University of KwaZulu-Natal UK Trust
(formerly University of Natal UK Trust)
Registered charity in England & Wales no 1004047

TRUST NEWS

Winter 2013-14

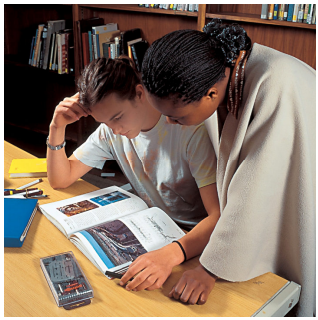
Trust calls for support in face of financial squeeze



Your help is needed now more than ever. That is the message from the UKZN UK Trust to alumni and supporters in the UK as a result of a decline in donations to the charity in recent years.

The Trust has had to contend with the same problems faced by many charities in tough economic times when people have found it harder to give. But in addition the Trust has specific challenges, for example in reaching and eliciting support from alumni who have arrived more recently in the UK.

The Trust's story has been one of success since it was established 22 years ago. It has helped hundreds of needy students in that time. But, after years of supporting more and more students, the number has fallen by one every year for the past few years.



In 2012 it was 13, in 2013 it was 12. It is now likely to fall to 11 or even 10 in 2014 – unless you come to the aid of the Trust and give as generously as you can.

The need remains very great, with many students unable to find funding support.

TRUSTEES: Roger Smith (Chair); Tess Marsh (Secretary); Richard Cooper (Treasurer); Penny Holmes; Lorna Nimmo; Atholl Swainston-Harrison.
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E-mail appeal fails to deliver

The Trust used bulk e-mailing for its Summer 2013 newsletter in a bid to save costs, especially given the steep rise in the price of stamps. Unfortunately this was not a great success.



Some 400 newsletters and forms still had to be posted to alumni for whom we had no e-mail address. About 35 e-mail addresses were incorrect and the e-mail bounced back, but in addition about 200 could not be delivered. Most of these involved company or Google addresses where we believe the e-mail was blocked by spam filters.

Therefore we urge anyone who did not receive the Trust's e-mailed newsletter in July to confirm their e-mail address and/or ensure that the Trust's e-mail address – info@ukznuktrust.org – is in their online address book so that the Trust's e-mails will not be blocked.



However, the response to the July appeal for donations was very poor – about half that following the previous mailing by post. A key point is that ***no donations*** were received in response to the Trust's e-mail. The money that was received came in with forms that had been posted out.

As a result, the Trustees have taken the difficult decision to post out the latest newsletter and donation form, despite the cost. There is a great deal of anecdotal evidence about the ineffectiveness of bulk e-mails, given the volume that many people receive.

The Trust may well use e-mail again in the future (perhaps once or twice a year), but it is likely we will have to bear the costs of a mailshot by post at least once a year to ensure effective communication with alumni and supporters.

Facebook group for friends of the Trust

A Facebook group, Friends of the University of KwaZulu-Natal UK Trust, has been set up for Trust supporters with the aim of making better use of social media to promote the charity. Please go to: **www.facebook.com/groups/ukznuktrust**

You can find the latest news about the Trust, as well as information for donors, on the charity's website at: **www.ukznuktrust.org**

You can now give to the Trust online via Virgin Money Giving

Anyone wanting to make donations to the Trust to help fund its bursaries for needy students can now do so online using **Virgin Money Giving** for charities.

Simply go to: **www.virginmoneygiving.com**
Search for "University of KwaZulu-Natal UK Trust" and follow the steps to make your donation to the Trust.
Please Gift Aid your donation if you are a UK taxpayer.

The Trustees believe the Virgin Money Giving service will make it simpler and easier for Trust supporters to make donations.

Please raise funds for the Trust



You can use Virgin Money Giving to create your own online sponsorship pages in aid of the Trust.

We urge you to bring in donations to the Trust through sponsored activities from marathon running to tea parties or sponsored events from concerts to birthday appeals.

Simply set up your page following the instructions on the Virgin Money Giving site and let friends, family and other potential sponsors know, as well as the Trust. We will be glad to assist.

Buy flowers, help the Trust

The Trust is part of a scheme for charities run by Guernsey Flowers Ltd. Customers who order flowers on their website can select the Trust as the charity they want to receive 15% of the retail price. The next time you need to buy flowers, go to:
www.charityflowers.co.uk

Details on how to order are on the website. Remember to select the code for the UKZN UK Trust when placing your order.

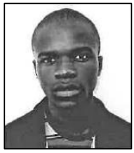


Value of Trust's help shines through students' feedback

Trust donors can feel heartened by the comments received from students being helped by the Trust in 2013.

Here is just a sample:





Mbekezele Methula, 19, studying for a Bachelor of Optometry degree, says he wants to teach people in his community how to avoid eye problems through their lifestyle choices. He wants to work for himself, not for the state, and has ambitions to specialise.

In thanking the Trust for its help, he says: "It is encouraging a lot because I always want to work hard so that my fees should be reduced. It means a lot to me because it shows that you [use] all means to encourage us as students to pass with flying colours."



Senamile Phindile Ngobese, 20, studying for a Bachelor of Social Science degree, is majoring in Psychology because she has a passion for the field.

She says knowing she is helping people to get through difficult situations is fulfilment alone. She hopes to assist her community by dealing with psychological disorders.



Bongekile Thembelihle Mncwabe, 21, says a keen interest in chemistry led her to study for a Bachelor of Pharmacy degree. But she also believes drug formulations have a key role to play in the treatment of HIV and Aids and she wants to be part of this effort.

She would like to run her own pharmacy, serving the community. But her main goal is to improve her poor family's standard of living "and help my mother who is supporting me and my siblings".

Simthembile Njobulo Sibhayi, 21, is pursuing a Bachelor of Social Science in Geography and Environmental Management because of a passion for nature. He is keen to promote environmental sustainability.

But he says: "My first goal is to get good results through hard work and get my degree."