



# Birmingham In Action: The University of Birmingham's new fundraising and volunteering campaign. Together we can transform lives for our generation and the next.

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## Birmingham In Action

Birmingham In Action, the University of Birmingham's fundraising and volunteering campaign, is addressing five key global challenges. We aim to transform lives for our generation and the next through raising £400 million and securing one million hours of volunteering by 2025 from our students, alumni, staff and charitable funders.

As the UK's first civic University we recognise the positive impact of volunteering on our local communities. All stakeholders can get involved, including staff receiving a day's volunteering leave each year. Opportunities include mentoring, internships, assisting in vital research or by supporting local communities in ways that matter to them.



Fig.1: Birmingham in Action links to the UN SDG's

## Transforming Lives

This campaign will transform lives, through programmes led by research and professional services - all supported by philanthropy.

### Birmingham In Our Environment

**Key stat:** Forests absorb one-third of the CO<sub>2</sub> emitted by human activities. 12 million tonnes of plastics end up in our oceans each year.

**UoB USP:** Our researchers investigate the response of our native woodland and global water and food chains, to the impacts of human activities, including the increasing levels of atmospheric carbon and the proliferation of plastics in rivers and oceans.

### Bright Minds In Birmingham

**Key stat:** One in four home undergraduate students at the University of Birmingham are the first in their family to go to university.

**UoB USP:** Thanks to the generous support of donors and volunteers, young people with potential can access and make the most of education, regardless of their start in life, through internships, mentoring, scholarships and more.

### Birmingham In Cancer Wards

**Key stat:** One in two people in the UK are affected by cancer in their lifetimes.

**UoB USP:** We will create kinder treatments for cancer patients, support early detection and create personalised treatment plans, backed by the largest cancer clinical trials unit in Europe.

### Birmingham In Mind

**Key stat:** 75% of all mental health problems are established by the age of 24.

**UoB USP:** We will better understand the causes of anxiety and depression in early life, led by one of only three Chairs in Psychiatry and Youth Mental Health worldwide. Critically, we are working with people up to age 25 - involving them directly in research.

### Birmingham In Solidarity

**Key stat:** One person is forcibly displaced every two seconds by conflict.

**UoB USP:** We will support the unique Institute for Research into Superdiversity (IRIS) working with UK community groups, supporting refugee families, in need of healthcare, education and homes.

As (Fig.1.) shows, the campaign's programme areas, and the projects within each, align closely with at least one of the United Nations Sustainable Development Goals.

## Conclusion

Birmingham In Action embodies the ambition of a global university, tackling the world's most pressing challenges. It recognises that some actions must be taken now, changing practice and leading by example but that there are some concerns for which we must take a longer term research-led approach if we are truly to become a force for change.

This is a campaign that works in partnership with staff, students, alumni and charitable funders to transform lives for our generation and the next.

## Delivered sustainably

Alongside the research and ethos of the campaign, sustainability principles have been paramount throughout the delivery and launch of Birmingham In Action.

By way of example, in launching Birmingham In Action, the team have:

- Exclusively used recycled paper for all campaign collateral.
- Avoided disposable give-aways at all events.
- Actively chosen to have minimal site dressing and hoardings at events. Those that were used were recyclable or reusable.
- Used sustainable bamboo and fibre where possible, for example in the delivery of branded lanyards and food flags.
- Have sponsored the University-wide sale of reusable rice husk cups at catering outlets.



## Contact

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