



Cambridge Fundraising and Alumni Relations Internship Programme 2025

PROJECT SHOWCASE - 11 SEPTEMBER 2025

Maryam Al-Anani



Over the summer I have worked on three projects with the Jesus College Development and Alumni Relations Office (JDAR), getting a taste of several aspects of operations across the team and equally how they all fit together. My first project has been to help relaunch the Choir Patrons scheme for supporters of the Jesus College Choir, with the current scheme and records of donors being outdated. This has involved researching the offerings of other college choirs across Cambridge and Oxford as well as the friends' schemes of church choirs in the wider UK in order to come up with recommendations for the tiers and associated benefits of our new scheme; conducting a data review and clean-up of our existing records of Patrons to update our lists; and designing and publishing a new promotional leaflet for the scheme. My second project has been reviewing Jesus College's current alumni benefits and merchandise and producing a report with recommendations for JDAR to take forward based on comparative analysis of similar benefits and merchandise on offer across collegiate Cambridge. Similarly, my third and final project has required comparative research and analysis into major donor stewardship and communications across the colleges, culminating in my production of a detailed five-year communications plan highlighting the different ways major donors to Jesus College can be better engaged and stewarded based on best practice in other institutions.

Sadia Batool



Alumni have long felt a deep connection to the place that shaped their lives, and many choose to give back through legacies or gifts in their Wills. While we hold immense information about donors and their donations, there is comparatively little within the internal CUDAR archive about the real impact these gifts have achieved. I have been tasked with addressing this gap.

Donations have historically served two purposes: to support the areas of greatest need, and to honour the specific wishes of donors. Through this generosity, alumni have helped widen access to Cambridge, transform teaching, and even revolutionise healthcare.

As part of updating our records, I have identified a series of legacies to develop into stories. These will be shared publicly as articles on the Support Cambridge website and in a printed pamphlet. By highlighting these stories, I will have highlighted Cambridge's reliability as an institution, celebrated the impact of alumni generosity, and inspired future gifts.

Omar Burhanuddin



The primary focus of my project this summer has been researching Trusts and Foundations and assessing the viability of a grant proposal for each.

Murray Edwards is distinctive among Cambridge Colleges, with most of its philanthropy received from non-alumnae donors. Sourcing funding from Trusts and Foundations is a key priority of its Development Office.

Most Trusts and Foundations have specific missions and objectives that they aim to promote through their funding. These often reflect the professional and personal interests of individual trustees and key leadership staff. When approaching these bodies for funding, it is important to know what these institutional priorities are, and identify a match between their goals and opportunities for development within Murray Edwards College.

I prepared briefings on a selection of Trusts and Foundations for the team. In each of the briefings, after providing a detailed overview of each institution (including any potential links between the trust and the College), I assessed how viable a candidate the College would be for funding from each trust. I also evaluated what areas within the College would be appropriate for funding, according to the priorities of each body.

This allowed me to outline a roadmap of next steps for the team, advising on which grant proposals to prioritise and proceed with.

Alongside my work on Trusts and Foundations, I also assisted the team with other tasks, such as contributing articles to the Donor Impact Report and drafting communications for the College's upcoming Giving Day. I am grateful to have gained an appreciation for the various interlocking parts that make up the work of a Development, over the course of my time at Murray Edwards College this summer.

Ethan Chan



For my project at the Executive Director's Office, I dived into and analysed her portfolio of principal gift prospects. After some exploring, I ended up putting together twenty prospect analysis reports plus an overarching recommendations piece. For each individual prospect analysis report, I compiled, organized, and compressed most of the available information on AMICUS (including notably all available contact reports from a prospect and their prospect group), putting together a 5-15 page report that clearly illustrated the prospect's background and context, past engagement (from





donations to solicitations to meetings to everything in between), and recommendations on future strategy. After making twenty such reports, I then wrote up some broad recommendations that cut across the twenty reports, from specific ideas for upcoming principal gift fundraising, to general suggestions on how the data recording process could be fine-tuned. Overall, this was an intriguing and thought-provoking process, and I felt it was an amazing introduction to the higher-ed fundraising space and wider philanthropy sector.

Alessio D'Angelo



The Pembroke College Circle exists as a unique alumni network in Cambridge in that it is primarily for students that study at Pembroke's International Summer Programme. These students often hail from elite universities overseas and are predominantly from the US or East Asia. My project this summer aims to 'breathe new life' into the Circle, identifying ways to engage with this novel alumni network and provide a series of recommendations to implement over the next few years. The research conducted thus focuses on how to bolster the Pembroke Circle

to really ensure our constituents feel engaged, laying foundational steps in the journey to ultimately making the 'first ask'.

I utilised Raiser's Edge to conduct initial research on the Circle, identifying patterns of engagement as well as key locations and institutions students often come from. I also devised a series of communications and surveys, providing valuable insight into what alumni enjoyed about the Circle, as well as what they thought we should offer. I also implemented the use of novel communication methods, using Mass Text Messaging Services to attempt to reach as much of the Circle as possible. I further conducted a series of focus groups and informal conversations over coffee with the current IP cohort, seeking to identify what students sought from Pembroke's Alumni network. After analysing this data, I was able to provide a series of recommendations for the next few years, focusing on overseas events, integration into Pembroke's Online Community (Graduway) as well as large flagship events to be held periodically at Pembroke. Over the summer, I was able to develop not only my research and analysis skills but also expand my human and cultural capital, engaging with a variety of alumni, current students and colleagues.

Rosa Golchin



This summer, I was fortunate to work across AI and Environmental Sustainability (ES) within the Trusts & Foundations Team. My day-to-day included meeting academics exploring the use of AI in conservation research, identifying suitable foundations for high-priority funding areas, researching prospective foundations' giving history, and drafting outreach emails to initiate conversations about partnerships. Throughout this process, I learned from and collaborated with colleagues across CUDAR and

connected with the wider Cambridge community through ai&Cam and Cambridge Zero. Much of my work involved using internal databases, namely Amicus, which was supplemented with external sources such as philanthropy news sites and press releases to monitor new funding calls and prospect opportunities.

A highlight was supporting the Cambridge Conservation Initiative. Early in my internship, I met with the academic lead for the Student Conference on Conservation Science (SCCS). I researched suitable foundations and recently met again with the SCCS team, and with the support of my line manager, helped develop an outreach strategy to build relationships with prospects. Seeing this project progress through the solicitation cycle was especially rewarding and informative of the duties of development officers. Overall, this internship has been incredibly fulfilling, and it has provided an unparalleled opportunity to work high-impact projects and be embedded into the complex world of higher-education fundraising in priority areas like AI and ES.

Khalid Hatia



Over the last 8 weeks, I've been working in the Settlement team at CUDAR working on a project to investigate the funding status of trust funds across the University. This involved collecting data on close to 1000 different trust funds, sending requests to department managers to hear their input and analysing the results to determine

which departments are most in need of further fundraising. There have been several challenges along the way, ranging from communication problems with finance teams to unavailability of data for certain funds. As a result, however, I've honed my time and project management skills along with my communication and presentation abilities. I look forward to showcasing my project and see the results!

Aimee Jones

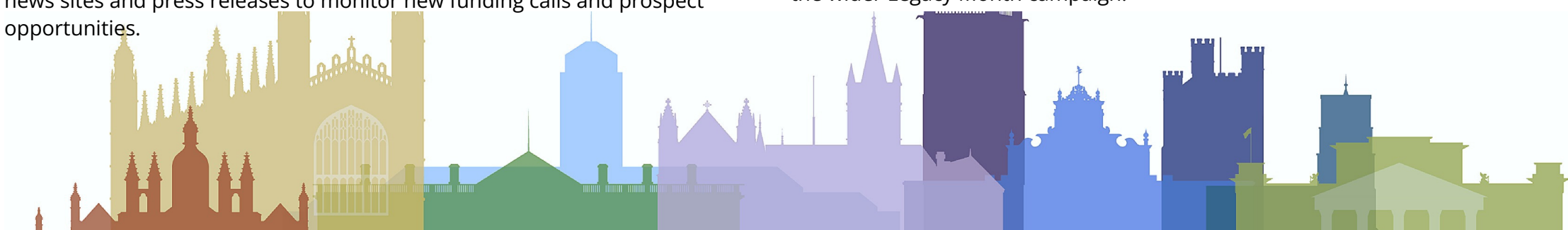


This summer, I worked with the Development team at Trinity College on two projects: supporting fundraising and alumni engagement ahead of the Boat Club Bicentenary, and contributing to the launch of Trinity's first dedicated Legacy Giving Month.

For the Boat Club project, I helped design and deliver a five-part digital fundraising appeal for the month leading up to the Bicentenary Dinner. The series followed the Bumps course on the River Cam, using nostalgia, alumni reflections, and

archival material to tell the story of the Club. Each stage encouraged alumni to share memories, photos, and support, culminating in a Bumps-style fundraising challenge that framed giving as a collective crew effort. My role included developing the appeal framework, drafting and sending communications, gathering alumni testimonials, and working with the team to analyse giving data.

My second project focused on rethinking Trinity's approach to legacy giving through the launch of Legacy Month in October. I developed the theme Legacy in Words and in Will, broadening the idea of legacy beyond financial commitments to include memories and reflections passed from one generation to the next. As part of this, alumni were invited not only to consider leaving a gift in their will but also to write letters of advice and reflection for the matriculating class of 2025. This dual focus aimed to engage younger alumni with legacy in its many forms while strengthening connections for older alumni and existing legators. I also supported the final stages of Trinity's new legacy brochure, ensuring its design and messaging aligned with the wider Legacy Month campaign.



Amina Khawaja



I spent my internship within the advanced communications department in CUDAR with my project centring around the launch of an Instagram account for Cambridge Alumni this October. This was due to the desire to strengthen communication and the relationship with younger alumni aged 21-35, who are the most disconnected demographic and least likely to be in touch with the university. As part of the groundwork for ascertaining successful strategies for alumni accounts on Instagram, I thoroughly researched 20 peer institutions alumni accounts, including Harvard, Yale, Oxford and UCL, analysing the type of

content posted and the frequency of posting. I also contributed to the making of high-production videos for the Instagram, including scriptwriting, filming and starring in them. I also created a yearly content calendar planner, identifying key dates culturally, such as International Women's Day, and within the university such as the Boat Race, that we need to be aware of to post for. I have also contributed to the photography and captions for posts on the existing and successful alumni Facebook, that has 35k followers and is popular with the 40-60+ age bracket. My team have been incredibly supportive and encouraged me to pitch ideas and get a taste for the different roles that exist within advanced comms, and I hope to join the sector when I graduate next year. Overall, the internship has been incredibly beneficial for honing my written and visual communication skills, as well as understanding what goes into the day-to-day running of large social media accounts and websites on behalf of a large and important institution.

Emmanuel Kontoh



Over the past ten weeks, I have had the opportunity to work with the Development Office at Wolfson College, focusing on analysing the results of the College's inaugural Giving Day campaign held in May 2025. My project centred on understanding the demographic composition of the 463 donors who contributed £125,521 to identify strategic opportunities for future campaign growth. I have conducted comprehensive data analysis examining donor patterns across age groups,

geographic distribution, academic backgrounds, and engagement history, and undertaken a comparative study of Giving Day practices across sixteen Cambridge colleges to determine best practices and make informed recommendations to improve future Wolfson Giving Days. Additionally, I have undertaken detailed prospect identification analysis to extrapolate potential donors with similar characteristics to current supporters and examined geographic market opportunities for expansion. My resulting report presents findings on donor behaviour patterns and delivers strategic recommendations for enhancing matching fund strategies, implementing sophisticated donor segmentation, and optimizing communication approaches to advance Wolfson's giving programme toward high performance in future campaigns.

Saumya Saini



Being the Culture and Collections intern at CUDAR allowed me to explore a sector I am incredibly passionate about. Over the course of 10 weeks, I was required to produce two research reports: one on the philanthropic landscape of the arts and cultural sector in the US, and the other on potential fundraising opportunities in the US for Cambridge Collections, primarily Kettle's Yard. However, what excited me the most was that the internal team was planning a trip to the US in 2026. This knowledge shaped the outcome of my project, as I wanted its impact to be as tangible and useful as possible. Instead

of producing two standard reports, I decided to combine both aspects and develop an informative handbook that could support the team's trip.

The handbook included a general history of the relationship between American giving and Cambridge, an overview of the US philanthropic landscape of the arts and cultural sector, the possible challenges and advantages that the team could face while seeking fundraising opportunities in the US, and my research findings based on the potential of a certain pool of US alumni to give towards Kettle's Yard, the Fitzwilliam Museum, and the University Library. The research involved collaborating with internal teams at CUDAR and CAM in order to understand past giving trends by US donors to these three Cambridge institutions.

Guy Semple



My project's brief was clear: to determine how to improve the engagement of part-time students at St Catharine's College. But digging into the issue, there were so many directions to take. From admissions to student experience, alumni events and more, this project spanned many elements of student life. It's been a fantastic chance to delve deep into one specific area, and I've very much enjoyed the independence entrusted to me.

Working on a project that genuinely matters to the college motivated me greatly. Part-time students (and specifically,

in Catz's case, those from the Judge Business School), are an important financial consideration, and yet often fly under the radar. That's true at many colleges, I discovered, not just Catz.

My research has followed several routes. I've conducted interviews, formally and informally, with current students, alumni, faculty, and others. Further, I conducted surveys on a cross-section of the three executive programs we admit here at Catz. Usefully, through meeting admissions teams both at Catz and the Judge, I gained insight on how student engagement has changed over the years, future plans, and how collaboration can be fostered going forwards.

Backed by an incredibly supportive office team, my research has culminated in a variety of recommendations for the college, and I'm excited to share some of these with you!

