

Celebrating sixty years of London Business School and looking to the future together.

Our £200m fundraising campaign, Forever Forward, will create profound impact in The Second Sixty and beyond. Here's how you can help us tell the Forever Forward story.

As a Club Leader, you're a very important part of our community.

The conversations you have with alumni have a huge influence. You make them feel welcome when they have just graduated. You share with them the opportunities for life-long learning and encourage them to network with their peers, for everyone to benefit. You represent London Business School. Our Forever Forward fundraising campaign is a key part of our future and crucial to maintaining our reputation. We need all alumni to support the Campaign and be our advocates. How you talk about it really matters.

To date, 1,351 people have donated towards the Campaign. Of those, 87% were alumni, and numerous other friends of the School have been inspired to give by the enthusiasm of our global community. Our alumni are essential to our success!

Please, tell the Campaign story and continue to make every School interaction excellent.

What's the story?

London Business School has blossomed into a global talent magnet. Although we have evolved over the years our commitment to our purpose and prestige remains constant, fostering excellence and originality as part of something much bigger – the ability to have a profound impact on the world.

Forever Forward will ensure that together we can keep impacting business and the world for years to come. We aim to raise £200 million over the course of the Campaign to ensure we're always leading the way. This ensures that LBS continues to compete amongst the best business schools globally and remains a lifelong partner to you and your fellow alumni.

We want to ensure the entire LBS community – students, alumni, faculty, staff, partners and friends – are on this journey with us.

How is this Campaign different to the previous one?

Our last Campaign was focused on raising money for a new building: the Sammy Ofer Centre. This time we have four priorities with the following targets: Scholarships (£60m), Research (£50m), Learning Environment (£50m) and Innovation (£40m).

Scholarships

Attracting the best and brightest preserves our reputation as a top business school. We aim to create 51% female representation and 13% Black and mixed Black heritage representation across our student body. We will also increase representation and inclusion of those from lower socio-economic backgrounds. Currently, we are only able to provide financial help to up to 25% of our students, compared to our peers who typically offer some form of financial help to more than 60% of an average class.

Research

The beating heart of London Business School; we must invest in and amplify relevant, rigorous research to attract the best faculty and increase our real-world impact. Our targets are to increase faculty chairs from seven to 17 and fund more ground-breaking research, like Professor Helene Rey's research about the global financial cycle, which has changed the ways that central banks around the world operate and the policies they develop.

Learning Environment

Our physical spaces play a key role in attracting the best students, faculty, alumni and business leaders. We will invest in spaces like our recently acquired North Building in Regent's Park – as world-class as the teaching within them. Redeveloping the Plowden Building, which stands prominently at the heart of LBS's Sussex Place campus, will create a vibrant and welcoming space, accessible 24 hours a day and central to the success of our students. This important hub will promote collaboration, development and wellbeing – shaping resilient and brilliant future business leaders.

These will meet the demands of changing educational landscapes and technologies, and help foster greater relationships with our students, staff, alumni and business leaders to make multi-functional spaces for learning and events.

Innovation

LBS has a long history of innovation. Right now, this side of our work is more important than ever. We must be able to spot the opportunities and harness change. Business education and the needs of students continue to change and evolve. We must do the same if we are to maintain our competitive advantage in attracting top talent among students and faculty. We must transform our digital and physical infrastructure and create more seamless, tailored and flexible learning experiences.

Our Campaign Leadership Board

The Campaign Leadership Board brings together alumni and friends of London Business School who have made philanthropic commitments to our Campaign at transformative levels and is a sub-committee of our Governing Body. It guides and drives our Campaign, representing the breadth of the School community and acting as an important and influential advocate for our ambitions. The support of our Campaign Leadership Board directly fuels the future of London Business School and its members lead the way in inspiring giving at all levels. You can also develop your own story around why the Campaign matters to you and the School.

How can you help?

We must create a buzz around the Campaign and actively bring it into discussions when appropriate. In your conversations, please mention the statistical progress that we have made on the target. At the time of writing the total amount raised is £81.18m, with the breakdown per pillar as follows: Scholarships: £37.56m, Research: £12.56m, Learning Environment: £0.18m, Innovation: £30.38m, Gift Aid: £0.50m.

Please share the stories and videos of our alumni and their motivation for supporting Forever Forward. You can help to amplify our message on social media by sharing posts and using the hashtag #lbsforeverforward, making sure everyone in our community is updated on the Campaign and has the opportunity to support it. You can find these stories and videos, up-to-date statistics and further resources on our microsite: foreverforward.london.edu

Do contact Rachel Park, Senior Campaign Manager, at rpark@london.edu, if you have any questions or suggestions.