



**CITY**  
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The University of  
business, practice  
and the professions.

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# The Difference You Have Made

## Impact Report 2022







## Dear Alumni and friends,

I am very pleased to introduce you to our 2022 Impact Report. Inside you will find the stories that outline just what your generosity is helping us to achieve at City and Bayes.

These stories outline how important you are in making sure that financial hardship does not impede a student's education. But there is also a bigger picture here that we would like to tell you about: where our students come from, how they arrived here, the motivations behind their subject choices, and, crucially, where they are heading and what they hope to achieve. Indeed, the impact of your generosity is much greater than making sure that students go on to graduate. Your kindness and support is ensuring that they make an impact on society and the wider world.

What I also hope is clear from these stories, is that whilst university is always an opportunity, in certain cases it can also be a sanctuary. Mariah's story (page 6) is one that really drove this home to me. To come to the UK seeking asylum and then to graduate with a First Class Honours degree, just six years later, is both instructive and inspiring. A university education remains the most transformative life-choice that a young person can make.

The world has changed greatly over the past few years, of course, and universities have had to adapt. Our students face all the same challenges as before - a degree is expensive even before you begin to consider rent, bills

and travel costs. But when lectures moved online over the course of the Pandemic, we realised that many of our students did not have adequate digital resources in place. The contributions that you have made to our Annual Fund have allowed us to remedy this swiftly.

Universities are more than just students. Your unwavering support for our Aphasia Clinic not only allows us to carry out cutting-edge research in new therapy techniques, but also enables us to implement those therapies directly, improving the prognosis for those who have lost vital communication skills because of aphasia. (page 8)

In whatever way you chose to support City, whether with a generous donation, or if you chose to give back by other means, such as through our award-winning Professional Mentoring Scheme, know you are making a difference.

Please accept my heartfelt gratitude for that support. As a community, you have proven consistently that you are willing to commit to our shared quest to transform lives. Your support remains vital to our work. Thank you so much!

Yours sincerely,

**Professor Sir Anthony Finkelstein**  
President



# Your impact in 2022



**£3M**

in gifts and pledges  
to the University



**889**

Student Support awards, helping  
students who are struggling financially



**40%**

You were one of the generous  
40 per cent who said 'yes' when  
asked to make a donation



**899**

alumni and supporters  
made a donation



**150**

mentors coupled  
up with City and  
Bayes students



Almost

**£130,000**

in donations and pledges to  
the City and Bayes Future Fund



120 Care Experienced  
students supported



**23**

Age of our youngest donor



**93**

Age of our oldest donor

We are grateful to all those who have  
contributed to the University. To all  
our donors, supporters, mentors  
and ambassadors, thank you for  
your support during this particularly  
challenging year.

# You care, City Cares

A vital safety  
net for care  
experienced  
students.

Your donations have made a powerful and lasting impact upon the lives of our care-experienced students. With your help, the university's dedicated team, City Cares, is able to ensure a comprehensive programme of support for care leavers, young adult carers, estranged students and young asylum seekers.

Through financial, pastoral and educational support, we try to make sure that when these young people arrive at University, they stay here until they complete their studies. **Difficult beginnings and circumstances will not be allowed to define their futures.**

Here are two stories that  
outline the work we do,  
and how you help make  
this possible.



## Thomas' story

Thomas' route to university was not straightforward. Although pleased with his A Level results, the decision of whether or not to take the next step was not easy. Indeed, without a vital safety net and the necessary finances behind him, he decided to forgo the degree in Sociology that he had tentatively dared to dream about.

Yet, after two years of trying to make inroads into a variety of unsatisfying careers, he decided that he needed to think again about his real ambitions.

Whilst the majority of students find encouragement and advice from home, Thomas did not have this. He had grown up in care and felt isolated whenever he thought of the future. However, after attending an Open Day at City, he was surprised to learn that there would be a package in place for him that included a bursary, help with accommodation and prioritised access to student support. This push was just what was needed.

*"After the Open Day, and after I had begun my degree, I began to realise that rather than taking a risk in pursuing a degree, I had actually chosen the safest bet."*

Thomas' main challenge was then the worry that he would not be able to keep up with the workload. "I hadn't studied for a number of years, but with the help of lecturers and the mental and pastoral support that was available through City Cares, I felt able to stretch and push myself through the academic barriers."

University has also helped Thomas to find and develop a friendship circle. "I have made so many friends here and my confidence has grown hugely. Being at university is fantastic. Although I come here to learn I also love the social elements of it. In the future, I hope to be completely self-supportive and remain physically and mentally healthy. And further to that, to become a fully qualified social worker and make a difference to vulnerable children."





## Mariah's story

Mariah arrived in the UK as an asylum seeker in 2016. Slowly, she made her way to university. Denied the opportunity for any kind of education in her first year in the UK, her tenacity and intelligence drove her on, firstly to pursue an Access to Higher Education course, and then obtain her dream place at Bayes Business School. Mariah tells us about her time here, her initial doubts and fears, and the barriers that, with your help, she has overcome.

"The perceived challenge that I thought I'd face at university was the possibility of not being accepted by the other students because of my immigration status. I wasn't aware of other refugees at Bayes. Nevertheless, this was a mistake since I realised that when I started to open up with people, they started to appreciate me and all the effort and struggles I was facing.

"Whereas the real challenge was the language barrier. When I first started university, I only had been in the UK for a few years and had just learned the language. It was scary and tough to get into a subject where English is way more advanced and complicated than everyday language.

Nevertheless, with resilience and determination I made it through, and I was overjoyed to receive a First Class Honours degree in Business Management."

***Mariah's outstanding results did not happen in a vacuum. Although she is clearly an exceptional student, your support helped her excel.***

City Cares and their support work have been beside her every step of the way. In particular, they helped Mariah with the finances to find accommodation throughout the tricky summer months, a time when City Cares students are particularly vulnerable. Mariah has a message for all of our supporters:

"City Cares has provided amazing support throughout my degree. In particular, the finances to cover my accommodation fees in the summer was such a major relief. I might have ended up homeless since I had nowhere to go. I am so thankful to everyone who contributed."

City's work with Care Experienced students is steadily growing. This year you helped us support 120 students. Whenever difficulty arises, City Cares remains the first port of call for all of these students.

Alice Myers, the Student Experience Officer with City Cares, tells us about the challenges, rewards and surprises that she encounters in her role.

"Many City Cares students have experienced a lot of challenges in their lives: from having been in domestic violence refuges as children, bereavement, fleeing their home countries because of war, caring for ill or vulnerable family members. Many have no safety net such as family and home to return to. At a young age this puts enormous pressures on them and their situations can be precarious.

"It is rewarding to be able to advise, support and guide these students and also offer financial support too. We want them to be able to focus on their studies and enjoy university rather than be distracted by additional stresses and pressures.

***"Yet, I am also struck by the tenacity of these young students. Yes, there is a vulnerability because of their backgrounds, but there is also a resilience and a determination that I see over and over again. As they progress through their degrees, you grow more certain that they are going to go on to do extraordinary things. Thank you so much to all of you who support what we do."***





# The Aphasia Clinic

Countering the devastating fallout that can follow a stroke.

Aphasia is a devastating language and communication disability that occurs after a stroke or brain injury. It affects each individual differently, varying both in severity and in the skills that it disrupts and spares. It can have a profound impact on people's lives, affecting their relationships with family and friends, their ability to work, study and pursue interests, and to participate in wider aspects of community life.

**Yet, by developing and offering life-changing interventions, City's groundbreaking Aphasia Clinic has dramatically improved the prognosis for those suffering from aphasia.** Through a wide range of strategies and technologies, the Clinic is enabling people to overcome their difficulties: regaining the confidence and skills to participate in conversation, the ability to communicate through email, text messages, social media and undertaking important writing activities.

Owing to the myriad of disabilities that can arise from a stroke, each individual requires personalised support to master the technologies that will restore their ability to communicate. The Clinic has also been able to carry out cutting-edge research, developing new therapy

approaches, ones that we are able to share worldwide. This also enables us to train a new generation of Speech and Language Therapy students, enhancing their degrees and sending them out into wider society with the knowledge and ability to help those impaired by this dreadful condition.

Through your donations, the Aphasia Clinic has been able to flourish. A recent conversation with one of our donors highlighted just what it is that draws the support of so many of you.

*"I love how much it encapsulates what universities are here to do. The Speech and Language Therapy students get to work in the Clinic as part of their degree, building up knowledge and honing skills in an environment that is very much front-line. And then the impact on wider society, returning the ability to communicate to those who have suffered strokes. Supporting the Aphasia Clinic at City truly makes me feel like I'm helping society move in the right direction ... and goodness knows just how important that is right now."*



## Saada's story

*What the Aphasia Clinic does*

Saada\* had been working as a social worker when, at the relatively young age of 46, she suffered a stroke. This had caused aphasia, impacting her speech, reading and writing.

Unable to return to work because of serious communication difficulties, her financial circumstances and sense of purpose - the desire to return to work, but also to undertake the activities that she loved, such as the gym, theatre and travel - plummeted.

Saada began individual therapy sessions with the Clinic Director and two Speech and Language Therapy students. Her difficulties included the organisation of ideas, writing, and also understanding what she read. The desire to send emails and messages to family and friends was her first goal, and through therapy this was swiftly achieved. She learned how to organise through the concept of Mindmap, and then using voice dictation was able to transfer those thoughts and messages to an iPad. The iPad camera also allowed her to read text out loud. Saada, once again, took control of her life. Growing in confidence, she returned to the gym and applied for a new job as a care worker. She got it.

*Saada is just one of 24 individuals that the Aphasia Clinic has directly helped this year. Additionally, this work will ripple out and benefit society.*

Through our research and the training and education of the University's many Speech and Language Therapy students, aphasia is a disability that we can minimise or even defeat. **It is you, our donors, who make that possible.**

Saada told us about her experiences at the Clinic:

*"Before the therapy I was all over the place. Through this, I learned how to do something I used to know how to do before. I am more structured now in how I work and how I do things. I think coming here has helped me in terms of being confident in not being worried about how I say my words to others, and for them to learn to understand me better. Now, I think I'm more like a champion. I am not a technological person but I think that these are the best things that I have ever done in my life because I think it made it faster for me to get confident in terms of the words and how to spell them. I was on benefits after my stroke and it was difficult financially, but thanks to the therapy I have secured a new job. I would give the therapy 10/10"*

\*Saada's name has been changed to protect confidentiality.



# Student support

Financial hardship must never stop a student graduating.

Even at the best of times, university can be a challenging undertaking. Yet, throughout and exiting the pandemic, entering into a cost of living crisis, and, in an increasingly unstable world, the extra challenges that our students face often put their degrees in jeopardy.

**There is a silver lining though. In the last ten years, over 1,000 of you have made donations to student support. It is not an exaggeration to say you have allowed hundreds of our students to stay at City, complete their degrees, and go on to pursue their dreams and ambitions.**

You have provided grants to students experiencing financial hardship and given them the breathing space to pay rent, bills and food and travel costs. You have contributed to digital inclusion, and ensured that all of our students have the necessary laptops, software and broadband in place, allowing them to continue studying throughout the pandemic when virtual lectures became the norm. You have not forgotten our international students either, particularly those seeking asylum, fleeing war-torn countries, or impacted by the devastating earthquake in Turkey and Syria. All these students have benefitted from your support.

Here are three stories that illustrate what student support is there to do and the results of your generosity.



## Prudence's story

Students not left alone

Prudence's path to university was an uphill one. Serious difficulties started at high school, when her mother received a devastating diagnosis of terminal cancer. During her A Levels, her mother's condition deteriorated, and Prudence left education to become her mother's full time carer.

Prudence picks up the story: "My mum passed away in 2019 and I knew that I needed to do something that would have made her proud. With that in mind, I decided to become a nurse. She always wanted to be a nurse and this seemed the perfect way to fulfil her legacy."

However, the nursing course began to feel like the wrong choice. "After spending so much time nursing her, I needed to change tack, and using my Access To Higher Education Nursing qualification, I earned a place at Bayes."

Prudence chose Bayes because of its reputation and because it was London based, the latter allowing her to keep her part-time job and live at home. She chose her course - Business Management with Digital Innovation and Entrepreneurship – as innovation and entrepreneurship were the things that had driven her from a very young age:

"When I was nine years old, I had a little notebook where I would always be jotting down inventions, and as I grew older, these developed into business ideas, which then led to actual business and event plans. I've always wanted to bring those ideas out into the wider world and I've always been an obsessive planner."

A few months into her first year, it quickly became apparent that the financial side of things was going to be a challenge. Living at home with only her sister, rent and bills began to mount up.

"It's just the two of us as we have been estranged from our dad for over a decade now".

Additionally, she did not have the adequate IT equipment that is now a necessity at university and there was a real danger that she would not be able to carry on with her degree. However, an education-saving grant funded through alumni donations, gave her a real boost.

"I was able to purchase a MacBook and some of the burdens of the cost of living receded. This was such a lifesaver for me and my sister and it took a real weight off my shoulders and the stress of trying to make ends meet was reduced immensely."

Prudence is now halfway through her second year and excelling. She tells us of her hopes and dreams for the future:

"I want to bring amazing ideas into the world and organise incredible events. My mum's legacy is what drives me on. Growing up and watching the skill and dedication with which she organised things was so inspiring. Because of her, I am such a perfectionist, and this feeds in to my levels of organisation, always approaching things passionately and methodically. I think these are traits that will really help me succeed in events management."

***"To everyone who has supported me, I want to say thank you. I will do my utmost to make sure that your faith in students like me is justified."***





## Francis' story

### Digital inclusion

The Covid-19 pandemic affected everyone. Many of the impacts were obvious, others less so. When teaching and learning moved temporarily online, it quickly became apparent that student access to digital resources was a greater issue than we had originally anticipated.

The assumption that all of our students would have the digital hardware and infrastructure in place to attend online lectures, proved somewhat optimistic. With most of society working and learning from home, households with only one laptop or limited WiFi coverage, began to feel the strain. Suddenly, the home had the potential to become a very fraught and stressful environment.

City moved swiftly and implemented a campaign ensuring that all students had access to the technology required for them to continue seamlessly with their studies and complete their degrees.

Many of you have supported Digital Inclusion, and Francis is just one student who benefited from this. It was not that he did not have a laptop, rather that it was not fit for purpose. Francis, a mature student in his second year of a Radiography degree, tells us:

"I have three young children to support and so undertaking a Radiography degree in my 40s was always going to be a challenge. When Covid sent us all into lockdown, lectures were moved online. I had an old laptop that was getting me by, but I suddenly realised that it was incredibly slow and didn't even have a camera. Looking at my already stretched budget, I couldn't afford a new laptop and therefore I was in real danger of falling behind on my course."

Digital Inclusion allowed Francis to purchase a new laptop, and his ambition to become a radiographer moves ever closer.

Francis also told us about his career motivations and of the impact that he hopes to have on the NHS.

"My mother was experiencing a lot of pain. The feeling of not being able to help her – to help anyone in those circumstances – really played on my mind. I wanted to make a difference to people who were in pain. After speaking to a friend, I learned all about radiography, and it drove me to pursue a degree.

"But it is much more than that. I am thinking of all the ways how I can maximise my impact on society and the NHS. For example, during my placement at University College Hospital, a colleague told me about a situation that had arisen on his shift. A radiographer went to call someone's name for their appointment and nobody answered. Eventually, it became apparent that they were trying to call someone who was deaf. This inspired me to sign up for a British Sign Language course which I am doing right now. There are going to be many more patients who are deaf, and if I can communicate directly with them when they are perhaps nervous and anxious about their appointment, that's got to be a good thing, right?

"Likewise, I have also joined the Society of Radiographers, and one of the things that I am doing is to promote radiography at primary schools and high schools within central London, telling young children about my studies, my university, my work and about my ambitions to be a radiographer. I want to give as much as possible and make sure that people don't end up feeling helpless and unable to make a difference."



## Arman's story

### A turbulent world

The University attracts students from all over the globe. And with that, support is often called upon to address a myriad of different circumstances. Arman is one of our international students whose studies suddenly changed.

His degree was very much going as planned until Russia invaded his homeland. Not only was there the stress and worry about the safety of his family, but it also impacted upon the financial help that he was receiving.

**"My parents had to immediately flee Ukraine and transferring money through a broken banking system became impossible. I found myself desperate for financial help. It was a really difficult moment."**

"At the end of April my money ran out completely and it was such a scary moment. I was provided with help though. It was so important. It enabled me to pay all of those expenses such as travel, groceries and all the other bills."

Arman's parents eventually made it to the safety of Serbia and were able to help again. Now, halfway through his placement year at Volkswagen, Arman is looking forward to the final year of his degree and pondering the future.

"I certainly want to stay in the UK and build a career, perhaps in Finance. I love the way organisations are structured here and their professionalism. I think I would really like to work in Finance, even though my placement is in Corporate right now. Maybe for a company like JP Morgan. That would be great."

Your support has been so important for these ambitious and talented students like Arman. "I would like to thank you from the bottom of my heart. This support is life-changing. For me personally, it was needed the most when the war started and when for the first time in my life I was worried that I could not meet basic needs such as food. Being a full time student, also made it harder as I needed to focus on my education despite what was going on. Thank you so much."

**Aman is just one of a number of Ukrainian students who have found themselves in financial difficulties and have been helped through your support. Likewise, that support is now coming to the aid of those international students whose studies have been impacted by the devastating earthquake in Turkey and Syria. Your generosity is truly saving degrees.**





# Our award winning Professional Mentoring Programme

Donations are not the only way to make a difference.

Over the past year, 150 of you have generously given your time and volunteered as Professional Mentors. The impact that you make on each individual, sharing your considerable experience and instincts, builds confidence, instils knowledge, and massively increases employability. Ham and Bona are just one of the University's successful mentoring pairs. Their relationship is the perfect illustration of why the mentoring programme is vital, transformative and inspiring.



***Ham and Bona***  
***A mutually rewarding relationship***

Finding the time to make a difference was Ham's biggest concern about taking up mentoring at City. Yet, after a conversation with a current mentor he decided to take the plunge. It is a decision that he has not regretted.

City's Professional Mentoring Scheme was established in 2002 and since then, has gone from strength to strength. Indeed, in 2017, the success of the scheme was recognised at a national level when City was presented with the Alumni Engagement Award at the Times Higher Education Leadership and Management Awards, the THELMAs.

The scheme's mentors, like Ham, come from some of the country's most prestigious organisations and more than 70 per cent are City alumni. His latest mentee, Bona, a Data Science graduate, originally from Hong Kong, was daunted by the steps that she needed to take in order to gain a foothold in the IT and technology industry. "I was very rusty with interview techniques and suffered somewhat from imposter syndrome, and I really wanted some guidance from an experienced professional," said Bona. Ham proved to be the perfect match and was also able to demystify the area that Bona wished to move towards.

Ham tells us a little about his mentoring of Bona, and indeed his tried and tested mentoring methodology:

"I do feel that Bona has got much more success through this process. As well as doing the basics, such as working on her LinkedIn profile and researching areas that she may well have potential in, I really focus - as I do with all my mentees - on 'storytelling', that is the process of sharing personal relatable stories, not just facts and figures about achievements and

qualifications. I feel that three of my mentees have had huge success because of the storytelling coaching that I have given them. Indeed, one of my mentees who was struggling to secure interviews,

seemed to be holding back on something. I decided to ask him 'What do you feel is the biggest challenge that you have overcome in life?' and it transpired that one of the things that had held him back when he was younger was a speech impediment. Yet, he had already overcome this, made it to university and excelled. I advised him that this was the kind of story that should be placed right at the top of his CV due to its inspirational aspects, and within weeks this led to interviews."

At the end of the mentorship programme, and thanks to Ham's valuable insights, Bona found herself with two excellent jobs offers. She chose to become a Data Scientist at Sage UK. Paying tribute to her mentor Bona tells us: "I am very much inspired by Ham and I hope that I will follow in his footsteps and become a mentor myself at some point."

Nowadays, and after spending five years on the programme, Ham finds that his initial concerns about time have dissipated and that he even has the capacity to take on two mentees a year. Ham also told us about what he gained from this experience. "It is immeasurable. The opportunity to meet people who I do not normally get to meet is wonderful. I am a people person; I like to meet people that I wouldn't normally meet in my working life. I want to make that difference."

To all of our mentors, thank you so much. The difference you make is enormous. And if you would like to learn more about mentoring and are interested in becoming a mentor, please contact Xenia Kotova at [xenia.kotova.2@city.ac.uk](mailto:xenia.kotova.2@city.ac.uk)



# A record breaking telephone campaign

For the first time ever, you helped us raise over £100k on our Annual Telephone Campaign.

City's students play a vital role in fundraising. Last spring, Student Callers took part in our annual telephone fundraising campaign to connect with the alumni community, gain valuable skills and raise money for important projects. Your response was astonishing, raising £117,229 in gifts and pledges.

With just a few weeks to go to our 2023 telephone campaign, we have a new group of students eager to connect with you all and continue to transform lives.



## *In the calling room*



If you would like to know more about the telephone campaigns, please email **Jason. Barlow@city.ac.uk**. We look forward to speaking with you again in the coming months.

Have you ever wondered who the Student Callers are and what impact your support has on their futures? Well ...

Connor Knights and Adele Crealey took part in the Spring 2022 campaign and, between them, spoke to over 200 of you. Speaking about their motivations and what they gained from the campaign, they found the experience to be both rewarding and inspirational.

Adele, a Criminology student, told us what drew her to the role. "A big reason is that I've received student hardship support in the past and it really did help me out. I thought this is the best way to give back," Adele explains.

For her, shared experiences make for an invaluable interaction. "A lot of alumni have had lots of positive experiences of the University, so it's great to have a chat about that," she says. "It is really great to go down memory lane and hear all these different names and different places where people have lived as well."

Connor, who has just graduated from Bayes with a degree in Business Management, loved the networking aspect of the role. "It provides a really good opportunity, especially as a Business student, to talk to previous Business students about how they went about finding work afterwards," Connor says. "I would like a career in Consultancy, and I would say that a lot of the people that I'm calling, a lot of the Bayes graduates, have gone into consultancy of some sort. So, it is really good to get their honest opinion on what the job is like, what the hours are like, and what to expect."

The City and Bayes Spring Telephone Fundraising Campaign first started in 2010 and raises money for all of the initiatives outlined in this report. The Regular Giving Manager, Jason Barlow, tells us a little bit more about these campaigns.

According to Jason, the fundraising is done by students so they can gain crucial experience and improve their communication skills.

"My favourite aspect of the telephone campaign is always seeing the students grow into the role. Often our students are incredibly nervous at the beginning of a campaign – so am I – but it is striking how quickly they grow in confidence, often realising things about themselves that they did not initially know."

The opportunity to speak to alumni can have a particularly valuable impact on the students. "Indeed, because the alumni of City and Bayes are incredibly inspiring people, we regularly see our students reviewing their career path choices and decisions in light of insights gained during the campaign," Jason says. "Although the calls only last around half an hour, I have seen so many students come off the telephone energised and inspired. You are literally mentoring our students."

"None of this would be possible without your participation though. It is the ever-constant generosity and commitment of our alumni that make these campaigns such a joy."



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**City, University of London**  
Northampton Square  
London  
EC1V 0HB  
United Kingdom

**[www.city.ac.uk](http://www.city.ac.uk)**



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**Email enquiries**  
[jason.barlow@city.ac.uk](mailto:jason.barlow@city.ac.uk)



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**UNIVERSITY  
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City, University of London is an independent member institution of the University of London. Established by Royal Charter in 1836, the University of London consists of 17 independent member institutions with outstanding global reputations and several prestigious central academic bodies and activities.