

Dear World...

Yours, Cambridge

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Snapshot of brand and campaign milestones, 2015-2022

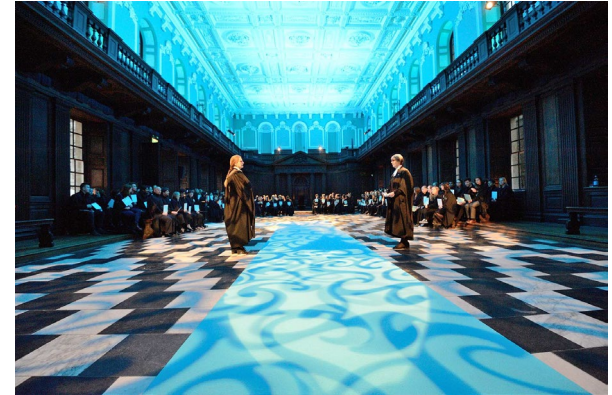
“Dear World...Yours, Cambridge” brand development

- Johnson Banks was appointed our creative agency in March 2015
- They developed the campaign brand, visual identity and creative assets for launch in October 2015
- Branding was deployed creatively and effectively at campaign launch (CASE bronze winner 2016) across communications, and at subsequent events throughout the campaign.

Campaign launch, October 2015



Campaign launch, October 2015

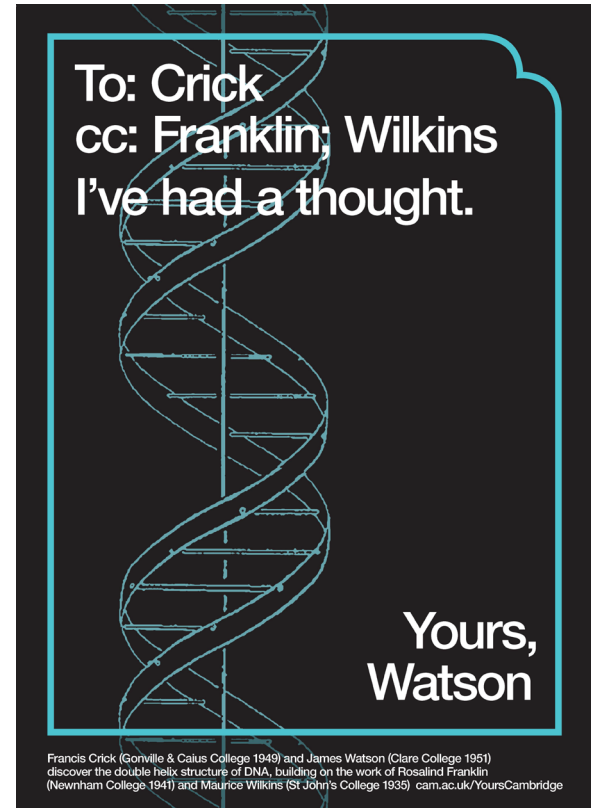


Clockwise from top left:
lamppost banner outside
King's College Chapel;
Chapel ceiling with light
display; Senate House
interior; student hosts
welcome guests; The
Conversation
symposium



Campaign posters

- These assets drew on a long tradition of posters advertising academic and cultural events around Cambridge
- They wittily and creatively referenced famous alumni iconic moments in Cambridge's history, such as the discovery of DNA and the development of IVF, as well as forward-looking research such as exoplanet discovery and new cancer treatments.



Posters on display



Notable press coverage

The Guardian:

Cambridge to launch £2bn funds drive to compete with Ivy League rivals

Fundraising effort at UK's wealthiest university prompts concern from experts over 'ever-widening gap' between Oxbridge and rest of sector



☑ A student pushes a bicycle at Cambridge which, with £5.9bn at its disposal, already has the largest endowment of any university outside the US. Photograph: Bloomberg via Getty Images

Already the wealthiest university in the UK, Cambridge is to launch a £2bn fundraising drive this week to enable it to compete with wealthy US Ivy League rivals such as Yale and Harvard.

With £5.9bn at its disposal, Cambridge has the largest endowment of any university outside the US - Oxford trails behind on £4.4bn - but both are dwarfed by the vast wealth of their American rivals.

<https://www.theguardian.com/education/2015/oct/15/cambridge-university-launch-fundraising-drive-compete-ivy-league>

Times Higher Education:

Cambridge to launch £2 billion fundraising campaign

Philanthropy allows innovation 'free from constraints of political and economic change', says v-c

October 15, 2015

John Morgan

Twitter: @johncmorgan3

The University of Cambridge is to launch a new £2 billion fundraising campaign this weekend and is already more than £525 million towards the target.

The university says that the campaign will focus on its "impact on the world" and address major global problems in collaboration with philanthropists.

Investment has already been secured for a programme of research into the causes of Alzheimer's and Parkinson's disease led by Chris Dobson, master of St John's College and John Humphrey Plummer professor of chemical and structural biology. And inventor James Dyson has pledged money to the campaign to support the next generation of engineers.

Other recent gifts to the university have included one from Bill and Weslie Janeway, who gave a £16.2 million donation to establish a professorship of financial economics.

Overall, 5,000 donors have already given to the new campaign. The university said that many are Cambridge alumni, "motivated to give back to their college in recognition of the education they received as students".



<https://www.timeshighereducation.com/news/cambridge-launch-ps2-billion-fundraising-campaign>

Dear World...

Yours, Cambridge

Following global campaign rollout across New York, San Francisco, Hong Kong, Singapore, and India in 2016, a signature event was held in London in May 2017.

This mid-campaign event targeted our largest market, aiming to maintain campaign momentum and inspire donors. It brought together outstanding speakers and visual content in a stunning venue, London's Banqueting House.

Mid-campaign event, London 2017



Mid-campaign event, London 2017



Clockwise from top left: alumnus Stephen Fry; Cambridge's Nobel Laureates; PhD student speaker and Rwandan genocide survivor Alice Musabende; guests see a slice of Cambridge life on surrounding screens

Campaign surpasses £1 billion, 2017

Cambridge fundraising campaign passes £1 billion milestone




Students at a graduation ceremony

The campaign for the University and Colleges has reached the £1 billion mark, enabling Cambridge to respond to the new and complex challenges facing the world.

The Dear World... Yours, Cambridge campaign was publicly launched in 2015 to raise £2 billion. Thanks to the generosity of alumni and supporters, a total of £1.08bn has been raised to date to attract the brightest minds regardless of background or means, create the resources and environment for world-class research and ensure that Cambridge remains uniquely placed to address society's most pressing challenges, in the UK and the rest of the world.

Largest gift to the campaign, February 2019

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News

Cambridge University secures unprecedented £100 million gift to support students



Published

05 Feb 2019

Image

Credit: Claudia and David Harding

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Shares	17K	Like	6.6K

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Cambridge University has announced an unprecedented £100 million gift to help attract the most talented postgraduate and undergraduate students from the UK and around the world

The donation from the David and Claudia Harding Foundation is the biggest single gift made to a university in the UK by a British philanthropist.

The campaign returned to key markets of Hong Kong, San Francisco, New York and London in spring 2019

Messaging focused on student support and finding solutions to global challenges of health, the environment and public policy — three key areas where philanthropy has made an impact. Students played a major role as event speakers and film participants.

Campaign celebration events, 2019



Professor Bhaskar Vira speaking at the London event; event branding at the New York Public Library; student performers in London

Campaign celebration events, 2019



"All the Best" student support initiative video shown to guests at all events:

<https://youtu.be/fHnKZnO28Ak>;

Vice-Chancellor Stephen Toope highlighting women's rowing success at the Hong Kong event; alumnus Sir David Attenborough speaking at the London event

The Covid pandemic had a major impact on our ability to interact with supporters globally because the UK lockdowns prohibited travel for most of 2020-21.

With the Vice-Chancellor's announcement in September 2021 of his decision to step down in September 2022, the campaign would close at the end of the 21/22 FY.

Due to the death of Queen Elizabeth II in September 2022, the planned campaign close event was cancelled. Donor recognition and campaign impact were marked through communications and bespoke campaign posters.

Campaign impact communications

**Dear World,
Thank you for your generosity.**

Yours, Cambridge

For eight centuries our ideas have inspired the world, and for eight years our campaign has made a massive impact. We've raised £2.2 billion to explore human culture, expand human knowledge and enrich human lives. Thank you for your support so far. Our work is not yet done — watch this space.

[Learn more](#)

Thank you message to donors



As the *Dear World... Yours, Cambridge* fundraising campaign closes, having achieved its £2 billion fundraising target, we're celebrating the transformational impact on students, research and teaching. And we want to say...

Thank you for giving to Cambridge



Your generosity is helping to ensure that collegiate Cambridge tackles some of the biggest challenges of our time. From bursaries, scholarships and academic posts to new institutes, buildings and facilities, philanthropy is continuing to change lives and transform human understanding.

The scale of what the campaign has achieved is impressive: over 400 new posts, 71 new buildings, £356 million raised for student support, and research taking place on every continent. More than 2,300 joint gifts have been made that benefit both the Colleges and University. The video shows just a few of the ways your collective generosity is ensuring that Cambridge ideas and innovations can help to shape all our futures.



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