



UNIVERSITY OF
BIRMINGHAM

DEVELOPMENT AND ALUMNI
RELATIONS OFFICE



UNIVERSITY OF BIRMINGHAM
USA FOUNDATION

March 20th, 2017

Dear Sir or Madam,

Firstly we would like to thank you for your generosity to the University of Birmingham USA Foundation. Whether funding scholarships for our most deserving of students or a prostate cancer research trial, this support has changed lives. We are writing to you now to let you know of a change to the way the University receives charitable gifts from our supporters in the United States in future. You may have already seen some information in our recent Old Joe USA e-newsletter.

Gifts to support the University will now be made to the British Schools and Universities Foundation (BSUF), rather than the University of Birmingham USA Foundation. BSUF is a non-profit, tax-exempt foundation run by volunteers to promote active support of the fundraising efforts of UK Schools and Universities by their alumni. The economies of scale mean that they do not have to charge any levy to cover operating costs, and so 100% of the gifts received can be granted to the relevant University. This means that charitable donations from our supporters in the USA can now go further than ever before.

There is a short FAQ overleaf and more information available on our website at www.birmingham.ac.uk/USgiving. If you have any additional questions please contact our US-based BSUF representative, Alastair Greeves (MSocSc Development Administration, 1982) at hempland4@gmail.com.

We are extremely grateful for the work of the many volunteers involved in the University of Birmingham USA Foundation over the last twenty years, enabling philanthropic support to the University of more than \$4 million. They have given a great deal of expertise, time and energy to developing the University's activities and will continue to do so through the USA Alumni Society and Ambassador scheme. You can find more information at www.birmingham.ac.uk/USalumni.

Thank you again for your generosity and we hope that this change to the way future gifts are handled will mean your support can have even more impact.

Yours sincerely,
Simon Lerwill

Director, Development and Alumni Relations
University of Birmingham

Roger Pelham
President
University of Birmingham USA Foundation

Supporting BSUF - Frequently Asked Questions

How should I make tax-efficient gifts to support the University?

The BSUF is a separate 501c3 organisation registered in the USA, which allows donors to claim an income tax deduction on their gifts. All donations must be made to BSUF so that their Board can then decide how to grant the money to Schools and Universities based in the UK. Alumni should express a preference for the 'University of Birmingham' so that the Board are aware of your wishes.

How do I make a donation to BSUF?

- Online: You can do so online at www.birmingham.ac.uk/USgiving (NB: there is a 3% charge for credit card gifts – see below).
- Post: Please send a donation form (available on our website) and ensure you express your preference for the University of Birmingham and, if relevant, your project of choice. Checks should be mailed to:

British Schools and Universities Foundation, Inc
575 Madison Avenue, Suite 1006
New York, NY 10022-2511.

Why have you made this change?

BSUF is able to cover its own costs, and can therefore grant 100% of your gifts to the relevant School or University without any levy.

When will this change happen?

The University is now a member of BSUF and so the change is with immediate effect. There are transition arrangements in place with the University of Birmingham USA Foundation to ensure that no gifts go astray.

What is the 3% charge for gifts by credit card?

While BSUF is able to cover its own operating costs, the credit card processing fee is not included. Donors are offered the option to make their donation 103% so the grant recipient still receives the original amount intended, or you can avoid the charge entirely by giving by check.