



FOUNDATION BULLETIN – JANUARY 2011

WHAT DOES THE FOUNDATION DO?

The ICAEW Foundation:

- Provides annual bursaries and mentoring to talented but disadvantaged students in universities and business schools.
- Encourages senior accountants to bring their practical business experience into academia.
- Rewards ACA students worldwide who demonstrate inspiring qualities in overcoming personal adversity to complete their studies.
- Commissions key, market-focused research to help sustain business confidence.



“The profession has a vital role to play in influencing policy and debate. It is also essential that we win the talent war by encouraging aspiring candidates to enter the profession. The ICAEW Foundation is responding to this challenge”

Sir David Lees FCA
Chairman of Court, the Bank of England
Former Chairman, Tate & Lyle plc

FUNDRAISING STRATEGY

With £2.4m pledged by members, grant-makers, practising firms and FTSE companies, the ongoing fundraising strategy centres on four core areas:

- Ongoing negotiations with the larger practising firms.
- A targeted legacy programme structured towards senior members.
- Establishing international chapters of the ICAEW Foundation.
- A bespoke e-Fundraising campaign utilising a new online donation system.

PLEDGES FROM DELOITTE AND ERNST & YOUNG EXCEED £300,000

The Foundation Trustees greatly appreciate the support received from Deloitte Foundation and some individual partners in the firm, whose collective pledges exceed £180,000.

Not to be outdone, Ernst & Young have recently made a financial commitment of £125,000.

The involvement of both firms is warmly welcomed. Funds raised from UK practising firms are now just short of £1 million – which is exactly the endorsement needed to take the campaign forward.

LUNCH SERIES HOSTED BY GERALD RUSSELL

These lunches are hosted by the President to engage more closely with senior members. As well as being ideal occasions to provide an update on ICAEW strategy, guests are also introduced to the objectives of the ICAEW Foundation.

The lunches are a great success with over £155,000 pledged so far. The programme is being rolled out into 2011 with lunches already arranged until September 2011. With an average of £25,000 being raised at each lunch, we are looking forward to another successful year.

KEN McKELVIE LEADS THE CHARGE IN HONG KONG

The former chairman of Deloitte in Hong Kong, Ken McKelvie, is heading up a campaign group for *The ICAEW Foundation in Hong Kong*. With a target of £2 million, this will be a separate legal entity with charitable status in Hong Kong, to benefit the profession and students in the locality.

The trustees of *The ICAEW Foundation in Hong Kong* are the same body as for the UK foundation. Local campaigning will commence as soon as the legal formalities are completed.

ONLINE CAMPAIGNING GETS UNDER WAY

The ICAEW Foundation has now gone live with its online donation facility. This will allow donations to be made directly to the Foundation via the web.

Online payments will facilitate an e-Fundraising campaign beginning in early 2011. Direct links to the Foundation donation page and payment facility will appear in bespoke messaging devised by the marketing team.

INSPIRING STUDENTS – NOMINATIONS NOW OPEN

The ICAEW Foundation and Chartered Accountants' Benevolent Association (CABA) are now taking nominations for the 2011 Global Inspiration Awards that recognise our outstanding students.

The awards are open to ACA students worldwide who have demonstrated outstanding or exceptional qualities in overcoming significant personal, social or financial adversity to maintain or complete their studies, and who are also an inspiration to others.

How to nominate:

For full details please visit icaew.com/foundation and click on [Global Inspiration Awards](#).



“The purpose of awards is not only to reward the winners, but more importantly to inspire others to succeed. I applaud the ICAEW Foundation for its commitment to the pursuit of excellence worldwide”

Sir David K P Li OBE MA FCIB FCA

Chairman and Chief Executive of the Bank of East Asia

If you would like to support the work of the Foundation, please contact the Foundation Office or visit our website.

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