

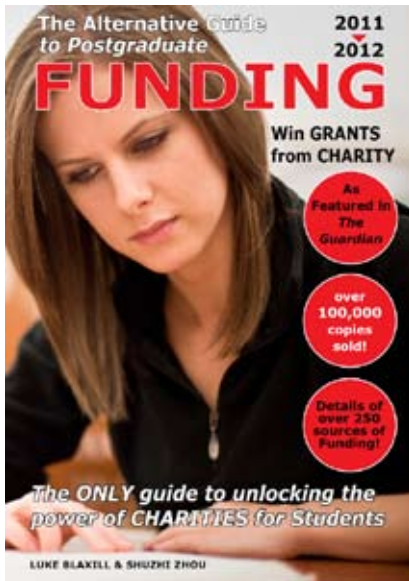


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- ▶ **Written by real students who have gained over £45,000 from over 50 charity awards!**
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What is the Alternative Guide and why invest in it?

Everyone knows that postgraduate funding is a challenge, and cuts across the HE sector are making things tougher. The demand has never been greater for an alternative source of postgraduate funding.

One major alternative is the **voluntary sector**. The UK's thousands of charities, foundations, and trusts represent a major and largely untapped funding resource. Only a small number of postgraduates even consider applying to charity.

The Alternative Guide to Postgraduate Funding – now in its third edition – is changing this. It is the first and only guide on postgraduate funding from charity. It offers comprehensive inside advice from real postgraduate students who raised over £45,000 from 50 charity awards in the last 4 years. The two previous editions of *The Alternative Guide* have sold well over 100,000 copies or licences.

If you would like to encourage more of your students to apply to charity, and vastly improve their chances of success, then consider joining the 55 universities who have already invested in making *The Alternative Guide* available for their students.

You can buy an electronic licence for all your students, or any number of hard copies or CDs. Workshops are also available. This flexibility of formats caters for any budget.

Charities and Trusts: An underrated, but vital funding resource

Last year, the voluntary sector gave out almost £5 Billion: increasing despite the recession. The reason this huge pool of money is so poorly utilised by students is because much of it consists of obscure 'old money' tied up in trust funds with often eccentric and unusual eligibility criteria. Only a minority are listed online and – until now - no advisory literature has even existed for students.

Charities are very different from public funding bodies. They make awards based largely on an applicant's need, and whether they are persuaded that his or her course can help realise life goals or ambitions. They also operate differently- trustees meet up to a dozen times a year, and so usually make decisions within a few weeks of a student submitting an application. Awards are usually £500-£1,000, but there is no limit to how many you can win. Our lead author won 40!

These major differences mean the approach and presentation of charity applications needs to be entirely different from 'conventional' funding applications. It is this specialist guidance that makes *The Alternative Guide* both unique and vital.

Do we really need it?

You might reasonably think the information and guidance we provide is probably duplicated elsewhere. **We say with confidence that it is not.** *The Alternative Guide* is the only publication of its type which currently exists. It is true that there are resources like Funderfinder and the various grants directories, but these help only with *finding* charities. They are not guides, and are not written for postgraduates. *The Alternative Guide* offers an integrated approach: taking a student through each stage: from identifying, to finding, to approaching, to making strong applications. It is packed with hard-won inside tips and strategies from real students who faced and overcame the challenges of unfunded postgraduate study by thinking outside the box.

It also contains a list of 250 of the best charities for postgraduate applicants, hand-picked by us. This list alone could easily be worth tens of thousands of pounds to your current and prospective postgraduate students. Your investment in our resource - at just pennies per head - will probably pay for itself in a matter of months.

Critical Reception of The Alternative Guide

We have sold over 100,000 copies over two years, and currently have 55 university subscribers. So far, every university which has invested has opted to renew their subscription. We believe this tells its own story.

The Guide was featured in *The Guardian* last August.* It's also been featured on *findaphd.com*, in *GradBritain*, and in all seven of Vitae's regional newsletters. *RDFunding* described the Guide as 'an excellent resource...this guide really does take students through the whole funding process and helps them become successful.'

The Alternative Guide also won the King's College London Graduate School Prize (£2,000) and the Lion's Den 2010 Business Competition development fund (£4,000).

Our feedback has been exemplary from university subscribers. We are delighted to **arrange references** so you can talk to them about its impact and implementation.

Pricing

The Alternative Guide is available in three forms - electronic PDF licence, CD, and hard copy - and thus can be adapted to fit any budget. The cost of the electronic licence is just a few pence per student. We also offer a number of great value package-deals.

* <http://www.guardian.co.uk/money/2010/aug/21/university-finances-trusts>

Ordering the Alternative Guide

The Alternative Guide comes in 3 versions: Electronic (PDF) Licence, CD, and Hard Copy.

1 Electronic (PDF) Licence

We can grant you a licence to distribute a PDF (watermarked to your university) to your students via the web and email. Students can browse, download, and print it at their leisure. This is the most comprehensive and accessible licence available.

There are two versions of the electronic (PDF) licence. The first is a **Complete Institutional Licence**, which simply licenses the Guide to anyone in the university- including staff and prospective students. This is by far the best value version, at just pennies per student. Please **email us** for an initial price quotation for your institution.

The quotation will be based on the number of postgraduates at your institution as quoted by the High Education Statistics Agency. All you need to do is email us!

The second version is a **Targeted Institutional Licence**. This is for institutions that want to distribute the Guide only to certain student groups- e.g. PGR students only, Humanities students only, etc. We will grant these licences at a price of 50p per student that it will cover, with a minimum price of £100. If you feel this makes it prohibitively expensive for a small group of students, please instead consider the CD version.



2 CD Version



CDs are popular for distribution at open days, in induction packs, or to give out to students. They also offer a budget solution for customers who want to invest in the Guide for a small number of students. Each CD is just **£1.50 each**, with a minimum order of 20. On larger orders of more than 200, further discounts may be available: please ask for details.

Each CD (as pictured) contains a PDF copy of the Alternative Guide, and is PC and Mac compatible. Each CD comes packed in its own transparent plastic wallet.

3 Hard Copies

It's always nice to have documents in hardcopy- it makes them browsable and easy to access. Sometimes customers like to order a handful of reference copies to go into a library or collection, and sometimes they are used as part of student induction, or as part of welcome packs for prospective students.

Because of the way printing works, the Guide becomes considerably cheaper when ordered in large numbers where a lithographic press can be used. Small orders will be done digitally. The prices are as follows:

- 1 Copy: £25**
- 3 Copies: £60**
- 5 Copies: £95**
- 10 Copies: £150**
- 20 Copies: £250**
- 100 Copies: £1,000**
- 200 Copies: £1,500**
- 300 Copies: £1,750**
- 500 Copies: £2,500**
- 1000 Copies: £4,000**



4 Workshops

Price: Please email for a quotation!

We facilitate intense 3-hour workshops titled 'Postgraduate Funding: Considering the Alternatives' to groups of up to 30 at your university. The workshop uses powerpoint presentations, discussions, and activities to take participants through each stage of the alternative funding process. Each participant also receives handouts and a CD copy of *The Alternative Guide* worth £1.50. 95% of our last 250 participants rated it as 'good' or 'excellent', and 70% as 'excellent'.



Please see the sheet in your evaluation pack for further details.

5 Package Deals

We also offer a number of great-value package deals. Note that these deals are not rigid. If you like a deal below, but would like to modify it, please get in touch!

Deal #1: Combination Package.

Price: Please email us!

A Complete Institutional Electronic (PDF) Licence, plus either 100 CD versions or 10 Hard Copies. Optionally, you could have 50 CD versions and 5 Hard Copies.

You save £75!

Price: Please email us!

Deal #2: Workshop Package.

A Complete Institutional Electronic (PDF) Licence, plus a Workshop.

You save £100!

Price: Please email us!

Deal #3: Deluxe Package.

A Complete Institutional Electronic (PDF) Licence, 10 Hard Copies, 100 CDs, and a Workshop. You can rebalance the numbers of CDs and Hard Copies if you wish (1 Hard Copy = 10 CDs).

You save £250!

Price: £99

Deal #4: Library Package.

Two Hard Copies and 50 CDs. A popular choice for Careers Libraries or Student Funding Centres. The Hard Copies can be used as reference, while the CDs can be given out to students. An outstanding budget option: normally this would cost £125:

You save £26 (more than 20%)!

Frequently Asked Questions

1. Are we required to keep the PDF Alternative Guide secure?

Yes. The Guide must be kept on a secure password protected server so the student has to input a password to download it when off campus. This is normally very straightforward, and is common practice with many documents universities hold. A technical authority at your institution will be able to implement this without difficulty. You can also distribute the PDF of the Guide as much as you like by email.

While we encourage the Guide to be promoted widely at your university to make students aware of it, this password protection is essential to prevent piracy.

2. Our Prospective Students will be interested in this guide. Can we distribute it to them?

We are happy for the Guide to be made available to prospective students who have at least applied **free of charge** if you have purchased an electronic licence. Distribution to prospective students is probably easiest by either emailing them the PDF directly, or by issuing them a generic password.

3. Are there discounts for renewals in subsequent years?

Yes. We apply a 15% discount to renewals in subsequent years.

4. We would like to show the Alternative Guide to some of our students to get their opinions before we buy. Would this be OK?

We are very keen for universities evaluating the Guide to show it to their students to see what they think. We grant you permission to email the PDF on the CD in your pack to up to 10 students for review.

5. Can you supply references from other universities?

Yes! We can give you a selection of emails and phone numbers and you can get in touch with them.

6. This Guide looks more useful to Research Students doing PhDs than for Masters or PGCEs, which are too short for students to think about raising money during their course.

Although the Guide is tremendously useful to research students, charities are in fact ideally suited to gaining funding for short courses of a year or so, mainly because so many turn round applications within a couple of months, and are often open throughout the whole year.

7. Surely the Guide will cease to be useful when students begin their course- especially with Masters Students. Funding will already have been decided by then.

One of the main differences between conventional scholarships and charities is that the latter make awards throughout the whole year – often monthly. It is actually easier to gain funding when your course has started than in advance of it. Our lead author gained 40 awards after he had begun his course.

8. We'd prefer not to invest. Should we return the samples to you?

Yes please: the return address is GradFunding, Floor 3, 132 Southwark Street, London, SE1 0SW. We will refund postage if desired. Any feedback you had would be very much appreciated.

Universities subscribing to The Alternative Guide

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University of Sheffield

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