



**Cass Business School**  
CITY UNIVERSITY LONDON



# Class Gift

Make an impact, leave your mark



# Support Cass through our Class Gift Programme

**A Class Gift is a collective donation raised by student and alumni year-groups to support a project of their choice within Sir John Cass Business School.**

From raising funds for student bursaries and scholarships to improving facilities on campus, Class Giving provides opportunities for current and former Cass students to make an impact by supporting their alma mater.

## **Make a difference**

Reconnect and reinforce your relationships with your classmates, as well as strengthen your bond with your University through Class Giving. By participating, you become a committed stakeholder of Cass and contribute to our success.

Leave a lasting legacy and help us establish a tradition of year-group giving. This is an investment that supports a variety of essential projects for the benefit of the Cass community. Class Gifts are sustainable, continuing year on year as new students and alumni become a part of the Cass network and establish their own year-group gift.

Invest in our future and help maintain Cass as a world-class educator for the best and brightest students. Stay connected with your classmates and the School and share in our future. Help us flourish by participating in your Class Gift.

## **Become a Champion**

Each Class Gift is organised by a group of student and alumni volunteers known as Class Gift Champions. These Champions facilitate all the activity and participation for the cause. From determining a fundraising goal and selecting a project to support, to inspiring fellow classmates to give, Champions drive the effort and inspire their cohort to achieve their designated Class Gift.

Whether you are an alumnus or a current student, you will benefit from becoming a Champion. Students can exercise project and people management skills through this exciting and creative outlet; alumni can stay actively involved with their alma mater and strengthen their relationships with Cass's global network – all while making a difference for Cass.

## **Support your Class Gift**

In Class Giving, success is based on participation; your donation, at any level, will count. Giving back to the School demonstrates that Cass has vibrant and committed alumni networks who believe in the value of their educational experience. Student and alumni participation and engagement helps to consolidate and extend the Cass Business School global community.

## Class Gift Campaigns

**MBA 2008:** The first alumni Class Gift, this cohort has paved the way for the programme by hosting a variety of fundraising events, from wine tastings and reunions, to participating in the London 10k Run. With 56% class participation, this group is close to reaching their target and funding a scholarship for a deserving MBA student.

*“Some people don’t realise that business school is a lifelong relationship, not only with your classmates and professors but with the alumni who have come before you and the students who will come after you. Participating in the Class Gift helps tie people to that extended community.”*

Caroline Jarvis, MBA 2008



**MSc 2011:** Led by ten Champions, this is the first student Class Gift. MSc students across all courses raised awareness and funding for their gift through YouTube videos, a Facebook group, bake sales, DJ night and tracked all their success on a JustGiving webpage. This Gift will support a bursary for an incoming MSc student, because these students believe in investing in the future.

*“Without a scholarship I would not have been able to complete my course at Cass. Therefore I feel compelled to give something back, however small or large, to help another student to be able to come to Cass. This is why I chose to give to my Class Gift”*

Ozkan Koyun,

MSc Investment Management 2011

If you would like to volunteer to become a Class Gift Champion, have an interesting fundraising idea to share, or would simply like to make a donation, please contact us.

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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.