



**DARE TO DO  
DIFFERENT**



# Now more than ever, we dare to do different. Will you join us?

Contact us to find out more about  
the people and the projects you  
are helping to fund at UEA.

✦ 01603 453704

✦ [giving@uea.ac.uk](mailto:giving@uea.ac.uk)

✦ [uea.ac.uk/dare-to-do-different](http://uea.ac.uk/dare-to-do-different)

✦ **Development, Alumni  
and Campaigns Office**  
University of East Anglia  
Norwich Research Park  
Norwich NR4 7TJ

UEA is an exempt charity:  
HMRC reference number XN423.





**TOGETHER  
WE CAN CHANGE  
THE WORLD**

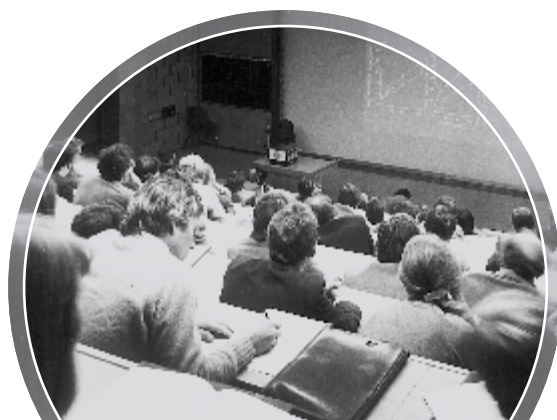


# Over 60 years ago UEA was founded through the generosity of philanthropists who believed in the power of education to transform lives and the need for a university that was prepared to **Do Different.**

Over the past 60 years we have built a **strong, lively and engaging community.** Each individual is encouraged to question the status quo and challenge the world around them to make things better and fairer for everyone.

Now, we are proud to embark on a multi-year campaign: **Dare to Do Different.** It is unashamedly bold. We want to guarantee academic excellence, transform the unique

campus at the centre of UEA, push the boundaries of medical research, promise sustainable futures, use the power of creativity to drive positive change and create inclusive communities where every individual can thrive.





## At the University of East Anglia, we have launched a new Strategic Vision 2030.

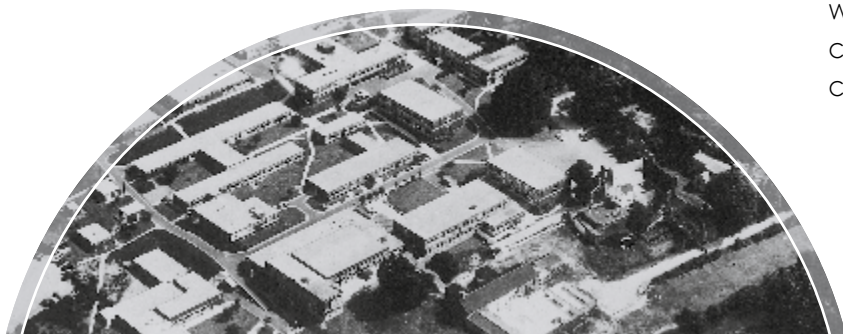


**Prof David Maguire**  
Vice-Chancellor and President.

Refreshing our original mission, celebrated in 1963 under Royal Charter from Queen Elizabeth II, our purpose remains the advancement of education and research, for the public benefit.

In UEA's seventh decade our 'public' is now the global community, and over 90% of our research is world class or internationally excellent. With a recognised high level of teaching standards, we are also a dual intensive university in the global top 1% for research citations. We have already made incredible impacts on the world, not least through our alumni body, with three Nobel Prize winners and leading figures in all walks of life from over 200 countries. UEA is a global community, with global reach.

With the power of our research and teaching comes a responsibility to benefit the world with our pioneering expertise. As we look to the future of the University, we are launching our Dare to Do Different campaign to solve the most significant challenges of our changing world.



# At UEA we've got the vision, the drive and some of the best, most innovative minds ready to solve the planet's most pressing challenges.

**Philanthropy will be central to our future.** We live in a changing world of new global challenges, technologies and possibilities, demanding fresh approaches from daring minds. Your support for our students, our researchers, academics and programmes is helping us to make their ideas a reality.

## **How will we do it?**

Every penny raised will be used across our four key areas of excellence: Climate, Health, Creative and Campus. We'll invest in the very best research and innovation, and nurture the next generation of bold thinkers by providing a great student education and a unique campus experience.

We will build on our past achievements and develop the University to underpin success at every level.

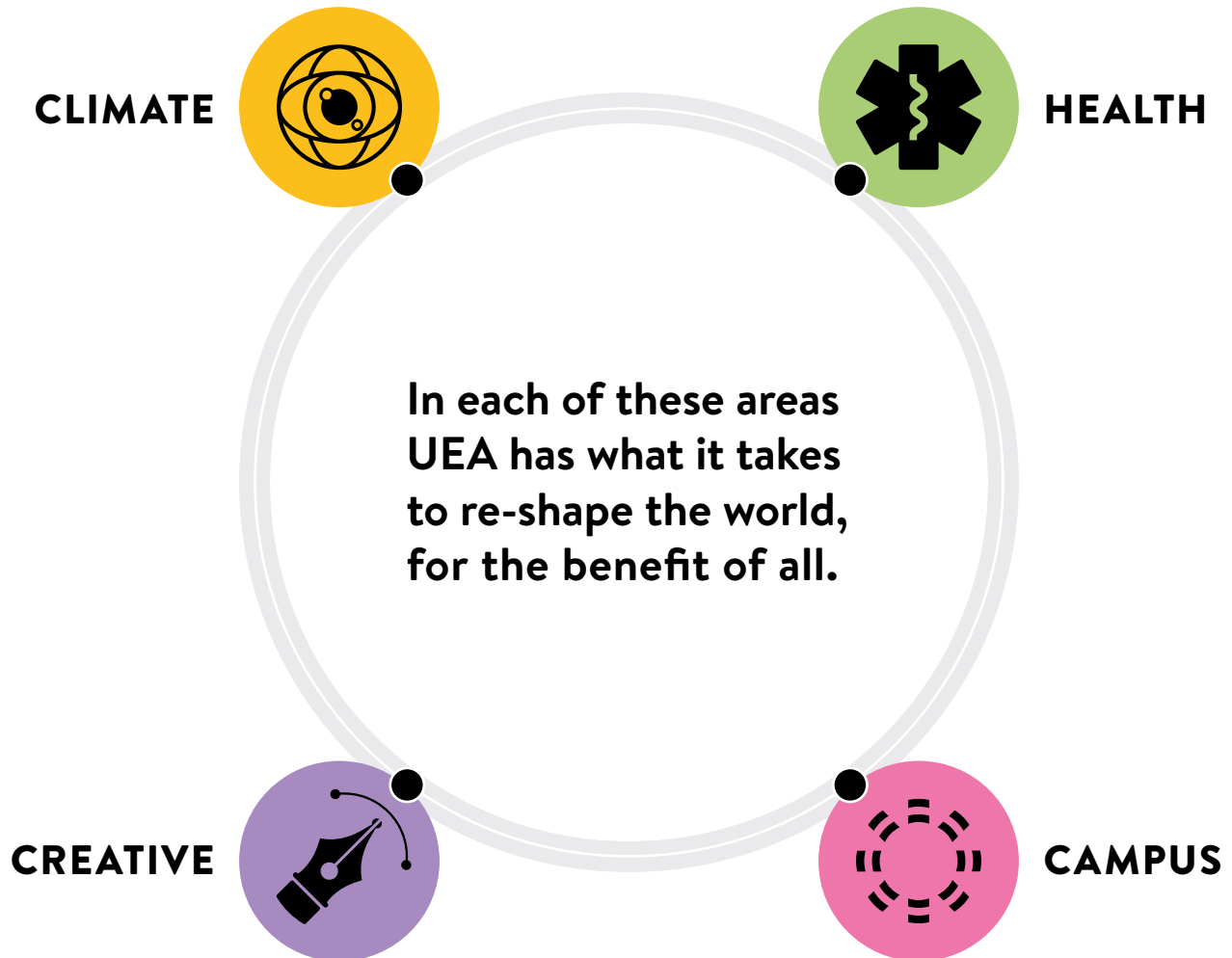
## **In tackling the world's great challenges, we will do so sustainably.**

At the same time, as one of the top 100 sustainable Universities worldwide, we are committed to further reducing our carbon footprint and reach carbon net zero for our Norwich campus by 2045. Our campus continues to be recognised for its green spaces, winning our eighth coveted Green Flag award.

**To make it all possible we aim to raise £100m in philanthropic contributions in the coming years.**

UEA researchers have long led the way in climate science. In the 1970s our researchers were amongst the very first to study human impact on global warming. They dared to do different then, and their successors continue to carry that mantle.

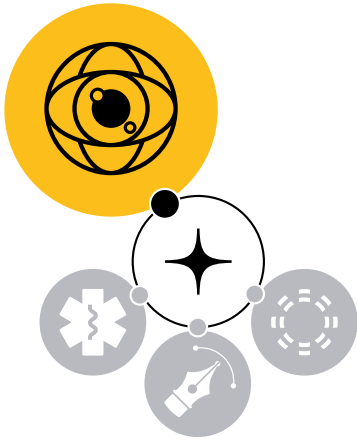
With our partners on the Norwich Research Park, we have intense power in understanding connections between food, microbiology, genomics and medicine, which we will exploit to help guide the nation's future good health.



We are encouraging new modes of expression and amplifying new voices, helping writers take their place on the world stage of literature. The Sainsbury Centre is offering a radical new interpretation of the museum – making art more accessible and vital than ever before.

We have an opportunity to reimagine our learning and teaching spaces: to bring the future campus forward – enabling modern teaching, daring experimentation, bold research and new enquiry. We can make our campus a real exemplar for student life.

## CLIMATE



**We are at a critical moment  
in our planet's history.  
We must harness the depth  
of our knowledge and  
research on the impacts of  
climate change in order to  
actively mitigate them and  
create a better future for  
our planet.**







“

## Now is the time when Climate Science is most needed, to inform the big decisions of our time.

Prof Corinne Le Quéré, Royal Society Research Professor of Climate Change Science, UEA.

**U**EA has the expertise. The Tyndall Centre for Climate Change Research (headquartered at UEA) has nearly 100 members, all highly respected climate researchers, including world-renowned scientists Prof Corinne Le Quéré CBE and Prof Karen Heywood OBE.

With our strengths in data collection and trend analysis UEA can become *the* leading source of climate change data for scientists, media, the public and government.

UEA researchers were among the first to prove the world is warming. Inspired thinkers, they're doing innovative work to combat the impacts of climate change around the globe.

**We are creating an observatory for climate recovery.** Expert researchers will gather data on climate change from commercial giants like Google, government bodies and other sources, and use it to capture climate trends in real time.

We will find ways human behaviour can be adapted and methods to mitigate damage. Philanthropic donations are making the observatory possible.

**UEA researchers are exploring the Antarctic.** Prof Karen Heywood is leading a research team studying ecosystems, to find ways to protect them. Working on UEA's Polar Initiative, they are using remote controlled ocean gliders to look at inaccessible ice shelves and examine how climate change is affecting these irreplaceable environments. They will feed their observations and data findings into earth system models to make more accurate climate predictions.





**WITH YOUR HELP WE WILL FUND ACADEMIC RESEARCH POSITIONS TO UNDERPIN:**

- ✦ An Observatory for Climate Recovery.
- ✦ An Ecosystems Research Centre.
- ✦ The UEA Polar Initiative.

**We regularly present research at UN climate change conferences.** UEA has an enviable reputation for the range, scope, high quality and longevity of its climate research. The University consistently contributes more papers for the Intergovernmental Panel on Climate Change (IPCC) than almost any other university worldwide.

**With the right support and a practical agenda, change can happen.**

Our supporters are helping our teams analyse data, inform policymakers and educate the public, to de-carbonise our planet. A limit in global temperature rise to 2°C, widely seen as the threshold we should not cross, remains achievable in this critical decade.

**There's no time to waste.** Already, the Thwaites Glacier in West Antarctica is at risk of collapse, bringing with it the risk of significant sea-level rise.

**Philanthropic donations will allow us to do more to manage climate change.**



# Autonomous ocean gliders are collecting indispensable Antarctic climate change data for UEA researchers.

**S**ea ice. Storms. Piracy. Hostile powers. There are any number of reasons that collecting vital climate change data may be too dangerous for human expeditions. That's why the UEA Glider Science Group is so important.

UEA's fleet of autonomous ocean gliders, the only one owned and operated by a UK university, can be deployed in locations where the risk to human life is too great. We collect data on water temperature, salinity, currents and, crucially, carbon levels. Unlike traditional research vessels,

the gliders are quiet, non-polluting and will not disturb local marine life.

The gliders are also highly cost-efficient. Missions lasting weeks or months would carry an exorbitant cost if operated by humans alone. Researchers can deploy the gliders into the water, receive data in real-time and collect them when their work is complete.

With your help, we can collect and analyse the data the world needs, informing decision-makers, journalists and the public.

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We need to understand why things are changing so that people can make predictions. If we guess or get it wrong, those predictions will be wrong too. And suddenly, the coastal defences you've built will be underwater, or the new crops you have chosen won't survive the weather patterns.

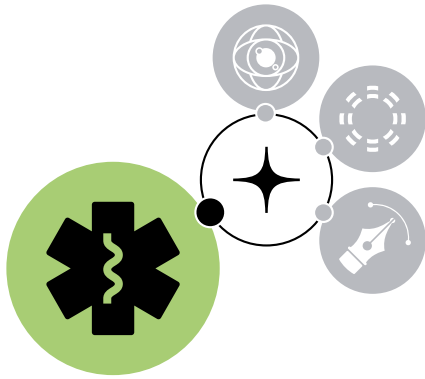
**Prof Karen Heywood OBE, Professor of Physical Oceanography, UEA.**



**Our work underpins  
all of humanity's  
preparations for the  
changing world.**

Prof Karen Heywood OBE.





**HEALTH**

**UEA's scientists work on some of the most pressing medical issues of our time. Your support is vital in helping us to continue saving and changing lives through world leading medical and scientific research.**



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## Imagine having readily available commercial tests for aggressive prostate cancer that can be used in hospitals and homes around the globe.

Prof Colin Cooper, Professor of Cancer Genetics, Norwich Medical School.

**Philanthropic support for medical research** is making it possible for us to improve countless lives. From providing a scanner at the UEA Wellcome-Wolfson Brain Imaging Centre, which supports research into brain function and disease, to supporting the Bob Champion Research and Education Building which is finding new treatments for diseases affecting ageing populations, our donors have made a massive difference in the world.

UEA provides a space for radical thinkers to excel and your incredible generosity in supporting their work is leading to remarkable breakthroughs in medical and scientific research.

In the coming years, Prof Colin Cooper's work to develop a 'tiger test' for prostate cancer will prevent thousands of men each year from having to undergo unnecessary and life-altering surgery.

Dr Darrell Green's work may provide kinder treatments than the brutal chemotherapy rounds faced by thousands of young children worldwide each year. He's leading work to develop a new drug that only targets cancerous cells.

Not only could Dr Green's research help spare those with sarcomas from life-altering treatments, but it could also save lives.

Prof Michael Hornberger's team are pioneering advanced measuring of changes to people's brain function and daily behaviours, to support earlier and more effective diagnosis of dementia so those affected can be helped to live full, independent lives for longer.

We want to ensure that UEA continues to lead in science and medicine. We are growing our anatomical teaching facility to train more doctors, surgeons and allied health professionals at UEA, for the NHS. We continue to collaborate with colleagues across the Norwich Research Park, especially at the Quadram Institute, working at the interface of food science, biology, health and disease.

As we turn towards the future, we continue to advance the research of our scientists and to encourage new minds in developing new ideas.







**“The most pressing issue is early diagnosis so that people with dementia can live independently for as long as possible.”**

**Prof Michael Hornberger, Associate Dean of Innovation, Faculty of Medicine and Health Sciences.**

The environment at UEA has produced many world-leading scientists. Alumni include Sir Paul Nurse, who received a Nobel Prize for his work in genetics; Professor Dame Sarah Gilbert is the vaccinologist whose team delivered the AstraZeneca vaccine during the Covid-19 pandemic; and Sir Michael Houghton’s work on the discovery of the Hepatitis C virus which was awarded the Nobel Prize.



#### **WITH YOUR HELP WE WILL:**

- ✦ **Develop an opportunity to reverse the devastating impact of childhood, adolescent and young adult bone cancer.**
- ✦ **Create new world leading pre- and post-biopsy tests for prostate cancer.**
- ✦ **Forge a new understanding of the onset and progression of dementia through laboratory support for our NOMAD (Navigation, Orientation, Memory And Dementia) group.**

# Before the decade is out, we will change the landscape of childhood bone cancer.

**A diagnosis of primary bone cancer is a frightening prospect.** Each year, around 52,000 people worldwide will endure a disease that disproportionately affects children, is poorly understood and currently can only be fought with brutal treatments.

“We aim to develop a treatment that specifically targets cancer cells and leaves the rest of your body alone,” explains Dr Darrell Green. “This new, targeted approach would prevent children from losing their hair, being sick, having their heart and kidneys damaged, and being left permanently disabled.”

Dr Green first came to UEA as an undergraduate student before returning to complete his PhD. Now in a research

and teaching role at Norwich Medical School, his genetics and molecular biology expertise is behind the most significant breakthroughs in understanding and treating the disease in more than 45 years.

“We recently made one of the biggest primary bone cancer discoveries in a generation. With what we’ve learned, we can press forward to save more lives and change childhoods. But we’ll need support to do it.”

This research is such an exciting opportunity. We have a chance to complete significant research into treatments for a disease which has received little funding up to this point. The generosity of our friends and alumni could have a breathtaking impact.

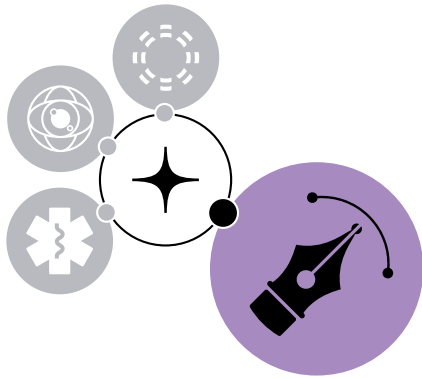
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We are very grateful to everyone who has backed this research. There is a lot of work needed to get over the finish line, so I’m reaching out to new donors. They will, quite literally, watch in real time the progress their generous donations will accomplish.

Dr Darrell Green, Head of Childhood Bone Cancer Research, UEA.



**This could be the most important drug discovery in the field for more than 45 years.**

Dr Darrell Green.



**CREATIVE**

**We are raising up new global voices, bringing emerging talent to the fore. We need radical thinkers who understand the potential of the arts to join with us in creating a new story together.**



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## Championing global voices and supporting new writers brings new facets of our global humanity to the forefront.

Tsitsi Dangarembga, International Chair of Creative Writing (ICCW).

**I**f you change the nature of the people who can go to university, develop their talent and give them a space to express themselves, you change society.

Our distinctly different approach enables fresh, exciting thinking. One result of our relentless pursuit of cutting-edge ideas is UEA's trailblazing creative writing programme – the first of its kind in the UK. Emerging writers from across the

world compete to take part and to hone their skills in prose, poetry, scriptwriting and more, to become the writer they are destined to be. It is a proven process that has nurtured celebrated authors including Nobel Prize and Booker Prize winners.

Increasingly, we see the appetite for writing that questions, evaluates and makes sense of our civilisation and society. Climate change, the pandemic, inequality, a polarised political arena – writers can't shy away from vital subjects which touch all of us.



**Encouraged to think differently and given time and space to find their unique voices, writers on our programmes build their own platform to inform, challenge attitudes and redefine the world for us all.**

**Amplifying global voices.**

Our Global Voices scholarships are providing support and infrastructure to bring students from around the globe to UEA. Changing the stories which are told, changing the way we think and changing the ambitions of talented, emerging writers.

**Mastering the art of restoration.**

The Sainsbury Centre is UEA's world class art museum, housed in the iconic Grade II\* listed Norman Foster building. It has always broken the rules to empower art and people and is now reinventing what it is to be a 21<sup>st</sup> century museum. We are committed to conserving this jewel in the crown of our campus.

**“We feel our value to society is immeasurable. Still, the reality is we continue to need further support. Philanthropy, as it was from the beginning, is at the very heart of the Centre.”**

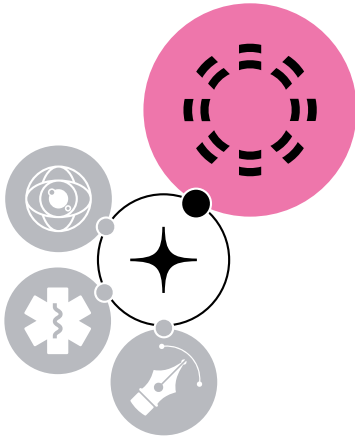
Prof Jago Cooper, Director,  
Sainsbury Centre.



**WITH YOUR HELP WE WILL:**

- ✦ Continue the success of the International Chair of Creative Writing programme.
- ✦ Create 50 Global Voices scholarships.
- ✦ Revitalise the Sainsbury Centre building for the 21<sup>st</sup> century and radically reduce the museum's carbon footprint.

## CAMPUS



**We have an opportunity to re-imagine our learning and teaching spaces, to fuse the future to our past and enable daring experimentation and enquiry.**







# Investment in our campus has made it a nurturing place, where bright minds can expand, explore and experience life's richness amongst peers from all over the world.



**O**ne of UEA's most immediately striking features is the main campus, earning its eighth Green Flag award for the quality of its green spaces. Architect Sir Denys Lasdun's vision was for "a village, on the side of a hill, leading down to a river" as a renaissance concept. The brutalist concrete of the Lasdun Wall is a stark contrast to over 300 hectares of green space, including 100 hectares of wildlife reserve, all set against the UEA Broad within the Yare Valley.

The campus is a welcoming home to thousands of students and academics from over 120 countries worldwide, providing a transformative experience to help them liberate their potential.

Our west campus sits in the heart of Norwich Research Park, co-located with our medical and biological science partners. Teaching hospital facilities and state-of-the-art laboratories are in the Bob Champion Research and Education Building, made possible through generous donor funding, including from the Bob Champion Cancer Trust.

In the Quadram Institute, UEA researchers and NHS clinicians work to deliver healthier lives through innovations in gut health, microbiology and food, with support from national and international funding bodies, health charities and investors.

## **Empowering bright minds.**

A scholarship is a vote of confidence in the brightest minds, a testament to the value of hard work and a pledge to help remove the barriers that still exist in wider society. In subjects as varied as science, business, creative writing and law, promising students are offered vital support by dedicated individuals.

It is perhaps the most precious gift a student could receive. The greatest possible investment in their future. Each one, a life transformed by those with the means, compassion and vision to do so.

**"The Sanctuary Scholarship gave me a purpose in my life and let me fight for my existence."**

Bahara, UEA student.



## We will support our global student body by:

**Harnessing the power of our alumni body.** With guest lectures, mentoring and careers development to enrich student and graduate journeys.

**Developing the UEA Student Enterprise Fund.** An entirely philanthropic fund for students to draw on investment funding to help them turn their great ideas into viable businesses. It is already the most generous student enterprise fund in the UK but we can do more.

**Boosting the Student Hardship Fund.** So no UEA student is prevented from reaching their potential just because they can't fully support themselves.

**Raising scholarship support.** For undergraduate and postgraduate scholarships, and PhD studentships.

**Supporting our mission as a University of Sanctuary.** To provide a safe haven and world-class education for refugees fleeing from persecution.



### WITH YOUR HELP WE WILL:

- ✦ Invest in student futures with scholarship awards.
- ✦ Develop leading-edge research laboratories.
- ✦ Enhance our Grade II listed library.
- ✦ Build and equip a new clinical anatomy suite.
- ✦ Create a new Centre for Advanced Environmental Microbiology.

**A top 25 UK university<sup>1</sup> and  
in the top 20% worldwide<sup>2</sup>,  
we encourage our students to  
dare to do different and bring  
positive change to the world  
around them.**

**U**EA's founding vision to **Do Different** is unchanged 60 years on. We are driven by inclusivity, diversity and sustainability. Our campus is a welcoming home to thousands of students from over 120 countries worldwide, providing a transformative experience to help them liberate their potential.

Our main campus is a safe space with stunning heritage architecture, peaceful green spaces and state-of-the-art learning, research and social facilities.

It has nurtured an inspiring community of alumni, including Nobel Prize winners, Oscar-winning directors and industry leaders with pioneering perspectives. An investment in our campus is a vote of confidence in the power of bright young minds to re-shape the world.

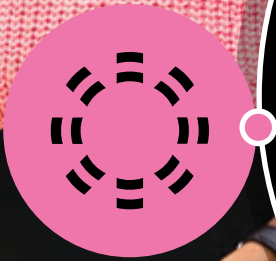
<sup>1</sup> Complete University Guide 2025

<sup>2</sup> 2024 QS World University Rankings

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Philanthropic support doesn't just help the institution; it fosters future talent and transforms lives.

Geoffrey Pelham-Lane (EAS82)  
Supporter of The Difference Undergraduate Scholarship.



**Together we can make sure there's a home for progressive, bold thinking about the things that we need most: creativity, a healthy planet and healthy bodies. A place where contributions are valued and background is no barrier to participation.**

# Philanthropic support continues to fund our people, education, research and facilities. We can't do it without you.



**Every donation counts and we value the generosity of every donor. That's why we stay in touch and provide updates on our work and the difference that every gift is making.**

**"Our visits to Norwich Research Park are always inspiring. We believe that Prof Cooper and his team will improve prostate cancer diagnosis and reduce the number of families losing much-loved husbands, fathers, brothers and grandfathers to the disease."**

Katie Willis, The Bob Willis Fund.

**"When I started the creative writing diploma at the age of 70, it changed my life. I wanted others to have the same opportunity, to discover a new world and connect with different people."**

Emeritus Prof Maggie Humm (ENG63),  
Supporter of The Maggie Humm  
Scholarship.

**"It was our great pleasure to support, and lend our name to, The Bob Champion Research and Education Building, where UEA's team are based. Our interest in Prof Cooper's research work has been an enlightening journey for us and one we are extremely keen to continue."**

Lucy Wilkinson, Executive Director,  
The Bob Champion Cancer Trust.

**"I have chosen the legacy route to repay UEA's faith in my potential back in the 60s because I wouldn't be who I am today without UEA."**

Roy Burns (BIO63).





✦ **To do different on this scale, in all these areas, requires help. Will you help our students, staff and researchers to change the world?**



**At UEA we've got the vision, the drive and some of the best, most innovative minds ready to solve the planet's most pressing challenges.**