Alumni Groups’ Grant Scheme - Guidelines

The University and Colleges of Cambridge has over 400 Alumni Groups worldwide. Alumni Groups organise activities that allow alumni to connect with other alumni and to Cambridge. In doing so, they increase the pride and support for Cambridge.

We are pleased to be able to offer Alumni Groups that have signed the Memorandum of Understanding (MoU) the opportunity to apply for funding which will help develop and enhance alumni engagement in their country/city or area of interest.

The Alumni Groups’ Grant Scheme offers Groups the opportunity to apply for a grant of £100 to £1000 in support of a specific Group activity.

Eligible activities include:

- Group events
- Freshers’ events and ‘Welcome to new graduates’ events
- Outreach activities
- Group launch/relaunch and governance

Grants will be administered by the Alumni Engagement Team, with applications being reviewed and granted by a review panel drawn from the Networks and Volunteers Working Group.

Grant Application Process

1. Email your interest in applying for the Grant Scheme to networks@alumni.cam.ac.uk
2. Read and acknowledge your understanding and acceptance of these Guidelines and the accompanying Terms and Conditions
3. Submit your application online
4. Applications reviewed by the Networks and Volunteers Working Group panel
5. Further information or clarification sought if required
6. Grant announcements are made
7. Successful Groups are asked to submit a brief post-event report to the Alumni Engagement team

Apply online

Please note that your application should be submitted as early as possible, and in any case not less than one month before the date of your event, activity or, in the case of launch costs, the date your expenses will be incurred, in order to give the review panel sufficient time to assess your request, to request additional information if required and determine whether an grant will be given.

Unfortunately applications for events that have already taken place will be not be considered.

Application Details

Section 1: Alumni Group Information

The application form requests the following information about your Group:

Q1. Name of your Alumni Group
Q2. Name of your Primary Group Contact
   
   This should be the person who has been notified to the Alumni Engagement team as the usual contact point
Q3. Name of the Group member submitting application (if not the same as above)
Q4. Your Group email address
   This should be the email address that should be used for correspondence and exchanges relating to your grant application
Q5. Date of application
Q6. Does your Group have its own bank account?
   See also payment methods below and the relevant sections of the Terms and Conditions

Section 2: Event/Activity Details

Q7. Type of activity - please specify from the following what type of activity/initiative the grant will be used for:
   • Group events
   • Freshers' events and ‘Welcome to new graduates’ events
   • Outreach activities
   • Group launch/relaunch or governance

Definitions of these categories are as follows:

Group events
Alumni Groups host an array of events each year, these can be anything from 'Third Thursday Pub Nights' to large annual dinners with speakers from Cambridge. Each of these events are great ways to engage with alumni wherever they are in the world.

The Alumni Group Grant is not intended to contribute to Group events that are the standard, normal activities of the Group. The Grant aims to allow you to organise an event that you otherwise would not be able to put on, or which incurs additional or unusual costs (e.g. speaker expenses). Events may be aimed at increasing the Group’s membership or celebrating a milestone in the Group’s history. These “exceptional circumstances” should be described as fully as possible in your application, either in Q11 or Q20.

The Alumni Groups’ Grant Scheme could help to support such an event in a number of different ways including, but are not limited to:

   • Speaker expenses including travel, accommodation and meals
   • Venue hire
   • Production and sending of print invitations

Freshers’ events
The University supports the organisation of events that will welcome those students from their area who have been admitted to an undergraduate or graduate course at Cambridge. The Collegiate University will only support Freshers’ Events that align with the Freshers’ Events Guidelines.

One of the key objectives of the Guidelines is that events should be accessible and inclusive of all incoming students, regardless of budget. Students on tight budgets could be prohibited from attending an event if there is an entrance or ticket fee, or if they will be charged, for example, for refreshments. Groups are therefore encouraged to waive any fees in relation to the event.

In this context, an application may be made for an Alumni Group Grant to contribute to the costs of such an event. On the basis that the vast majority of Freshers’ events will take the form of a reception at which light refreshments are made available, the form of the Grant for Freshers’ events is standard and represents a fixed contribution of £10 for each Fresher (undergraduate or graduate) attending the event.
If your Grant application is successful, the grant will be sent to the Group on receipt of the list of Fresher attendees to the Alumni Engagement team, required as part of the Freshers’ Event support process. The exact amount of the Grant will be adjusted to reflect £10 for each of the actual Fresher attendees at your event.

### Outreach activities

Is your Group thinking of expanding its remit by helping alumni in your area by setting up a career mentoring scheme or supporting the University in student recruitment? The Grant Scheme could be used to support these initiatives. For example, the Cambridge Society of Luxembourg attend their annual Higher Education Recruitment Fair on behalf of the University. The grant could cover:

- the cost of the stand
- help to cover costs for printed materials

### Group launch/relaunch and governance

If you are working with the Alumni Engagement team to launch or relaunch a Group in your area, you may want to apply to the Grant Scheme to cover initial costs, for example:

- The design and printing of marketing materials, such as invitations to an initial or relaunch event
- Registration fees for Groups that need to register as an official body
- Public liability insurance
- Contribution towards the costs of a small launch/relaunch event

This category also includes limited support to contribute to travel costs for those Groups from outside the UK to enable one Group representative to attend the biennial Leadership Conference in Cambridge. This support is limited to one budget or economy air fare from the place of residence of the volunteer to London and will only be granted to Groups that are less than five years old and which have not previously sent a delegate to a Leadership Conference.

Where the application for a grant is made by a new Group, it is recognised that the Memorandum of Understanding (MoU) may not yet have been signed. In this case, the Group will be required sign the MoU before a grant can be made.

### Section 3: Reasons for applying to the Grant Scheme

This is an opportunity for you to give more information about why you are applying for the grant, including the outcomes you are hoping to achieve. For example, you may wish to estimate the number of new members you hope to attract with the event or activity, or you may intend to target a particular age group in order to expand the Group’s demographic base.

If you are unsure, please do not hesitate to contact the Alumni Engagement team who will be happy to talk through your ideas, and to provide you with examples of previous successful applications.

**Q8. Target audience**
*Who the event is for e.g. all alumni, recent graduates, students*

**Q9. Date and time of your activity**

**Q10. Location of event/activity**
*Please provide venue details. A link to the venue’s web page should be included where available*

**Q11. Short description of event/activity**
*Please provide details of the event format and objectives*

**Q12. How many attendees do you hope will attend?**
*The information should include estimated number of participants, by category where relevant to explaining the nature of the event (members, students, guests from other societies or*
organisations, general public). Please also indicate the minimum attendance for the event to be viable and the maximum capacity, where these can be estimated. If one of your objectives is to increase membership, target a particular age group, please give an indication of how many attendees from the targeted categories are hoped for.

Q13. Total estimated cost of your event/activity
This should represent the budgeted amount of total outlays that will be incurred by the Group (note this amount should agree with the total of the detailed costs presented in Q18 below)

Q14. Will there be a ticket price for your event/activity?
Q15. If there is a ticket price, please provide the amount you intend to charge.
If different pricing applies to different categories of attendees e.g. discount for younger members or an extra charge for non-members, please give both the price and the expected number of participants per category. If income is also expected from other sources such as sponsors, member donations or advertising revenue this should also be shown.

The information provided should be sufficient to enable the review panel to evaluate the total event income, and the level of surplus or deficit the event will generate.

Section 3. Grant Details
The range of grant available is a minimum of £100 up to a maximum grant of £1,000.

The total costs of your event may be higher than these amounts, with part of the costs covered by ticket income, Group funding, or other sources of income. Your application should state clearly the amount of financial support you require from the Grant Scheme to carry out the activity/initiative you have specified above. The review panel may grant all or part of the amount you apply for.

Q16. Amount you are applying for?
Please provide the amount you are applying for in your own currency. In the specific case of an application for a Freshers' event grant, this amount should be no more than the number of Freshers attendees anticipated, multiplied by the fixed contribution of £10 (or local currency equivalent).

Q17. What will the grant help to pay for?
This may include, but is not limited to, venue hire, speaker expenses, or catering

Q18. Please provide a breakdown of your costs
A full breakdown of both costs and income is required, so please ensure you have prepared a detailed budget before applying. Your application will not be considered if an adequate breakdown is not provided. The more detail that you are able to provide the better, as this will assist the review panel in making a fair decision. Categories such as “sundry”, “miscellaneous” or “contingency” should be kept to a minimum as they are unlikely to be included in the amount of the grant that may be granted.

Q19. Would you like any additional support from the Alumni Engagement team?
We are able to provide all recognised Groups with a number of services, please see the Alumni Groups Resources Pack for further information. In your application, please note the ways in which you would like us to help:

• Sending an email invitation to alumni
• Providing Cambridge branded event items
• Finding a Cambridge speaker
• Further guidance on what other Groups have done
• Other – tell us if there is something specific we can help with

Q20. Additional information
Please use this section to provide additional information you think will help the review panel understand the reasons for applying to the grant. If you have spoken with the Alumni Engagement team prior to applying, this should be included here.
Once submitted, the application form cannot be modified. We therefore recommend that you ensure that all potentially relevant information has been included before you submit the form. However, if either the Alumni Engagement team or the review panel have questions in relation to your application, or require additional information or breakdown of event costs or income, these can be provided by email.

Section 4: Payment Methods
In order for the Alumni Engagement team to provide you with your grant, certain conditions must be met. Please see the Terms and Conditions for further information.

Please note that the Alumni Engagement Team can only disburse grants to Alumni Group bank accounts, directly to a venue, or to a University faculty member. They are unable to disburse grants to personal bank accounts, for example that of a committee member.

If you have any questions regarding your application, please contact us: networks@alumni.cam.ac.uk.