



THE COAT OF ARMS OF KING EDWARD VI

THE KING EDWARD'S SCHOOL
BIRMINGHAM TRUST



**Assisted
Places Fund**

Impact today, secure tomorrow



"It is difficult to put into words the enormous benefits Roberto gained from being able to attend KES with the help of an Assisted Place and a Music Scholarship. He benefited from an outstanding education and a school that individually challenged and nurtured him to fulfil his potential in all areas. We knew from the very beginning that KES was absolutely the right school for Roberto."

Jayne Ruisi, parent of an Assisted Place recipient

Our mission

The historic purpose of King Edward's School has always been to provide an outstanding education for local boys, whatever their family income. It is our mission to ensure that King Edward's remains accessible to all boys with the talent to come here, now and in perpetuity.

In order to achieve our mission, we will need the support of the entire Old Edwardian community. There is a long journey ahead of us, but together we can secure the future of this great school and continue to transform the lives of bright boys across the region.

The success of the AP100 Campaign has demonstrated what we can achieve as a community. From 2010 to the completion of the Campaign in 2016 – a year earlier than planned – over £10m was raised through generous donations from alumni, former and current parents, and other supporters. These funds are now providing a life-changing education for 100 boys.

The AP100 Campaign was a defining moment in this school's history and has set us on a path to become truly accessible to all bright boys from across the region. However, this was just the start. The majority of funds raised from the AP100 Campaign will be used over the coming years as the 100 boys progress through the School. Yet, the need remains great, with over half of applicants requesting some form of financial support.

It is now time to build upon the extraordinary success of the AP100 Campaign as we seek to maintain our current levels of funding and grow our endowment to fund Assisted Places in perpetuity. In contributing to the Assisted Places Fund, your donations will help us to impact today and secure tomorrow.



"The extraordinary movement of support from across our community – Old Edwardians, parents, past parents, and friends – has ensured that King Edward's is the most socially and ethnically diverse independent day school in the country. With the completion of the AP100 Campaign, we face a new challenge: ensuring that another 100 boys can benefit from Assisted Places – and another 100 after that. The AP100 Campaign should not become just a moment in time and we hope that you will continue with us on our journey as we seek to secure this vital fund for generations to come."

Dr Mark Fenton, Chief Master

A history of giving

The ethos of King Edward's has always been to provide an education for the most able pupils from across the city of Birmingham, regardless of their background. This culture of support can be traced back to the founding of the Gild of the Holy Cross in 1392. The Gild was established to improve and enrich the lives of the people of Birmingham. It also offered a social space in the city, the Gild Hall on New Street; it was here, in 1552, that King Edward's School was established.

One of the first recorded examples of collective fundraising in the School's archives is the War Memorial Fund, initiated by Head Master Robert Cary Gilson a century ago. The provisions from this Fund were fourfold. Primarily, it funded the bronze plaques that are now located in the memorial chapel, on which the names of Old Edwardians who gave their lives in the First World War are inscribed. Secondly, the Fund established what may be considered the first Assisted Places programme, offering a free education at either of the independent schools for sons and daughters of the fallen. The remainder of the Fund was to be used to purchase the organ that still stands in Big School and to publish the service record compiled by CH Heath, teacher of classics and Housemaster.

In a letter sent to Old Edwardians appealing for support for the Fund, HC Harrison, Honorary Secretary of the War Memorial Fund, wrote:

"Our own sons and brothers or comrades of other days have died for us. We must at least show in some permanent way that we are not ungrateful. Despite the financial pressure of high prices and heavy taxation it is believed that Old Edwardians will be willing to make some personal sacrifice for such an end."



One hundred years on, the support of the Old Edwardian community is still as vital to the School. The generosity of Old Edwardians is already providing a life-changing education for 100 boys through the AP100 Campaign. We hope to sustain this support and secure the provision of Assisted Places for centuries to come.

"We rejoice to recollect that these Old Edwardians gained their strength of soul within these walls."

Hon. Sir Henry McCardie (1885), Unveiling of the Memorial Organ in 1928



The journey so far

The completion of the AP100 Campaign has both advanced the School's tradition of philanthropy and upheld its moral purpose. Furthermore, the Campaign's impact has been transformational, widening access to bright boys across the region.

Awareness of Assisted Places has increased applications to the School, with over 50% of applicants now seeking financial support. Our award-winning outreach programme has raised aspirations and, with the knowledge that support is available, encouraged boys from a wide range of backgrounds to see King Edward's as a place for them. Our exam results have restored King Edward's to the top of the country's league tables. Support for visionary capital projects, such as the Sir Paul and Lady Ruddock Performing Arts Centre, the Brode Wing, and the Southall Pavilion, has created facilities that can be matched by few day schools in the country.

But most importantly of all, Assisted Places have improved the life chances of boys – boys who will go on to make a difference to their communities and the wider world, bolstered by all they have learned and the friends they have made here.

Assisted Places unlock unparalleled opportunities for the boys who receive them. The presence of these boys also benefits the whole school community: they contribute to a community which is dynamic, aspirational, and truly reflective of the diverse nature of modern British society, preparing them for all that lies beyond the school gates.



"Looking back on my seven years at KES, I am amazed at the multitude of opportunities that were available to me and appreciate how privileged I am to have been able to experience everything from performing drama in front of the school, to flying and shooting with the RAF. As boys we were inspired to become complete individuals beyond academia and pursue our interests – something that has prepared me for university life."

Srikar Karri (2015), Assisted Place recipient



Our vision for Assisted Places

Our vision is to achieve need-blind admission in perpetuity so that all bright boys from across the region can benefit from a King Edward's education, regardless of their families' financial circumstances.

Through supporting the Assisted Places Fund your donations will:

Impact today

Maintain current levels of financial assistance by providing up to ten fully funded Assisted Places each year.

Secure tomorrow

Generate a £30m endowment fund, to preserve Assisted Places in perpetuity.

We are also seeking to grow the Assisted Places Support Fund, to enhance the experience of boys on Assisted Places by enabling them to participate fully in extra-curricular activities.

Your support is vital in achieving our vision. In making your commitment, you are securing our school's future – and that of the young men educated here.



"My family circumstances meant that my parents could never have afforded to pay for me to go to a school like KES. I was, however, lucky enough to get a free education at King Edward's and then at Cambridge. So it makes a lot of sense to me to give something back. Where possible I like to sponsor boys with musical talent – to hear them play at school concerts is a reward in itself."

"I get great enjoyment from being a benefactor and would like to think other OEs will continue to support Assisted Places as the campaign enters a new era. Being a Sponsor really is rewarding – not just to repay one's own educational debt, but also watching the boys' progress from afar."

"The knowledge that endowing my support will help boys generations from now, no matter what their means, is doubly gratifying; an endowment gift is not just an investment in individual boys – it is an investment in our school's future excellence."

John Osborn (1962), Honorary Fellow and Sponsor

Recognising our donors

We are incredibly grateful to all of our donors, no matter how small or large their gift. All donors, unless they ask to give anonymously, are recognised in the annual Donor Report, and invited to an annual Donor Reception. We have also established recognition societies for donors who have demonstrated an exceptional level of support.

Gild Society

The Gild of the Holy Cross was founded in 1392, and it was in the Gild's Hall on New Street that King Edward's School was established 160 years later. The Gild Society recognises those who make an annual donation of £1,392 to the Assisted Places Fund.

Quilter Society

Named in memory of Robert Quilter Gilson, son of Head Master Robert Cary Gilson, who died in action on the first day of the Somme campaign on 1 July 1916. The Quilter Society recognises those who give £19,160 or more to the Fund.

Sponsors' Circle

The Sponsors' Circle recognises the generosity of donors who have sponsored a boy throughout their seven years at King Edward's.

Honorary Fellowship

Honorary Fellowships are awarded to major donors whose support for Assisted Places or other areas has made a strategic and transformational contribution to the life of the School.

"It is heartening to know that ambitions remain high for Assisted Places following the completion of the AP100 Campaign. We must take inspiration from the success of the AP100 Campaign and continue our support for Assisted Places: they are a quintessential part of what makes our school so special. As a Sponsor, I am pleased to renew my support and give more boys the same opportunities that I enjoyed as a result of a King Edward's education."

Trevor Bayley (1979),
Sponsor



Your gift

Whatever you choose to give, and however you wish to give it, your donation will make a difference to the life of an individual boy and support the School in securing Assisted Places for generations to come.

Regular gift

Giving regularly can make smaller amounts add up to a significant donation over time and also allows the School to plan for the future. Regular gifts can be made by Direct Debit on a monthly, quarterly or annual basis.

Single gift

A single gift, large or small, will have an immediate impact on our fundraising. Single gifts can be made by cheque, Charities Aid Foundation (CAF) Voucher or debit/credit card.

Gift Aid

If you are a UK taxpayer, you can make your gift go further through Gift Aiding your donation. For every £1 you give by single or regular donations, The King Edward's School Birmingham Trust is able to reclaim 25p from HM Revenue & Customs. Higher rate taxpayers can also claim additional relief on their donations through Gift Aid.

Leaving a legacy

Legacy gifts enable you to make a lasting difference. If you choose to support The Trust in your Will, your gift will become part of the Assisted Places Endowment Fund, securing the provision of Assisted Places for future generations of King Edward's boys.

Stocks, shares, land or buildings

Gifts of stocks, shares, land or buildings can be a particularly tax-effective means of donating to The Trust. Donors who give in this way are given income tax relief on the full current market value of the asset and will also benefit from savings on Capital Gains Tax.

Payroll and matched giving

Payroll giving, also known as Give As You Earn, enables you to give directly from your pre-tax salary. So, each £1 given will cost a basic taxpayer 80p and a higher rate taxpayer 60p. A number of companies will also match the charitable gifts of their employees, doubling the value of your gift. To see if your organisation offers one or both schemes, contact your human resources department.

International giving

If you live outside the UK and pay taxes in your country of residence, you may be able to make your gift more tax efficient through organisations such as Transnational Giving Europe and the British Schools and Universities Foundation.

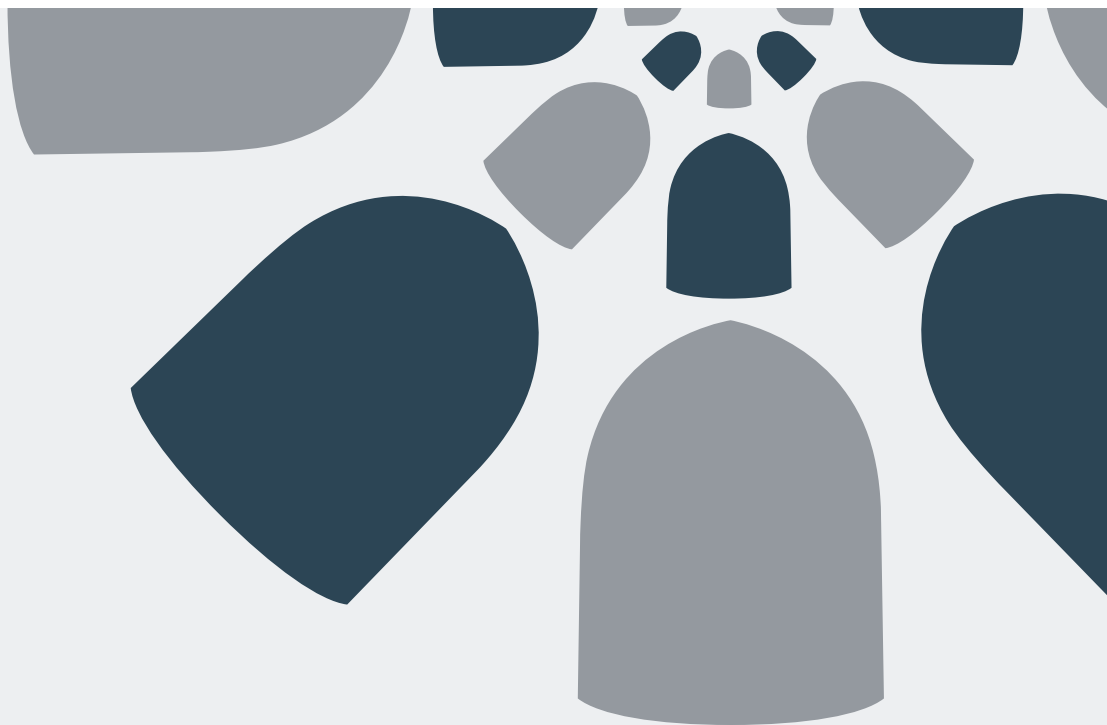
Find out more:

To support the Assisted Places Fund, tel: 0121 415 6055, email: development@kes.org.uk or visit: www.trust.kes.org.uk



"The increase in Assisted Places correlates strongly with our increased success in the league tables. During the last 30 years of working at King Edward's, I have taught hundreds of talented boys and it is extremely rewarding to hear of their adventures post KES. Knowing that for some boys, their subsequent achievements were only possible because of what their Assisted Place did for them here, is a source of great pride for every single staff member here at King Edward's – even more so, when I hear of boys who were on free places giving back to help others like them."

Keith Phillips, Second Master



Impact today, secure tomorrow
Become part of
our journey



THE COAT OF ARMS OF KING EDWARD VI

THE KING EDWARD'S SCHOOL BIRMINGHAM TRUST

The King Edward's School Birmingham Trust, Development & OEA Office,
King Edward's School, Edgbaston Park Road, Birmingham B15 2UA

Tel: 0121 415 6055 Email: development@kes.org.uk

 @KESBT  /kesbt

www.trust.kes.org.uk