Using funds was another strategy for fundraising, with £30 million raised in College and donations of £6 million coming in. The charts below show how the College’s fundraising efforts have increased significantly over the last five years. The College focuses on several key areas to fundraise: Student Support, New Library Building Fund, Sports & Societies, Access & Outreach, Buildings & Grounds, and Fellowship Funds.

**Income received**

<table>
<thead>
<tr>
<th>Year</th>
<th>DONATION</th>
<th>BEQUEST</th>
<th>Legacy</th>
<th>Total Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015/16</td>
<td>2,178</td>
<td>300</td>
<td>596</td>
<td>3,605</td>
</tr>
<tr>
<td>2014/15</td>
<td>2,242</td>
<td>4,528</td>
<td>786</td>
<td>7,596</td>
</tr>
<tr>
<td>2013/14</td>
<td>1,410</td>
<td>9,228</td>
<td>576</td>
<td>11,214</td>
</tr>
<tr>
<td>2012/13</td>
<td>1,771</td>
<td>2,542</td>
<td>893</td>
<td>4,706</td>
</tr>
<tr>
<td>2011/12</td>
<td>1,164</td>
<td>2,381</td>
<td>786</td>
<td>4,331</td>
</tr>
<tr>
<td>2010/11</td>
<td>1,081</td>
<td>3,373</td>
<td>953</td>
<td>5,407</td>
</tr>
<tr>
<td>2009/10</td>
<td>9,228</td>
<td>221,000</td>
<td>721</td>
<td>221,000</td>
</tr>
</tbody>
</table>

- **Increase in funds**
  - Legacies & donations: £143m
  - Comparative: £221m

**Legacies in 14/15**

<table>
<thead>
<tr>
<th>Oxford College Average</th>
<th>Magdalen</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.6%</td>
<td>12.9%</td>
</tr>
</tbody>
</table>

**Percentage of alumni who donate each year**

<table>
<thead>
<tr>
<th>Oxford College Average</th>
<th>Magdalen</th>
</tr>
</thead>
<tbody>
<tr>
<td>5%</td>
<td>4%</td>
</tr>
</tbody>
</table>

**Telephone campaigns**

- Alumni donated £364,400 in 2 telephone campaigns
- Students spoke to 1244 alumni as part of a telephone campaign

The Development Office year at a glance:

- 45 alumni events (with 1514 alumni attending)
- 239 face-to-face meetings with alumni across the UK, and in New York, Washington DC, Boston, LA, The Hague, Amsterdam, Zurich, Hong Kong and Singapore
- Alumni notified Magdalen that they will be remembering the College in their Will has also increased significantly this year.

**Worldwide giving**

- Alumni fundraising continues to grow at Magdalen, with the number of alumni donating pledges and donations and £3.48m income received. The charts below show how 2014/15 was another strong year for fundraising at Magdalen with £3.86m raised in College Finance.

**Table of Accounts**

<table>
<thead>
<tr>
<th>Account</th>
<th>2017</th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total income received</td>
<td>£28.6m</td>
<td>£25.3m</td>
<td>£22.9m</td>
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<tr>
<td>- Residual income</td>
<td>£22.9m</td>
<td>£20.5m</td>
<td>£18.4m</td>
</tr>
<tr>
<td>- Nature of income</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Teaching &amp; Research</td>
<td>£12.6m</td>
<td>£12.6m</td>
<td>£9.6m</td>
</tr>
<tr>
<td>- Residential &amp; Catering</td>
<td>£7.7m</td>
<td>£6.8m</td>
<td>£5.8m</td>
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<tr>
<td>- Trading</td>
<td>£4.6m</td>
<td>£3.8m</td>
<td>£3.2m</td>
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<tr>
<td>- Real Estate</td>
<td>£1.1m</td>
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<td>£0.8m</td>
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<tr>
<td>- Investment Gains</td>
<td>£4.3m</td>
<td>£6.0m</td>
<td>£7.0m</td>
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<tr>
<td>- Investment income</td>
<td>£7.7m</td>
<td>£7.8m</td>
<td>£7.8m</td>
</tr>
<tr>
<td>- Other</td>
<td>£5.8m</td>
<td>£6.4m</td>
<td>£7.2m</td>
</tr>
<tr>
<td>- Transfers from endowment</td>
<td>£5.8m</td>
<td>£5.8m</td>
<td>£5.8m</td>
</tr>
<tr>
<td>- Total operating expenditure</td>
<td>£12.6m</td>
<td>£12.6m</td>
<td>£9.6m</td>
</tr>
<tr>
<td>- Income invested for the future</td>
<td>£16m</td>
<td>£16m</td>
<td>£16m</td>
</tr>
</tbody>
</table>

**Percentage of alumni who donated each year**

- Percentage of alumni who donate each year
  - Oxford College Average: 5%
  - Magdalen: 4%

**Income invested for the future**

- £16m

**College Finance**

- Total College income: £28.6m
- Fundraising: £3.86m
- Operating Expenditure: £12.6m
- Teaching & Research: £12.6m
- Residential & Catering: £7.7m
- Trading: £4.6m
- Real Estate: £1.1m
- Investment income: £7.7m
- Investment gains: £4.3m
- Transfers from endowment: £5.8m
- Total operating expenditure: £12.6m

**Total College income paid out**

- £13.6m
- £12.6m
- £12.6m

**Investment portfolio**

- The investment portfolio returned a total of 9.3% to shareholders

**Endowment**

- The endowment, which at 31 July 2015 was £165m

**Total operating expenditure**

- £12.6m

**Income invested for the future**

- £16m

**Total College income paid out**

- £13.6m

**Total operating expenditure**

- £12.6m

**Total College income**

- £28.6m

**Operating income**

- £12.6m

**Total operating expenditure**

- £12.6m

**Income invested for the future**

- £16m

**Total College income**

- £28.6m

CONTENTS

2  Student Support
4  Access & Outreach
6  Academic Excellence
8  Longwall Library
10 Chapel & Choir
11 Sports & Societies
12 Buildings & Grounds
13 Legacies

2016
THANK YOU
for a fantastic year of fundraising at Magdalen!

The number of alumni donating to projects in the College is the highest it has ever been, and it has been exciting to witness the level of engagement with the Longwall Library project in particular. Vital support for Access and Outreach, and the Student Support Fund, has enabled us to further continue to support the very best students in applying to Magdalen, regardless of background. The thriving, vibrant student community here is a testament to the generosity of the many alumni who give their support to the College.

From its earliest days, Magdalen has thrived on the generosity of old members and benefactors. In these difficult times for education funding, it is especially encouraging to know that we have such a supportive and active community of philanthropic alumni. It is thanks to the continued generosity of our old members that we are able to inspire new generations of the brightest students to achieve their academic potential. I am grateful to you all for your support.

This report covers the financial year running from August 2014 to July 2015, which follows the academic year. I hope that you enjoy reading about what alumni donations have achieved in College.

Floreat Magdalena!

David Clary
President
Student Support

The recent increase in cost of studying at a UK university has been dramatic. For many prospective students, finding a way to fund fees of up to £9,000 per year, alongside daily living costs, can be daunting. The average debt on graduating from a UK university is £30,000, a figure which can be enough to discourage students from applying to university in the first place.

Oxford University offers non-repayable bursaries and tuition fee reductions for students from households with low incomes, with students offered up to £4,500 per year towards the cost of studying. However, with annual fees and living costs approaching £13,000, some students still face significant hardship during their time at Magdalen, and can unexpectedly find themselves in financial difficulty, requiring additional support.

Magdalen’s Student Support Fund gives additional grants to students experiencing financial hardship. Whether because of fluctuations in currency exchange rates for foreign students, the need to stay on in Oxford during the vac for project work, travel and research grants, or simply to buy books and stationery, 78 students applied to the Student Support fund in 2014-15; 13% of the student population. Grants were made to 90% of those who applied, allowing students experiencing financial stress to focus on their studies without worry.

校友捐赠£253,000支持现役学生

396校友捐赠

70名学生获得了生活成本支持

£143,000直接支付给学生以获得支持（平均金额：£2,000）

94名学生获得了牛津奖学金

121个研究和旅行奖学金

396名校友捐赠£253,000支持现役学生
Case Study
Leslie Bailey (2010)

I benefitted from three fantastic years at Magdalen, which fostered in me the desire to give back to the community and serve the public. Studying history at Oxford followed by working as a police constable in the Metropolitan Police does not appear at first glance to be an obvious career progression; it is down to the support that I received from the College that I had the opportunity to be exposed to myriad different situations which were fundamental in creating the police officer I am today.

Case Study
Thais Roque (2013)
DPhil, Biomedical Engineering

Coming from Brazil I have seen first-hand where education (and the lack of it) can take you. I came to Oxford to read for a Masters degree in Biomedical Engineering thanks to the German National Academic Scholarship. Through the Bellhouse-Oxford Graduate scholarship, I now have a unique opportunity to continue my studies, working with the brightest minds in my field. This is a true gift for which I will be forever thankful.

I am committed to giving back for all of the generosity I have received, and I hope to contribute in important ways to society and to improving lives via my research into cancer; one of the great challenges of modern medicine. My project will increase understanding of how cancer grows in space and time, a crucial precondition to prescribing successful treatment.

I am developing a model of tumour growth, using tumour-specific model parameters, extracted from medical images, to predict the evolution of the tumour. Currently, patients hear predictions based on average population data, which is often a very poor parameter. If successful, my project will help change this scenario and allow for each patient to hear a prognosis based on their own personal data.
Access & Outreach

25 alumni donated over £32,000 to support Magdalen’s access and outreach work last year

The University divides UK outreach work between the colleges, with Magdalen going out to Barnsley, Brent, Nottinghamshire, Rotherham and Westminster.

Staff and students make regular visits to schools and colleges in those areas, talking to pupils, dispelling the myths about studying at Oxford, and discussing the application process. Their work in encouraging the very brightest students to apply to study here, regardless of school or background, is vital to ensuring the thriving and diverse community which makes Magdalen so special.

As well as making outreach visits, we have also welcomed teachers to College for an annual conference, giving advice on how to guide students through the application and interview process. Magdalen’s outreach team set up the hugely successful #OxTweet project, showcasing the day-to-day life of Oxford students through subject-specific twitter accounts.

56.8% of students offered places at Oxford in 2013 were from the state sector. Whilst this is a 10% improvement on 2003 figures, further access and outreach work is vital to ensuring that the number of state school applicants continues to rise in coming years to reflect proportions in the general population.

1,500+ pupils encouraged to consider applying to Oxford

38 Outreach visits made

53 schools in target areas reached

26 teachers came to the Teachers’ Conference and were given guidance about the application process
Case Study

Sam Sherburn (2014), PPE
JCR President 2016

Nottinghamshire is one of Magdalen’s outreach link regions, and is also where I grew up. Every year there are various visits made by Oxford colleges to their link regions, and it was when I attended one of these visits that I made my decision to apply to Magdalen to read PPE.

When, like me, you are the first in your family to apply to university – let alone Oxford – it’s so hard to get all the information you ought to be able to access. Working out when UCAS deadlines are, what to include in your personal statement, the sort of things to read as preparation, the admissions tests and what to expect interviews to be like; these just weren’t things that my school, for all its efforts, could provide.

The day I got my offer from Magdalen is one of the proudest days of my life. I stayed off school in the morning to wait for the letter, and my Mum came back from work early for her lunch break. Neither of us could quite believe it – we still can’t from time to time. During the Easter vac, I joined a group of students on an outreach visit to a sixth-form college in Nottinghamshire. It was great to be able to share my experience of applying to Oxford, and to correct the assumptions that Oxford is prohibitively expensive, that it selects only from top public schools, and that being a genius is an absolute requirement for admission.

Whilst it was fantastic to get in to Magdalen, being here for the last year and a half has been even better. I’ve been so fortunate to take advantage of such excellent tuition, to make fantastic friends and to live in such a brilliant city.

Coming to Oxford wasn’t something people ever expected of me. Without a doubt, though, it was the best decision I ever made.
Academic Excellence

468 alumni donated £6.58m to endow Fellowships in the last 10 years

The interaction between students and expert academics in tutorials creates a unique and rich learning environment. Magdalen’s exceptional academic record is due to the outstanding quality of our Fellows’ expertise.

When not giving one of the thousands of tutorials taught each year, Magdalen’s 44 Tutorial Fellows have a diverse work life, honing their expertise through cutting-edge research, advising on world-leading projects and strengthening Magdalen’s reputation through award-winning publications. Yet in a time of uncertainty in education funding, this vital resource is not secure, particularly in humanities subjects. Work to endow Fellowships at Magdalen will ensure the continuation of tutorial teaching from the very best experts in perpetuity.

Safeguarding the future of the tutorial system is a high priority. 16% of Magdalen’s Tutorial Fellows’ posts are currently endowed. The cost of endowing a Fellowship in perpetuity is £2m, and thanks to the generosity of alumni, the last 10 years have seen four new Fellowships endowed, and great steps have been made towards securing further posts.

#1
Magdalen top of the Norrington Table for the 3rd time in 6 years

7,680 hours of tutorial teaching

Published
25 books

Won 17 prestigious awards and nominations

Alexy Karenowska
I spent quite a lot of last year focused on Ebola vaccine development. In August 2014 I was phoned by the World Health Organisation asking for assistance in testing new Ebola vaccines that had just been manufactured but not tested on humans. They had the unprecedented idea of developing a vaccine to large scale efficacy trials during a major disease outbreak with the aim of helping end it. Amazingly, this worked. At the Jenner Institute dozens of us converted from our own vaccine development programmes to Ebola overnight and we managed to test four of the five vaccines to reach African trials first in Oxford.

The world now has several Ebola vaccines that will probably be licensed and, hopefully, stockpiled to prevent any recurrence. Lessons and questions abound: why was no vaccine developed beforehand? What other viruses are lurking that could do this and what are we doing about it? There are quite a lot more viruses out there and considerably more is being done. Whether this really will make a difference remains to be seen, but it would be unforgivable not to try.
Longwall Library

1,097 alumni have donated £7.5m to develop Magdalen’s Library

The development and extension of the Library in Longwall Quad will be completed in spring 2016. This important building project will significantly enhance the learning experience for students, and ensure that Magdalen will continue to attract the very best academic minds.

The cost of this project has totalled more than £10.5m, of which £7.5m was generously donated by 1,097 alumni and friends of the College. The complications of renovating a listed building are numerable; more so because it is also a working resource. In preparation for the renovation of the old building, 85,330 books and 3,347 DVDs were moved into storage and into a temporary library for students to use while the work is in progress. Heritage surveyors and architects worked together to ensure a sympathetic design, and archaeology in Longwall Quad revealed over 100 skeletons and many other artefacts. Once the building works are complete, the books and DVDs will be shelved in the new space.

Soon to open, the re-developed Library will offer three times the amount of room, with 50% more reader spaces, along with new seminar rooms, a lift, offices, and nearly 2 miles of bookshelves. The quad is being re-landscaped with raised borders incorporating a ramp, offering access to all for the first time.

Over 12% of alumni (1097 people) made gifts ranging from £3 to £1m

Most frequent gift amount was £100

95 alumni sponsored a chair

331 gifts were matched by an anonymous donor

OPENS SPRING 2016
The Longwall Library

The newly developed Library will include:

- 120 reader spaces
- 85,330 books
- 2 miles of bookshelves
- Wi-Fi throughout
- 3,347 DVDs
Chapel & Choir

Magdalen’s world-renowned choral foundation and the daily service sung in the Chapel are a focal point of College life. It also acts as a window to the world, enhancing the reputation of the College through broadcasts, CD releases, concerts and tours. The Chapel is central to life at Magdalen, where as well as daily services, last year there were 13 weddings and 16 baptisms and confirmations.

“Magdalen Choir ... make an exceptional sound, and the direction is notable for its attention to inner detail and clear sense of architecture.”
Gramophone, on the 2015 release of music by Matthew Martin (1994)

The educational impact of the choir is huge, both for the 18 boy choristers and the 12 student academical clerks. Many former Choir members have gone on to forge careers as professional musicians, performing on concert platforms across the world.

The cost to College of training and educating each chorister is over £10,000 per year. Maintenance of instruments, purchase of music and touring costs add significantly to the budget. Glowing reviews of the latest CD released by the choir show the value and impact of this investment.
Sports & Societies

98 alumni donated £9,000 to support student sports and cultural activities last year

The College’s Sports and Societies fund awards small grants to enable the provision of a variety of extra-curricular activities for students. The grants are used to pay for professional coaching, training camps, props and equipment. This helps to keep student subscriptions low, allowing everyone to participate in the cultural life of the College.

The JCR and MCR coordinated 31 societies in 2014-15, with the range of activities reflecting the diversity of the student body, from rowing to wine tasting, and quizzes to croquet. Music, drama and cultural societies put on countless performances and talks over the course of the year, and there were over 20 sports on offer, with close to 80% of students participating in at least one sport.

That the students flourished in their extra-curricular activities as much as in their academic work shows the value of donations to the Sports and Societies fund.
Buildings & Grounds

24 alumni donated £5,000 to help maintain Magdalen’s beautiful buildings and grounds last year

The upkeep of Magdalen’s magnificent buildings and grounds is an enormous undertaking, with many members of staff, from the gardens and maintenance teams to the College Surveyor, working to maintain the College to a high standard.

Excluding the Library project, work to the buildings and grounds totalled nearly £2m, with several significant renovation projects alongside the day-to-day maintenance of the College.

Stone repairs to the Longwall
The repairs to the stone of the Longwall boundary are being completed in stages, with the castellations and ashlar (walling) now complete.
COST: £90,000

Refurbishing Longwall Annexe
Rooms in the lower floor of Longwall Annexe have been refurbished, including accommodation and access for a wheelchair user for the first time.
COST: £250,000

New stone ramp in Chaplain’s Quad
Traditionally designed and finished with a wrought iron handrail, improving accessibility to the New Room.
COST: £17,000

Attic windows in New Building
53 windows replaced with oak casements, carefully designed to be sympathetic to the original building.
COST: £136,500
The impact of Legacy gifts to Magdalen is huge; numerous bequests over the centuries have enabled the College to grow its endowment, safeguarding future funding. The number of alumni and friends notifying Magdalen that they intend to leave a gift in their Will increased significantly in 2014-15, with 38 new legacies pledged. Unrestricted legacy donations made up 8% of the £7.5m library funding.

**Legacy Pledges By Designation**

1. Greatest Need (Unrestricted) 42%
2. Academic 10%
3. Buildings & Grounds 10%
4. Sports & Societies 1%
5. Student Support 30%
6. Chapel & Choir 8%

Legators are encouraged to let the College know how they would like their donation to be spent, and the breakdown of how current pledges will be designated is below.

**Legacy-funded Graduate Scholarships**

Duncan Mackinnon studied at Magdalen in the early Twentieth Century, before his death in the First World War. He bequeathed half of his estate to the College (at that time £76,000), which arrived in 1939. This legacy was used to set up the Mackinnon Scholarship for graduate students who have read their first degree at Magdalen. Mackinnon’s generosity is still felt today, with scholarships awarded each year to bright undergraduates who are keen to continue their academic studies.

A recent £2.8m bequest will be used to fully fund two DPhil students each year, with the first Beghian Scholarships (in Pharmacology and Chemistry) being awarded from October 2016.
### Fundraising

#### Donations Pledged:

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014/15</td>
<td>£3.86m</td>
</tr>
<tr>
<td>2015/16</td>
<td>£3.47m</td>
</tr>
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</table>

#### Income Received

<table>
<thead>
<tr>
<th>Year</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014/15</td>
<td>£3.0m</td>
</tr>
<tr>
<td>2015/16</td>
<td>£2.8m</td>
</tr>
</tbody>
</table>

#### Percentage of alumni who donated

- Donations pledged: 2009/10 to 2014/15: 3.86%
- Income received: 9.22%

#### Increase in funds

- Total income invested: £16m
- Investment gains (net of fees): 44%
- Legacies & Donations: 12%
- Operational Expenditure: 5%
- Maintenance: 13%
- Residential: 11%
- Teaching & Research: 30%
- Other: 5%

Total College income was £28.6m in 2015, with £16m invested for the future, £5.79m for the operation of the College, £3.37m for maintenance, £3.26m for teaching and research, £2.54m for the residential and catering budgets, £1.59m for management, and £1.57m for the endowment. Income was £2.54m from property, £1.27m from rent, £1.27m from other fees, and £1.01m from gifts and endowment.

#### Income from Legacies

Income from Legacies in 2014/15 was £994,000, a 59% increase on 2013/14.

#### New Funds Raised

- £3.9m
- £3.0m
- £2.8m
- £2.1m

#### Percentage of alumni who donated

- 12.9%
- 21.6%
- 28.3%
- 30.1%

#### Total College Expenditure

Total College expenditure was £13m in 2015.

#### Operative Expenditure

Operative Expenditure for 2015 was £12.6m.

#### Table of Accounts

<table>
<thead>
<tr>
<th>Category</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total College income</td>
<td>£28.6m</td>
<td>£25.6m</td>
</tr>
<tr>
<td>Transfer from endowment</td>
<td>£5.3m</td>
<td>£4.7m</td>
</tr>
<tr>
<td>Operating Income</td>
<td>£23.3m</td>
<td>£20.9m</td>
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<tr>
<td>Operating Expenditure</td>
<td>£12.6m</td>
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<td>Total operating income</td>
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<td>£22.1m</td>
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<tr>
<td>Total operating balance</td>
<td>£20.0m</td>
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</tbody>
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If you would like any further information about development and alumni relations, please contact:

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