

<Title> <Firstname> < Surname>,  
<Add1>,  
<Add2>,  
<Add3>,  
<Add4>,  
<Add5>,  
<Add6>, <Postcode>,  
<CountryLong>.

**Dear <Firstname>,**

**Are you one  
of the  
99%?**

Imagine for a moment that you wake tomorrow to discover that you are suddenly 18 years old again. You've just finished secondary school and you're deciding what to do with your life. What words of advice would you give to your 18-year-old self? Would you still go on to study <coursevar1> Perhaps the advice you would give to yourself might be equally relevant to a UCD student today. If you think it is, we would love to hear from you via the enclosed 'Words of Encouragement' form.

Did you know that if your 18-year-old self had just completed secondary school in Dublin 6 today, you would now have a 99% probability of going on to 3<sup>rd</sup> level education?\* The decision to go to university would be in your hands. For many young people in Ireland today however, going to university is simply not an option. In DEIS\*\* school areas throughout Ireland, only 12% of students progress to third level: that's on average, for many schools the number is even lower.\* At UCD, we want to change this picture so that young people like Kate Farrelly (below) – the first in her family to attend third level and the only student from her year to attend UCD – have the opportunity that their talent demands. Through their success they will be able to influence other young people with the ability to succeed.

<First\_Name>, that's why we are asking you to support our *UCD Champions - Opening Doors Alumni Fund* today. A regular gift of <varmonth> per month or a single gift of <varannual> would help to ensure that the brightest and most deserving students receive scholarship support at UCD. It will help to provide them with access to Library books and a suitable learning environment. Your gift will literally change lives.

Kate Farrelly, was a recipient of a UCD Access scholarship and worked over the course of her Arts degree to develop programmes for other disadvantaged students in UCD. Coming from a DEIS school, Kate overcame the odds to attend university. She has since returned as an English and History teacher to show her students first-hand the benefits of education - something she could not have achieved without the support of graduates like you.

\*Source: The Higher Education Authority (HEA), Consultation Paper Towards the development of a new National Plan for Equity of Access to Higher Education, 2014 - 2017.



Through her own success, Kate Farrelly has opened the door to third level for others.

## Difficulties coming from DEIS to UCD

"In my area there are a lot of social issues. Only some go directly to third level. Finances were my biggest worry when I was in sixth year. When my dad passed away, my family were not earning as much. I am the youngest in my family and no one had gone to college. It sounds super cheesy but my dad always had great hopes for me, he envisioned me going to university and I always saw myself teaching in a classroom."

## Being an outsider

"In one of my first tutorials in UCD, I was put in a group and a guy asked me "How is someone like you able to come here?" He had an idea of where in Tallaght I was from and how that could limit my options. This situation made me realise that people from my own area are not listened to and their experiences are not shared. There are kids there who have so much potential but they are scared to even attempt to reach it because they don't want to be seen as 'different'."

**\*\*DEIS (Delivering Equality of Opportunity in Schools) is a Department of Education and Skills programme, designed to give tailored support to schools with a high concentration of disadvantage.**

## Getting the same chance as everyone else

“There is a sense in the area that I come from that money is needed more at home than spent on going to university. I felt a little bit guilty going to college because of this. If I needed to buy a text for college and it was €15, we would have to take that €15 away from another area of our weekly budget. The scholarship meant I was less anxious coming to college, I could soak up the college experience and do well in my classes without worrying about finances.”

## Showing others its possible

“One of the big impacts I have seen from programmes run by UCD Access and Lifelong Learning is that now a lot more kids are motivated to aim higher. When returning to my school, I would get lots of questions from my 5<sup>th</sup> year students about having gone to UCD. The thought of going seemed really exciting for them. Going back to teach in schools like mine and working with these students shows them it’s possible. It’s important to know why more students from DEIS schools don’t apply to third level, so hearing their concerns first hand means not only do the students learn but as teachers, we do as well.”

## Advice for students who have been given the same opportunity

“Enjoy it, do everything! Even if it scares you, the experience is worth it. You’re a much stronger person for it.”



The UCD Access and Lifelong Learning (ALL) Centre works collaboratively to support school leavers and mature students, regardless of socio-economic background or disability. With alumni support, UCD Foundation funds scholarships for the most disadvantaged ALL students (minimum value of €1,500 annually).

**Anne-Marie McDonnell, Guidance Counsellor in St. Aidan’s Community School, Tallaght, works with students who hope to study in UCD. The challenges that her students face extend to many disadvantaged areas in Ireland:**

“As a guidance counsellor in a DEIS, Band 1 school, I see the difficulties facing students and parents in accessing third level. The scholarship makes such a difference to the lives of recipients. Without financial support, our students cannot afford transport, equipment, food, materials etc. Many families are unable to support students financially and due to the lengthy commute, opportunities to work part time can be limited. The scholarship eases the burden on vulnerable students and allows them the time needed for their academic work, putting them on an equal footing with peers in UCD.”

**100%**  
of your gift  
goes where it’s needed  
**0%**  
on administration

<First\_Name>, please will you join your classmates and support a student like Kate today by making a regular gift of <varmonth> or a single gift of <varannual> to students? Every gift will make a difference but we ask you to consider giving as much as you can. Scholarships are awarded based on merit and need. With a new group of students starting this autumn, there is an urgent need to raise €200,000 by September 30<sup>th</sup> to help support up to 30 new scholars. The collective support of UCD alumni is opening doors that would otherwise remain closed. Together, we are levelling the playing field for students of today.

Should we exceed our minimum target of 100 scholarships this year, additional funds may be allocated strategically to the President's priorities, include providing library books and campus facilities to further support the student experience.

Please find below a form on which you can offer your own advice or words of encouragement to an incoming student, which we will post on a wall within the University. Simply return your words of encouragement along with your donation using the enclosed Freepost envelope. Your gift could help students like Kate reach their potential and by doing so, create a ripple effect to help many more.

Thank you,



**Mark McDonnell**

Associate Director, UCD Foundation

A student may call you in the coming weeks to discuss the campaign.  
If you would prefer not to receive a call please call Molly Dillon-Leetch on **01 716 1073**  
or email [molly.dillon-leetch@ucdfoundation.ie](mailto:molly.dillon-leetch@ucdfoundation.ie)

## Words of Encouragement

Name: \_\_\_\_\_

Degree: \_\_\_\_\_

Year: \_\_\_\_\_







UCD CHAMPIONS  
CHANGING FUTURES

Scholarship students at UCD create an important domino effect. Brothers and sisters often follow their sibling's lead and attend university themselves. Recipients become role models in their local communities. *They also create an inclusive learning environment where social or economic status is no longer a barrier to achievement.* **That is why I am asking you to please consider donating €25 a month – or whatever you can afford – to help a deserving student achieve their dream of going to UCD this September.**

We want to ensure that once here, these students have the support they need, not just financially. That is why if we manage to exceed our minimum scholarship target, we are committed to provide funding for library books and e-journal access, so that scholarship students will not have to pay large sums for books. We also hope to ensure that the campus facilities students rely so heavily on are fully equipped to meet the demands of an ever growing student population.

You and your fellow alumni will be standing shoulder-to-shoulder with these able, determined young people like Alan, giving them the chance to create their own path to success, just as you did. Together we are all stronger. Thank you for giving this transformational gift.

With warmest regards,

Mark McDonnell  
Associate Director – UCD Foundation

PS. We urgently need your help to raise €150,000 by July 31<sup>st</sup> to fund 24 vital UCD scholarships for deserving students starting in September. We want young people from all social and economic backgrounds to be able to pursue their dreams at UCD. Please will you give a life-changing gift of €25 a month to the UCD Champions 'Opening Doors' Alumni Fund? Thank you so much.

<Title> <Firstname> <Surname>,  
<Add1>,  
<Add2>,  
<Add3>,  
<Add4>,  
<Add5>,  
<Add6>, <Postcode>,  
<CountryLong>.

Dear <Firstname>,

When you think back to your time studying at UCD and your graduation in <year>, I hope you remember it fondly. As a UCD graduate, you are part of a community of over 239,000 alumni worldwide, located in every corner of the globe. No matter where you are, we are all united by our shared memories of this place we call our alma mater. **UCD alumni are a community and together we have the power to drive change – a power that can transform the future of a new generation who are following in our footsteps.**

UCD is proud of all that you have achieved. **Our alumni are our ambassadors and demonstrate just how powerful an education from UCD can be.** We hope your degree became your passport to life and opened doors to new opportunities.

Contd. overleaf

**With your help these students can realise their full potential**



A student may call you in the coming weeks to discuss the campaign. If you would prefer not to receive a call please call Molly Dillon-Leetch on 01 716 1073 or email [molly.dillon-leetch@ucdfoundation.ie](mailto:molly.dillon-leetch@ucdfoundation.ie)

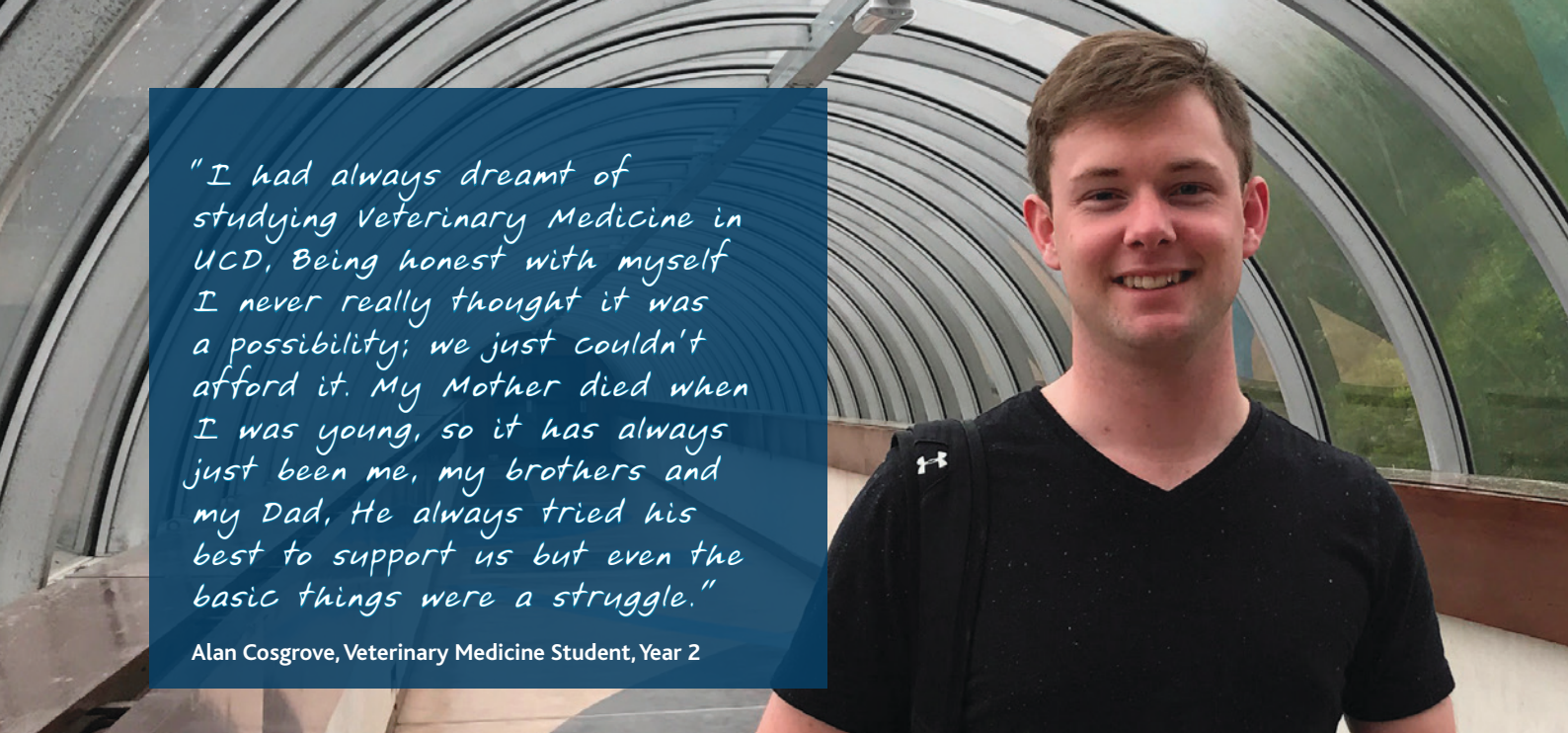
UCD FOUNDATION

Room 102, Tierney Building, Belfield, Dublin 4, Ireland  
Áras Uí Thiarnaigh, Belfield, Baile Átha Cliath 4, Éire

Telephone: +353 1 716 1478  
Email: [info@ucdfoundation.ie](mailto:info@ucdfoundation.ie)  
[www.ucdfoundation.ie](http://www.ucdfoundation.ie)


University College Dublin Foundation Limited  
Registered in Dublin, Ireland. No. 266667  
Directors: A.J. Deeks, M. Garrett, C. McCarthy, T. O'Connor.  
CHY 12448





"I had always dreamt of studying Veterinary Medicine in UCD. Being honest with myself I never really thought it was a possibility; we just couldn't afford it. My Mother died when I was young, so it has always just been me, my brothers and my Dad. He always tried his best to support us but even the basic things were a struggle."

Alan Cosgrove, Veterinary Medicine Student, Year 2



I simply cannot iterate how thankful I am for this scholarship, this has opened doors that I could never have dreamt of and I intend to take full advantage of the chance that former UCD graduates have given me."

Not everyone can access third level education easily. For many hugely talented students, financial and social barriers mean that a university experience is closed to them. Some of our best and brightest youth risk never fulfilling their potential. **At UCD, we want to change this, but we need the collective power of our alumni community to help us.**

**That is why we are asking our alumni to come together. You and your classmates can create a lasting legacy that will help us to ensure that our student body is diverse and reflective of our society.** Will you become a UCD Champion and support our 'Opening Doors' Alumni Fund with a monthly donation of €25 – or whatever you can afford?

**Your support will go directly to fund Scholarships, to help students like Alan Cosgrove, a young man from Mayo, whose life has been far from easy.**

Alan grew up in an area where going on to university was not the norm. Nobody in his family had attended University before. Alan did not let this deter him – he had always dreamed of becoming a Vet. Alan and his family were struggling financially ever since his mother died and his father subsequently became unwell. There was no option to study Veterinary Medicine locally and the cost of living in Dublin made going to university seem like an impossible dream.

**When Alan found out he may be eligible for a UCD alumni funded scholarship, he applied immediately. On the day his acceptance letter came, his world changed forever.**

"I had worked so hard to get the points in my Leaving Certificate but I couldn't believe it when I got the letter saying that I had received the scholarship. In that one moment, a world of new possibilities was suddenly open to me. I still find it hard to grasp that alumni I have never even met believed in me and wanted to help me achieve my dreams. It gave me a new sense of pride knowing that the scholarship was also based on my achievements."

**TO DONATE NOW**

go to  
[www.ucdfoundation.ie](http://www.ucdfoundation.ie)  
and click  
**Donate**  
or return the  
enclosed form

**UCD graduates have a long tradition of supporting scholarships. During this year alone, UCD alumni have donated enough money to give 76 students like Alan life-changing scholarships. It is an amazing achievement, but there is still more to do before the new term starts in September.**

There are many more students like Alan, dedicated, talented young people who deserve the chance to enjoy all the advantages that come with a university education. Last year UCD alumni funded 102 scholarships for students who otherwise may not have had the chance to come to UCD, yet we still had to turn away more than 60% of eligible students simply because we did not have enough funding. That's why I am sending you this letter – we urgently need to raise €150,000 to provide funds for 24 more scholarships before September to at least maintain our scholarship recipient numbers.

**Will you become a UCD Champion and make a monthly gift of €25, or if you prefer a once-off tax efficient gift of €250? Gifts of all sizes are greatly appreciated and lend much-needed support to a student who is entering a new and challenging world for the first time.**

Each Scholarship has a value of €1,500 per year. Broken down, it's a modest amount but gives these students the helping hand they need. A monthly gift of €25 could help a scholarship student buy their essential textbooks for the year. It could help pay their travel costs and reduce the number of part time jobs that some students have to take on, allowing them to focus more on their studies. They will be able to concentrate on their degree without worrying about money and bills.

Your contribution will also do something much more – it will give a scholarship student a chance to fulfil their potential and become part of the UCD community, just like you are. As a student, you had the opportunity to get involved in all that UCD had to offer – shaping the student experience and contributing to the UCD of today. By joining our community of UCD Champions, you will pass that same opportunity onto someone who greatly needs it.

Many of us expected that we would go to university. Our families and friends may have assumed that we would too. However, for the majority of our scholarship students, this is not the case. **Often, they are the first in their family to go to university.**