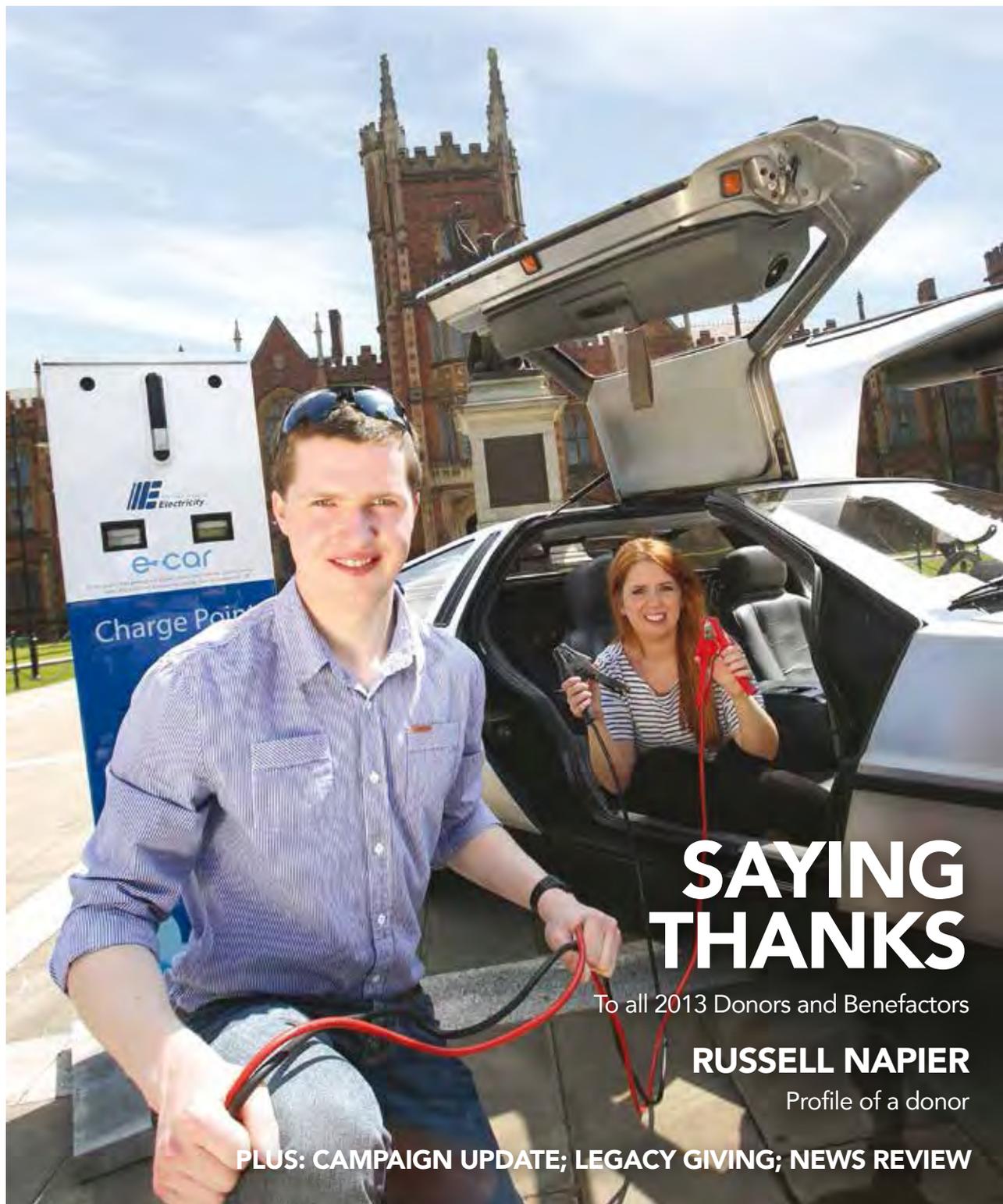




# Queen's Donor Newsletter

News from The Queen's University of Belfast Foundation

Review of 2013



## SAYING THANKS

To all 2013 Donors and Benefactors

**RUSSELL NAPIER**

Profile of a donor

**PLUS: CAMPAIGN UPDATE; LEGACY GIVING; NEWS REVIEW**

**£48m** raised philanthropically for 'Beyond' campaign to date – 4,174 donors and 21,685 gifts

**£120,000** raised for Queen's Annual Fund (2012/13) – £30k to Scholarships, £30k to the campaign and £60k to projects enhancing the student experience

Queen's is home to more than **17,000** students (including 6,000 postgrads) and 3,000 staff

In the last Research Assessment Exercise (RAE), Queen's had 11 subject areas ranked in the **top 10** in the UK and 24 in the top 20

More than 70 countries represented in the student community; approximately 1,200 international students at Queen's

Around **50** companies have emanated from Queen's research, creating over **1,000** jobs



Runner-up in 2013 *Sunday Times* UK University of the Year award; 1st for Medical Sciences and Pharmacy; in top 20 in 17 subjects in *Good University Guide*; in top 20 in UK for most students in graduate level jobs



The **1908** Charter guaranteed women equal eligibility to hold any office/enjoy any advantage of Queen's – 12 years before they were admitted to Oxford and a decade before women got the vote

Queen's in top 1% (top 200) of universities in world (QS World University Rankings by Subject, ranked Queen's no. 172)

In top 10 universities in Europe for number of Erasmus students

Students' Union ranked in top 5 in UK for student satisfaction

## Welcome



Welcome to the latest *Donor Newsletter* – a chance for Queen's to thank you for your generous support in 2013 and to illustrate how

your gifts are being invested.

Since the launch of our second major fundraising campaign a year ago much has been achieved. The Annual Fund continues to grow and we now have almost 700 donors making a regular gift to the University. The City Scholarship Programme is also flourishing. Once limited to London, this initiative now includes leading legal and financial firms in New York and Dublin, offering Queen's students the chance to gain valuable experience through short-term placements.

In March we established a Medical Fund to provide additional summer studentships and support for intercalating students. And donations to medicine have also allowed us to create five new PhD studentships.

The launch of the Institute for Global Food Security in April will improve global food safety through the establishment of a 'food-fortress' in Belfast. The Institute is a cornerstone of our ambitious 'Beyond' fundraising campaign, highlighting our commitment to transformational projects.

I hope that you enjoy reading this newsletter and find much to feel proud of. It is primarily a celebration of your commitment and the huge difference you make to this University.

With best wishes and thanks for your generosity and support.

Jacqui McCormick  
Stewardship Officer

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## Meet the Team



**Helen Carrick**  
Head of Major Gifts

Helen comes in as Head of Major Gifts having been Fund Development Manager at the Community Foundation for Northern Ireland for three years. Prior to that she was with the NSPCC in the Midlands for almost four years, as Community Legacy Manager and then as Development Manager (Major Gifts).

Helen will work with a team of dedicated professionals to combine the needs and motivations of prospective donors with a dynamic mix of projects. Ultimately, her role is to engage with alumni and friends of Queen's to enable them to support the areas of greatest need across the University in the years ahead.

You can contact Helen at [h.carrick@qub.ac.uk](mailto:h.carrick@qub.ac.uk)



**Jackie Trainor**  
Fundraising Manager (Major Gifts)

Jackie has moved to Queen's after almost four years as Head of Fundraising and Shops for War on Want. Prior to this she held positions at Habitat for Humanity NI, Carecall NI and Concern Worldwide.

Jackie's role will be to raise funds for projects in the 'Beyond' campaign by engaging with alumni and friends of Queen's enabling them to support the University through high-level philanthropic gifts. You can contact Jackie at [j.trainor@qub.ac.uk](mailto:j.trainor@qub.ac.uk)

FSC  
LOGO  
HERE

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Queen's University Belfast  
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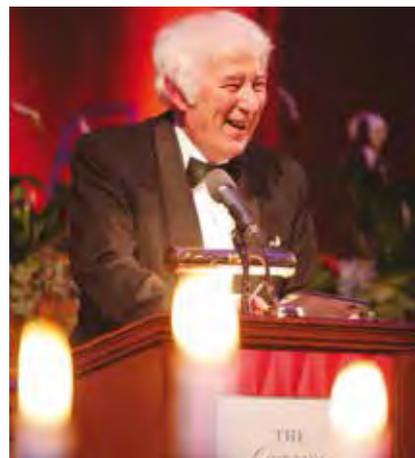
Tel: +44 (0)28 9097 3100  
Fax: +44 (0)28 9097 5188  
[editor@qub.ac.uk](mailto:editor@qub.ac.uk)  
[www.qub.ac.uk/alumni](http://www.qub.ac.uk/alumni)

While every effort is made to ensure the accuracy of printed information, readers should be aware that this magazine is not an official publication. Any views expressed by the contributors are not necessarily those of the University or the editorial team.

Cover: Queen's exciting DeLorean project (see p21)

## News

### Heaney Fund



Seamus Heaney was an ardent and regular supporter of Queen's where, in the 1950s and 1960s, he was a student, then lecturer and where, in the 1980s, he earned an Honorary Doctorate.

Aside from his wonderful poetry, Seamus will always be remembered through those projects which he supported, including the restoration of the Great Hall, the creation of The Seamus Heaney Centre for Poetry, the Seamus Heaney Chair in Poetry and the University's McClay Library, which he opened in July 2010.

Alumni and friends now have the

opportunity to pay tribute to the University's most illustrious and Nobel prize-winning son by contributing to The Seamus Heaney Fund and ensuring that his legacy lives on. The Fund will support a range of initiatives that continue the creative and academic tradition which Queen's most noted graduate encouraged during his lifetime.

For more information on The Seamus Heaney Fund, or to make a cheque or credit card donation, contact Natasha Sharma - [natasha.sharma@qub.ac.uk](mailto:natasha.sharma@qub.ac.uk) - or phone +44 (0) 28 9097 3928.

### Top Queen's job for world-renowned cancer scientist

Professor Patrick Johnston, Dean of the School of Medicine, Dentistry and Biomedical Sciences at Queen's, will take up post as the University's 12th President and Vice-Chancellor on 1 March 2014.

A globally-recognised cancer specialist, Professor Johnston, born in 1958, has always been a high achiever. He is a past pupil of St Columb's College, Derry and received his MB BCH degree with distinction from University College Dublin in 1982. In 1987 he obtained a Fellowship at the National Cancer Institute (NCI), USA, where he began further clinical training in Medical Oncology. He was promoted to senior investigator status at NCI in 1991.

In 1996 he was appointed Professor of Oncology at Queen's and subsequently became the Director of the Centre for Cancer Research and Cell Biology, a focal project in the 'Beyond' campaign. As Dean of the School of Medicine, Dentistry and Biomedical Sciences he has led the development of a new international Medical School and a world-leading Institute of Health Sciences. In October 2013 he was awarded the 2013 international Bob Pinedo Cancer Care Prize, honouring his pioneering work in translating discovery science for the benefit of cancer patients.

Originally from Derry/Londonderry, Professor Johnston is married with

four grown-up sons. A regular donor to the University, he is the first internal candidate to be appointed President and Vice-Chancellor of Queen's since Sir Peter Froggatt in 1976.



### National award for McClay Library



The McClay Library at Queen's has won a national award for its outstanding architectural design and facilities.

every three years to a UK library that best meets the needs of users and staff. The £50 million McClay Library, the central capital project in the University's last fundraising campaign, was joint-winner of the 2013 award with The Augustine House Library and Student Services at Canterbury Christ Church University.

Named after the late Sir Allen McClay, one of Queen's greatest benefactors,

the Library opened in 2009, and a major enhancement project has just been completed. It was the most significant building project at Queen's since the construction of the iconic red-brick Lanyon Building in 1849.

This is the latest in a number of awards for the building, which received the prestigious Royal Institution of Chartered Surveyors Award for Sustainability in 2010.

The Society of College, National and University Libraries Award is presented

### Chemists' triple triumph

Chemists at Queen's recently celebrated winning three international awards for cutting-edge work to remove harmful mercury from natural gas.

The project by Queen's University Ionic Liquid Laboratories (QUILL), in collaboration with Malaysian oil and gas giant PETRONAS, was the major winner at the Institution of Chemical Engineers (IChemE) Awards. As well as collecting the award for Outstanding Achievement in Chemical and Process Engineering, the team won the Sustainable Technology Award and Chemical Engineering Project of the Year, marking it out as the best chemical engineering project for innovation in waste reduction.

The QUILL and PETRONAS team members were presented with their awards by *The Apprentice* star and *Countdown* host Nick Hewer, at an awards ceremony in Bolton.

QUILL beat off competition from companies and universities around the globe to win the awards. Their lab, the first of its kind in the world, developed a new ionic liquid material to remove hazardous mercury from natural gas. Ionic liquids or 'super solvents' are salts that remain liquid at room temperature and do not release hazardous vapours.

Earlier in 2013, ionic liquids were named the Most Important British Innovation of the 21st Century in recognition of their potential future impact on the world, in a poll initiated by the Science Museum.

Green Chemistry is one of the main 'Beyond' campaign themes.



Queen's award-winning chemists with (left) Nick Hewer

### Ulster Carpets and Queen's in health partnership

A unique £60,000 studentship, which aims to increase fruit and vegetable intake in Northern Ireland, was formally launched in 2013. Over the next three years, Queen's PhD student Desiree Schliemann, from the Centre for Public Health (CPH), will explore how fruit and vegetable consumption might be improved through workplace interventions.

Speaking at the launch of the studentship, set up by Ulster Carpets and funded by the John Wilson Memorial Trust, Nick Coburn, Managing Director of Ulster Carpets and Chairman of the Trust said: "The health and wellbeing of all Ulster Carpets' employees is very important to us, so we are delighted to be involved in this research through the John Wilson Memorial Trust. I hope that this study will have a long-term impact on public health in the local community and Northern Ireland as a whole."

CPH Director, Professor Ian Young, said: "The support offered by the John Wilson Memorial Trust in the form of this PhD studentship, is central to the work of the Centre for Public Health,

which seeks to improve public health by encouraging lifestyle change. Desiree Schliemann will focus her PhD research on interventions to promote a healthier diet in the workplace."

The challenge facing public health specialists is to encourage more people to eat their five-a-day and to sustain this behaviour in the long term. The information collected as part of the PhD has the potential to impact directly on the health of thousands of people in Northern Ireland.

The John Wilson Memorial Trust's support for the studentship is one of a number of medical fundraising initiatives which are part of the Queen's University 'Beyond' campaign. The Campaign is focused on improving outcomes for patients in many of the major diseases of the 21st century through speeding up the process of taking laboratory discoveries through to the patient's bedside.



(L-R) Nick Coburn, Desiree Schliemann, Professor Ian Young and Jeremy Wilson (Trustee of the John Wilson Memorial Trust)

## News

# News

## Scholarships

### John P B Maxwell Scholarship Fund



Pictured (L-R) with John Maxwell are the winners of the sixth annual John P B Maxwell Scholarships: Lynn McMullan, Jennine Mary Buchanan, Hannah Kate Donnan and Catherine Margaret Quinn.

The awards go to young barristers who distinguish themselves during postgraduate training at the Institute of Professional Legal Studies.

There are also ostriches, giraffes, impala, hyenas, jackals, rhino and a hippo running free throughout the reserve.

Danielle's task was to fix the Africa wild cat enclosure, which meant sanding down poles to reduce rust and repainting them, renewing chicken wire fencing, sanding and varnishing woodwork, and clearing the surrounding area to prevent fire getting close to the enclosure.

Commenting on her trip Danielle said: "The two weeks at Shingwedzi were incredible! I gained experience there that I cannot imagine getting anywhere else. Meeting the other volunteers means that I now have friends all over the world that I can go visit; travelling alone to Africa really helped boost my experience and I know that I could travel on my own again."

### Sir Thomas Dixon Travel Scholarship



Danielle Shortall was awarded a Sir Thomas Dixon Travel Scholarship to take part in conservation volunteering for two weeks in South Africa and to travel for a further fortnight around South Africa, Swaziland and Mozambique.

While there, Danielle worked at the Shingwedzi Cheetah Centre, set up in 1971 'to ensure the long-term survival of the cheetah, African wild dog and other wild animals in general'. The Centre is home to a wide range of other animals, including caracals, African wild cats and vultures, most of which would not be alive if it wasn't for Shingwedzi.

### The William and Betty MacQuitty Travel Scholarships



The 2013 William and Betty MacQuitty Travel Scholars were hosted by Norma Sinte, Director of Development and Alumni Relations, and Professor Madeleine Ennis, Chair of the Scholarships and Awards Group, at a special reception in the Hamilton Room.

This winners of the Scholarships, which were established in 1999, will travel to Israel, Canada, USA, India and Madagascar to further their research and meet with contemporaries in other institutions.

### The Samuel and Sarah Ferguson Travel Award



With Daniel Parsons (left), winner of the 2013 Samuel and Sarah Ferguson Travel Award, is Norma Sinte Director of Development and Alumni Relations. Norma established the Award in 2010 in memory of her parents, to enhance the experience of a student spending his or her year abroad in France, or a French-speaking country.

Speaking about the Award Daniel said: "The prize has been incredibly helpful in that I was able to allocate it for travelling expenses and teaching resources. It has enabled me to undertake cultural excursions, including to the Chateau de Fontainebleau and to purchase books so I can continue to indulge myself in French literature!"

### O'Rawe Prize presented



The 2013 O'Rawe Prize in the School of Modern Languages has been presented to Andrew Robinson (left) from Newtownabbey.

Set up in 2012 by Alice O'Rawe (right), Medical Fundraising Manager in the University's Development and Alumni Relations Office, the prize promotes academic progress and character development, and is specifically for students on the BA Spanish programme.

## Benefactors' Lunch



Professor Noemi Lois, Elizabeth Sloan, Margaret Bunting and Elaine Latimer



Dr Richard Wilson, Helen Barnes, John Linehan, Gabrielle Maguire and Professor Patrick Johnston



Mary Johnston, Darlene McCormick and Norma Sinte



Dr Elaine Courtney, Anne Glover and Professor Stuart Elborn

The Benefactors' Lunch for donors and 'living legators' to the University took place in June.

An opportunity for the University to say 'thank-you', the occasion allows scholarship donors to meet recipients of their awards and gives individuals and families supporting research in cancer, lung disease and eye disease the chance to meet the researchers and doctors whose work they support.

A memorable day, it was the final lunch to be jointly hosted by Mr and Mrs Leslie Morrison, Patrons of the Lanyon Society and the Vice-Chancellor Professor Sir Peter Gregson. Sir Peter took up a new post at Cranfield University in August 2013.



Jean Simpson (second from right) and family with Professor Elborn and Lady Gregson (third from right)



Agnes and Hill Hamilton Christie and Norma Sinte



Jonny Hill, Ian Moore and Niall McShane



(L-R) Norma Millington, Leslie Morrison, Dr Gordon Millington, Professor Gregson and Hilary Morrison.

# Try it once!

Queen's law graduate turned global macro analyst, Russell Napier, has many strings to his bow. A consultant on complicated matters of international finance, he is also an acclaimed author, a lecturer and a donor. And as Communications Officer, Gerry Power found out, the man behind the Patricia Napier Scholarships at Queen's is keen to get others to try their hand at philanthropy – at least once!

(L-R) Finnuala Mullan, Leanne McGaffin, Russell Napier and Oonagh Kerlin

Russell Napier grew up in Donaghadee in Co Down where he lived from 1970–83 before his family moved the six miles to Bangor. Neither his parents nor his siblings had been to university so it was not until he was 16 years old that he realised it might be possible for him to go to Queen's.

"The early 1980s was a hugely different and very difficult time to be at university in Belfast," said Russell. "During those four years I focused primarily on my studies and socialised in Bangor, where I also played rugby. That said, my law degree was hugely beneficial in my career and undoubtedly opened doors for me. I certainly wouldn't be where I am today without Queen's."

Speaking just hours after he delivered a business lecture to an enthralled audience of Masters postgraduates at the University's Riddel Hall campus – and the day after an address in Athens – the quietly spoken and self-assured business consultant is a man who, perhaps surprisingly, admits that he didn't always have a master plan. After he graduated with an LLB in 1987, and following a postgraduate year in Cambridge which he says was a 'holiday camp by comparison', Russell moved to Edinburgh – simply because he always fancied it.

"I always wanted to live in Edinburgh so I just took the first job I was offered! It could have been in any sector, but fortunately for me it was in finance. So I ended up in a nice well-paid city job quite by chance."

## Cult classic

As the students in Riddel Hall can attest to, Russell is a convincing advocate of what financial history has to teach us, which might explain why he authored a book on the subject. *Anatomy of the Bear: Lessons from Wall Street's Four Great Bottoms* was published in 2005 and has been described by the FT as a 'cult classic'.

"I was very aware at the time that colleagues in the sector paid little attention to financial history when thinking about the future. It was my contention then, as it is today, that history, being a mixture of politics, psychology and sociology, plays a huge role in predicting financial markets certainly in the longer-run, even if it is not so good for short term forecasts.

"*The Anatomy of the Bear* certainly was research heavy. And it was a case of having to keep on digging. Every day you are not digging, is another day in the hole."

With the book a cult classic, Russell's lifelong interest in education then led him to set up a module on an Edinburgh Business School MBA course. Run through a local charity with resulting profits funding local sixth form education, Russell delivers cutting-edge lectures several times a year.

Then in 2011, when the University's Medical Fundraising Manager, Alice O'Rawe, met Russell on a visit to Edinburgh, he turned his attention back to Queen's. Not long afterwards he decided to set up a number of scholarships in his Alma Mater not, as might have been expected, in law or finance, but for postgraduate study in the School of Nursing and Midwifery.

**"There are just three things you can do with money – spend it, save it or give it to someone else"**

"It's in recognition of my mother, Patricia, who always wanted to be a nurse, but never fulfilled her lifelong dream. She takes a real personal interest in the initiative and helps sift the application forms. She is very much part of a process which we both hope is going to change someone's life."

So far, Russell, with Patricia's guidance, has funded six scholarships at Queen's and he plans to keep supporting the scheme for as long as he can. "Education is the most important thing and is something that I am very keen to support. It's a way to give people who often can't get access to it, a real chance. I am lucky to be able to afford to do this and it's a chance to 'pay it forward' to someone else," he said.

That's certainly the case for Leanne McGaffin from Portadown, who currently manages a nursing home and who nearly gave up hope of taking the MSc in Advanced Nursing at Queen's.

"I was about to withdraw from the course for financial reasons when I got word about the Napier scholarship," said Leanne. "Without it I certainly

wouldn't have been able to start my course – so it really does mean everything to me. Now all I want to do is make sure I don't let Russell down!"

Leanne's comments came as Russell was meeting face-to-face for the first time with all three recipients of this year's Patricia Napier Scholarships. For Oonagh Kerlin from Plumbridge, undertaking an MA in Advanced Professional Practice focusing on Acute and Critical Care, and Finnuala Mullan from Dungiven taking the same course but specialising in Oncology and Palliative Care, it was also a chance to express their thanks.

## Life changing

"It's a massive privilege to get such a highly valued scholarship and means that I don't have to worry about the cost of my education," said Oonagh. "But it's actually really hard to say thanks as getting the scholarship means so much more than that," she added.

For Finnuala the award has changed her life. "Like Leanne, I know I wouldn't have been able to do the course without the help of this scholarship. While getting it showed that someone else had faith in me – and it has already changed my career path – it has also motivated me to succeed."

For Russell there are many reasons for supporting his Alma Mater but an important one is that it is enjoyable.

"There are just three things you can do with money – spend it, save it or give it to someone else," suggests Russell. "We all know about the positive aspects for others of providing support where it is not otherwise available. We also need to realise that of the three things you can do with money, using it to support others is probably the most satisfying and enjoyable."

"I suggest to people – try it once; if you don't like it, stop!" added Russell.

If you would like to set up a scholarship please contact Helen Carrick at [h.carrick@qub.ac.uk](mailto:h.carrick@qub.ac.uk) or telephone 028 9097 3403.

# Campaign Update

together we can go  
**beyond**

For generations, Queen's has educated doctors, engineers, lawyers, teachers and healthcare professionals who go on to serve society throughout the world. With the support of graduates, local business and generous benefactors, the University's £140m 'Beyond' campaign is generating funds for a number of projects which are already improving outcomes for patients and consumers.

## Tackling food crime

The UK Government and industry must do more to tackle food crime – that's according to a Queen's food safety expert.

Professor Chris Elliott, a world-leading authority on food integrity and traceability, and Director of the University's Institute for Global Food Security, made the recommendation in the initial findings of his official independent review of the UK's food supply network.

Speaking in December when the findings were published, Professor Elliott said: "UK consumers have access to perhaps the safest food in the world, but the focus now urgently

needs to turn to tackling food crime.

"The UK food industry is currently too vulnerable to criminals wishing to perpetrate fraud. We need a culture within businesses involved in supplying food that focuses on depriving those who seek to deceive consumers. Government, and in particular a more robust Food Standards Agency, has a major role to play partnering these efforts."

Professor Elliott is examining the causes of the systemic failure that led to the 2013 horsemeat fraud. The review will also look at the roles and responsibilities of businesses in the food supply chain and consider how to support consumer confidence. His final report is due in spring 2014.

The £33m Queen's Institute for Global Food Security is one of the main projects of the 'Beyond' fundraising campaign. The Institute is a key player in improving global food safety, and in national and global efforts to provide the world's population with a sustainable, safe and secure supply of high quality food.



## Medical Fund says thanks

Efforts to garner support for a new Queen's Medical Fund got off to a good start with a dedicated telephone fundraising campaign last summer. The campaign resulted in £32,000 being pledged over the next three years for additional summer studentships in the University's Research Centres and to provide support for intercalating students.



Medical Fund callers

"We are very grateful to our dedicated team of student callers, many of whom are medical undergraduates at Queen's," said Helen Barnes, Head of Medical Fundraising. "The students enjoyed the interaction with alumni – young and old – and were happy to share their experiences of life as a medic today."

Caller Natalie Catherwood, a third year medic was one of the callers. "I really enjoyed contacting graduates, hearing their stories and even getting a few tips on how to survive medical school," said Natalie, who undertook an eight-week summer studentship in the Regional Genetics Laboratory in Belfast City Hospital. "I learned lab skills, such as DNA sequencing and data analysis, and gained an appreciation for research.

"I feel privileged to have been offered this studentship as I know there are a limited number available, but hopefully the Queen's Medical Fund will help to ensure that many more students can have this opportunity."

## Local research with international significance

Translational research undertaken by Professor Usha Chakravarthy in Queen's Centre for Experimental Medicine (CEM), could save the National Health Service over £84m each year.

Extensive tests on an anti-cancer drug carried out in CEM (formerly the Centre for Vision and Vascular Science – a cornerstone of the University's Beyond campaign), proved it to be as successful in treating the most common cause of blindness in older adults as a more expensive drug specifically formulated for that purpose.

Results of a two-year UK trial known as IVAN, led by Professor Chakravarthy, were published in *The Lancet* in July. They showed that both Lucentis and Avastin were equally effective in treating neovascular or wet age-related macular degeneration (wet AMD), though Avastin was almost 11 times cheaper.

Among those who participated in the trial was Marianne Gould, a grandmother-of-two from Jordanstown. Having been diagnosed in 2006 with wet AMD, Marianne was one of 600 people from around the UK (of

whom 60 were from Northern Ireland) who received regular injections in her eye as part of the IVAN trial.

"I went to the optician in 2006 for a routine appointment for glasses and was told that I needed to see my doctor very quickly," said Marianne. "I was then referred to the Royal Victoria Hospital where I was diagnosed with wet AMD. I hadn't even heard of it before!" she added.

"The IVAN trial involved going to the Royal every four weeks for injections – it was testing both the expensive commonly used drug and cheaper drug. I didn't know which drug I was given, but my sight was saved."

Marianne, who is now a donor to Professor Chakravarthy's ground-breaking research in AMD, is married to Queen's medical graduate Dr Gerard Gould. Grateful for the chance to take part in the drug trial, Marianne is also indebted to Queen's for the research which has helped her retain her sight and is very keen to give something back. "At the start I was a bit scared, but I got used to the treatment and I'm very thankful for it. I'm going to hospital less often now and it is so worth it to hold on to your sight.

"Professor Chakravarthy's research has certainly helped save my sight; if it can help me, how many more can it help in the future?"



Marianne and Gerard Gould and Helen Barnes (centre)

## CEM

Progress on the new four storey 9,000m<sup>2</sup> Centre for Experimental Medicine (CEM) flagship building is well underway and right on schedule. To be co-located with the existing Centre for Cancer Research and Cell Biology on the University's Health Sciences campus, CEM is a focus of Queen's ambitious £140m 'Beyond' fundraising campaign.

The new £32m Centre is due to open in 2016 and will concentrate on eye disease and diabetes, and the development of a global programme to aid understanding of the genetics of complex chronic diseases.

In November 2012, the University received a gift of £15m to establish the world-leading Centre – its largest donation ever – from The Atlantic Philanthropies. Additional support from The Wellcome Foundation, The Sir Jules Thorn Charitable Trust, the Insight Trust for the Visually Impaired and Queen's Foundation enabled the University to leverage further resources from the UK Research Partnership Investment Fund.

To find out how to support medical research at Queen's please contact Helen Barnes (028 9097 1568) or Alice O'Rawe (028 9097 5233).

## Gifts from North America

The University can now accept gifts online from graduates and friends living in Canada and the United States of America.

To learn how to become involved contact Rachael Sands r.sands@qub.ac.uk.

# It's good to talk



Niamhín O'Dowd

For the last 13 years regular telephone campaigns have enabled Queen's to stay in touch with alumni around the world on a one-to-one basis. As a result, graduates have donated over £1.5m which has made a real and measurable difference to student life. In addition to raising funds, the campaign callers are able to find out about the career paths that alumni have taken and to chat about Queen's 'then and now'.

Since the first calls back in 1999 over 40,000 graduates have been telephoned to give them news from the University, to inform them about benefits and services and to talk to

them about the Queen's Annual Fund and the impact of alumni giving. Many graduates also enjoy the opportunity to discover what life at their Alma Mater is like today and, as Communications Officer Gerry Power found out, the experience is usually fulfilling for both parties to the call.

The format is simple and well-practised – students are recruited and trained to call alumni, usually of the same academic discipline, to update them on the latest news from Queen's, to inform them about the range of services still available to them as graduates, and to chat about the Queen's Annual Fund and the impact of alumni giving. Graduates are always advised in advance by letter of the pending call, to avoid them receiving a dreaded 'cold call'.

Third year Psychology student Niamhín O'Dowd from Drogheda, Co Louth is one of over 250 callers who have worked on 38 telephone campaigns at Queen's down through the years. In the past year alone, 50 students staffed two very successful telethons, which are popular sources of part-time employment. At the time she submitted her application, Niamhín was involved in a number of student clubs that had received support from the Queen's Annual Fund so felt the role was appropriate. And it was a chance for her to develop some new communication and organisation skills.

***"For some, Queen's has changed a lot since their time here. It's always really interesting to hear about their career and life choices."***

That said, the prospect of calling a complete stranger initially made Niamhín anxious. "When I first started calling I was nervous about asking strangers for support, but as with anything, after a bit of practice I soon got used to talking to people," she said. "I really enjoy the conversations I have with graduates; you can learn so much and people are really friendly."

"I love sharing our experiences of University," added Niamhín. "For some, Queen's has changed a lot since their time here. It's always really interesting to hear about their career and life choices."

In recent weeks Niamhín telephoned Anuiska Scanlon, a Sociology and Psychology graduate of 2010 who also has a Masters in Legal Science (2012).

"The call with Anuiska was actually quite funny," said Niamhín. "I didn't know it when I rang, but her sister Enya, who is a fellow student caller, was working on the phone next to me!"

"Anuiska was incredibly friendly and didn't take much persuasion to make a contribution towards the Queen's Annual Fund. I filled her in on some of the most recent projects and she told me a bit about what she was up to these days. The call ended on a really happy note – aside from the fact I informed her that Enya was wearing her top!"

## Talking to a friend

The calls are clearly viewed positively by Niamhín and her fellow students, but what of the experience from the graduate's perspective?

"When I was contacted by Niamhín she, very professionally, outlined the reason for the call and highlighted some of the fantastic projects that Queen's Annual Fund was supporting," said Anuiska, who now lives in London where she is on the Civil Service HR fast stream.

"It was just like talking to a friend from University!" said Anuiska. "Although I graduated relatively recently speaking to Niamhín revived great memories of my student days and made me wish I was back at Queen's again!"

"After outlining the positive contribution of the Queen's Annual Fund Niamhín asked me if I would like to donate – which I was delighted to do! I felt comfortable doing so as speaking to a current student really brought home the difference my donation would make," said Anuiska.

For Anuiska, the call from Niamhín also gave her the opportunity to contribute to current students, to help make their experience as positive and enjoyable as her time at Queen's had been.

"I am really proud to give back to my University," she said. "I had a fantastic time while I was studying and I want future students to make the most of their time at Queen's and to enjoy the same high calibre experience that I had."

"Niamhín was well-informed and clearly passionate about the benefits of donating. She encouraged me to reminisce about



Anuiska Scanlon

University, and coming from the same discipline as myself we had plenty in common to talk about.

"I certainly didn't feel under any pressure to donate, but Niamhín really illustrated the positives. She was a delight and I wish her all the best with her studies," added Anuiska.

To find out more about Queen's Annual Fund, go to [www.daro.qub.ac.uk/annualfund](http://www.daro.qub.ac.uk/annualfund) or contact Natasha Sharma, Tel: 028 9097 3928, or email [natasha.sharma@qub.ac.uk](mailto:natasha.sharma@qub.ac.uk)

# Nudge, Nudge!

## Legacy giving under the microscope

During 2013, Queen's received over £300,000 in legacy bequests. The largest gift had a six-figure value, though the donor was not an alumna of this University. The testatrix just wanted to reinvest in Northern Ireland and saw Queen's as a trustworthy beneficiary.

Whatever the motivation to give, those involved in the legacy donation process – would-be legators, family members, solicitors or financial advisors – sometimes need a little 'nudge' to remind them that universities are charities too and are often the best place to direct such a gift. And, as the University's Legacy Marketing Officer Susan Wilson suggests, charities could benefit substantially if more people were nudged.

Back in the summer of 2010, the Government developed a policy unit or 'think tank', with a remit to find innovative ways of encouraging, enabling and supporting people to make better choices for themselves. The Behavioural Insights Team (BIT) or, as it is more commonly known, the 'Nudge Unit', came up with a number of initiatives to help shape public behaviour in a positive way and to show how charity donations can be increased by using behavioural sciences.

### NUDGE UNIT

The concept is that the 'Nudge Unit' will emphasise certain 'social norms' in an attempt to reinforce healthy eating, voluntary work and tax gathering among the public. To date, some of the more unusual ideas have included installing supermarket check-out signage to promote increased fruit and vegetable consumption, using respected medical figures to give health warnings and etching flies onto the urinals at Schiphol airport, to give men 'something to aim at', thereby reducing unseemly spillages!

On a more serious note, BIT has been tasked with effecting culture change to increase time and money for good causes and the charitable sector in the UK.

BIT research published last May, in partnership with the Charities Trust, the Charities Aid Foundation and Remember a Charity, highlights how four behavioural insights found in the academic literature on giving and altruism might be used to support charitable giving. The BIT report, entitled *Applying behavioural insights to charitable giving*, highlights the results of a six-month project, including

an analysis of 1,000 new wills. The results make for interesting reading:

- When solicitors suggest to clients that leaving a gift to charity is an option, the percentage who do so increases from 5% to 10%.
- When clients are asked if there are any charities they are passionate about, gifts rise to 15%.
- There is a disconnect between people's intentions to leave a gift in a will and fully understanding how to do so – with 35% of those surveyed indicating that they want to leave a legacy, but only 7% of wills containing an actual charitable bequest.

Most importantly, the report concludes that asking people at the right moment whether they want to leave a legacy gift – and asking that question in the right way – leads to a substantial increase in the numbers leaving a gift and in the value of those legacies.

*"...an extra £4 billion could be generated each year for UK charities, including Queen's!"*

Gifts left in wills currently account for around £2 billion in the UK each year. However, while a large percentage of the population choose to support a charity during their lifetime, only 7% do so in their will. So is the gap due to the fact that potential legacy donors just weren't asked to remember a charity? If so, this could mean that, with the right 'nudge' from solicitors, at the appropriate time, an extra £4 billion could be generated each year for UK charities, including Queen's!

Closer to home, statistics show that only 3% of people in Northern Ireland who make a will opt to leave money to charity. However, drill down and the figures are more heartening.

Information from wills in Northern Ireland in August 2013 show:

- 51 wills passed through probate.
- 208 gifts were given to charity.
- A third of these gifts were residual or percentage gifts.
- The total value to Northern Ireland charities was £935,200.

That is just shy of £1m in one month, but think of the impact on local charities if these figures were to be – as the research suggests – 50% higher, because of a little nudge!

### WORLD-CLASS FACILITIES

Whether you need a nudge or not, rest assured that your legacy gift to Queen's will be far-reaching – helping to fund ground-breaking medical research, support student scholarships or maintain world-class facilities throughout the University. Your gift, which can be directed to a specific purpose that means most to you, or can be deployed at the University's discretion, will impact not only on our student body, but also on patients, communities, the education system and the wider business environment.

So if someone gives you a little nudge, please consider leaving a legacy to Queen's.

**For more information on legacy giving, you can contact Susan Wilson, Legacy Marketing Officer on 028 9097 3162 or by email to [susan.wilson@qub.ac.uk](mailto:susan.wilson@qub.ac.uk).**

## The Queen's University of Belfast Foundation

All gifts to Queen's are channelled through The Queen's University of Belfast Foundation. The purpose of the Foundation, which is a registered charity, is to advance the strategic goals and objectives of the University through the generation of financial support for capital development programmes and academic initiatives, under the direction of an international, independent board.

Funds raised by the Foundation ensure that our community can compete with the best around the world by giving students the tools they need to maximise their potential in an environment which encourages international excellence.



# SAYING THANKS

## QUEEN'S SAYS A HUGE THANKS TO ALL OUR STUDENT CALLERS, DONORS AND BENEFACTORS DURING 2013

**We salute all our donors and student callers and are proud to introduce (on p16) the exceptional student caller Class of 2013!**

The Queen's University of Belfast Foundation is hugely appreciative of every single philanthropic gift it receives and is indebted to those who help make these gifts possible.

Thanks to the wonderful generosity of Queen's donors, a broad range of projects and initiatives is supported each year which will transform the lives of individual students and of those that they, and pioneering academics, will come into contact with in the future.

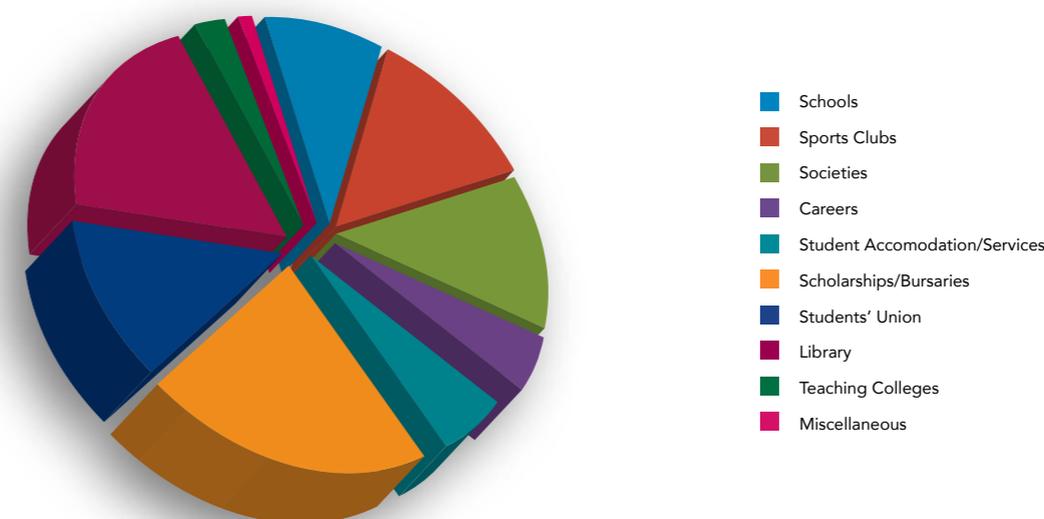
The University offers its sincere gratitude to all its loyal, generous and future-thinking supporters, whether you are a regular donor, made a one-off gift, gave to

Queen's Annual Fund or directly supported the 'Beyond' campaign.

And special thanks are due to those who helped make so many gifts possible – our students. Through regular telephone campaigns, student callers create a positive impact on many thousands of alumni. Current students connecting with the graduates of yesteryear, helping their fellow students.

Some of the projects which the Queen's Annual Fund supported during the past 12 months are detailed in the coming pages. And the pie-chart below outlines the priority areas which your gifts have been supporting since the Fund was set up in 1999.

On behalf of all those who have benefited from the generosity of our benefactors we say 'thanks'.



# Queen's Annual Fund

Queen's Annual Fund has had another record-breaking year enabling even more resources to be dispersed to areas of need across the University. With donations received from nearly 1,200 alumni, funds will be dispersed later in 2014 as follows:

- £60,000 to initiatives that enhance the student experience;
- £30,000 to Universities priority fundraising projects;
- £30,000 to scholarships and bursaries.

Nearly 9,000 alumni were mailed or called by our team of over 30 student callers, with more than half of those approached providing updated or new details. And, in addition to career and email updates, graduates also gave us helpful feedback on *The Graduate* magazine and the relaunched website.

"A huge thanks to all who took a call from a current student or who made a gift. Without your generosity Queen's would not be able to deliver

a world-class experience to thousands of students each year," said Michéal O'Fearraigh, Queen's Annual Fund Supervisor.

Making that first telephone call to a graduate can be a daunting task, even for highly-trained students. To find out what it's like to call – or be called – you can read all about it in *It's Good to Talk* on p12 of this issue of the *Donor Newsletter*.

## Three great projects supported in 2013...

### Breaking news...



Funds raised in 2012 enabled the Queen's Annual Fund to support an oral history project to purchase high quality equipment for original recordings in 2013. The project also involved students taking part in a workshop on interviewing skills with a BBC team at Blackstaff House and then pitching their programming ideas to senior BBC staff.

The BBC panel members were hugely impressed by the quality of work produced by Queen's students. Four programme ideas were presented to Fergus Keeling, Head of Radio at BBC NI, for consideration for possible commission and the BBC has decided to make a radio documentary to be entitled 'Diamond from the Rough'.

Pictured above with Michael Bradley, BBC Radio Ulster presenter and producer, and former member of The Undertones, is Francesca Owens, a Queen's History student.

### It's a baby!



Queen's Student Midwifery Society received support from the Queen's Annual Fund to carry out natal hypnotherapy study days for Society members.

The workshops introduced participants to a new technique to help women and their partners give birth. Attended by 60 students, the three-day course was delivered by Maggie Howell, founder of Natal Hypnotherapy™.

Ms Howell is one of the UK's leading campaigners fighting the culture of fear often surrounding childbirth. Natal Hypnotherapy™ uses hypnosis, deep relaxation and the power of suggestion to enhance pregnancy and birth experience.

The study days were fully-booked and excellent feedback was received from the student participants.

### Keeping score!



Queen's Sport secured £7,000 from the Queen's Annual Fund towards the cost of an electronic scoreboard catering for high profile rugby, GAA and soccer fixtures at Upper Malone.

The state-of-the-art scoreboard was installed just prior to the World Police and Fire Games in early August 2013, when many of the main events took place at Queen's. It is fully digital and can display scores across all of the three main codes along with sponsor and venue notifications.

For more on Queen's Annual Fund, go to [www.daro.qub.ac.uk/annualfund](http://www.daro.qub.ac.uk/annualfund) or contact Natasha Sharma, Tel: 028 9097 3928, or email [natasha.sharma@qub.ac.uk](mailto:natasha.sharma@qub.ac.uk)

Queen's Sport Upper Malone scoreboard (see p18)	Malaysian Student Society cultural identity project	Students' Union clubs and societies website		English / Creative Arts conference on gender
Ladies Gaelic Football and Hurling clubs competition finals		History and Anthropology Living Histories study (see p18)	Computer Scheme Peer Mentors electronic kit	
Triathlon Club – new competition kit	Supported by  Queen's Annual Fund	Law School conference	Student counselling support	Sociology, Social Policy and Social Work training film
DESI Dance Society culture showcase	Midwifery Society natal hypnotherapy study day (see p18)	QUB Players – lights and audio equipment for drama		
Skydiving club safety chute	Archery Club safety netting	Taiwanese Student Association cultural awareness activities	<h1>Queen's Annual Fund awards 2013</h1>	
	De Lorean electric car project (see p21)			

# Queen's means business!

## Santander chief visits campus

Ana Botín, CEO Santander UK, delivered a keynote address to more than 200 guests at Queen's in November. The lecture, staged in the University's Riddel Hall campus and entitled 'The Future of the UK Economy and the Role of Entrepreneurs' was followed by a Q&A session and a visit to the Santander branch in the Students' Union.

Through its Universities Global Division, Santander has been funding scholarships, travel grants, awards and entrepreneurial activities at Queen's since 2008. The University also receives Santander support for part-funded internship opportunities with local SMEs, a number of Brazilian research awards, a Luso-Brazilian Studies lectureship, a schools' essay-writing prize and for the Degree Plus employability project. In the past three years over 100 students and staff have directly benefited from Santander funding, scholarship support and employability projects.

Santander intern, Megan Herron from

Kilkeel, Co Down, who delivered the vote of thanks on behalf of fellow students, said: "We are privileged to have had such a prestigious speaker as Ms Botín, and someone who is such a strong role-model for women, with us at Queen's today.

"Education is key to economic growth in Northern Ireland. I know that Santander Universities' support for my University will help Queen's to play its part in developing this corner of the UK economy and in nurturing

future generations of entrepreneurs."

Commenting after her address, Ms Botin said: "Queen's is a key institution in Northern Ireland, a cradle of knowledge and research, and the stepping-stone for students and entrepreneurs before they access the job market. At Santander we are proud to be partnering with a university of such high calibre and I am delighted to see that the support we provide has made such a difference to so many students."



Megan Herron, Ana Botín and Professor James McElnay, Acting Vice-Chancellor

## Founders' Club welcomes former Coca-Cola CEO

Riddel Hall Founders' Club welcomed one of the world's most renowned business leaders, Dr Neville Isdell – past Chairman and CEO of The Coca-Cola Company – as its May keynote speaker.

Now living in Georgia, USA, Dr Isdell retains a keen interest in Northern Ireland and his talk on the Socially Responsible Corporation was well-received by Founders' Club members, academics and guests.

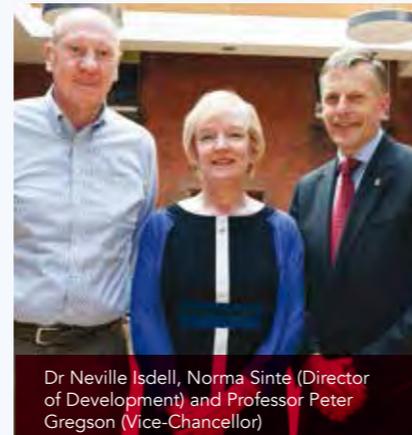
Dr Isdell took Coca-Cola to new heights during his tenure, expanding on the company's proud legacy of corporate responsibility by embedding sustainability throughout every facet of the organisation.

Originally from Downpatrick, Co Down, he joined Coca-Cola in 1966 in Zambia, and subsequently worked across four continents before becoming Chairman and CEO in 2004.

An honorary graduate of the University, he is also a keen supporter of Queen's and was a donor to the restoration of Riddel Hall. It is fitting therefore that many local business leaders, economists and strategists meet regularly in the 'Isdell Courtyard' at Riddel Hall.

The Founders' Club was launched in November 2011 and comprises 20 leading Northern Ireland businesses who financially supported the development of the new campus at Riddel Hall. It is an ongoing partnership

in which Queen's and local business come together to be a positive influence on encouraging economic and business growth.



Dr Neville Isdell, Norma Sinté (Director of Development) and Professor Peter Gregson (Vice-Chancellor)

## Fast forward into the future!

Ten Queen's engineering students will be revving up to 88mph to transform an old DeLorean into a road-worthy electric vehicle – thanks to a project launched in June.

The DeLorean conversion project, sponsored by Northern Ireland Electricity (NIE) and supported by Queen's Annual Fund, will transform the traditionally petrol-guzzling car to a cleaner and greener electric model. It will also provide students with a practical project to learn about electric vehicle and new 'smart' electric technologies.

Speaking at the launch, Gordon Parkes, NIE HR Director said: "Engineering is all about finding solutions to new challenges and we believe this unique project will enable students to gain excellent learning and to build essential skills for the job market. There are opportunities for well-paid, highly

skilled and secure jobs within the power engineering sector with an estimated 38,000 new power engineering jobs across the UK over the next ten years and beyond. However, there is a significant shortage of electrical engineering graduates to fill these jobs.

*"Integrating new 'smart' technologies and responding to the requirements of renewable energy are integral to this project."*

"At NIE we predict in the next 5–10 years that we will need to replace 300 specialist staff who will be retiring. We will also have many exciting new roles as our electricity network has to respond to significant challenges as we integrate new 'smart' technologies

and respond to the requirements of renewable energy."

Welcoming the partnership, Pro-Vice-Chancellor Professor Tony Gallagher, said: "Integrating new 'smart' technologies and responding to the requirements of renewable energy are integral to this project. Having our own DeLorean on site will present the top research students with a unique opportunity to shape the future in this important area of engineering."

Leading the initiative is lecturer and researcher, Dr David Lavery, who added: "Where we're going, the future is definitely electric! This unique partnership with NIE will enable Queen's to educate and inspire the next generation of engineers to think differently about sustainable energy."



(L-R) Dr David Lavery, Neil Johnston, Orla Martin, Professor Tony Gallagher and Gordon Parkes

# Queen's means business!

## 'Big business' backs leadership group

A vibrant new student group, Queen's Young City Leaders' Society (YCLS), has been established for those who have completed the University's City Scholarship Programme (CSP).

Initially set up in London in 2011 by the City Leadership Group, the CSP gives a select group of Queen's students an opportunity to gain important international work experience in a top legal or finance company. The initiative has grown from 11 students in 2012 to 33 in 2013, with programmes now operating in London, New York and, most recently, in Dublin.

To date each of the students has been hosted by a graduate or friend of Queen's in a legal or finance firm, but plans are in hand to expand the scheme to other disciplines such as engineering and technology, and to offer it on the US West Coast.

The Society was launched by Belfast Lord Mayor, Councillor Máirtín Ó Muilleoir, who said: "Queen's City Scholarship Programme and Queen's Young City Leaders Society offer

students a fantastic opportunity to learn from some of the world's leading business people throughout their time at University, giving them an edge when they begin their careers."

After completing the CSP, members of the Young City Leaders' Society will continue to enjoy unique benefits while they are still studying at Queen's. Access to, and a chance to learn first-hand from some of the University's most prominent business alumni (locally and internationally) will undoubtedly help to cultivate the next generation of business leaders.

The CSP and the Young City Leaders' Society, both have the backing of big business, including firms such as Eversheds International, Capita, and Green IFSC in Dublin and Fortress, JP Morgan, and Fortress Investment Group in New York, and in London Freshfields and Shore Capital.

Law student, Leah Rea, who was hosted by global law firm Linklaters was upbeat about her experience: "It was truly an unparalleled opportunity; I believe my

work experience to be invaluable and that it will stand me in good stead for the future."

Mr Sean Hunt, Managing Director of TFC Investment Management in London, summed up the scheme on behalf of all the companies involved. "The Young City Leaders Society will complement the University's City Scholarship Programmes and will undoubtedly strengthen each student's ability to compete for the most highly sought after placements and graduate jobs."

He continued: "The Society will give undergraduates, who are the university alumni of the future, a vehicle for reciprocating the benefit they have received and a platform for helping other students."

To find out how you can get involved with Queen's Young City Leaders Society or City Scholarship Programmes contact Rachael Sands (028 9097 3233 or email [r.sands@qub.ac.uk](mailto:r.sands@qub.ac.uk)).



(L-R) Professor Tony Gallagher, KENZA LYNCH (YCLS President), Councillor Máirtín Ó Muilleoir, SEAN HUNT, AVEEN CONNOLLY (YCLS Vice President) and NORMA SINTE, Director of Development



Photograph courtesy of John Swannell

# Your legacy

Talk to your adviser about leaving a charitable gift in your will.



Help support the pursuit of world-class education and life changing research.

# Our future

## LEAVE A LEGACY

Legacy giving is an effective and unique way for you to continue to support those charities closest to your heart, even after you have gone.

Gifts to Queen's can be shaped to reflect personal preferences and can be named after the donor or your loved ones.

Help support the pursuit of world-class education and life changing research.

If you would like further information on legacy gifts to Queen's, please contact:

**Susan Wilson,**  
Legacy Officer,  
Development and  
Alumni Relations Office,  
Queen's University Belfast,  
Belfast BT7 1NN

T: +44 (0) 28 9097 3162  
E: [susan.wilson@qub.ac.uk](mailto:susan.wilson@qub.ac.uk)



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