



**Cass Business School**  
CITY UNIVERSITY LONDON

Relationships | Funding | ●

# impact

Annual Fundraising Report 2013-15



A photograph of four business professionals in a meeting. A man in a white shirt and tie is speaking and gesturing with his hands. A woman in a yellow top is listening intently. Another man is partially visible on the right, and a woman is on the left. They are in a modern office setting with large windows in the background.

“Your support is enabling current and future students at Cass Business School to maximise their learning and to share in a positive life-changing experience – thank you.”

Robert Legget, MBA 1974, donor to Cass Business School

# Your impact upon our work

## Dean's Introduction

Welcome to our 2013-2015 Donor Report. I am delighted to have the opportunity to thank you all for your generosity and support.

The last 2 years have seen a lot of change. We have weathered it well and continue to go from strength to strength. We are now ranked in the top 18 business schools in Europe (top 4 in the UK) and have ambitions to make it to the top 10 in the next five years. We have invested in upgrading and expanding our physical resources – opening a fantastic new facility at 200 Aldersgate Street for our Executive Education business and our Executive MBA; refurbishing the MBA syndicate rooms and lounge at Bunhill Row; and also refurbishing the home of the Undergraduate Programme at Northampton Square and this includes improved space for students to network and work in groups. We have continued to invest in our world class faculty and have welcomed a further group of outstanding teachers and researchers to Cass over the last 2 years.

In terms of students, the main growth area has been our Undergraduate Programme, which has grown by over 60% in the last five years and we

have plans for further modest growth over the next few years. Last year, we received the results from the Research Excellence Framework (REF) and these attest to the strength and depth of Cass research. According to the REF 2014 results, 84% of Cass research was rated as world-leading (4\*) or internationally excellent (3\*); the top 2 categories. This places Cass in the top 6 in the UK, out of 101 institutions. These REF-type exercises take place every 6 or 7 years and this is the best result that the business school has ever achieved. The outcome of this independent review highlights the global standing of Cass and the world class quality of Cass research, and recognises the impact that our research has on business, the professions and policymakers. This is very important for Cass students and our corporate clients because it means that the academics, who teach them and supervise their work, are pre-eminent in their fields and indeed are making great contributions in advancing these fields.

As you may already have heard, I will be stepping down as Dean in November. Our new Dean, Marianne Lewis, joins us as Dean-elect this month and I hope many of you will have the opportunity to meet her at our upcoming donor events. You can read more about Marianne on page 18 of this Report.

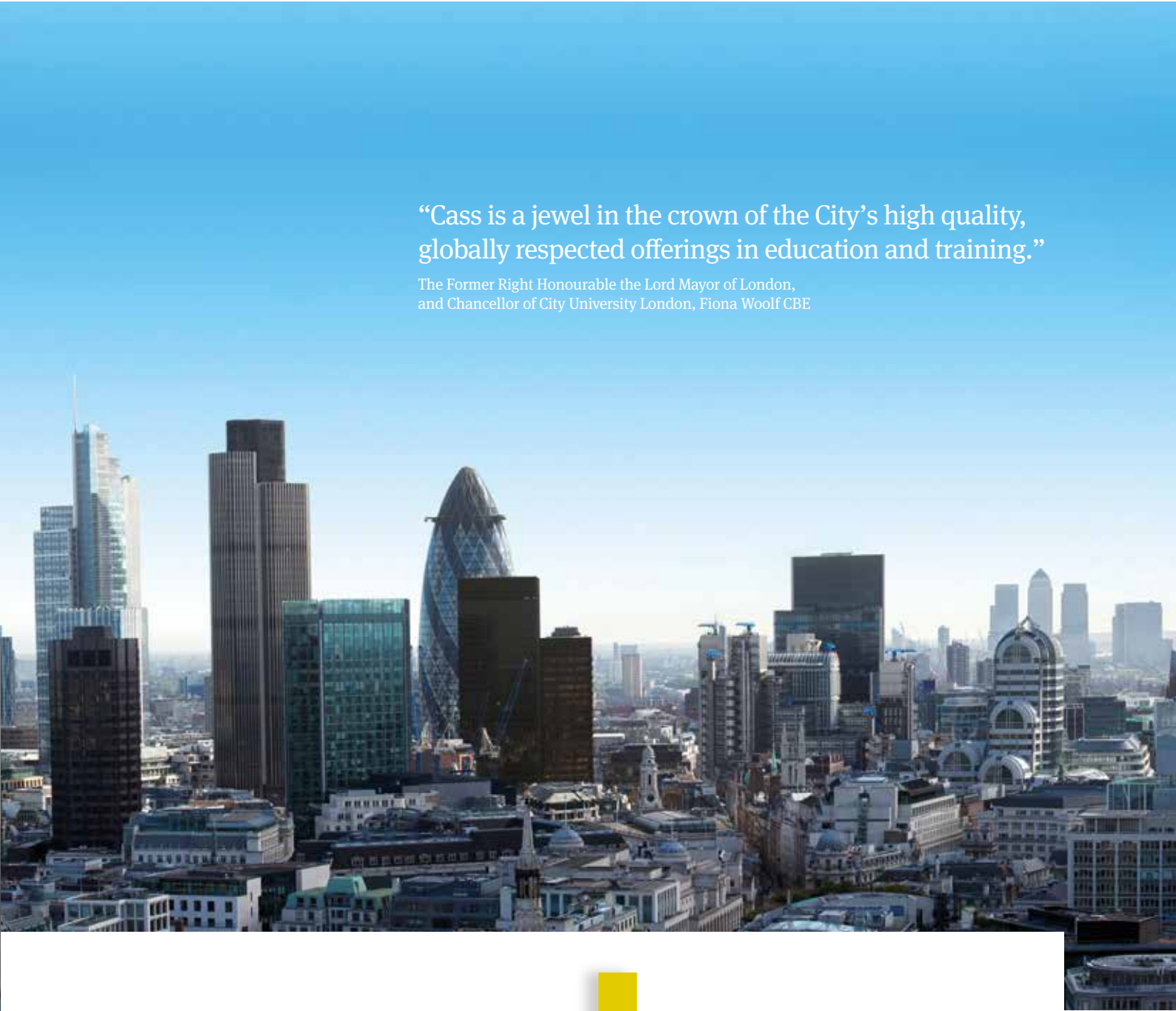


Professor Steven Haberman, Dean

I have very much enjoyed the last 13 years in my roles at Cass as Deputy Dean, Director and then as Dean and I am immensely proud of what the School has achieved. I have enjoyed working with you all and am extremely grateful for all your support.



Professor Steven Haberman, Dean



“Cass is a jewel in the crown of the City’s high quality, globally respected offerings in education and training.”

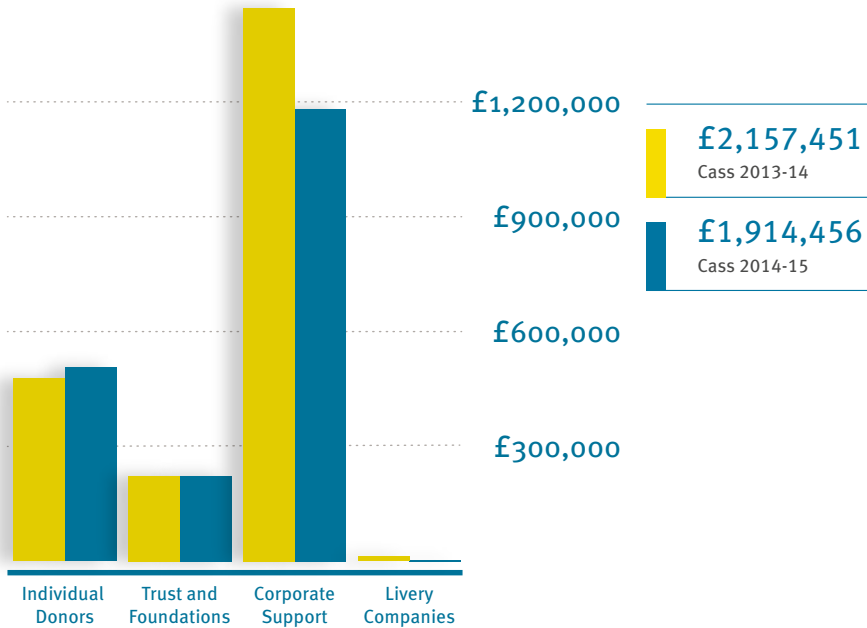
The Former Right Honourable the Lord Mayor of London, and Chancellor of City University London, Fiona Woolf CBE

## Income 2013-2015

Thanks to the generosity of all our supporters and sponsors, Cass Business School has continued to build on its success over the past two years.

Whilst philanthropic income makes up a relatively small part of the University’s finances we are proud to contribute to improving the facilities, supporting the world leading research and offering scholarships and bursaries to students who might otherwise not be able to complete their education.

We look forward to continuing this work and with your ongoing support will be able to offer a world-class education to the most deserving students.





# Building business relationships



Cass Business School has a history of creating mutually beneficial relationships with successful companies, including BNY Mellon, Czarnikow, Santander and Columbia Threadneedle Investments. We work to understand their business objectives and provide a range of resources to help meet them, including introductions to academics, access to our student talent, speakers for events, networking with high profile individuals and giving a platform for corporates to promote their brand.

The past two years have been exciting for corporate development. Leading insurance company Generali joined us last year, and April this year saw us enter into a Corporate Partnership with Tullett Prebon Information (TPI), a leading global provider of financial market data. The aim of the partnership is to collaborate on research into comparative regulation of over-the-counter (OTC) markets, which will then be made available to the wider industry. Students electing to conduct research into aspects of the OTC markets will have access to TPI's proprietary data and its support teams.

We are also pleased to have extended our partnership with Columbia Threadneedle Investments to allow the launch of the Columbia Threadneedle Executives' Undergraduate Scholarship.

This scholarship is funded by members of the Columbia Threadneedle Executive Board and covers the full tuition fees of an undergraduate student.

The Corporate Partnership scheme at Cass has been designed to address the specific business needs of world class organisations using the School's academic and practitioner expertise. Benefits to Corporate Partners include: dedicated support in identifying new talent and skills; bespoke and off the shelf Executive Education and Management Development courses for employees; access to leading academic research and capability; and many high profile events with leading speakers, at Cass and City.

Students benefit from exposure to real-world markets, leading to the further development of skills and talent across the sector.

**“Columbia Threadneedle’s partnership with Cass brings together two leaders in investment thinking. Through our partnership, we are pleased to provide scholarship opportunities that enable the development of fresh talent in the investment industry, and support the pursuit of excellence, challenging ideas and fresh thinking.”**

Campbell Fleming, CEO, Columbia Threadneedle Investments



## Ardmore Healthcare

The inaugural Ardmore Healthcare scholarship was awarded to the MBA student with the best business plan post their degree. The award supports MBA students looking to start their own businesses using the entrepreneurial and management skills that they develop at Cass.



Jeffrey Lawrence, Ardmore Healthcare and Aditi Nath, 2013 scholar

**“I benefited enormously from my time at Cass Business School which helped me progress in my career and establish Ardmore Healthcare. I believe in giving back to my *alma mater* to help develop young entrepreneurial talents realise their dreams.”**

Jeffrey Lawrence, MBA 1975



Michael Cole-Fontayn, Executive Vice President and Chairman EMEA, BNY Mellon

## BNY Mellon

**“Our eight-year relationship with Cass Business School has proved hugely beneficial to our organisation. The ease of access to Cass’s academic expertise in a broad range of specialist areas provides a great way of augmenting our own thought leadership capabilities.**

With an eye on the future and where our next leaders may come from, we believe the breadth of talent within Cass and the opportunity to recruit high calibre graduates from the Cass MBA programme and other Masters programmes is a great advantage for BNY Mellon.

Doing the right thing, the right way has been part of our company ethos from the very beginning of our history and through our partnership with Cass we have had the opportunity to play a role in some truly inspiring activities which impact society. One great example is our involvement in the work they do with Generating Genius, a charity that introduces young people from challenging backgrounds to the financial services sector to help prepare them to gain places at top universities. Another is ‘Tomorrow’s Africa’, a panel event that attracted over 200 delegates and explored the economic landscape and the vision for the continent’s success in the next five to ten years. We look forward to developing our relationship with Cass and broadening our partnership further.”

Michael Cole-Fontayn,  
Executive Vice President and  
Chairman EMEA, BNY Mellon



Professor Scott Moeller, Director of MARC

## Mergers & Acquisitions Research Centre

Corporate engagement with research is very important at Cass. Since 2008 the Mergers & Acquisitions Research Centre (MARC) has worked closely with sponsors to produce cutting-edge research that the Mergers & Acquisitions (M&A) industry can access via our events and publications. Its senior sponsors are Ardian, Credit Suisse and EY, and it is also sponsored by Mergermarket and Towers Watson, with further support from Bureau Van Dijk, Dealogic and Intralinks.

“The Mergers & Acquisitions Research Centre is now in its eighth year and is the only M&A Research Centre at any leading business school globally. Its influence in the M&A world is increasing, with its research widely circulated and both regulators and

government officials seeking its advice. Many more research report releases are planned.

The quality of our research is reflected in the fact that we have received over £1.5 million from our generous sponsors and supporters. Their contribution is essential, not just for their financial support but for their input and views on the sector, helping identify relevant research projects and providing key inputs.

We look forward to another year of supporting research into the deal-making world, especially as the M&A market appears to be in resurgence.”

Scott Moeller, Director of MARC

**“Ardian has been working with Cass Business School for three years as a senior sponsor of the Mergers & Acquisitions Research Centre (MARC) and also as a full scholarship and internship provider for the MSc in Corporate Finance. We were attracted to working with Cass due to the exclusive nature of MARC and the opportunity to support high quality students in a specialist area related to our business sector.”**

Stefano Mion, Managing Director, Ardian



An aerial photograph of London, England, showing a dense urban landscape. The River Thames flows through the city, with the London Eye prominently visible in the center. The sky is a deep blue with some light clouds. The city is filled with various buildings, including modern skyscrapers and older, more traditional structures. The overall scene is a vibrant and detailed representation of the city of London.

“Cass Business School is providing first class education for the business leaders of the future. I am proud to be a part of this and to support Cass’s ambitions to provide the best possible education and experience for students.”

Sir Malcolm Williamson CBE, Chair, Cass Strategy & Development, Board Donor



# Supporting the next generation



## Creating spaces for excellence

The School has embarked on a fundraising project to renovate the Auditorium and eight seminar rooms within the Bunhill Row premises, updating the educational technology and increasing their capacity. The Auditorium and the seminar rooms host a range of activities. They are used by students and for events for external audiences including recruiters from companies such as Santander and Tesco and by Cass's numerous student societies, which range from business and finance to film, yoga and kung-fu. The renovation was made possible by the generosity of the Trustees of the Garfield Weston Foundation who gave a leadership gift of £100,000 to the project.



**Garfield Weston**  
FOUNDATION



Above: Cass Auditorium  
Left: Tracey Hughes

**“This exciting project will enable us to provide the best possible environment for our students and academics and live up to our reputation as one of the finest business schools in Europe. As a current MBA student, I am personally looking forward to seeing how this project will improve the learning experience for myself and my fellow students.”**

Tracey Hughes, Facilities Manager and MBA student, Cass Business School

## The Defne and Muhtar Kent Foundation, Inc. Prize in Entrepreneurship

The Langham Hotel provided the prestigious destination for a lunch with the CEO and Chairman of the Coca-Cola Company Muhtar Kent and the Coca-Cola scholars, for a prize giving by the Defne and Muhtar Kent (MBA,1977) Educational Foundation.

Prizes were awarded to Barbara Lisa and Daniel Riddett by the Defne and Muhtar Kent Educational Foundation, whilst Coca-Cola scholars Kajal Kanbi, Sameer Syed Alam, Lynn Yu and William Johnson were also present.



First runner-up in the Defne and Muhtar Kent Educational Foundation Inc. Prize in Entrepreneurship Barbara Lisa gets her prize from Muhtar Kent

## Scholarships

In 2013, Cass Business School awarded eight scholarships under the auspices of the Coca-Cola Scholarship programme. The programme provides home and international undergraduate students with full fee support and a living allowance.

We are delighted to have a relationship with one of the world's most well known brands which will help talented students continue their education and kick-start their careers. This is among the largest and most generous of our scholarship awards.

The scholarships were made possible by a donation of over US\$500,000 to the Friends of City University (London), Inc. from The Coca-Cola Foundation. They gave eight young people, who demonstrate significant academic achievement and are in financial need, the opportunity to study one of Cass's highly-ranked business, management or finance degrees. All recipients of the scholarship have completed their second year with an average first class classification and have contributed substantially to the School community.

The Coca-Cola Foundation Scholars 2013: Phuong Thai, Syed Alam, Usenthini Rajaseskar, William Johnson, Julia Giese, Sidharth Deepchand, Lynn Yu, Kajal Kanbi

**“From my first day at Cass, I have been trying to set an example as a Coca-Cola scholar by showing my determination to learn, study hard and give back to the School that has provided me with this amazing opportunity.”**

Julia Giese, BSc Business Studies





# Life changing opportunities



Tracy Ghorl, Stelios Philanthropic Foundation with the 2014/5 Stelios Scholars

## The September 11<sup>th</sup> Trust Fund

The September 11<sup>th</sup> Trust funds the education of young people working in the US or UK insurance industry. The Trust was created by representatives from Aon and Marsh as a result of the tragic events in New York in 2001. It is now supported by a variety of insurance companies including Lockton, Willis and Axis Capital.

For seven years the Trust has, by way of scholarships, supported students in financial need with an interest in insurance. The Trust recently renewed its scholarship commitment for a further five years to support two students a year.

“The September 11<sup>th</sup> Insurance Trust is delighted to offer these annual Scholarships in memory of the many friends and colleagues who lost their lives in the events in New York in 2001. We hope the Scholarships will provide an opportunity for students who seek a career in the Risk Management and Insurance industry and who would not have been able to further their education at Cass Business School without this financial help.”

Mike Hammond, September 11th Trust



The September 11<sup>th</sup> Trust Fund Scholars 2014: Bogdan Pop and Cristina Asfour



## Company of International Bankers

The Worshipful Company of International Bankers (WCIB) has continued to sponsor the Cass Finance Society and the School's annual e-subscription to the Economist Online. As a representative of commercial activity in the City, the WCIB combines the traditions of the City Livery Companies with a modern outlook on the financial services sector. The WCIB also supports a student prize, with the winner going on to compete for the Lombard Prize, a national competition across all universities and business schools affiliated with the Company. We look forward to the WCIBs involvement with the M&A student society in the coming year.



“The Stelios scholarship was a real help – and it has been brilliant to be a part of his scholars’ network.”

Divya Manek, Stelios Scholar 2006/2007

## The Stelios Philanthropic Foundation

The Stelios Philanthropic Foundation is committed to dynamic philanthropy. In accordance with the values of its charismatic benefactor – Sir Stelios Haji-Ioannou – it is designed to serve as a pillar of support for its beneficiaries so that they can, in turn, make a difference themselves.

The Foundation embraces far reaching aspirations, innovative ideas and measurable change, making a positive, exponential difference through funding, inspiring and advising entrepreneurial and environmental initiatives. It also provides support for education.

The foundation reflects the values of Sir Stelios himself, and his determination to give something back to society. It is also a reminder of his own academic background. Armed with an MSc in Shipping, Trade and Finance, he graduated from the Cass School of Business in 1989, shortly thereafter embarking on his career in shipping by founding Stelmar and air transportation with easyJet, arguably one of the world's leading budget airlines. His aim is to support the next generation of entrepreneurs in both these fields.

The Stelios Philanthropic Foundation is currently in the 10<sup>th</sup> year of supporting Cass Business School and has so far supported 90 students at Cass, with 10 Scholarships per year.



# Investing in talent

“Thanks to donations to the Cass Fund we have been able to help more undergraduate students than ever overcome financial hardship and reach their graduation day. Going the extra mile for students enhances the reputation of Cass as a centre dedicated not only to the academic achievement of students, but also to their wellbeing.”

Peter Grand,  
Student Assistance Fund

Donations to the Cass Fund have enabled us to support talented students, helping them to achieve their potential, and enhance the student experience.

Through the Student Assistance Fund, the Cass Fund supports high achieving students at Cass Business School who are faced with unexpected financial difficulty, particularly in their final year. For many recipients, this support is the helping hand which enables them to reach graduation.

## A flying start

Today's students face one of the most competitive graduate job markets the UK has seen and almost all students at Cass will need to call upon the services of the Career and Professional Development

Team for assistance. Thanks to support from the Cass Fund, the Careers Service at Cass has been able to expand the services on offer, reflecting the changing nature of the job market. This includes new workshops, webinars and coaching opportunities, as well as the creation of career focussed e-learning modules.

The Cass Fund also supports scholarships for the School's budding entrepreneurs, helping to get their businesses off the ground.

Individual donations have supported a major enhancement of our facilities with 26 new computer spaces and 46 new study spaces at Bunhill Row and a state of the art Financial Resources Suite in Northampton Square.



“Charitable giving and philanthropy have always been important to me and while I’m not quite at the stage where I can endow scholarships or name buildings I feel it is important to support the School that has taught me so much and help students receive the type of education that helped me get where I am today.”

Caroline Jarvis, MBA 2008,  
donor to the Cass Fund



Jon Moulton, Donor to Cass Business School

Jon Moulton is Chairman and Founder of the Better Capital fund vehicles. He is a Chartered Accountant, a CF (Corporate Finance qualified), a Fellow of the Society of Turnaround Professionals and a very active angel investor.

Formerly Managing Partner of Alchemy, Jon also held positions with Citicorp Venture Capital in New York and London, Permira and Apax. He is Non-Executive Chairman of stockbroker FinnCap, Channel Islands airline Aurigny, the Channel Islands Stock Exchange and a Member of the Advisory Board for the UK Regional Growth Fund.

Jon recently became a donor to Cass Business School in 2014 having generously committed to giving a £60,000 gift to sponsor a doctoral research student.

**What motivated you to become a philanthropist?**

Having become quite successful in my career, I felt that I wanted to give back to society in a way that could potentially help others to succeed too. Philanthropy was the solution. By giving my support to worthy causes I could help make life better for other people and achieve the nice self-congratulatory glow that comes with doing something good!

**Why have you chosen to support education, and in particular a doctoral scholarship at Cass?**

Supporting education is a great way to develop future business leaders and the institutions that nurture their learning.

The research undertaken by universities and doctoral students is vital to shaping future best-practice in business. Cass is a world-class business school with an outstanding reputation for its research. Sponsoring a doctoral scholarship at Cass allows me to help make a positive impact on a student's career whilst benefitting the School as well.

**Why do you think it is important to provide financial support to students in higher education?**

A thriving economy of the future will need high performers to be able to sustain it and to drive it forward. Students in higher education will therefore have a vital role to play when they leave university, but they will not be able to stand up to the challenges of an increasingly complex economy if they are ill-equipped to tackle them. Business leaders of today must therefore make sure that we are doing what we can to ensure that quality education is accessible to these students.

**What aspects of supporting students do you most enjoy or find most rewarding?**

Knowing that I might be contributing in some way to the future success of a student gives me a great sense of satisfaction. It is even more rewarding when I see them accomplish what they have set out to do.



# Leading change in the charity sector

## The Centre for Charity Effectiveness

Charity is now accepted as the third sector of the economic world. With a global economic force greater than that of many small nations, the study and effective management of nonprofit organisations has become essential

The Centre for Charity Effectiveness at Cass Business School (known as Cass CCE) was set up to become the leading not-for-profit and philanthropy centre in the UK. It is a centre of excellence where academics, management consultants and other not-for-profit experts pool their understanding of the voluntary and community sector.

The Centre's mission is to drive transformation. It's work has significantly enhanced the performance of hundreds of organisations and thousands of individuals across the nonprofit sector.

The Centre has just celebrated its tenth anniversary of the Centre. Since its launch in 2004 through a partnership between the School and the Worshipful Company of Management Consultants, CCE has become the focus for MSc and Voluntary Sector Management programmes with over 1,000 graduates worldwide. *Alumni* of the Centre now lead some of the UK's most successful charities with many returning to further

their professional development through original, specialist leadership courses. In addition, the immensely popular Charity Talks series has attracted over 10,000 attendees with new open programmes, events and services being introduced every year.

The Centre has been supported and recognised by external funders. In 2007, a Big Lottery grant of £2 million was received for the development of the e-learning portal, KnowHow NonProfit, followed in 2008 by an ESRC grant of £2.2 million to establish the Centre for Charitable Giving and Philanthropy.

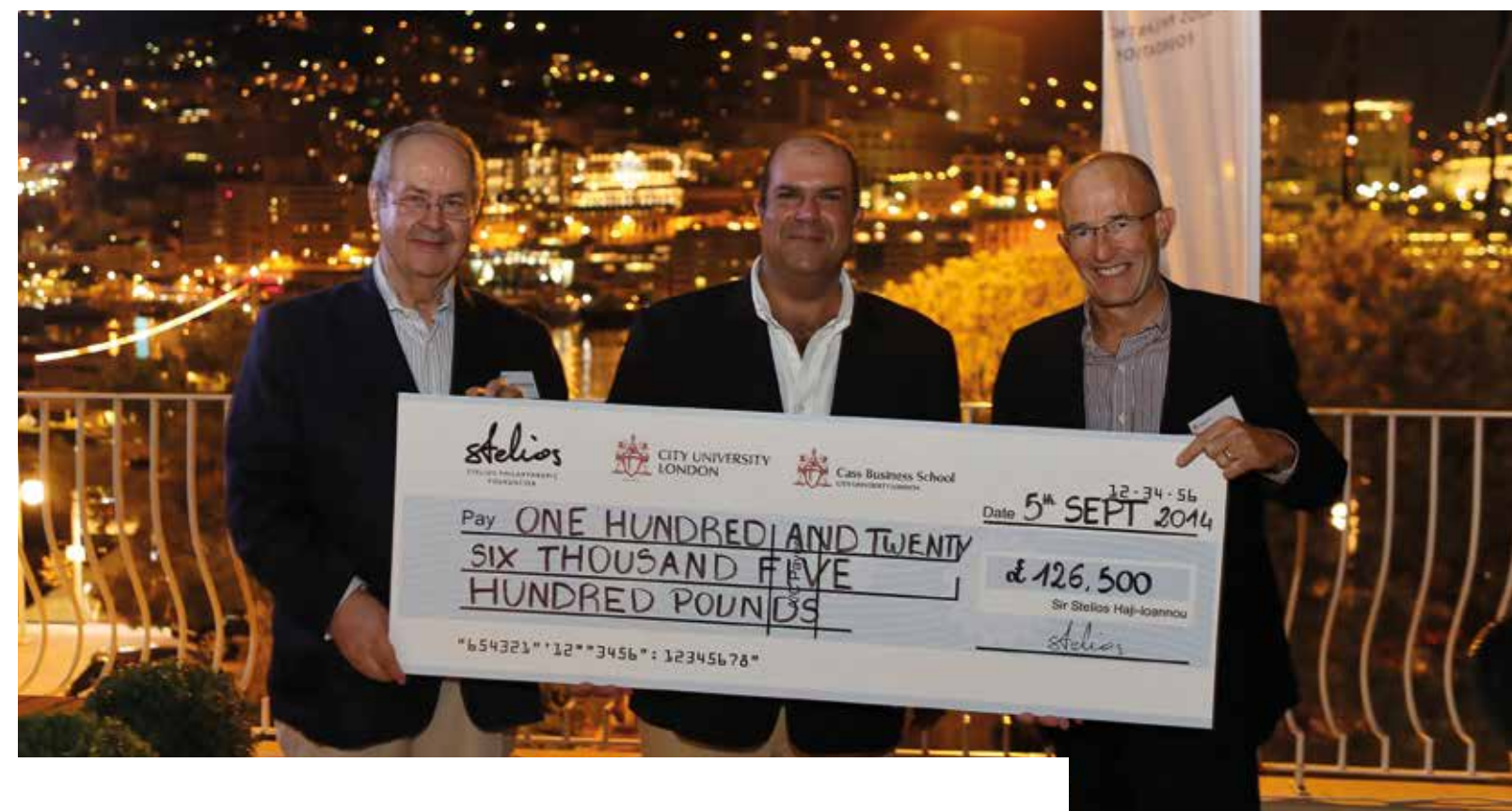
The Centre's consultants have worked with charities of all sizes to improve effectiveness. They have delivered over 700 assignments, published guides including 'CEOs first 100 days (ACEVO)' and 'Tools for Tomorrow (NCVO)'. They have also generated thought leadership through the publication of major papers including 'How to become a Third Sector CEO', 'Delivering Effective Governance' and 'Bridging the Gap – moving onto nonprofit boards'.

More recently the Centre launched the first ever Lord Mayor's Charity Leadership programme, bringing together Chairs, CEOs, funders and leading supporters of charities from the City for lectures and networking events to promote better understanding and engagement within Europe's financial capital.

For 2015, a new social investment and impact service has been launched to help nonprofits maximise the funding opportunities in the social investment, demonstrating a commitment to future ground breaking collaborations.

**“In ten years, we’ve delivered real impact within the sector. We plan to innovate, expand and continue to inspire charity leaders through our leading-edge professional development programmes, research and consultancy services. We are committed to supporting leaders so they can address pressing challenges and deliver transformation change for their beneficiaries and stakeholders.”**

Denise Fellows, CEO,  
Cass CCE Consultancy



From left: Professor Costas Grammenos, Sir Stelios Haji-Ioannou, Professor Paul Curran

## The Annual Alumni Monaco gathering

Around 200 Cass *alumni* and their guests from across the world from as far away as Ghana, South Africa, Turkey, Kazakhstan and Dubai came together last September for the 4<sup>th</sup> Annual gathering in Monaco.

The weekend provided the ideal opportunity to network with old friends and make new acquaintances. The opening evening, held on the terrace of the Stelios Philanthropic Foundation, was hosted by Cass *alumnus* and donor Sir Stelios Haji-Ioannou, who hoped to inspire others to give back. €6,000 was raised on the evening for the Monaco Bursary to be awarded to a Cass student in financial need.

On the Saturday morning our *alumni* had the privilege of listening to Sir Malcom Williamson CBE, Chair of the Strategy and Development Board and donor, reflect on his highly successful 55 year career in the City, which was

both insightful and inspirational. The talk provoked a number of thoughtful questions from the audience during a Q&A session managed by fellow Cass *alumnus* Robert Legget Chairman of the *Alumni* Board and donor.

For those interested in art and culture, participants were provided with complimentary tickets to the Grimaldi Forum and many visited this outstanding attraction on the Saturday afternoon.

On Saturday evening a cocktail and barbeque party was hosted by Cass *alumnus* Lutz Strangemann, CEO of Land Union, at his stunning private residence overlooking the Mediterranean Sea. The evening provided a great opportunity to network and also raised €3,000. All proceeds will contribute to the Monaco Bursary. A raffle drawn by the Vice-Chancellor of the University, Professor Paul Curran, featured prizes generously donated by

Cass *alumni*. These included a weekend for two in Berlin, a chance to watch cricket at the world famous Lord's and a weekend in Edinburgh. The weekend concluded with an opportunity to visit the Prince's Palace of Monaco.

The *alumni* gathering provided an outstanding opportunity for *alumni* of the Business School to network and learn more about the progress of the School.



Looking to the future  
together



Welcoming Professor Marianne W Lewis

Professor Marianne W Lewis joins Cass as the new Dean in November 2015 from her current roles of Professor of Management and Associate Dean at Carl H. Lindner College of Business at the University of Cincinnati.

Drawing on her 20 years’ experience in international business research and education Professor Lewis will lead Cass Business School and become a member of the University’s Executive Committee.

Professor Lewis graduated in Business Administration from Tusculum College, Tennessee in 1989, completing her MBA in 1991 at Indiana University. She obtained her PhD in Management from the University of Kentucky in 1997 and joined the Faculty at the University of Cincinnati shortly after. She was a visiting Fellow at Keele University in 2000 and as a US-UK Fulbright Scholar spent time at Cass in 2014.

Professor Lewis’ research considers management and organisational behaviour as well as innovation and entrepreneurship. In 2000, her paper, ‘Exploring paradox: Toward a more comprehensive guide’ received the Academy of Management Review Best Paper Award. Her work has appeared in other leading journals, such as the

Academy of Management Journal, Organization Science, Journal of Operations Management and Human Relations.

“I am most looking forward to building partnerships – within Cass, across City University London, within the London community and across an international network: partnerships that can harness the potential of Cass Business School. As a Fulbright Scholar here not only did I meet the tremendous Cass faculty, but I saw the power of Cass in London as an intellectual hub, engaging researchers from the UK, as well as across the EU and North America. My subsequent visits confirmed that this pattern of passionate researchers and committed supporters reached beyond Cass into City University London and outwards to alumni and external partners.”

Thank you

We would like to thank all our donors who have supported Cass Business School. Your donations and grants have funded scholarships, prizes, new research initiatives and academic Chairs.

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**Cass Business School**

In 2002, City University's Business School was renamed Sir John Cass Business School following a generous donation towards the development of its new building in Bunhill Row. The School's name is usually abbreviated to Cass Business School.

**Sir John Cass's Foundation**

Sir John Cass's Foundation has supported education in London since the 18th century and takes its name from its founder, Sir John Cass, who established a school in Aldgate in 1710. Born in the City of London in 1661, Sir John served as an MP for the City and was knighted in 1713.



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