KENT LAW CAMPAIGN
GIVING ACCESS TO JUSTICE A NEW HOME

Final Report 2010-2016
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“It was, genuinely, a privilege and a pleasure to have had the opportunity to participate in the Law Campaign. This was, of course, mainly because it has succeeded in providing for the Law School – and the University – an elegant, fit-for-purpose building, in which to house its Moot Court and its world-renowned Law Clinic. However, in addition, and very importantly – because the Campaign was managed so enterprisingly, energetically and creatively by the Development Office, it managed to mobilise and then exploit very effectively, the support of numerous Kent law alumni and leading members of the legal professions and judiciary, both locally and nationally. That network, the fund-raising know-how which led to it and the goodwill towards Kent that it generated could well provide as valuable a resource for the future of the Kent Law School, as the building itself.”

Professor Richard de Friend, Chair of the Kent Law Campaign

“I considered it a real privilege to be asked to be a member of the External Campaign Board, to help try and bring to fruition the ambitious plan to build a new Law Building which could house the Kent Law Clinic. Anyone doubting the role the Law Clinic plays in providing first rate legal services to the local community should read what clients have had to say about their own experiences after turning to the Clinic. One commented: ‘The Kent Law Clinic has allowed me to gain justice in a world which so often restricts those without money to do so’. Another: ‘Our lives are totally transformed by this amazing success.’ It was with a view to ensuring others would have the opportunity to have such invaluable support, support that is now much less readily available from other agencies, that I agreed to become involved, together with a desire to finally be able to give something back to the University that had given so much to me all those years ago. I have enjoyed every moment of the journey made with my other Board members and now that the Wigoder Law Building is finished and operational, I look forward to continued contact with the Law School and the Kent Law Clinic in the years ahead, seeing this hugely impressive building put to the various uses it is so well designed and inhabited to serve.”

Judge Colin Mendoza, Barrister and Vice Chair of the External Campaign Board
“It is extraordinary how well the Campaign has brought together students and staff with alumni, local lawyers and the local community. It has given the most tremendous boost to all those involved in the day-to-day work of the Law Clinic, and not only with regard to the outcome. The Campaign itself, and all of the effort and expertise that has so generously and effectively driven the project, gave enormous focus and confidence to the service we provide. Long before we were able to move into our splendid new premises extra staff were appointed, and many more students were enthusiastically involved and many more clients assisted with their problems. It will benefit students and clients for generations to come.”

Professor John Fitzpatrick, Director of the Kent Law Clinic

“What is the secret of success? In short – people. People like you who are enthusiastic, passionate and supportive of your University, people prepared to go that extra mile to ensure we make Kent the best it can be.

When we started our Campaign back in 2010 it really was unchartered territory for Kent. We began without a Campaign name, without a fanfare or fuss but with a desire to conduct the kind of campaign that supported the reputation of the Kent Law School and the ambition of the University and its students. A campaign with impact.”

Hilary Edridge, Head of Campaigns, Development Office
EXECUTIVE SUMMARY

The celebrations surrounding the opening of The Wigoder Law Building have reminded us of our past achievements, while equally acting as a period of reflection about the future. The commitment of our alumni and friends is doing much to ensure that we enter our next campaign with confidence, and the Campaign Final Report helps to explain why, illustrating the wonderful generosity of our supporters. We can be proud of all the Campaign has achieved, especially in the light of the global financial challenges of the last few years.

Three years ago when the Campaign was publicly launched the economic downturn did add a tricky new aspect to operating in campaign mode, but we did not give up, scale back, or change course. Instead we adopted a ‘business as usual’ approach within a flexible framework which made success a very achievable goal.

The business case for the Campaign was clear:

- The Kent Law School’s traditional commitment to legal education which engages with practice.
- The importance that it has therefore always attached to its Law Clinic and to mooting.
- The recognition that it neither had accommodation that was fit for purpose, or indeed sufficient to meet student and/or client demand.
- The opportunity presented by both the 40th anniversary of the Law Clinic and subsequently the 50th anniversary of the University to build a campaign which, together with a guarantee of matched-funding from the University and Gift Aid might raise sufficient funds from alumni and friends to supply a new building to accommodate both the Clinic and a Moot Court.

Historically the University has undertaken smaller but vital fundraising projects such as prizes and scholarships. 2014 saw the completion of the Colyer Fergusson Building, a capital campaign for music, made possible through the generous support of the Colyer Fergusson Trust, HEFCE, friends, choir members and music lovers.
The Law Campaign model was very different in that the Kent Law School had key alumni and current students, as well as some important potential major donors plus the benefit that the University agreed to a matched-fund commitment. Our likely precedent for the future would be to choose this model where there is a discipline to draw on.

The Campaign has combined student and alumni engagement, regular giving, sponsored and community events such as the Canterbury Legal Walk and 5KM Fun Run, major gifts, special project solicitations through ‘Name the Seat Appeal’ and ‘Naming Opportunities within the building’ collaboration and in-memorian gifts with some donors now wishing to support the Kent Law School with further gifts.

The Campaign has presented the University with extraordinary opportunities and brought ideas that have required board members, patrons, donors, staff, students and the local community to step up to the challenge. The Campaign has provided structure, a more focused approach to campaign planning and fundraising and a system to secure and augment relationships with donors. We have strengthened and created a previously untapped community and have tried hard to keep hold of the donors priorities, timetables and circumstances.

It has been a privilege and pleasure to work with our key Campaign volunteers who have all played vital roles. We would also like to pay tribute to our colleagues in the Kent Law School and across the academic community who gave their time and energy to make the case for the new law building.

We conclude that the case for Kent needs to be made over and over again if the institution is to continue to flourish. The significance of giving will be all the more apparent in the next few years. Government funding will continue to be under pressure. We now have a much greater commitment to alumni engagement and to development, and clarity in explaining our need for funding, as we continue to make our case for support in the future.
OUTCOMES

FINANCIAL PERFORMANCE

£1.95M
secured for the Kent Law Campaign

£6,243
Santander Match-Fund

66%
new donors to University

£27,572
Name a Seat Appeal

£35,000
raised by Students and Young Alumni

£603,000
Named Rooms
• Christopher Lakeman – Judge’s room
• Sir Robert Worcester – Robing room
• Port Louis – Meeting room
• Magna Carta Room – Meeting room
• Farid Alizadeh Room – Meeting room

£47,000
raised through sponsored events

£87,681
Wigoder Match-Fund
IMPACT

PEOPLE AND EVENTS

Over 5,250 alumni, students and friends engaged through Campaign events

Over 4,100 students, staff and friends engaged through student-led events

591 people took part in sponsored events

100% increase in law alumni attending events

37 relationship building events

32 sponsored events

36 student-led events

9 donor stewardship events

VOLUNTEERING

More than 280 volunteers took part

Over 9,900 volunteering hours

7 Board Meetings

15 Young Alumni Group Meetings

4 Formal Student Groups

86% increase in total philanthropic income raised in 2013/2014 compared to 2012/2013 according to the annual Ross Case Survey of Philanthropic Giving

WEBSITE AND SOCIAL MEDIA

887 Facebook likes

1,504 Unique website views

873 Twitter followers

2,500 emailable law alumni in 2011

6,067 emailable law alumni in 2016

64 Kent Law School e-newsletters sent

Over 100,000 website hits throughout the campaign

Over £520,000 in press value

Looking forward, Kent’s challenge is to build a pipeline of sustained fundraising from supporters, mid-level gifts, major gifts, trusts and foundations to the levels attained by many of our peers in the UK. We have established an Unrestricted Law Legacy Fund which will continue to support the employability of our law students.
**Sources of Income**

Whilst alumni are the largest single source of gifts, the Campaign has been successful in attracting support from a small range of trusts, foundations, non-alumni individuals and local law firms whose philanthropic interests were matched with the University’s.

**Return on Investment**

Understanding return on investment is critical to Kent’s long-term strategic planning. With today’s tight economy and increased pressure to improve every facet of fundraising operations in terms of productivity, efficiency and value we must be cognizant of the relationships between our investment in fundraising and the return on that investment.

Our measurements were determined by our unique fundraising plan and included measuring the performance of our marketing channels eg website, social media engagement, special events, peer-to-peer fundraising, direct mail and major gift performance.

However, underlying all of those channels, efforts and activities are two metrics that lay a foundation for fundraising performance: return on investment and cost per pound raised.

For this campaign each pound raised cost 33p.

**Why measure return on investment?**

<table>
<thead>
<tr>
<th>Category</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Salaries</td>
<td>£492,508</td>
</tr>
<tr>
<td>Operational Costs</td>
<td>£95,882</td>
</tr>
<tr>
<td>Total Cost</td>
<td>£588,390</td>
</tr>
</tbody>
</table>

$$\text{ROI} = \frac{\text{£1,769K}}{\text{£588K}} = 3\times$$
INTRODUCTION

This final report provides an analytical review of the Kent Law Campaign. To assist the planning of future fundraising campaigns, it will focus on the strategy, the framework used and a high-level comprehensive summary of the activities undertaken in each of the phases as well as the benefits and lessons learnt.

Organisational structure

As will become clear it was one of the Campaign’s main strengths, and perhaps the key to its success, that it was able to mobilise and involve numerous stakeholders: current students, alumni, faculty past and present and members of the legal professions and the judiciary.

However, in order to do this effectively and systematically, the Campaign was organised on the basis of three key volunteer groups: an External Campaign Board; a Circle of Patrons; and a Law Campaign Student Group/Young Alumni Group.

The membership of each of these is given in Appendix (1). Suffice to note here that the membership of the External Campaign Board and Circle of Patrons, both of which consisted of committed alumni and friends all of whom made early donations, remained essentially constant throughout the Campaign; whereas that of the Student Group, which was responsible for organising the impressive range of fundraising activities conducted each year by current law students, was renewed annually.

Overview of campaign phases

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<td>Evaluation and reporting</td>
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<td>Lower-level/regular giving</td>
<td>Telephone campaign</td>
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<td>Telephone campaign</td>
<td>Direct mail and marketing</td>
<td>Official opening</td>
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<td>Building the Campaign Team</td>
<td>Events schedule</td>
<td>Special events</td>
<td>Looking ahead</td>
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<td>Volunteer groups</td>
<td>Stepped-up communications</td>
<td>Campaign lessons</td>
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CAMPAIGN PHASES

PLANNING PHASE
As with much planning, campaign planning occurs in fits and starts. We knew with sure knowledge the University of Kent needed funds to bring its vision for a new law building and the establishment of a bespoke moot court to fruition. A business case was written in June, 2010 which set out the case for expanding the work of the Law Clinic and establishing a moot court in a new, dedicated building. The original total capital cost was £4.6M which was to be raised from a range of yet to be identified sources.

The project was planned, the budget was beginning to solidify and it was clear that a capital campaign was the way forward. In autumn 2010 the University commissioned a Feasibility Study to help evaluate the project’s potential in the fundraising market. Brakeley Fundraising & Management Consultants (now Mira Kelly) tested the draft case for support, attempted to discover whether there were adequate potential sources of support for the £5 million goal, aimed to identify the first leading donors and supporters and assessed whether the Development Office had adequate resources for the proposed campaign and made any appropriate recommendations.

The scope of the campaign was established and the objectives were outlined as:
1. Raise £5 million to build a new Kent Law Clinic and Moot Court for the Kent Law School and increase the number of donors to the University.
2. Communicate and engage with as many alumni, friends of the University, staff and students through the campaign to achieve our fundraising target.

3. Begin law student-alumni initiatives and connect the Kent generations past and present.
4. Recruit and train Volunteers to support the Kent Law Campaign and beyond.
5. Increase the number of undergraduate students able to take on legal cases for the community.

Two important factors in planning was the commitment of the University of Kent by matching each donation pound for pound. This had a positive impact on our discussions with donors and enabled us to demonstrate the early commitment of the University.

Finally our Case for Support incorporated the ideas of many people into a coherent statement of values and possibilities, condensing and clarifying many ideas into a consistent and compelling story underpinning and strengthening the campaign. We paid attention to the ideas of others who cared about the University of Kent and also tried to build ownership and encourage people to think about Kent perhaps more deeply than they had ever done before. The final document served as an investment prospectus, answered basic questions about the project, explained the broad implications for the community, contained statements that were supportable and defensible, it was both rational and emotional, optimistic and brief (4 sides of A4) and above all easy to remember.

Prospect research
Accurate donor or prospect research is a key component of good fundraising and the building of relationships with donors. We established ways of recording and reporting, updated information and searched for links. We created gift tables, ‘contacts needed lists’ and began uncovering connections through academic staff across the campus into our alumni which extended into the local, national and international legal world (this has proven to be a very important factor for other fundraising campaigns in other universities).
Many Trusts, Foundations and Corporates were identified and researched but we struggled to find connections. We did, however, receive two major donations from Trusts and Foundations (£10,000 and £15,000) but in general were unsuccessful. These rejections were often based on a cold application (ie lack of connection to a trust) and the fact that we were asking for a capital grant. It would be normal to receive 40% of funding from Trusts and Foundations and we did not have the contacts nor the ways in.

Besides generic charitable foundations, specific law-focused foundations as part of law firms in London were researched.

It became apparent that corporate foundations in London were not interested in Kent-based work and preferred their gifts to have an impact closer to their London-based district. Legal publishers were identified without success and local law firms were approached with little funding success but it must be noted that a large number of local lawyers contribute in a pro-bono capacity to the Kent Law Clinic.

A similar number of judges also support the mooting programme. Overall the quality of the data of existing records highlighted the lack of wealthy potential individual donors and meant that throughout the lifecycle of the campaign we were soon looking for and asking people with less capacity and for smaller gifts.

The rating of major donors to assess who could be approached for a gift and for how much is a time consuming task. However, it is absolutely necessary. Many donors are sophisticated and not motivated by pledge cards, deadlines and reports as they are involved in fundraising for many organisations. However, fundraising campaigns are still the only way to create a sense of urgency that is required to persuade donors to contribute within a certain timeline and to give generously.

**QUIET PHASE**

This is, in a sense, when the campaign itself began. The aim of this phase is to raise 50%-60% of the fundraising goal before announcing the campaign to the public. During 2011 the Head of Campaigns and lead fundraiser, was seriously ill and away from the University for a considerable period of time with no replacement. This left the Campaign Manager on her own shaping the initial preparation work, engaging with prospects and beginning a programme of relationship building events. Our alumni engagement strategy was to connect with generations past and present and a regular programme of events was organised to involve our alumni, students, and friends of the University to help strengthen our relationships.
### Events held during the two-year Quiet Phase

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<thead>
<tr>
<th>Date</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 September 2011</td>
<td>Chancellor’s Luncheon for Law, The Reform Club</td>
<td>London</td>
</tr>
<tr>
<td>17 October 2011</td>
<td>Friends of the County Day</td>
<td>Canterbury</td>
</tr>
<tr>
<td>7 December 2011</td>
<td>Open Lecture: Andrew Baillie QC</td>
<td>Canterbury</td>
</tr>
<tr>
<td>13 December 2011</td>
<td>Friends of the County Day</td>
<td>Canterbury</td>
</tr>
<tr>
<td>29 February 2012</td>
<td>Comedy Night – Young Alumni Group</td>
<td>London</td>
</tr>
<tr>
<td>1 March 2012</td>
<td>KLS Lecture: Sir Terence Etherton</td>
<td>Canterbury</td>
</tr>
<tr>
<td>7 March 2012</td>
<td>Open Lecture: His Honour Judge Jeremy Gold QC</td>
<td>Canterbury</td>
</tr>
<tr>
<td>22 April, 2012</td>
<td>First sponsored event: London Marathon</td>
<td>London</td>
</tr>
<tr>
<td>9 June 2012</td>
<td>40th anniversary of the Kent Law Clinic</td>
<td>Canterbury</td>
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<tr>
<td>10 June 2012</td>
<td>Sponsored Walk to Whitstable – Young Alumni Group</td>
<td>Kent</td>
</tr>
<tr>
<td>26 September 2012</td>
<td>Inaugural London Lecture: Lord Justice Goldring, 7 Bedford Row</td>
<td>London</td>
</tr>
<tr>
<td>17 October 2012</td>
<td>Kent Law Temple Society’s Lecturers’ Moot</td>
<td>Canterbury</td>
</tr>
<tr>
<td>18 October 2012</td>
<td>Open Lecture: Edward Garnier, QC MP</td>
<td>Canterbury</td>
</tr>
<tr>
<td>7 November 2012</td>
<td>KLS Lecture: The Rt Hon Lady Hale of Richmond</td>
<td>Canterbury</td>
</tr>
<tr>
<td>8 November 2012</td>
<td>Patrons’ Reception, President’s House, The Law Society</td>
<td>London</td>
</tr>
<tr>
<td>20 November 2012</td>
<td>KLS Lecture: Sir Geoffrey Nice QC, Shepherd &amp; Wedderburn LLP</td>
<td>London</td>
</tr>
<tr>
<td>6 December 2012</td>
<td>Launch of the Professional Mentoring Scheme</td>
<td>Canterbury</td>
</tr>
<tr>
<td>18 January 2013</td>
<td>Inaugural Kent Law Campaign Student Ball, Canterbury Cricket Ground</td>
<td>Canterbury</td>
</tr>
<tr>
<td>25 February 2013</td>
<td>KLS Lecture: Sir Terence Etherton</td>
<td>Canterbury</td>
</tr>
<tr>
<td>16 May 2013</td>
<td>KLC Lecture: Sir James Munby, Lawrence Graham</td>
<td>London</td>
</tr>
<tr>
<td>28-30 June 2013</td>
<td>Three Peaks Challenge</td>
<td>UK</td>
</tr>
<tr>
<td>21 November 2013</td>
<td>The Foundation Day Lecture: Dame Rosalyn Higgins DBE QC</td>
<td>Canterbury</td>
</tr>
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In December, 2011 the External Campaign Board was established and chaired by Professor Richard de Friend. The first meeting was held in February, 2012 and also attended by the architects Hawkins/Brown and representatives from the Kent Law School who together delivered the vision on behalf of the University. All the members of the board were either committed alumni of the University or legal notables who provided support, advice and counsel for the Campaign.

Similarly, a Circle of Patrons made up of high profile individuals who acted as figureheads for the Campaign was established. Each Patron allowed the University to use their name in literature, press releases and other materials which added influence to our fundraising activities. A welcome reception was held on 8 November, 2012 at the President’s House of The Law Society in London to bring everyone together. Such is the nature of the Campaign that our volunteers and alumni have drawn closer to the University extending and strengthening the institutional family.

The Young Alumni Group was established to raise awareness of the Campaign amongst the Kent Law School’s more recent graduates and ultimately raised £35,000 towards the new building.

“I was honoured to be asked to Chair this important fundraising group as it has given me the opportunity to give something back to the University which provided me with so much. This campaign will make a huge difference to future students and the local community in a time when access to legal advice is diminishing. I experienced first-hand the difference the Law Clinic has made to the local community – it felt amazing to win the case for my first client! The new building will help more students experience this sense of achievement and allow more people to be helped.”
Natalie Salunke (Eliot 2002), Chair

Finally the Kent Law Campaign Student Group was formed to support the young alumni with their fundraising activities and to promote the Campaign amongst the student body. There were four years of student groups who supported the University in developing a culture of philanthropy and helped with transitioning students into alumni. Our intention was to develop a programme that seamlessly integrated our on-campus and after-graduation efforts. By establishing strong, lifelong relationships with our students and newest alumni enabled the Kent Law School to begin a track record of engaging and inspiring young alumni to ultimately preparing students for a lifelong connection with the University of Kent.

“I was the Chair of the Kent Law Campaign Student Group 2012/13 and decided to leave the University with a splash by swimming 22 miles in the local pool over a period of 10 days; this is equivalent to the width of the English Channel. The challenge was extremely tiring and I found it incredibly tough at times but I just knew that I had to keep on swimming to achieve my personal and fundraising goals. The Law Campaign presents amazing opportunities that will benefit everyone who gets involved; students, colleagues and the community. The Clinic is an asset, not only to the University of Kent, but to society and it gives students first-hand experiences of what law is like in reality. The mooting programme allows individuals to develop and enhance their advocacy skills. The result of this project will allow these invaluable experiences to expand and grow and I feel honoured to have been a part of it.”
Hannah Bignell, Chair 2012-2013
An important by-product of the Campaign was the establishment of the Kent Law School’s Professional Mentoring Scheme co-founded by Kent Alumna Madelaine Power (K06) and Anna Pollard (K98) which is now in its 4th year. The scheme pairs current students with alumni in practise to offer career and CV advice and introduces students to new employment markets and opportunities. The mentors are drawn from the legal profession and provide invaluable advice to our students. Our law alumni have found extending a helping hand to young people a rewarding experience especially where the young people are in need of opportunities to advance themselves.

Throughout this period our donor cultivation and management took longer than the industry average. The Brakeley Feasibility Study recommended that: ‘The cultivation of prospects in the gift range of £10,000 will require in average 7-9 meaningful interactions over an average of 18 months and these interactions will involve University and Law Leadership, other academics, volunteer members of the Campaign Committee and staff in the Development and Alumni Relations Office’.

Due to the fact that many of our law alumni had not been involved nor connected with the Kent Law School since they graduated it took often more than 36 months to foster a relationship and our interactions exceeded 7-9 meaningful interactions in many cases. Our interactions were also heavily based on email contact having received feedback from very pre-occupied lawyers and professionals that this was their preferred way of communication which is reflected in the chart opposite.

<table>
<thead>
<tr>
<th>Category</th>
<th>Explanation</th>
<th>Kent Law Campaign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affinity</td>
<td>A measure of how close the prospect is to your organised campaign</td>
<td>Not very close to the University</td>
</tr>
<tr>
<td>Capacity</td>
<td>A measure of the largest donation that a prospect could give, a transformation gift, or the calculation of what a prospect could give to only one organisation for a five-year period</td>
<td>Not many of those, capacity and actual gift sizes differed hugely</td>
</tr>
<tr>
<td>Inclination</td>
<td>A measure of an individual’s demonstrated overall philanthropy</td>
<td>Some but not many</td>
</tr>
<tr>
<td>Readiness</td>
<td>The likelihood that a donor will respond positively to a request for a major gift</td>
<td>Very ‘cold’</td>
</tr>
<tr>
<td>Target ask</td>
<td>While a donor’s capacity rating might be £1million, the target ask considered other factors such as readiness, type of gift, and family or other issues impacting</td>
<td>Many below 35,000</td>
</tr>
</tbody>
</table>

The table below summarises Major Gift Officer Action types:
In February 2013 the University’s Annual Telephone Campaign took place calling approximately 2,000 alumni around the UK. A number of law students talked to law alumni informing them about the Campaign and seeking their support. This initiative raised £2,000 for the Campaign which continued to provide energy and momentum as we progressed through the Quiet Phase.

In June, 2013 The Hon Charles Wigoder, a Kent alumnus, entrepreneur and philanthropist made a pledge of £1 million towards the campaign, which was one of the largest single donations from an individual ever received by the University. This allowed the campaign to move into the ‘public phase’ celebrating the generosity and commitment of those donors who had given and helped to focus attention on the remaining challenge ahead.

In November, 2013 the University of Kent officially launched the Kent Law Campaign at a gala evening in London at 30 St Mary Axe (The Gherkin). In a packed and energised iconic building this was a unique event for the University to launch the campaign in London. This successful black-tie event saw the highest acceptance rate to date for event attendance. It raised over £20,000 for the Campaign and formed a platform to build further relationships with potential donors. Intensive solicitation continued, however, the public phase is often the most difficult part as major donors generally tend to either be the first to help or to help put you over the line at the end of the campaign.

“It was a privilege to gain an insight into the way in which the fundraising campaign works for the Law Clinic and Moot Court – a hearts and minds exercise where an emotional connection to people, place and values is paramount. I got a real sense that the warmth and humility that you engender at the University travelled effortlessly and seamlessly to the ‘Gherkin’ – it really seemed that everyone was really enjoying themselves.”

David Bickle, HawkinsBrown

“Thank you for the tremendously enjoyable evening at the Gherkin. It was good to meet with old friends after so many years and to hear the students talk so well.”

Martin Bowen, King & Wood Mallesons SJ Berwin

“I just wanted to say huge congratulations on the fantastic launch of the Law Campaign last night. It seemed to go very well indeed, the choreography was excellent, speeches brilliant and everyone looked after. I do not think it could have gone better. Whilst there’s now a lot of follow up to do, you all deserve a big round of applause. Well done.”

Professor Keith Mander, Deputy Vice-Chancellor

PUBLIC PHASE

To encourage a sense of forward motion we continued to post information on our website, Facebook and Twitter. We established a graphic display of ‘The Campaign Journey’ in the Development Office which was also replicated in the Kent Law School ‘A Cool Wall’. We also sent regular emails to board members and patrons to keep them informed of progress.

Sponsored events

Many volunteers took part in sponsored events in support of the Campaign for example The London Marathon, Skydives, Swims, Three Peaks Challenge, Thames Path Challenge, 30 Day Challenge (to give up alcohol), Walks, Brighton and Reading Half Marathons. A 5KM Fun Run which began in 2013 and became an annual event on campus and the Canterbury Legal Walk, a 10KM sponsored walk around Canterbury was introduced in 2015 and again in 2016. We hope this will continue be an annual feature in the legal and academic year. The Canterbury Legal Walk in year one raised just over £10,000 with 161 walkers taking part and in year two we raised over £5,000 with 118 participants.
The Honourable Charles Wigoder, the major supporter of the new law building initiated a challenge gift to help the University reach its final fundraising target. This additional matched-funding was in place from 1 March to 30 June, 2016 which meant that by generously matching both the donation and Gift Aid all gifts were doubled. This was a powerful message for potential new supporters and to all those people who chose to give just that little bit more. The total matched-fund received was £87,681.

During the last year we also saw the final events and activities of the Campaign and the finalisation of the outstanding ‘asks’. Law alumni, local judges, leading QCs, barristers, law firms, staff, students and friends of the University were welcomed back to the 2016 Canterbury Legal Walk, we launched ‘The Final Piece Appeal’ selling our remaining merchandise, secured a number of large gifts through the naming of five rooms in the new building and sold all seventy-one seats in the Moot Court through the ‘Name a Seat Appeal’.

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On behalf of team Girlings I wanted to say thank you for such an enjoyable, well organised event. We thoroughly enjoyed our walk and discovering parts of Canterbury we’d not ventured into before!

Girlings Solicitors, Canterbury

Corporate fundraising

Strong relationships with several companies and partnerships both at local and national levels have been mutually beneficial. The Santander Foundation matched all donations raised by the bank’s staff for projects which help disadvantaged people in communities where Santander has a presence. Adam Baker, Sam Winstanley, Alex Matthews, Stephanie Crane and Sahar Habibmohammadi and Thomas Smith (from the campus branch of Santander) plus staff members at Santander Universities have played an important role in supporting our fundraising activities including taking part in their own personal fundraising challenges such as a bungee jump and a sky dive.

Merchandise

We purchased a small range of quality merchandise including T-shirts, memory sticks, iPad cases, pens, Giles cartoon prints and travel mugs. The Student Groups also sold calendars and Season’s Greetings cards made possible by John Pitt, Headley Brothers Limited and other supporters.

CELEBRATORY AND CLOSER PHASE

2015 marked the beginning of the construction of the new building. An Estates Project Board was established chaired by Peter Czarnomski, Director of Estates and included members of the Estates Department, Kent Law Clinic, Finance Department and the Development Office.

Construction timeline:

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
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<tbody>
<tr>
<td>2 March 2015</td>
<td>Osbornes took possession of the site.</td>
</tr>
<tr>
<td>7 April 2015</td>
<td>Diversion of gas, water and high voltage electricity services on site.</td>
</tr>
<tr>
<td>22 June 2015</td>
<td>Concrete poured to fill areas under proposed beams</td>
</tr>
<tr>
<td>29 June 2015</td>
<td>Haul road cleared and laid for easy access to the site</td>
</tr>
<tr>
<td>1 July, 2015</td>
<td>‘Ground Breaking Ceremony’ conducted by The Honourable Charles Wigoder and the Vice-Chancellor</td>
</tr>
<tr>
<td>18 September 2015</td>
<td>Tower crane arrives</td>
</tr>
<tr>
<td>9 October 2015</td>
<td>Concrete poured over first floor reinforced concrete slab</td>
</tr>
<tr>
<td>9 November 2015</td>
<td>Concrete poured on second floor/roof reinforced concrete slab</td>
</tr>
<tr>
<td>20 November 2015</td>
<td>Installation of rainwater attenuation tank and concrete pour of plantroom reinforced concrete slab</td>
</tr>
<tr>
<td>30 November 2015</td>
<td>Commencement of external walling/cladding systems and internal fit</td>
</tr>
<tr>
<td>9 March 2016</td>
<td>‘Topping Out Ceremony’ hosted by Denise Everitt, Deputy Vice-Chancellor and Chief Operating Officer</td>
</tr>
<tr>
<td>6 October 2016</td>
<td>The Wigoder Law Building is officially opened by the Deputy President of the UK Supreme Court,</td>
</tr>
<tr>
<td></td>
<td>the Rt Honourable the Baroness Hale of Richmond and principal benefactor The Honourable Charles</td>
</tr>
<tr>
<td></td>
<td>Wigoder</td>
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</tbody>
</table>
Stewardship is about relationships and about communicating to donors the impact of their gift and managing that gift in accordance with the donor’s intent. The Campaigns Team took its donor stewardship seriously and set a high-quality personal approach to thanking donors either by letter, card, video message or by telephone, in some cases a small flower arrangement was sent, donors were listened to and responded to individually. Donors were invited to specific benefactor events, the University produced an annual Donor Report, Season Greetings cards and regular Campaign reports were sent.

During the final few months all donors who sponsored the Seat Appeal received a thank-you email with a photograph of their seat plaque. Donors who had named rooms also received photographs and those donors who were unable to join us at the official opening were sent the official brochure with a personalised letter.

In time we look forward to updating on the number of undergraduate students now able to take on real cases from the local community. We have a plethora of touching stories that have come about because of the campaign. Not only will this be an interesting exercise but it will be the key to cementing and nurturing the relationships with these donors so that they don’t just fade away.
THE CAMPAIGN TIMELINE

A selection of Campaign milestones and achievements.
ENGAGEMENT

1. Launch of the Professional Mentoring Scheme 2012
2. Kent Law Clinic 40th Anniversary Party 2012
4. Lord Justice Goldring Lecture 2012, 7 Bedford Row
5. Sir Terrance Etherton Lecture 2013
8. Sir James Mumby Lecture 2013
9 Law Benefactors’ Reception, Fortnum and Mason, 2014
10 Keith Tucker Memorial Lecture 2014
11 Law Benefactors’ Reception, Fortnum and Mason, 2014
13 Alumni Pub Night, The Yorkshire Grey, 2014
14 50th Anniversary Alumni Event 2015
15 Global Engagement 2015
16 High-level Volunteer Thank You Reception, Claridge’s, 2015
17 David and Maureen de Saxe, Canterbury Legal Walk 2015 volunteers
18 High-level Volunteer Thank You Reception, Claridge’s, 2015
19 Kent Law Clinic site tour 2016
20 Topping Out Ceremony 2016
21 The Lakeman Family at the opening of the Wigoder Law Building 2016
22 The Rt Honourable the Baroness Hale of Richmond opening the new Law Building 2016
23 The Hon Charles Wigoder and Mrs Elizabeth Wigoder opening the new Law Building 2016
24 Opening of the Wigoder Law Building 2016
A record-breaking total was achieved each year after students organised a series of fundraising events throughout the campaign. These included sponsored events, individual challenges, quizzes, the 5KM Fun Run and large-scale annual KLC Law Ball. Our annual awards ceremony for volunteers formally presented students with certificates and was an opportunity for us to say ‘thank you’.
1. Pre Fun Run warm up
2. Billy Ng taking part in the Reading Half Marathon 2015
3. Hannah Bignell swam the equivalent of the English Channel over 10 days
4. Fun Run
5. Student Law Ball
6. CASE Student Engagement and Philanthropy Day 2014
7. CASE Student Engagement and Philanthropy Day 2015
8. CASE Student Engagement and Philanthropy Month 2016
9. Fun Run University 50th Anniversary
10. London Legal Walk 2014
11. Student Volunteer Thank You Event
12. Freshers Fayre
13. Craft Night
14. Encore at The Ballroom Canterbury - The launch of the Fitzpatrick cocktail
15. Pub Quiz at Mungos
SPONSORED EVENTS
1 Darren Ellis took part in a charity skydive
2 Anna Pollard ran the 2012 London Marathon
3 Natalie Salunke abseils the ArcelorMittal 2015
4 Sponsored walk Crab and Winkle 2012
5 The Three Peaks Challenge Team 2013
6 Santa Run 2013

7 London Legal Walk 2014
8 Super Hero Run 2014
9 Abseil Team 2014
10 Canterbury Legal Walk 2015
11 Canterbury Legal Walk 2015
12 Canterbury Legal Walk 2015

13 Canterbury Legal Walk 2016
14 Canterbury Legal Walk 2016
15 Canterbury Legal Walk 2015
CORPORATE FUNDRAISING
1. Sam Winstanley as the Kent Bunny
2. Sahar Habibmohammadi and Thomas Smith from Santander taking part in a 160ft bungee jump
3. Heater Meals donated to participants of the Three Peaks Challenge
4. Lexis Nexis
5. Medals sponsored
6. Clarins supporting the Fun Run
7. Maypole Marquee sponsor TShirts
8. Jet Stamps
9. Trophies sponsored by...
10. Crabtree and Evelyn sponsored Fun Run
11. Sam Winstanley sky dive 2014
12. Santander supporting the sale of Christmas cards and calendars generously given by The Headley Pitt Charitable Trust
13. Santander supporting student Pub Quiz
14. Santander Matched Funding cheque presentation 2014
15. Santander Matched Funding cheque presentation 2015
# AWARDS

<table>
<thead>
<tr>
<th>Date</th>
<th>Award</th>
<th>Awarded to</th>
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<tbody>
<tr>
<td>March 2012</td>
<td>Best Advocate Prize in the final of the CPS Sponsored Moot Competition</td>
<td>Kent Law School Student</td>
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<tr>
<td>March 2012</td>
<td>Best new Student Pro Bono Activity Award at LawWorks &amp; Attorney</td>
<td>Kent Law Clinic</td>
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<td></td>
<td>General Student Awards</td>
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<tr>
<td>March 2013</td>
<td>Outstanding New Mediation Programme at the International Mediation</td>
<td>Kent Law School Students</td>
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<td></td>
<td>Competition in Dublin</td>
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<tr>
<td>May 2013</td>
<td>Shortlisted for The Lawyer Award for Ethical Initiative of the Year</td>
<td>Kent Law Clinic</td>
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<td>2013</td>
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<tr>
<td>May 2013</td>
<td>The Chancellor’s Prize at the Employability Point Scheme Awards</td>
<td>Hannah Bignell, Chair of the KLC Student Group</td>
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<tr>
<td></td>
<td>for her outstanding contribution to a University Initiative</td>
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<td>Best new Student Pro Bono Activity Award at LawWorks &amp; Attorney</td>
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<td>Hannah Bignell, Chair of the KLC Student Group</td>
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<tr>
<td></td>
<td>for her outstanding contribution to a University Initiative</td>
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<tr>
<td>May 2013</td>
<td>Best new Student Led Volunteering Group at the Kent Union Awards</td>
<td>KLC Student Group</td>
</tr>
<tr>
<td>February 2014</td>
<td>Honorary Member of the Kent Student Law Society</td>
<td>Anna Pollard, Campaigns Manager</td>
</tr>
<tr>
<td>May 2014</td>
<td>Volunteering Society of the Year at the Kent Union Awards</td>
<td>KLC Student Group</td>
</tr>
<tr>
<td>June 2014</td>
<td>The Chancellor’s Prize at the Employability Point Scheme Awards</td>
<td>Emily Smith, Chair of the KLC Student Group</td>
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<tr>
<td></td>
<td>Ceremony for her outstanding contribution to a University Initiative</td>
<td></td>
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<tr>
<td>2014</td>
<td>Reached second round of English Speaking Union Moot</td>
<td>Katie Miers and Sam Clews</td>
</tr>
<tr>
<td>2014</td>
<td>Top ten finish for Kent team in the National Mediation Final held in</td>
<td>Kent Law School Students</td>
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<td></td>
<td>Belfast</td>
<td></td>
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<tr>
<td>2014</td>
<td>Quarter Finalists of the National Student Law Society Mooting</td>
<td>Alex Courtnage and Samuel Davis</td>
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<tr>
<td></td>
<td>Competition</td>
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<tr>
<td>July 2014</td>
<td>Shortlisted for The Halsbury Legal Awards 2014</td>
<td>Kent Law Clinic</td>
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<tr>
<td>March 2015</td>
<td>Awarded Best Student Negotiators in the Country at the National</td>
<td>Tomi Poppla and Sean Wells</td>
</tr>
<tr>
<td></td>
<td>Negotiation Competition</td>
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<tr>
<td>Date</td>
<td>Award</td>
<td>Awarded to</td>
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<tr>
<td>2015</td>
<td>Joint winners of the Law School’s in-house International Negotiation</td>
<td>Osymemi Ousiptan and Sherrifah Oyeti; and Sarah Adediran and Chinoye Nnaji</td>
</tr>
<tr>
<td></td>
<td>Competition set in Nigerian Law.</td>
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<tr>
<td>2015</td>
<td>Semi-finalists of the Criminal Law Moot</td>
<td>Alex Acaster and Zahra Jaffer</td>
</tr>
<tr>
<td>2015</td>
<td>Finalists of the inter-varsity Canadian Law Moot</td>
<td>Nick Smith and Chrissy Lawton</td>
</tr>
<tr>
<td>May 2015</td>
<td>The Chancellor’s Employability Points Award and Outstanding Fundraiser</td>
<td>Billy Ng, Vice-Chair of the KLC Student Group</td>
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<tr>
<td></td>
<td>of the Year Award and the Kent Union Award for Dedication to Volunteering</td>
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<tr>
<td>June 2015</td>
<td>Shortlisted for The Times Higher Leadership and Management Awards in</td>
<td>Kent Law Campaign Team</td>
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<td></td>
<td>the category ‘Outstanding Development/Alumni Relations Team’</td>
<td></td>
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<tr>
<td>2015</td>
<td>Voted ‘Best Mediating Pair in the UK’ at the National Mediation</td>
<td>Stacia Franz and Kelly McNulty</td>
</tr>
<tr>
<td></td>
<td>Competition</td>
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<tr>
<td>2015</td>
<td>Top ten finish in 11th LAWASIA International Moot Competition in</td>
<td>Kent Law School Students</td>
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<td></td>
<td>Australia</td>
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<tr>
<td>2016</td>
<td>Voted the best international team by more than 400 fellow competitors</td>
<td>Rachel Bale, Meshaal Choudhary, Rachel Easton and Hannah Loosley</td>
</tr>
<tr>
<td></td>
<td>at the International Law School Mediation Tournament held in Chicago</td>
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<tr>
<td>2016</td>
<td>Reached the UK Final of the National Student Negotiation Competition</td>
<td>Kent Law School Students</td>
</tr>
<tr>
<td></td>
<td>hosted on University’s Canterbury campus</td>
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</tr>
<tr>
<td>2016</td>
<td>Top ten finish in 11th LAWASIA International Moot Competition in Sri</td>
<td>Kent Law School Students</td>
</tr>
<tr>
<td></td>
<td>Lanka</td>
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<tr>
<td>2016</td>
<td>Winners of the inaugural Moot Series against Canterbury Christ Church</td>
<td>Kent Law Temple Society</td>
</tr>
<tr>
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<td>University</td>
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</tbody>
</table>

Throughout the lifetime of the Campaign members of the Kent Law School have been successful in their Client Interviewing. Teams from Kent have reached the national final of the Client Interviewing Competition for England and Wales for four successive years, finishing: 2nd in 2016, = 9th 2015, 5th in 2014 and 7th in 2013.
COMMUNICATIONS AND PUBLICATIONS

The high-quality suite of publications and invitations, designed by the University Design and Print Centre, leaves the University a record of its impact and achievements throughout the Campaign.

- Case for Support
- Quiet Phase Report 2011-2013
- Mid-Public Phase Report 2013-2014
- End Phase Public Phase Report 2014-2015
- Kent Law School – The Reporter Summer 2012
- Kent Law School – The Reporter
- Volunteer guide – A volunteer guide to soliciting campaign gifts
- Name a Seat Appeal – Kent Law Building
- Naming Opportunities – Kent Law Building
- Canterbury Legal Walk 2015
- Canterbury Legal Walk 2016
- Invitation to the Public Launch of the Campaign
- Save the Date Cards
- Invitation to the Opening of The Wigoder Law Building
- Stewardship Cards
- Opening of The Wigoder Law Building
Throughout the campaign the following videos were:

**KLC SG promotional video**
Published on 27 January 2014
This video briefly shows what working on the Kent Law Campaign Student Group meant to them. It was made for their second annual ball, ‘A Night to Remember’ held on 24 January 2014.

www.youtube.com/watch?v=fxA1t1oFDRc

**KLC SG Thank Donors**
Published on 17 March 2014
To celebrate the Student Engagement and Philanthropy Day 2014 (27 February) the Kent Law Campaign Student Group produced this video to thank the donors for their support to the Campaign. #QuackersForFundraising.

www.youtube.com/watch?v=ZX4nXjbm1lw

**Fun Run**
Published on 18 November, 2014
Kent Law Campaign Fun Run 2014

www.youtube.com/watch?v=OBVaZxw5EEg

**Kent Law School Animation**
Published on 6 August 2015
Hawkins/Brown has been working University since 2010 to support its fundraising campaign to build a new home for its Law Clinic and Moot Programme.

www.youtube.com/watch?v=Oo5zdO0tGj4

**Universities UK Film**
Published in October 2016
The inspiring work of the Law Clinic, and its new building, has also been highlighted in a Universities UK film demonstrating the impact of higher education on individuals, the economy and society.

www.youtube.com/watch?v=6P3Uf4BJ4Ro
LEGACY

The Kent Law Campaign has created a lasting legacy of fundraising from the grass roots enabling the University of Kent to build a state-of-the-art new law building.

It is well known that capital campaigns can be times of organisational change either organisations are growing or evolving when they consider a campaign, but campaigns usually push organisations to a more effective level of operation.

The following are some of the changes that have taken place during the course of the Campaign:

a) Institutional policies and procedures were formulated and adopted as a direct result of the campaign:
   • Gift Acceptance Policy – following ‘The Woolf Enquiry’ it was imperative that the University of Kent had an embedded Policy dealing with the ‘Acceptance of Gifts’. As the volume of gifts were increasing through the Kent Law Campaign this policy was drafted and then ratified by the University Fundraising Coordination Committee in 2011/12 and is now reviewed annually.
   • Two further policies were initiated the Naming Opportunities Policy and the Due Diligence Policy again which are reviewed annually.

b) Donor recognition and stewardship – the campaign has created a group of valued donors, and the University cannot afford a hit-or-miss attitude towards donor recognition and stewardship. All donors but especially major donors want to know that their gifts are appreciated and being well used. One result of the campaign is that the University has become far more sensitive to this aspect of its development programme.

c) Board building – capital campaigns tend to push organisations to build strong boards. After the campaign both staff and board members understood the potential of a fundraising board and many board members have self-selected themselves for future board membership.

d) There have been many articles written about the campaign both internally and externally eg The Magistrates Magazine, In-Line Magazine, The Solicitors Journal and in the book Hidden Philanthropy; Chapter 5 The Kent Law Campaign, The Legal Profession and Serving the Community (pages 84-87).

e) The law students and their stories from the Kent Law Clinic were a key part of the Campaign showing a shared affection for the Kent Law School and the University. We have achieved our objective ‘to connect law student-alumni initiatives and connect Kent generations past and present’. The increased engagement from within the University and externally is clear and provides opportunities on which to build deeper friendships and connections.

f) Engagement is the third pillar of the 2015-2020 University strategic plan and organisations thrive when they engage effectively with various groups. Our engagement approaches were in partnership, consultative, we used various channels of communication eg email, letter, videos, leaflets, social media. We also made information available so that our supporters could choose whether to engage with our web pages or construction hoardings for instance. With the advent of online tools it has made it simpler to engage, inform and consult with our supporters but it’s now essential to put digital at the heart of any future engagement strategy.
A plaque honouring the memory of Kent Law Clinic Founding Director Adrian Taylor was unveiled in the Wigoder Law Building on Saturday 19 November, 2016. More than 30 guests attended including members of his family, and many former students and colleagues who had worked with him in the Clinic. Adrian sadly passed away in January 2014 just three years before the building officially opened, however, we were fortunate that Adrian was able to join us at the public launch of the campaign in 2013.

For University fundraisers this needs no embellishing. Fundraisers must exhibit passion and enthusiasm. It’s all about inspiration not all about persuasion. We were fortunate that the Kent Law Clinic is nationally recognised as a shining example of a project that works for the students, the Kent Law Clinic, the Kent Law School and for the community.

Professional Mentoring Scheme – we have created law student-alumni initiatives and have connected Kent generations both past and present. For example a Kent Law School alumnus Patrick Jacobsson has begun work as a trainee with a leading firm of international solicitors thanks in large part to his participation in the Kent Law School’s Professional Mentoring Scheme which was first established in 2011 by the Campaign’s Young Alumni Group (see law e-newsletter January, 2016).

Through the Kent Law Campaign we have engaged our law alumni at a high level (a previously untapped resource) and have created a strong alumni base who have a great passion for the Kent Law School and the University. It is important to continue the work the Campaign started and continue strengthening our relationship with them and alumni of the future. For example, taking events to where our alumni are located in particular London.

The Kent Law School and the Development Office are establishing a formal Alumni Relations Programme for Law. There is already a web presence and monthly e-newsletters are sent. However, the possibility of a Law Alumni Association and Gift Circles are currently in discussion. 2017 promises to keep our supporters engaged and together and we look forward to our continuing relationships.

With the increased space it is anticipated that the number of undergraduate law students taking the clinic module will increase. It is worth mentioning that in the first three months of the opening, the building has been used for an event for the local community to learn more about family court proceedings given by members of the Law Clinic, together with local barristers, judges and representatives from the Children and Family Court Advisory and Support Service (Cafcass).

Following the success of the Campaign and the continued appetite of people wishing to give we have created an ‘Unrestricted Law Fund’ for longer term financial support for the Kent Law School.

So proceed with confidence, communicate strategically, keep an eye on your focus, cultivate thoughtfully and solicit with sensitivity, maintain momentum and if in doubt return to fundraising fundamentals. Successful capital campaigns and successful lives are built on honesty and integrity. The Kent Law Campaign has made a positive impact on the lives of our law students, staff, alumni and friends and above all to those people who are vulnerable in society and seek help and access to justice.
The University of Kent is very grateful to the following individuals and organisations whose generous support enabled the Wigoder Law Building to be built.

The University is also very grateful for the support of our many anonymous donors.

**PRINCIPAL BENEFACOR**
The Honourable Charles Wigoder (R78)

**MAJOR BENEFACORS**
Farid Alizadeh (E98)
Elaine Colville (E72)
Elizabeth Hiester
Dame Rosalyn Higgins DBE QC
The Peter and Michael Hiller Charitable Trust
John Hosking CBE
David Humphreys (K95)
Kent Law Campaign
Student Group
Kent Law Campaign Young Alumni Group
The Lakeman Family
James Laughland (D87)
The Law Society Charity
The Rt Hon Sir John Mummery DL
Dr Mark Rake FRCP
Santander UK PLC
Professor Martin Stellplflug (R89)
Professor Sir Robert Worcester KBE DL

**BENEFACORS**
Khalil Akasah (K71)
Andrew Ballie QC (R66)
Martin Bowen (D76)
Christopher Braithwaite (E78)
Ruth Cabeza (K93)
Mark Chudleigh (R85)
Jonathan Cohen QC (D70)
Professor Richard de Friend (E67) and Elizabeth de Friend
Anthony de Garr Robinson QC and Miranda Robinson
David de Saxe (R02)
Hilary Edtridge
Joe Egan (D68)
Ian S Ferguson CBE
Peter Frawley (D77)
Lauren Gomer (E07) and Su Gomer
Julia and Peter Goodfellow
Paul Hewitt (E87)
Richard Honey
David Hughes (K73)
Kent Law Society
In loving memory of Ioanna Koutzoukou
Professor Sir David Melville CBE
Judge Colin Mendoza (D79)
Richard Oldfield
His Honour Andrew Patience QC
Jeremy Pendlebury (K76)
Anna Pollard (K98)
R G Hills Charitable Trust
Natalie Salunke (E02)
Priscyalla Shaw (R81)
Christopher Symons QC (E68)
Elizabeth Tullberg MBE JP DL
His Honour Judge Nigel and Loba Van der Bijl
District Judge Michael Walker CBE (E69)
The Whitehead Monckton Charitable Foundation
Her Honour Judge Adele Williams DL

**SUPPORTERS**
Shazia Afghan (K94)
The Rt Hon Sir Richard Aikens
Mikal Laura Anderson (E04)
Dr Brian Ankers (E68)
Dr James Appleyard FRCP
Alexander Armstrong (E11)
David Balcombe QC (D76)
Pierre Binetter (D89)
Opeolu Biye (M08)
John Bowers QC
Brian Bowman (K69)
Peter Button (E80)
Elizabeth Cable (K89)
District Judge Nigel Cadbury (E75)
Martin Chandler (R77)
David Chijner (R87)
Sir Geoffrey Chipperfield KCB
The Rt Hon The Lord Clarke of Stone-cum-Ebony
Carolyn Clewes (D78)
Felicity Clifford

Alison Coles
Natasha Connors (K08)
Sonja Copeland Bloom (K02)
and Samantha Bloom
Dione Coume (E92)
Michael Coxall (E90)
Emanuela Cudjoe (K08)
Gabrielle Culmer (E95)
Simon Curran (K03)
Dr Christopher Dawson (K66)
Adam Demmon (K09)
Lucy Druesne (K07)
Alister Dunning DL
The Rt Hon Sir Terence Etherton
Major Augustus Ferency (K87)
Professor John Fitzpatrick
Dr James Fowler
Carol Fryer (2001)
Ian Garner (E67)
Jon Gauld Student Lets
Shiule Ghosh (D86)
His Honour Judge Jeremy Gold QC (E73)
Etambuyu Gundersen (W08)
Ann Haig-McVitty (R85)
Rachael Hambrook (E77)
Robert Hannan
Ryan Harris (E97)
Lesley Harrold (K93) and Richard Harrold OBE

David Hathaway (E79)
The Headley Pitt Charitable Trust
Professor Didi Herman
Hilary Hester-Ives
Marion Hitchcock (R04)
Margaret Hodgson (R74)
Sindre Kaspersen
Charlotte Kelly (R89)
Kent Law Clinic Student Committee
Dr Zoe Kenyon (E93)
Hyun Ju Koh (R11)
Simone Kraemer (W08)
Barnaby Large (E03)
Arthur Lau (E09)
Revd Dr Alan Le Grys (W11)
Denis Linfoot OBE
Nicholas Livesey (R87)
Charles Lord
Glenn Lowther (M10)
Rafal Majcher
Daniel Malynn (K07)
Dean Manorajan (M07)  
Alison Marsh (D83)  
Elspeth McKinnon (E82)  
Professor David McLellan (E91)  
Michele McLoughlin (M06)  
Felicity McMahon (R01)  
Sam Miles (W10)  
Mitesh Modha (E00)  
Ian Norman (K01)  
Sefa Nyafl (D06)  
Peterkin Ofori (M09)  
Julia Onslow-Cole  
Oliver Pannell (D07)  
Roshni Patel (R07)  
David and Alicia Pentin  
Sannan Pervaiz (K09)  
David Pestell  
Eleni Petrides (E03)  
Jaymini Philip (K02)  
Laura Pollard (E08)  
Jonathan Priddy  
Richard and Jemma Ralph  
Dr Doreen Rosman  
Michael Rudder (E92)  
Carole Ryan (E94)  
Kamran Safdar (M07)  
Bill Sakaria (W09)  
Professor Sean Sayers  
Mahmoud Sharei (W09)  
Daniel Shaw (E11)  
Elaine Sherratt  
Daniel Smith (K89)  
Emily Smith (R10)  
Antonia So (E04)  
Georgios Solomonides (K84)  
Weronika Sowa (R06)  
Paul and Caroline Stanley  
Giles Stimson MBE (R66)  
Shirley Sutch (D71)  
Brian and Jean Tuck  
Robert Veitman (K02)  
Susan Wanless  
Carole Webb (R87)  
James Whitehead (T15)  
Revd Dr Anthea Williams (R94)  
Peter Williams MBE and  
Jo Williams  
Stephanie Wingrove (R08)  
Alexander Wright (R06)  

Donors to the Seat Appeal

JUDGES BENCH
- James Bird DL  
- Margaret Hodgson  
- David de Saxe  
- Maureen de Saxe  
- Howard Weisberg

MOOTERS BENCH
- Ellis Gittins  
- Dame Rosalyn Higgins DBE QC  
- Jeremy Levison  
- Osborne  
- Judge Colin Mendoza  
- Natalie Salunke

PUBLIC SEATS
- Ms Hesa Alaseeri  
- Jacqueline Almond  
- Mikal Anderson  
- Judge George Arestis  
- Professor John Baldock  
- Brian Bowman  
- Ruth Bundey  
- Alison Burton  
- Eileen Carroll QC  
- Jonathan Cooper OBE  
- Stephane Couaux  
- Aruchunan Daniel-Selvaratnam  
- His Honour Judge Roger Dutton  
- Joseph Egan  
- Charles Frazier  
- Professor Dame Julia Goodfellow  
- Naina Gokulsing  
- Perdeep Grewal  
- Professor Nick Grief  
- Headley Pitt Charitable Trust  
- Richard Honey  
- Mathew Hinxman  
- Osama Khadadah  
- Christina Kapelos  
- John King  
- Kate Kochnari  
- James Laughland  
- Daniel Malyn  
- Professor Sir David Melville CBE  
- Felicity McMahon  
- Khawaja N Majid  
- Winn Maung  
- Artan Murati  
- Nigel Mifsud  
- Sir Geoffrey Nice QC  
- HHJ Heather Norton  
- Billy Yu Lok Ng  
- Jeremy Pendlebury  
- Judge John B Pritchard  
- Carole Ryan  
- Jayed Ali Shafi-Baig  
- Rosemary Sheppard  
- Antonino Serraino  
- Andre Sinanap  
- Andrew J Turner  
- Kent Law Society  
- Kent Law Temple Society  
- KLSG Group Gift  
- Stour Chambers  
- Stella Tanta  
- Elizabeth Tullberg MBE JP DL  
- Peter Wilkinson  
- Howard Weisberg
LESSONS LEARNT

Lessons learnt have been captured in the four tables below, which should be considered if another capital campaign is initiated in the future.

### Planning Phase

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Background</th>
<th>Positive/ Negative</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evaluate the project’s potential in the fundraising market thereby testing the fundraising potential before launching.</td>
<td>This gave clear, concise guidance on how much we were likely to raise from our law alumni and friends of the University.</td>
<td>Positive</td>
<td>Employ a fundraising consultant to undertake a Feasibility Study</td>
</tr>
<tr>
<td>Giving to the Campaign</td>
<td>Although the payee was clear on all the literature, donors incorrectly addressed cheques which had to be returned.</td>
<td>Negative</td>
<td>The University must ensure that donors can make cheques payable to the ‘name of the campaign’ as well as the University of Kent.</td>
</tr>
<tr>
<td>Take time with the planning and preparation phase</td>
<td>This phase can take a considerable amount of time, and usually takes one or two years. Don’t short change this phase or you will pay later.</td>
<td>Negative</td>
<td>If you are leading a fundraising campaign stand firm with your strategy and the information you know before moving through the phases.</td>
</tr>
</tbody>
</table>

### Quiet Phase

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Background</th>
<th>Positive/ Negative</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Involve the School/Faculty in all fundraising activities.</td>
<td>Potential donors are keen to meet their former academics so a partnership approach worked best in most cases for law eg. MGOs and academics make visits.</td>
<td>Positive</td>
<td>The School or beneficiary of future fundraising campaign(s) need to be on board with fundraising and be prepared to attend prospect meetings and provide admin support where required.</td>
</tr>
<tr>
<td>Involving current students in all fundraising activities is key.</td>
<td>Students who are managed well provide good news stories for prospects, raise awareness of the project and raise funds for the campaign.</td>
<td>Positive</td>
<td>Respect student volunteers at all times as they are our future prospects and donors and will remember how they were made to feel whilst they were a student.</td>
</tr>
<tr>
<td>Young alumni aren’t just writing cheques they want to be involved so ignite their passion first.</td>
<td>The Law Clinic gives ‘access to justice’ to those vulnerable in society. The young law alumni were passionate about the Clinic. Many had worked in the Clinic as a student and continued to be concerned with addressing legal aid issues, supporting those who are more vulnerable in society etc.</td>
<td>Positive</td>
<td>Find a way to connect effectively with young alumni and to show that what they are doing makes a real difference. Young alumni are concerned with addressing issues that matter to them and the University is simply a vehicle to make that happen. A key way to reach interested young alumni is via the Internet and social media. ‘Causes that fail to create a social media strategy to ‘deeply move’ them do so at their own risk’.</td>
</tr>
<tr>
<td>Engage with Trusts and Foundations at an early stage to raise at least 40% of your required funding.</td>
<td>The University of Kent has a poor record of engagement with Trusts and Foundations.</td>
<td>Negative</td>
<td>Reach out to Trustees from Trusts and Foundations and form high-level long-term relationships.</td>
</tr>
</tbody>
</table>
### Quiet Phase (cont)

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Background</th>
<th>Positive/ Negative</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alumni engagement is key to success.</td>
<td>It is difficult to secure gifts from alumni who no longer feel connected to the University. The Law Campaign spent the first 2 years increasing alumni activity, communications and events so that we could move them to a level where they felt prepared to support the University with a gift.</td>
<td>Negative to Positive</td>
<td>Prior to the start of any Campaign ensure that alumni engagement is a key component and successfully managed.</td>
</tr>
<tr>
<td>Telephone Campaigns are an important source of regular gifts.</td>
<td>In 2013 a segment of law alumni were called by current law students. It raised £3,000 which was encouraging as we were still in the Quiet Phase as there wasn’t much to ‘shout about’. Unfortunately there was no enthusiasm, priority or capacity to run this again.</td>
<td>Negative</td>
<td>It is imperative that tailor specific segmented calling with subject matter, current students and alumni takes place.</td>
</tr>
<tr>
<td>High-level engagement ie Chancellor’s Luncheons worked well in the early stages of the Campaign.</td>
<td>These events helped to identify the key players: donors, board members or patrons, it was important for us to widen our net by inviting friends of the county, leading figures in the legal world.</td>
<td>Positive</td>
<td>Leading figures within the University must be prepared to host regular cultivation/fundraising events and to ‘make the ask’ in some cases.</td>
</tr>
</tbody>
</table>

### Public Phase

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Background</th>
<th>Positive/ Negative</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Delays to decision making</td>
<td>There were a few examples throughout this phase where delays to decisions affected the critical path of the build.</td>
<td>Negative</td>
<td>Be clear about the importance of a capital fundraising campaign and the communication and messaging being sent to donors updating them on progress.</td>
</tr>
<tr>
<td>Delays to implementation of surveys that determined the location of the building and the necessary diversion of major services to the University. Resulting in new budget from £5.5M to £5.5M</td>
<td>The contractor presented their original costs estimate on the scheme which with some value engineering and the addition of fees, VAT confirmed the gross estimated cost as £5.5M</td>
<td>Negative</td>
<td>Allow for a larger contingency rather than ask the fundraisers to raise further funds.</td>
</tr>
<tr>
<td>When undertaking a capital build using philanthropic funding ensure that a fundraiser sits on the Estates Project Board representing the donors.</td>
<td>Throughout the lifetime of the Campaign different project groups form and this board was crucial to the final phases of the build.</td>
<td>Positive</td>
<td>Ensure that fundraisers sit on future Estates Project Boards when fundraising for a capital build to represent the donor and their interests.</td>
</tr>
<tr>
<td>Personal and handwritten thank-you cards sent by staff and students went a long way in stewarding our donors.</td>
<td>Throughout the Campaign we used different ways of thanking our donors from the Vice-Chancellor writing letters to the students sending cards and videos.</td>
<td>Positive</td>
<td>When we can’t express our appreciation in person sending a video message is the next best thing. For example telling the story of the Campaign with a nice balance of images showing both the bricks-and-mortar and the stories of the Clinic could be added to the suite of stewardship tools for the future.</td>
</tr>
</tbody>
</table>
## Celebratory and Closure Phase

<table>
<thead>
<tr>
<th>Lesson</th>
<th>Background</th>
<th>Positive/ Negative</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fundraising greatness can deliver the kind of growth that is transformational for the University and multiply its societal impact.</td>
<td>Reflecting on the aims of the Campaign</td>
<td>Positive</td>
<td>Truly great fundraising can flourish given the right leadership, teams, culture, high-quality thinking and adopting a ‘donor-centred’ philosophy that is adopted to make the project a reality.</td>
</tr>
<tr>
<td>Members of the Kent Law Campaign team saw the need to embed their fundraising expertise into the University and to embed themselves as a ‘whole’ individual in the project.</td>
<td>The 4 team members understood the benefits for their intellectual, emotional and social system of activity and what they could deliver for the University. This offered the team the pride, the confidence and the focus they needed to transform good fundraising into outstanding fundraising.</td>
<td>Positive</td>
<td>Appoint the right team to assist in the task. Once the right team is built there should be a low turnover rate thereby engendering high-levels of loyalty.</td>
</tr>
<tr>
<td>Stewardship is where gifts can be won or lost.</td>
<td>Throughout the journey of the Campaign personal stewardship plans were in place for all donors. We also introduced stewardship plans for events to ensure that all invitees were made to feel welcome. Many busy Development Offices struggle to prioritise stewardship and although it was time consuming our donors appreciated the effort made.</td>
<td>Positive</td>
<td>Prioritise stewardship activities.</td>
</tr>
</tbody>
</table>
APPENDIX 1

External Campaign Board members and Patrons are committed alumni and friends who have made early gifts to the Kent Law Campaign and who provide advice and counsel about the strategy for the Campaign.

External Campaign Board Members

**Professor Richard de Friend (Chair)**
Former Director of the College of Law. Law alumnus, Eliot 1967. Former Law Lecturer at the University of Kent, Head of Kent Law School and Pro-Vice-Chancellor.

**Peter Frawley**

**Jeremy Pendlebury**
Barrister at Seven Bedford Row. Law alumnus, Keynes 1976.

**Colin Mendoza (Deputy Chair)**

**Elizabeth Hiester**
Senior Lawyer at Client Earth. Former Partner at Clifford Chance and Law Lecturer at the University of Kent.

**Anna Pollard**
Campaigns Manager at the University of Kent. English and American Literature alumna, Keynes 1998.

**Elaine Colville**

**David Hughes**
Former Partner at Berwin Leighton Paisner LLP. Partner at Dechert LLP Law alumnus, Keynes 1973.

**District Judge Michael Walker CBE**
District Judge and formerly a judicial board member of Her Majesty’s Courts and Tribunals Service. Law alumnus, Eliot 1969.

**Hilary Edridge**
Head of Campaigns at the University of Kent.

**James Laughland**

**Professor John Fitzpatrick**
Director of the Kent Law Clinic and Professor of Law.

**The Rt Hon Sir John Mummery DL**
Deputy Chairman of the Takeover Appeal Board and Deputy Lieutenant of Kent. Former Lord Justice of Appeal.
Circle of Patrons

The Rt Hon the Lord Justice Aikens
Former Lord Justice of Appeal.

Jonathan Cohen QC
Barrister at 4 Paper Buildings
and Deputy High Court Judge
(Family Division). Law alumnus,
Darwin 1970.

Dame Rosalyn Higgins DBE QC
Former Professor of
International Law at Kent, first
woman to be elected Judge
and then President of the
International Court of Justice.
Honorary Graduate (1996).

Judge George Arestis
Judge at the Court of Justice of
the European Union. Politics
alumnus, Rutherford 1969 and
Honorary Graduate (2013).

Dr Amanda Cottrell OBE JP DL
Deputy Lieutenant of Kent,
Kent Ambassador and
Honorary Graduate (2011).

Professor David McLellan
Emeritus Professor of Politics at
the University of Kent. Law

Andrew Baillie QC
Barrister at 9 Gough Square.

The Rt Hon Sir Terence
Etherton
Master of the Rolls, Lord
Justice of Appeal and
Honorary Professor of Law at
Kent.

Professor Sir David
Melville CBE
Chair of Pearson Education
Limited. Former Vice-Chancellor
of the University of Kent and
Honorary Graduate (2008).

Sir Geoffrey Chipperfield
KCB
Former Pro-Chancellor of the
University of Kent and
Honorary Graduate (1999).

His Honour Judge Jeremy
Gold QC
Lewes Crown Court, Formerly
Maidstone Crown Court. Law

Sir Geoffrey Nice QC
Barrister at Temple Garden
Chambers and Honorary
Graduate (2005).

Lord Clarke of Stone-cum-
Ebony
Justice of the Supreme Court;
former Master of the Rolls,
Honorary Graduate (1999).

Courtenay Griffiths QC
Barrister at Garden Court
Chambers.

Dr Lucy Scott-Moncrieff
CBE
Director of Scott-Moncrieff &
Associates. Former President
of Law Society of England and
Wales, Law alumnna, Rutherford
1972 and Honorary Graduate
(2009).
Young Alumni Fundraising Group

The late Adrian Taylor
Founder of the Kent Law Clinic in 1972.

Dr Kennedy Wong DCL

Professor Sir Robert Worcester KBE
Former Chancellor of the University of Kent.

Klara Holdstock
Paralegal at Public Interest Lawyers. Law alumna, Keynes 2006.

Natalie Salunke (Chair)

Daniel Malynn (Vice Chair)

Julia Mansi

Helen Grainge

Felicity McMahon

Rachel Hearn

Madelaine Power
Kent Law Campaign Student Groups

Kent Law Campaign Student Group 2012/13
- Hannah Bignell (Chair)
- Mia Manzi-Davies (Vice-Chair)
- Tim Bamisile
- Callum Borg
- Stephanie Bruckl
- Mia Corsini
- Tyne Harman
- Deepan Jaddoo
- Liz Jewitt
- Joseph Malandruccolo
- Sharon Schmidt
- Dhriti Surshe Eapen
- Richi Vasisht
- Jeffrey Wand

Kent Law Campaign Student Group 2013/14
- Emily Smith (Chair)
- Noren Bhulji (Vice-Chair)
- Vicki Atwood
- Sophie Bedwell
- Shanice Harewood
- Ju Koh
- Eddie Lee
- Sarita Magar
- Chereece Amrk
- Hasanali Pirbhai
- Chariot Yum

Kent Law Campaign Student Group 2014/15
- Susanne Mueller (Chair)
- Billy Ng (Vice-Chair)
- Emily Bolton
- Selina Isaboke
- George Mackrow
- Michelle Ng
- Rose Noble
- Blessing Olapade
- Emma Richardson
- Jessica Theobalds
- Andrew Wilson

Kent Law Campaign Student Group 2015/16
- Vinissa Arulanantham (Chair)
- Elouise Mitchell (Vice-Chair)
- Laura Denny
- Sarah Gibson
- Charlotte Hunt
- Hugh Irmiger
- Hannah Lennox
- Sarah-Mae Lieverse
- Lucy Inez Wood

Key contributors
- Mark Ashmore
- Catherine Carpenter
- Professor Joanne Conaghan
- Lord Clarke of Stone-cum-Ebony
- Felicity Clifford
- Peter Czarnomski
- Lesley Farr
- Robert Gill
- Professor Nick Grief
- Professor Didi Herman
- Jim Higham
- Richard Honey
- Professor Rosemary Hunter
- Jayne Instone
- Professor Paddy Ireland
- Simone Kraemer
- Per Laleng
- Professor Wade Mansell
- John Morley
- Melanie Nye
- HH Andrew Patience QC
- Sebastian Payne
- Anne-Marie Rigley
- Sharon Rouse
- Andrea Shieber
- Professor Steve Uglog
- Chris Wenham
- Ian White
- John Wightman
- HHJ Adele Williams
- Professor Toni Williams
- Simone Wong
- All staff and volunteers from the Kent Law Clinic
- Local Judges from Canterbury Crown Court
## All Campaign activities

*(Building milestones are in blue)*

<table>
<thead>
<tr>
<th>Date</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>September 2010</td>
<td>Feasibility Study is carried out by Brakeley</td>
</tr>
<tr>
<td>December 2010</td>
<td>Foundation gift of £500,000 is pledged by Kennedy Wong</td>
</tr>
<tr>
<td>March 2011</td>
<td>Young Alumni Fundraising Group established</td>
</tr>
<tr>
<td>March 2011</td>
<td>Kent Law Clinic wins ‘Best Contribution by a Law School’ at the LawWorks &amp; Attorney General Student Awards</td>
</tr>
<tr>
<td>June 2011</td>
<td>First KLS E-newsletter is sent to 2,500 Law alumni</td>
</tr>
<tr>
<td>October 2011</td>
<td>The University agrees to match each donation the Campaign receives pound for pound</td>
</tr>
<tr>
<td>November 2011</td>
<td>The first Kent Law Campaign charity season’s greetings cards are produced</td>
</tr>
<tr>
<td>December 2011</td>
<td>External Campaign Board established</td>
</tr>
<tr>
<td>December 2011</td>
<td>Campaign website created</td>
</tr>
<tr>
<td>December 2011</td>
<td>Used stamp appeal launched</td>
</tr>
<tr>
<td>29 February 2012</td>
<td>First Campaign Board Meeting held</td>
</tr>
<tr>
<td>March 2012</td>
<td>Circle of Patrons formed</td>
</tr>
<tr>
<td>March 2012</td>
<td>Computer Generated Images of the new building created</td>
</tr>
<tr>
<td>March 2012</td>
<td>Kent Law School student wins ‘Best Advocate Prize’ in the final of the CPS Sponsored Moot Competition</td>
</tr>
<tr>
<td>27 March 2012</td>
<td>Kent Law Clinic wins ‘Best new Student Pro Bono Activity Award’ at the LawWorks &amp; Attorney General Student Awards</td>
</tr>
<tr>
<td>22 April 2012</td>
<td>Anna Pollard takes part in the first sponsored event for the Campaign by running the London Marathon and raises £3,500</td>
</tr>
<tr>
<td>16 May 2012</td>
<td>Full page article about the Campaign featured in <em>Magistrate Magazine</em></td>
</tr>
<tr>
<td>26 May 2012</td>
<td>Darren Ellis and Natalie Salunke take part in a sponsored skydive and raising £3,000</td>
</tr>
<tr>
<td>1 June 2012</td>
<td>Professor Didi Herman becomes Head of Kent Law School</td>
</tr>
<tr>
<td>9 June 2012</td>
<td>Kent Law Clinic celebrates its 40th anniversary</td>
</tr>
<tr>
<td>June 2012</td>
<td>Kent Law Campaign Facebook and Twitter accounts set up</td>
</tr>
<tr>
<td>August 2012</td>
<td>Kent Law School is ranked as one of the best Law Schools in the world, placing 135 overall and 16 in the UK</td>
</tr>
<tr>
<td>September 2012</td>
<td>Kent Law Campaign Student Committee established</td>
</tr>
<tr>
<td>26 September 2012</td>
<td>The first University of Kent Lecture in London is held and is given by Lord Justice Goldring</td>
</tr>
<tr>
<td>29 September 2012</td>
<td>Natalie Salunke takes part in the Thames Path Challenge and raises £1,600</td>
</tr>
<tr>
<td>October 2012</td>
<td>Case for Support is printed</td>
</tr>
<tr>
<td>November 2012</td>
<td>The first Kent Law Campaign charity calendars are produced</td>
</tr>
<tr>
<td>6 December 2012</td>
<td>Launch of the KLS Professional Mentoring Scheme</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>-----------------</td>
<td>-----------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>18 January 2013</td>
<td>Inaugural Kent Law Campaign Student Committee Law Ball is held</td>
</tr>
<tr>
<td>February 2013</td>
<td>First Kent Law Campaign telephone fundraising calls are made</td>
</tr>
<tr>
<td>March 2013</td>
<td>Student Mediators win the award for ‘Outstanding New Mediation Programme’ at the International Mediation Competition in Dublin</td>
</tr>
<tr>
<td>25 March 2012</td>
<td>Kent Law Campaign Student Group hold their elections for the 2013/14 committee</td>
</tr>
<tr>
<td>5 April 2013</td>
<td>Full page article about the Campaign featured in <em>Inline Magazine</em></td>
</tr>
<tr>
<td>15 May 2013</td>
<td>Kent Law Campaign Student Committee wins ‘Best New Society/Student Led Volunteering Group Award’ at the Kent Union Awards</td>
</tr>
<tr>
<td>20 May 2013</td>
<td>Kent Law Clinic is shortlisted for the 2013 The Lawyer Award for Ethical Initiative of the Year</td>
</tr>
<tr>
<td>22 May 2013</td>
<td>Hannah Bignell begins her 10 day challenge to swim the distance of the English Channel</td>
</tr>
<tr>
<td>31 May 2013</td>
<td>Hannah Bignell, Chair of the Committee, is awarded The Chancellor’s Prize for her outstanding contribution to a University initiative</td>
</tr>
<tr>
<td>6 June 2013</td>
<td>£1 million donation pledged by The Hon Charles Wigoder</td>
</tr>
<tr>
<td>29 June 2013</td>
<td>A team begins the Three Peaks Challenge, the first major sponsored event for the Campaign</td>
</tr>
<tr>
<td>3 November, 2014</td>
<td>Student Group Inaugural 5km Fun Run ‘Race for Justice’</td>
</tr>
<tr>
<td>5 November, 2014</td>
<td>Centenary Seminar and Dinner to celebrate the life and work of Harry Bloom 1913-2013</td>
</tr>
<tr>
<td>6 November, 2013</td>
<td>Public Launch of the Kent Law Campaign, 30 St May Axe (The Gherkin), London</td>
</tr>
<tr>
<td>21 November, 2013</td>
<td>Foundation Day Lecture given by Dame Rosalyn Higgins DBE QC ‘What may and may not an International Judge do?’</td>
</tr>
<tr>
<td>8 December, 2013</td>
<td>Santa Run, Victoria Park, London</td>
</tr>
<tr>
<td>13 January, 2014</td>
<td>Kent Law Clinic secures UK asylum for an Afghan citizen for reasons of religion despite him being an atheist</td>
</tr>
<tr>
<td>24 January, 2014</td>
<td>Kent Law Campaign Student Group Law Ball</td>
</tr>
<tr>
<td>7 February, 2014</td>
<td>Anna Pollard is made an Honorary Member of the Kent Student Law Society</td>
</tr>
<tr>
<td>27 February, 2014</td>
<td>The University of Kent is one of just six UK institutions to take part in the CASE ASAP Student Engagement and Philanthropy Day with their theme of ‘Quackers about Fundraising’</td>
</tr>
<tr>
<td></td>
<td>Kent Law Campaign Student Group’s Stand Out Session on ‘How to organise successful fundraising events’</td>
</tr>
<tr>
<td>6 March, 2014</td>
<td>Kent Law School’s Professional Mentoring Scheme Networking Reception, 7 Bedford Row</td>
</tr>
<tr>
<td>31 March, 2014</td>
<td>Kent Law Campaign Student Group’s ‘Encore’ at The Ballroom</td>
</tr>
<tr>
<td>1 April, 2014</td>
<td>Kent Law Clinic wins village green case for residents in Westgate-on-Sea</td>
</tr>
<tr>
<td>Date</td>
<td>Event</td>
</tr>
<tr>
<td>---------------</td>
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</tr>
<tr>
<td>30 April, 2014</td>
<td>Fundraising lunch hosted by Sir Geoffrey Nice QC and Professor Richard de Friend at The Inner Temple, London</td>
</tr>
<tr>
<td>18 May, 2014</td>
<td>Superhero Run, London</td>
</tr>
<tr>
<td>29 May, 2014</td>
<td>Kent Law Campaign Student Group named ‘Volunteering Society of the Year’ at the Kent Union Awards</td>
</tr>
<tr>
<td>2 June, 2014</td>
<td>Emily Smith is awarded ‘The Chancellor’s Prize’ at the Employability Point Scheme Awards Ceremony</td>
</tr>
<tr>
<td>3 June, 2014</td>
<td>Kent Law School ranked 14th in the Guardian University Guide</td>
</tr>
<tr>
<td>4 June, 2014</td>
<td>Kent Law Campaign thank you reception and informal Awards Ceremony</td>
</tr>
<tr>
<td>12 June, 2014</td>
<td>Law Benefactors’ Reception Fortnum and Mason, London</td>
</tr>
<tr>
<td>1 July, 2014</td>
<td>Kent Law Clinic shortlisted for The Halsbury Legal Awards 2014</td>
</tr>
<tr>
<td>15 July, 2014</td>
<td>Kent Law School’s Prize Giving Ceremony</td>
</tr>
<tr>
<td>21 September, 2014</td>
<td>Kent Law School ranked as a top ten law school in <em>The Times and Sunday Times Good University Guide 2015</em></td>
</tr>
<tr>
<td>7 October, 2014</td>
<td>Kent Law Campaign Student Group’s Freshers’ Quiz</td>
</tr>
<tr>
<td>14 October, 2014</td>
<td>Canterbury Legal Walk Information Eventing, Canterbury Cathedral Lodge</td>
</tr>
<tr>
<td>16 October, 2014</td>
<td>Keith Tucker Memorial Lecture given by Alison Saunders CB QC, Director of Public Prosecutions</td>
</tr>
<tr>
<td>25 October, 2014</td>
<td>Planning Application for the new Kent Law Clinic and Mooting Chamber submitted</td>
</tr>
<tr>
<td>1 November, 2014</td>
<td>Kent Law Campaign Student Group’s 5km Fun Run: ‘Race for Justice’</td>
</tr>
<tr>
<td>29 November, 2014</td>
<td>Skydive, Headcorn Aerodrome, Kent</td>
</tr>
<tr>
<td>30 January, 2015</td>
<td>Kent Law Campaign Student Group Law Ball</td>
</tr>
<tr>
<td>February, 2015</td>
<td>The University of Kent is one of 10 UK institutions to take part in the CASE ASAP Student Engagement and Philanthropy Month</td>
</tr>
<tr>
<td>2 March, 2015</td>
<td>Osborne’s took possession of the site. Fences and hoardings were placed around the site</td>
</tr>
<tr>
<td>24 March, 2015</td>
<td>Kent Law Campaign Student Group AGM and Elections</td>
</tr>
<tr>
<td>7 April, 2015</td>
<td>Diversion of gas, water and high voltage electricity services on site</td>
</tr>
<tr>
<td>1 May, 2015</td>
<td>KLS is placed amongst the top 150 law schools in the world in the QS World University Rankings</td>
</tr>
<tr>
<td>May, 2015</td>
<td>Billy Ng was awarded the Chancellor’s Employability Points Award and Outstanding Fundraiser of the Year Award and the Kent Union Award for Dedication to Volunteering</td>
</tr>
<tr>
<td>13 June, 2015</td>
<td>Inaugural Canterbury Legal Walk</td>
</tr>
<tr>
<td>Date</td>
<td>Event Description</td>
</tr>
<tr>
<td>--------------------</td>
<td>------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td>4 June, 2015</td>
<td>Student Volunteer Thank You Reception</td>
</tr>
<tr>
<td>22 June, 2015</td>
<td>Concrete poured to fill areas under proposed beams</td>
</tr>
<tr>
<td>29 June, 2015</td>
<td>Haul road cleared and laid for easy access to the site</td>
</tr>
<tr>
<td>1 July, 2015</td>
<td>Ground Breaking Ceremony</td>
</tr>
<tr>
<td>15 July, 2015</td>
<td>Professor Dame Julia Goodfellow hosted a luncheon for Mr Kennedy Wong and his family</td>
</tr>
<tr>
<td>25 July, 2015</td>
<td>Members of the Santander branch on campus took part in a 160ft Crane bungee jump</td>
</tr>
<tr>
<td>19 August, 2015</td>
<td>Concrete poured over reinforced ground beams</td>
</tr>
<tr>
<td>5 September, 2015</td>
<td>Kent Law School Lecture given by Professor Mansell and Professor Uglow to celebrate Kent’s 50th anniversary</td>
</tr>
<tr>
<td>18 September, 2015</td>
<td>Tower crane arrives</td>
</tr>
<tr>
<td>6 October, 2015</td>
<td>Student Group Fresher’s Quiz</td>
</tr>
<tr>
<td>9 October, 2015</td>
<td>Concrete poured over first floor reinforced concrete slab</td>
</tr>
<tr>
<td>14 October, 2015</td>
<td>Keith Tucker Memorial Lecture given by Professor Robert Worcester, KBE</td>
</tr>
<tr>
<td>15 October, 2015</td>
<td>University of Kent ranked 20th in *The Times Higher Education (THE) ‘Table of Tables’ 2016</td>
</tr>
<tr>
<td>9 November, 2015</td>
<td>Concrete poured on second floor/roof reinforced concrete slab</td>
</tr>
<tr>
<td>20 November, 2015</td>
<td>Installation of rainwater attenuation tank and concrete pour of plantroom reinforced concrete slab</td>
</tr>
<tr>
<td>26 November, 2015</td>
<td>Young Alumni Group Celebration Evening, Davy's Wine Bar, London</td>
</tr>
<tr>
<td>30 November, 2015</td>
<td>Commencement of external walling/cladding systems and internal fit</td>
</tr>
<tr>
<td>2 December, 2015</td>
<td>High-level Volunteer Thank You Event, Claridge's, London</td>
</tr>
<tr>
<td>11 January, 2016</td>
<td>‘Name a Seat’ Appeal launched</td>
</tr>
<tr>
<td>23 January, 2016</td>
<td>Kent Law Campaign Student Group Law Ball</td>
</tr>
<tr>
<td>February, 2016</td>
<td>The University of Kent is one of the 10 UK institutions to take part in the CASE ASAP Student Engagement and Philanthropy Month</td>
</tr>
<tr>
<td>1 March, 2016</td>
<td>The Honourable Charles Wigoder agreed to a challenge gift to help us reach our fundraising target. From 1 March, 2016 – 30 June, 2016 all gifts were generously matched both the donation and the gift aid</td>
</tr>
<tr>
<td>9 March, 2016</td>
<td>‘Topping Out Ceremony’ hosted by Denise Everitt, Deputy Vice-Chancellor</td>
</tr>
<tr>
<td>21 March, 2016</td>
<td>The Kent Law Campaign Student Group’s ‘The Last Dance’ at The Ballroom</td>
</tr>
<tr>
<td>11 June, 2016</td>
<td>Canterbury Legal Walk 2016</td>
</tr>
<tr>
<td>6 October 2016</td>
<td>The Wigoder Law Building is officially opened by the Deputy President of the UK Supreme Court, the Rt Honourable the Baroness Hale of Richmond and principal benefactor The Honourable Charles Wigoder</td>
</tr>
</tbody>
</table>