

Foundation Report

1. Expanding Fundraising Initiatives

The past twelve months have seen significant progress in the growth and diversification of fundraising and development activity through the Foundation Office.

Donations and Financial Overview

Between November 2024 and October 2025, the Foundation received total donations of over £10,500, reflecting continued support from across the Grovian community.

Online Giving and Regular Donations

The online giving page went live on the school website on 26 November 2024, providing a simple and accessible way for members of the Grovian community to contribute to the Foundation. Since its launch, two new regular monthly donors have signed up via the platform, and several single donations have also been received - marking an encouraging start for this new digital giving initiative.

Old Grovian Gift Shop

The Old Grovian Gift Shop launched on 26 February 2025, generating a total revenue of £4,164.99 to date. This figure includes pre-orders for the Old Grovian Rugby Jersey, a popular new addition to the merchandise range.

A new Old Grovian merchandise and archive display has been allocated a display cabinet in the school, located at the bottom of the Sports Hall corridor/McCarthy Theatre stairs. This dedicated space celebrates Grovian heritage while promoting engagement with the Foundation's work.

The Grove Business Directory

September 2025 saw the successful launch of The Grove Business Directory, with 12 founding members. The launch event took place on 18 September in the new Sixth Form Building, attended by the Headmaster, Foundation Trustees, staff and directory members.

Each business contributes an annual membership fee, which goes directly to the Foundation's Bursary Fund, offering a sustainable source of support. The next event for the directory, a Breakfast Network Meeting, is scheduled for March 2026, followed by a 2026 Summer evening networking event to continue to build professional connections within the Grovian business community.

Annual Giving and Legacy Programme

December 2025 will mark the launch of the Annual Giving Campaign, which will incorporate a Regular Giving Programme and the relaunch of the Fidelis Legacy Programme. Groundwork also continues to cultivate potential major donor gifts.

2. Strengthening Alumni Relations

Strengthening alumni relations remains a core focus for the Old Grovian Association (OGA) and Foundation. Engagement activity has continued to expand, both in-person and digitally, with a range of new and established initiatives.

Events and Reunions

Over the past year, the OGA has hosted a varied calendar of events, including:

- Annual Autumn Reunion at The Grove – *10 November 2024*
- London Reunion – *24 April 2025*
- OGA Golf Day – *Sunday 4 May 2025*
- OGA Family Fun Day – *Sunday 29 June 2025*
- New Termly Coffee Mornings at The Grove – *18 March, 10 June, and 9 October 2025*
- New Event for Recent Leavers: “Leavers 23, 24, 25” – *Thursday 28 August 2025*

The Family Fun Day was a particular highlight, attracting Old Grovians of all ages, 2025 leavers and their families, current and former staff, and current families from The Grove, Brontë House, and Ashdown. This event continues to grow in scale and remains a key engagement and fundraising event for the Foundation.

In addition to hosted events, the Development Office has welcomed 85 Old Grovians, including two former staff members, back to school for guided tours.

New Engagement Initiative: The Year 7 and Old Grovian Letter Exchange

A new intergenerational engagement project, The Year 7 and Old Grovian Letter Exchange, was launched in Summer 2025. The initiative invited Old Grovians to sign up to receive a personal letter from a Year 7 student. The response was overwhelming, with 120 Old Grovians registering to take part. The project successfully connected current pupils with alumni across generations, fostering a deeper sense of belonging and community within the wider Grove family. OG letters to be presented to the students early December 2025.

Communications and Publications

The last twelve months have seen a strong emphasis on improving and diversifying alumni communications:

- Xaipete, the annual Old Grovian newsletter, was published in February 2026, resulting in a £500 donation from a postal subscriber following the inclusion of a new Foundation Donation Form and prepaid envelope.
- ‘iNSIGHT’, the new termly alumni newsletter, launched in Spring 2025. The Summer 2025 edition, sponsored by an Old Grovian, enabled 150 printed copies to be distributed and generated two donations to the Foundation.

- Grovian Giving brochure - due for release December 2025. This brochure highlights the many ways Grovians, regardless of generation or gender, can give back and make a lasting impact.
- Social media expansion continues to build momentum:
 - Instagram account launched in February 2025
 - LinkedIn page affiliated with the Woodhouse Grove School profile, launched in January 2025
 - Facebook (4 Nov 2024 – 30 Oct 2025):
 - Content interactions: +474%
 - Page visits: +164%
 - Page follows: +474%
- Email communications via the Old Grovian database continue to perform strongly, with an average open rate of 51.2% and an average click rate of 6.2%.
- A 99% sign-up rate was achieved among 2024/25 Year 13 leavers to receive OGA news via email - a process now embedded as an annual tradition.

Grovian Voices Podcast

The Grovian Voices Podcast, launched in March 2025, has quickly become a standout initiative for digital engagement. With 2,861 downloads across 317 cities in 42 countries, the podcast has successfully connected the Grovian community worldwide.

- Season 1: 15 episodes, Season 2: 4 episodes live

Guests include Old Grovians, former and current staff and current students.

The podcast has fostered meaningful relationships across the community, with multiple messages of positive feedback received from alumni, former staff and a former Headmaster.

Sixth Form and Alumni Engagement

Collaboration between the Development Office and the Sixth Form team continues to strengthen. Old Grovians are regularly invited back to school as guest speakers and to share career profiles, which are displayed in the new Sixth Form Building and on the secure digital platform for students.

In November 2025, the OG Ambassadors initiative will launch, enabling Sixth Form students to assist with school tours, events and future engagement ideas.

Archives and Heritage

The school archives represent an untapped but highly valued resource. Over the past year, selected archive materials have been featured at OGA events including Coffee Mornings and Reunions - to excellent reception. Plans for archive engagement events in 2026 are currently in development.

3., 4., 5. Optimising Donor Stewardship, Strengthening Data and Reporting, Adapting to Financial Challenges

Optimising Donor Stewardship

Research is underway to recognise and honour donor contributions within the school through the creation of a Donor Wall recognition feature, celebrating the generosity and impact of those who support the Foundation.

Database and Systems Review

Following a thorough review of the alumni database provider, it was agreed to renew the three-year contract with Blackbaud, securing a favourable renewal price and ensuring continuity of data management and engagement systems.

Build Data & Reporting

The Development Office will continue to work closely with the Finance Team to monitor and report on income and Gift Aid, ensuring transparency and accuracy in financial reporting.

The Development Office continues to work astutely to optimise revenue streams and identify new opportunities for income generation, helping to mitigate the financial challenges faced by the school.

6. Priorities for 2025/26

Looking ahead, the Development Office will continue to build on the year's momentum, with key objectives including:

- Further strengthening alumni relations through targeted engagement and communication.
- The launch of the Annual Giving Campaign, including the Foundation's first Giving Day.
- Celebration of 100 years of the House System, incorporating recognition of donors and supporters.
- Publication of an Impact Report to share the tangible difference of philanthropic support.

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