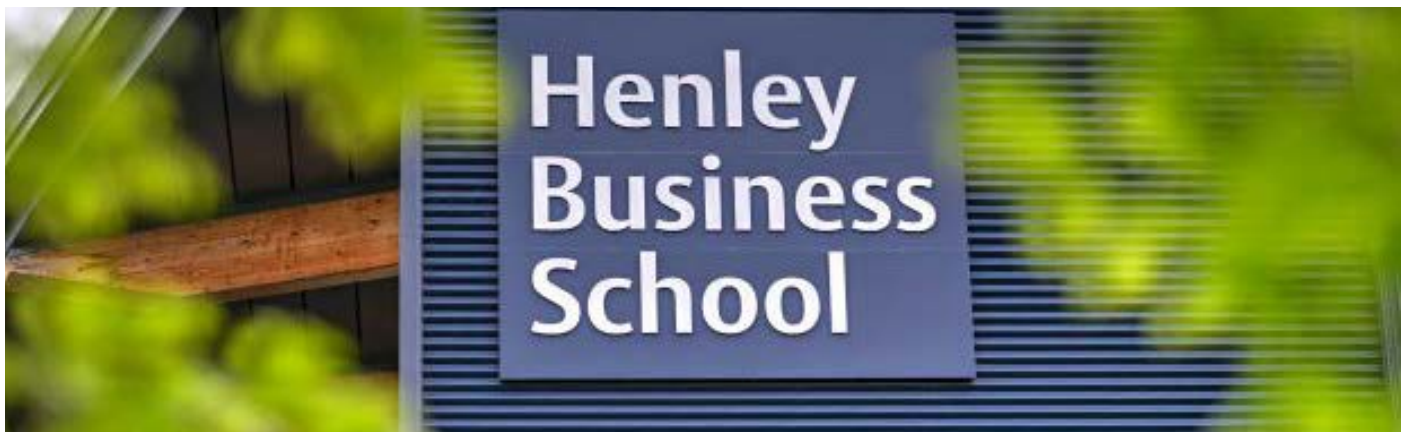


Reading Real Estate Foundation Fundraising Pack



Henley
Business School
UNIVERSITY OF READING

RREF 
Reading Real Estate
Foundation



Welcome to the Reading Real Estate Foundation Fundraising Community.

Thank you for choosing to support Reading Real Estate Foundation (RREF). Established in the early 2000s, RREF is an educational charity dedicated to advancing real estate and planning education at Henley Business School, the University of Reading - one of the world's leading centres for real estate study.

For over two decades, the Foundation has played a vital role in shaping the future of the real estate profession. By funding scholarships, supporting academic research, and enhancing student opportunities, RREF helps ensure that the next generation of industry leaders is diverse, talented, and equipped to respond to a rapidly changing built environment.

In the following pages, you'll discover a range of ways to get involved - whether that's organising an event with colleagues, taking on a personal challenge, or supporting us through your networks. However you choose to contribute, you'll be joining a community of supporters who are passionate about education, opportunity, and impact. We're delighted to welcome you!

Why we need you - Every pound you raise has a direct and lasting impact. Your support helps us provide life-changing financial assistance to students who might otherwise be unable to pursue a degree in real estate or planning. It also enables groundbreaking research that informs industry practice, policy, and innovation.

At a time when the real estate sector is facing complex global challenges, from sustainability and urbanisation to affordability and technological change, your contribution ensures that the brightest minds, regardless of their financial means and background, can access a world-class education and go on to shape the future of our cities and communities.

Giving you a helping hand - Fundraising should be rewarding, enjoyable, and achievable, and we're here to support you every step of the way. As part of our fundraising community, you'll have access to guidance on planning events, ideas to maximise your impact, and resources to help bring your fundraising to life.

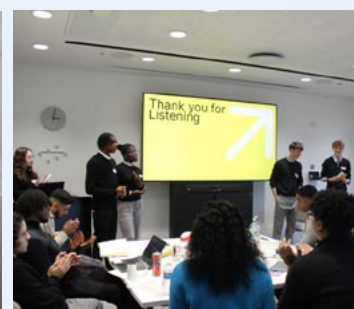
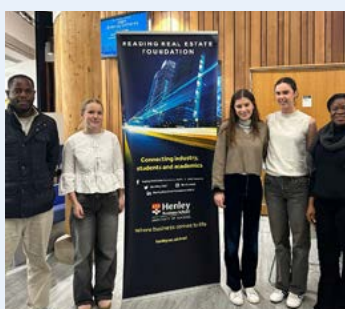
Whether you're hosting a formal event, organising a team activity, or embarking on a personal challenge, we are here to help! For information, advice, or even just a bit of encouragement, please don't hesitate to get in touch. Call us on 0118 378 4096 or email RREF-development@henley.ac.uk. Thank you.

Tish Gauci, Senior Development manager



So what's inside this pack?

- Fundraising stories & ideas
- Powering up your fundraising
- Projects we fund
- Fundraising Story
- Keeping it safe and legal
- Paying your money
- Donation Form
- Sponsorship Form



Fundraising Ideas

Bake it up!

An oldie, but a goodie. Organise a cake sale or even host an interdepartmental bake off? Cake cutters at noon anyone?



Sponsored Activity?

Get sponsored for a run, walk, or any competitive activity, or arrange an Iron-man style challenge in the office and charge a fee!

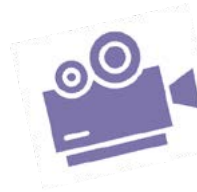


Quizmaster or taskmaster?

However you like your quizzes - fun, friendly or hard, set up a games night of your favourites and raise some pennies!

Film night!

Host a cinematic extravaganza in your garden or living room if it's chilly. Run a vote for the film, throw in some blankets and comfy seats and just charge a fee for refreshments and nibbles.



May the best Chef win?!

Release your inner Ramsay or Nigella and raise some cash whilst getting together 'Come Dine with Me' style with your family and friends, charge an entrance fee to participate and voila! Why not take it to the next level and film the comments...

Cocktail hour anyone?

Brush up on some cocktail skills and get challenged by your friends, family or colleagues to make the correct drink. How many will get right?



Past fundraising success stories:

- Oxford Properties held a dodgeball tournament, raising £2,700
- Jim Remfry ran the London Marathon, raising funds for the John Miles Memorial Scholarship fund
- Eastdil Secured held a Christmas auction, raising £4,602 for our Pathways Programme
- Clifton Agency tackled The Three Peaks for our John Miles Memorial Scholarship Fund
- Felix Fiennes ran an Arctic Marathon to raise funds for our George Fiennes Bursary
- The Student Living Sailing Regatta organize an annual sail race of which part of the funds raised go to Pathway to Property.

Boost your Fundraising

Here are some hints and tips to help you take your fundraising even further!

Need some basics?

If you need some help with resources such as branded material or posters, please don't hesitate to get in touch with us and we will be happy to help.

Spread the word

Promoting your events will help you shout about your efforts and ultimately raise more money for RREF. Talk to friends, family, use department notices and talk to local news.

Share your story!

Share your fundraising efforts on Facebook, X, Instagram, and LinkedIn! Don't forget to share/tag RREF, we're on all major social platforms.

Making giving a doddle!

Make it easy for your supporters to give, why not set up a fund where all donations can be collected and then shared with us - this can be on platforms such as JustGiving.

Would your employer match fund your donation?

It is always worth checking as many companies will match £ for £ an employee's gift, or a set percentage.



What we fund - Pathways to Property – Opening up Real Estate

Launched in 2012, the Pathways to Property project aims to widen access to the real estate profession by raising awareness of and aspirations about the vast range of careers available within the sector. Led by RREF, the project was established as a response to the recognised lack of diversity in the industry.

Through a successful outreach programme, the project exposes students from less advantaged and non-traditional backgrounds to opportunities within the property industry. Since our project outreach began, we have;

1,577 students

Since 2012 have attended our Summer School and Insight Days

595

Placements
organised

262

Have gone on to
study or work in
property

143

Attended our Summer
School 2025

£400k

Has been disbursed as
Pathways Bursaries

Pathways runs an annual Summer School for 150 students to come to our Whiteknights campus for 4 days to experience university life, learn more about the sector, meet people from the industry, visit development sites and work together in groups. All participants are also offered the opportunity to undertake a one week work placement.





What we fund - Bursaries & Hardship Grants

RREF is committed to supporting students financially – from providing bursaries that help them attend university to offering up to £1,000 Hardship Grants for those facing unexpected financial difficulties. Without this support, many students would be unable to begin or complete their studies, with their future prospects significantly affected by their circumstances.

“The support I have received through this bursary has alleviated so much financial stress, allowing me to fully immerse myself into university life as well as focus on achieving my goals of securing a graduate scheme this year.

Paige, Derwent London LLP Bursary Recipient

“This assistance has made a significant difference for me, alleviating some of the financial stress I have been facing and allowing me to focus on my studies without constant worry. Your kindness and the generosity of those who contribute to this fund have not gone unnoticed. It is truly uplifting to know that there are people who care and are willing to support students like myself during difficult times. This grant has provided me with not just financial relief but also a renewed sense of motivation and encouragement. Thank you.

MSc Hardship Grant recipient



What we fund - Supporting Student Mental Health

Mental Health is Important.

Since 2019, RREF has funded the Student Wellbeing Programme, offering tailored support to current REP students. The programme focuses on helping students manage academic pressure, maintain personal wellbeing, and develop practical strategies to succeed throughout their studies.

Led by Dr Alicia Peña Bizama, a Chartered Counselling Psychologist and Occupational Psychologist, the programme provides one-to-one tutorials, delivered both in person and online, to help students reach their full potential.

Following a successful pilot, the programme has continued to evolve. In the 2024/25 academic year, it placed particular emphasis on the transition into studies. Engagement remained strong across both undergraduate and postgraduate students, including home and international cohorts. Students consistently described the support as a valuable and supportive resource during their time at university.

“I am incredibly grateful for the support provided by the school’s well-being counselling program, which significantly improved my mental health and enabled the successful completion of my studies

MSc Real Estate Student

Inspirational Fundraising

We hear from Felix Fiennes, who completed an incredible fundraising challenge for The George Fiennes Memorial Bursary, awarded each year to one or more students studying Real Estate & Planning at Henley Business School. Read on to find out more about his Arctic Marathon, fundraising experience and why he chose to raise funds for RREF.

Running my first marathon was always going to be memorable, but choosing the Polar Marathon in Kangerlussuaq, Greenland, just north of the Arctic Circle, added complexity to the challenge. After months of training across the South Downs, covering hundreds of miles, my running companion Rob and I arrived ready for the distance. What we couldn't train for, however, was the Arctic itself.

At the start line the temperature was around -15°C , the sun just rising over the horizon as we fixed crampons to our shoes. The route began across moraine and onto the ice cap, weaving over snow and sheets of ice while avoiding crevasses. The landscape felt otherworldly, and the first kilometres demanded intense focus as we ran across hard, uneven ice.

The course remained relentlessly hilly and icy. Along the way we shared encouragement with fellow runners, caught glimpses of reindeer, and were sustained by the warm drinks and smiles of volunteers at checkpoints. By the later stages the cold began to creep into tired muscles and a fall hitting my head on the ice, ensured that the final kilometres became a real test of endurance. Crossing the finish line, though, made every step worthwhile.

My motivation for fundraising was deeply personal. When my father died, a group of his close friends established a bursary in his name. He worked incredibly hard to give my siblings and me an education and my own career has benefited enormously from that opportunity. Supporting RREF felt like a meaningful way to give something back and gave me huge motivation on the day!

I strongly believe education is the long-term solution to many of the world's challenges and that vocational courses remain relevant and worthwhile, even with the advent of AI. However with rising university costs and growing graduate debt, finding and learning a vocation can be a difficult thing for young people to do. Supporting educational charities helps ensure that talented young people can still pursue their ambitions. This, in turn, is great for our industry and ensures that motivated and intelligent people are coming through.

Fundraising with RREF made that goal easy to pursue. The team supported the effort through letters, social media and a simple donation process, making it straightforward for supporters to contribute.

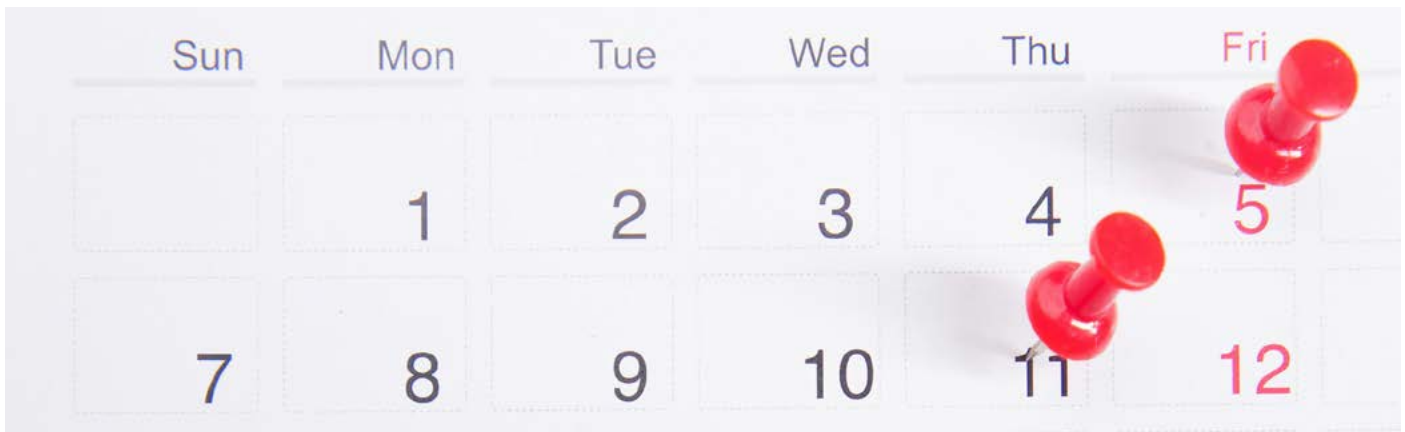


Gift Aid

Please do encourage Gift Aid on donations. For every £1 donated, Gift Aid boosts the donation by 25 pence.

Example - £3,000 with Gift Aid increases the donation to £3,750.

[Find out more here.](#)



Your year ahead

Try and plan ahead to help you stay organised throughout the year – whether you're planning a jumble sale in January or a disco in December.

To get you started, here are some questions you might want to think about:

Where will it happen?

Will the event take place in the office, a public space, a village hall? Do consider if you'll need any type of Public Liability insurance.

Who is going to come?

Is it work colleagues? Friends? Family? Or the general public?

What do you need?

Do you need materials - banners, tables, paper or pens? A cash float?

How will you raise money?

Will this be via word of mouth, social media (personal or work) or in person? Explore all avenues to reach your target.

And remember, you can always email at RREF-development@henley.ac.uk

Keeping it safe & legal

Fundraising is about raising money and having fun, but it is also subject to laws and legislation. We hope the following information about keeping it safe and legal is of help.

Collections

Collections are a great way to raise money, especially in a busy area. However, if you're planning a collection that takes place in a publicly owned place then this is governed by strict legal requirements and must be licensed by your Local Authority (Northern Ireland has slightly different regulations). Before you approach your Local Authority for a license, please advise us of your plans and await approval. Licenses are not required on privately owned land – just ensure you have the permission of the owner or business.

Raffles and lotteries

Raffles, lotteries, and prize draws are all governed by legislation so be aware that lottery laws cover any events which are purely down to luck or chance, such as duck or balloon races even.

Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, RREF's own policy won't cover you.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display, and cooking. No one likes a poorly tummy, especially as a reward for raising money for charity.

Data protection

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission. Key principles to consider regarding data are that it is:

- used fairly, lawfully: and transparently
 - used for specified, explicit purposes
 - used in a way that is adequate, relevant, and limited to only what is necessary
 - accurate and, where necessary, kept up to date
 - kept for no longer than is necessary
 - handled in a way that ensures appropriate security, including protection against unlawful or unauthorised processing, access, loss, destruction, or damage
- For further details of on Data Protection and the law please refer to the government site here: <https://www.gov.uk/data-protection>

Need some more advice?

If you have any further questions or want some more help please feel free to email us - RREF-development@henley.ac.uk, and we'll be happy to help guide you in the right direction



Paying in the money

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to the Reading Real Estate Foundation.

Hop online

You can pay your donations in to us directly to us through our [RREF donation page](#) or you can make a bank transfer or BACS payment. Just contact us on RREF-development@henley.ac.uk if you need any help or further information.

Head to the bank

If you'd like to make a donation in person, you can pay in cash and cheques at any Lloyds bank with the details below:

Bank: Lloyds Bank PLC
Account Name: Reading Real Estate Foundation
Account Number: 00758705
Sort code: 30-40-65

BIC/SWIFT: LOYDGB21F43
IBAN: GB81 LOYD 30406500 7587 05

Get in touch

If you have any questions or would like some more help please feel free to email us - RREF-development@henley.ac.uk, and we'll be happy to help guide you.

Pop to the post box

Cheques should be made payable to Reading Real Estate Foundation and sent to the following address: RREF, Henley Business School, Room 101, Whiteknights, University of Reading, Reading, RG6 6UD. Please make sure you include the donation form included in the pack and don't forget to tell us about your amazing fundraising efforts.

Donation form

Personal Details (please complete)		I would like my gift to be directed towards	
First Name		Greatest Need ☐	Widening Participation ☐
Last Name		Student Support ☐	Research ☐
Address		Teaching & Learning ☐	Pathways to Property ☐
Postcode		Other Existing Fund	
Email			
Telephone			
Regular Giving by Direct Debit			
I would like to make donation by Direct Debit of £ _____ Monthly / Quarterly / Yearly (delete as appropriate)			
until further notice, starting on 05 / ____ / ____ OR 15 / ____ / ____ (delete as appropriate).			
Service User Number	69 12 13	Charities Aid Foundation (CAF), Kings Hill, West Malling, Kent, ME19, 4TA	
Account Holder Name _____		Instruction to your bank or building society:	
Bank/Building Society Account Number	Branch Sort Code	Please pay CAF re Reading Real Estate Foundation Direct Debits from the account detailed in this instruction subject to the safeguards assured by the Direct Debit Guarantee. I understand that this instruction may remain within CAF re Reading Real Estate Foundation and if so, details will be passed electronically to my bank/building society.	
		Signature: _____	
Please Provide the Name and Address of your Bank/Building Society		Date: _____	
To: The Manager, Bank/Building Society _____		Payment will appear on your statement as 'Charity Donation' as we are using (CAF) to process your Direct Debit on our behalf. Banks and Building Societies may not accept Direct Debit Instructions for some types of account.	
Address _____		Do Not Return This Form To Your Bank.	
Postcode _____			
Single Gift			
I would like to single donation to the Reading Real Estate Foundation of £ _____		Scan the QR code to donate 	
If you would like to make your donation by debit or credit card, you can do this at www.henley.ac.uk/rref			
I have enclosed a cheque made payable to Reading Real Estate Foundation ☐			
Gift Aid Declaration			
Boost your donation by 25p for every £1 you donate – just tick the box below			
☐ Yes , I am a UK taxpayer, and I want to Gift Aid this donation and any donations I make in the future or have made in the past 4 years to Reading Real Estate Foundation. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.			
☐ No , I'm not a UK taxpayer, or I do not wish for the charity to claim Gift Aid on my behalf. I understand this declaration will apply to this gift and all future gifts until I notify the charity of a change.			
Please notify us if you: wish to cancel this declaration/change your name or home address/no longer pay sufficient tax on your income and /or capital gains.			
Signature: _____		Date: _____ 	
Returning the Form		Thank you for Donating to RREF!	
Please return this completed form to:		If you have not provided your email preferences previously and would like the Reading Real Estate Foundation to keep in touch with you by email about news, events, fundraising, and ways you can stay involved, please let us know. You can withdraw your consent at any time by contacting us at: alumni-data@reading.ac.uk	
Reading Real Estate Foundation, Henley Business School, Whiteknights, University of Reading, Reading, RG6 6UD, UK		☐ Yes, I would like to opt-in to future email communications.	
		To learn how we collect and use your information, please read our supporters privacy policy here: https://www.reading.ac.uk/alumni/privacy-notice	
I wish my gift to remain anonymous ☐		I would like information about leaving a legacy gift to RREF ☐	
Direct Debit Guarantee - This guarantee should be detached and retained by the payer			
• The Guarantee is offered by all banks and building societies that accept instructions to pay Direct Debits		• If an error is made in the payment of your Direct Debit, by the organisation or your bank or building society, you are entitled to a full and immediate refund of the amount paid from your bank or building society	
• If there are any changes to the amount, date or frequency of your Direct Debit the organisation will notify you (normally 10 working days) in advance of your account being debited or as otherwise agreed.		- If you receive a refund you are not entitled to, you must pay it back when the organisation asks you to	
• If you request the organisation to collect a payment, confirmation of the amount and date will be given to you at the time of the request		• You can cancel a Direct Debit at any time by simply contacting your bank or building society. Written confirmation may be required. Please also notify the organisation.	

Sponsorship form

Personal Details (please complete)

Full name:

Address:

Email:

Phone:

Event name:

Boost your gift!

Do you pay UK tax? Help us by boosting your donation by 25p for ever £1 you donate with Gift Aid.

giftaid it

If I have ticked the box headed 'Gift Aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Reading Real Estate Foundation to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations, it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Title	Initials	Surname	House Name/ Number	Postcode	Date Paid	Donation Amount	Gift Aid (please tick)



Thank you

Thank you for choosing to fundraise for Reading Real Estate Foundation. Your support helps raise vital funds to enable the next generation of real estate professionals to succeed.

We are incredibly grateful. Your contribution makes a meaningful difference to students overcoming financial barriers to study.

We would love to celebrate your efforts, so please do share your fundraising activities and achievements with us. With your permission, we may highlight your success across our social channels and in our impact reports.

We also hope to stay in touch and thank you in person at one of our recognition events. Please keep your details up to date so we can remain connected. Thank you for your support.

For more information, please contact:

Reading Real Estate Foundation

Henley Business School

University of Reading

Whiteknights

Reading, RG6 6UD

rref-development@henley.ac.uk

Charity number 1092627

