stage for establishing the brand's foundation. This has grown to the sampling of formulated lip gloss, purchasing postal boxes for packaging, and ordering lip gloss tubes and wands.

This initial support allowed TRU SKN to perfect its product formulations and designs, ensuring high-quality offerings for its customers. The rest of the grant money was allocated towards the initial inventory, laying the groundwork for a successful product launch.

Expanding Product Range and Market Presence

With the foundational support from the Ignite Fund, TRU SKN has grown significantly. The brand's dedication to creating inclusive and high-quality products has resonated with consumers, leading to increased brand visibility and customer engagement. TRU SKN combines beauty and technology to formulate pigmented products that provide universal shades suitable for all skin tones.



SUPPORTED PROJECTS

CASE STUDY



ELIZABETH OLA TRU SKN

Business Model and Marketing Strategies

TRU SKN operates on a B2B and B2C business model, with direct sales via its website and social media platforms, in-person events, collaborations with other beauty brands, and retail partnerships. The brand's marketing strategies focus on social media growth, community building, and leveraging influencer marketing to increase brand awareness and customer engagement.

Achievements and Partnerships

TRU SKN has achieved several key milestones, including:

1. **Partnership with Adobe:** Collaborative campaign for Adobe Express.
2. **Oxford Street Pop-Up Shop:** A successful public engagement event in collaboration with Adobe and Enterprise UK.
3. **Glossier Partnership:** A 4-month accelerator program with a £10K investment.
4. **Retail Pitches:** Successful pitches to major retailers like Selfridges and Tesco, leading to potential stocking opportunities

Future Outlook

Thanks to the foundational support from the Ignite Fund, TRU SKN is well-positioned for continued growth. The brand's commitment to inclusivity, authenticity, and creativity remains at the forefront of its product design and business strategy. TRU SKN plans to further expand its product range, enhance its market presence through strategic marketing and networking, and continue fostering a loyal customer community through engaging events and high-quality offerings.

For more information, visit [TRU SKN's website](<http://www.truskn.co.uk>) or follow them on social media @truskn.



EMPOWERING TODAY

Grateful Students Express Heartfelt Thanks After Receiving Ignite Fund Grants



Margaret Digore

"As a recipient of the Ignite fund, I am incredibly grateful for the opportunity to advance my freelance business and pursue my ambitions. This funding will enable me to take my business to the next level and make a positive impact in my field. I am honoured to have been chosen for this support and I am eager to see the results of my efforts with the help of this funding."



Esther Adedeji

"Receiving this fund is especially important to me and I am extremely grateful that my application was successful because I finally feel like my dreams are coming through and I will be able to start my business that I have been wanting to start for months. Which is why I just wanted to say a big Thank you."



Gabriela Pereira

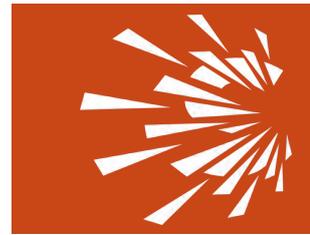
"I would like to say that being a successful applicant from the Ignite Fund, makes me happy."

Not only about the fact that I will be receiving financial help for my business but as well that I had people believing in it. It feels great to know that people saw potential in me, and I am my business for me to be successful. And I will be always thankful for that."

"Empowering students today is crucial because they are the architects of tomorrow's world, innovators who will solve the challenges we can't yet imagine and leaders who will shape a brighter, more inclusive future for all."



YOUR SUPPORT MATTERS



“Your potential support goes beyond mere financial aid; it represents a commitment to nurturing the potential of tomorrow's leaders. The achievements highlighted in this report are a testament to the life-changing effects that contributions like yours could have. We hope these success stories resonate with you and encourage you to consider supporting the Ignite Fund, enabling more students to realise their aspirations and contribute positively to our collective future.

We look forward to the opportunity of your support and the difference it can make in the lives of our students. Thank you for considering a partnership with us in this meaningful endeavour.”

Warm regards,
Jordan Scammell
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IGNITE
FUND

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WESTMINSTER** 



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