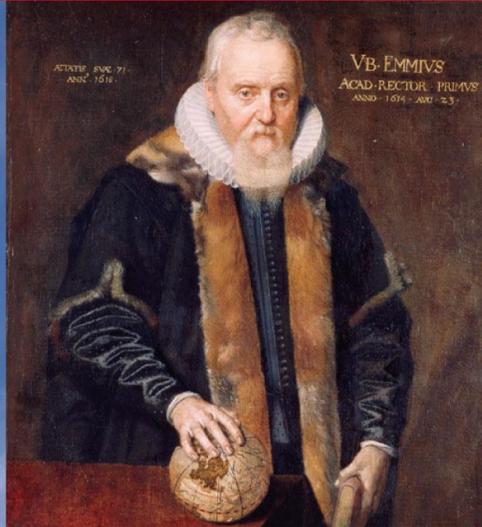




rijksuniversiteit  
groningen

# The Ubbo Emmius Fund



2013  
in a nutshell

Ubbo Emmius Fonds

## The Ubbo Emmius Fund

The University of Groningen set up the Ubbo Emmius Fund (UEF) in 1996 to coordinate its fundraising activities. The Fund, named after the first Rector Magnificus of the University, seeks support for special research and education projects.

The UEF has been granted ANBI status by the Dutch Tax and Customs Administration, which means it is exempt from gift and inheritance tax. Its Board is independent and does not receive payment for its work. All staffing and fundraising expenses are covered by the University of Groningen and are not deducted from the gifts received. This means that 100% of any donation goes toward the donor's preferred project.

### Objectives and modus operandi

The UEF aims to foster links between the University and society. We do this by organizing activities for our alumni and network, and by raising funds for special initiatives at the University with a particular focus on the University's research priorities: Healthy Aging, Energy and Sustainable Society. We aim to contact as many alumni as possible, and make use of both traditional and modern methods of fundraising. Our alumni network is both the means as well as one of the targets of our fundraising activities.

The fund does not have substantial assets, and cannot award money to applicants itself. We raise funds for selected projects, and 100% of the proceeds go toward these. The Board of the UEF and the Board of the University decide which direction the fundraising will take each year. Deans and faculty boards help determine the projects for which funds will be raised. The UEF strives to bring all fundraising activities within the University under one umbrella.



### Fundraising 2013

It is with great pleasure that we present a summary of the UEF's fundraising activities in 2013. With this report, we hope to enhance our accountability to our donors, our network and the alumni chapters in the Netherlands and abroad. This summary also paints a picture of the activities and ambitions of the Fund.

#### > Results <

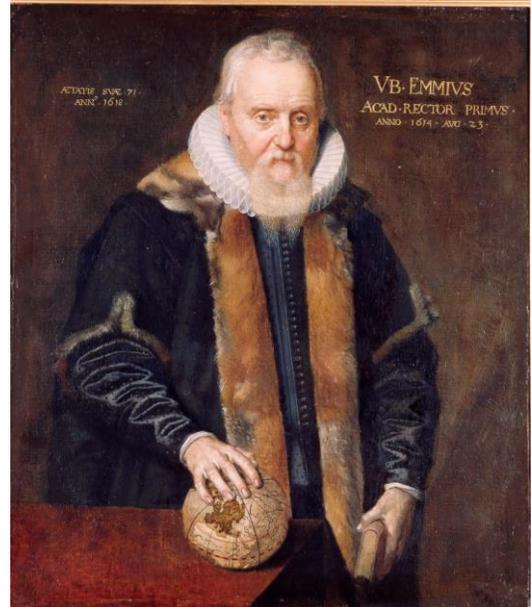
Thanks to the efforts of the UEF, the University of Groningen received € 3,389,149 in donations in 2013 (€ 1,321,084 in gifts and € 2,068,065 in pledges for the coming years). The results for 2013 represent a 45% increase over 2012. Moreover, the target of € 3,100,000 for 2013, as set by the Board of the UEF, was well and truly met.

### > Trends <

New methods such as crowdfunding have made it possible to reach new groups of potential donors. More and more donors, such as companies and foundations, are setting matched giving as a prerequisite for donations, which makes it increasingly important to bring together multiple parties on one project. We are pleased to see that gifts are more likely to be multi-year pledges. Members of alumni chapters donate for a minimum of five years to a chapter's project of choice, and increasing numbers of alumni are opting for recurring payments. Donations from charitable trusts and foundations are more likely to be multi-year contributions as well. We are delighted with these developments because they reduce our dependence on the market.

### > Support <

The Board and directors of the UEF and the Board of the University of Groningen are extremely grateful to all individual and corporate donors for their financial and moral support in 2013. The growing trust in the Fund's work is a great source of motivation for its Board and employees.



## Research priorities

Research at the University of Groningen focuses on three priorities:

- > Healthy Ageing (HA),
- > Energy (E)
- > Sustainable Society (SS)

Through these themes, the University forms a bridge between academia and society. Not only does this research have a direct social relevance, significant numbers of academics from the University also work with business partners, social organizations and the government, both inside and outside the region. Additionally, these research priorities look to the future: the challenges and possibilities for a society that is sustainable in the areas of health, the environment, technological developments and energy are at the top of the University's research agenda.

About 80% of the projects for which the UEF raises funds are closely aligned with the University's research priorities. Our remaining fundraising activities are directed towards other top research, donor-advised funds, legacies, special initiatives (cooperation between multiple companies and universities, for example) and special projects requiring a launching pad.

We will explain a few of our projects in more detail further on in this report. The coloured letter codes (HA), (E) and (SS) represent the research priority under which they fall.

## Innovation in 2013

The Ubbo Emmius Fund introduced several new methods of fundraising in 2013.

### > Crowdfunding <

Our first crowdfunding campaign began in March 2013. We developed our own crowdfunding platform, [www.rugsteunt.nl](http://www.rugsteunt.nl), to fundraise amongst a very broad public. The University of Groningen was the first University in the Netherlands to have such a platform. The first project, focusing on the Arctic Tern, was an immediate success thanks to various media appearances by Dr Maarten Loonen. The small black-headed tern, which travels immense distances each year, captured the public's imagination. Even people with no immediate connection to academia or our University showed significant interest in the research and were willing to donate. (SS)



Two more crowdfunding campaigns followed the Arctic Tern campaign in 2013. 'Who Wrote the Dead Sea Scrolls' raised money to analyse the Dead Sea Scrolls with the aid of artificial intelligence. 'Beat The Bacterium' involved research into Epidermolysis Bullosa (EB), a rare yet terrible disease which causes painful blistering and wounds at the gentlest touch of the skin. (HA)

This new form of fundraising generated a total of nearly € 50,000 in 2013. Crowdfunding appears to reach a different audience than our usual donors.



### > Collaboration <

A second approach taken in 2013 involved entering into partnerships (with universities and companies) to raise funds for research. Such partnerships and consortia are the initiative of the UEF and academics from the University, and gain momentum as a single donation can be used as a catalyst for raising further funds from other parties or for securing grants. The aim of such collaboration is the realization of significant research or teaching projects. Academics from the University are the authors of such projects.

With the help of diverse parties, we strive to realize academic projects with an impact. An example of this is the EB research mentioned above. The Fund brings fundraising into the public eye, and raises funds by matching crowdfunding donations with donations from patient support groups, sponsors, trusts and foundations. For example, the Eleven Flowers Fund decided to support the EB research to the tune of € 75,000 over three years. The next step could be to find investors for treatments and medicines.

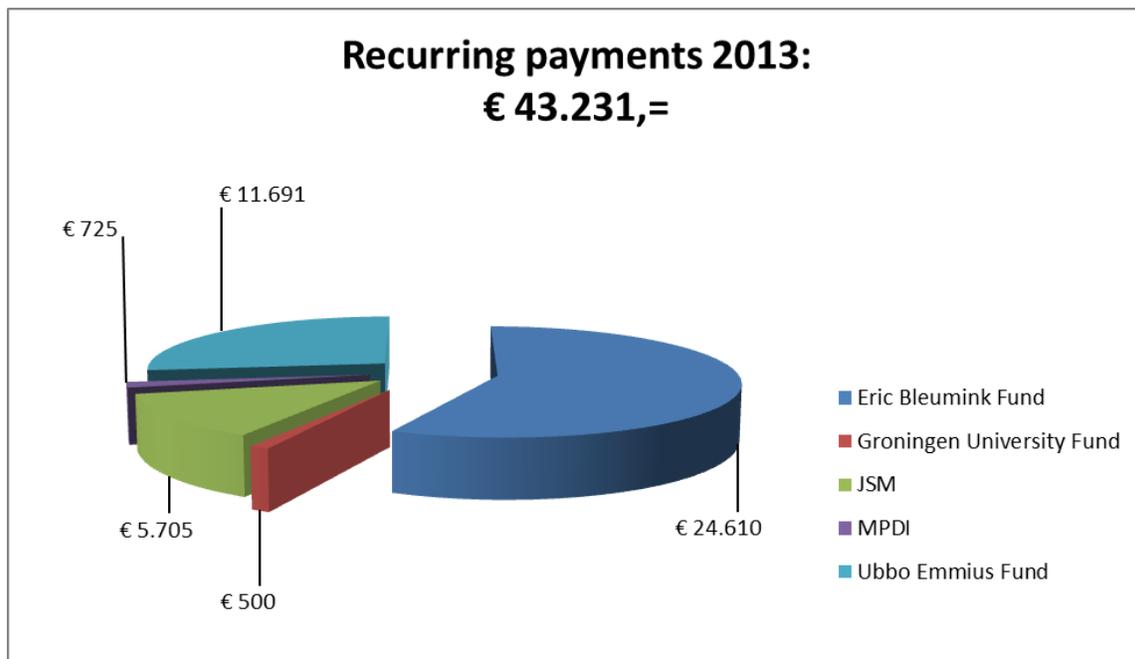
## Alumni giving

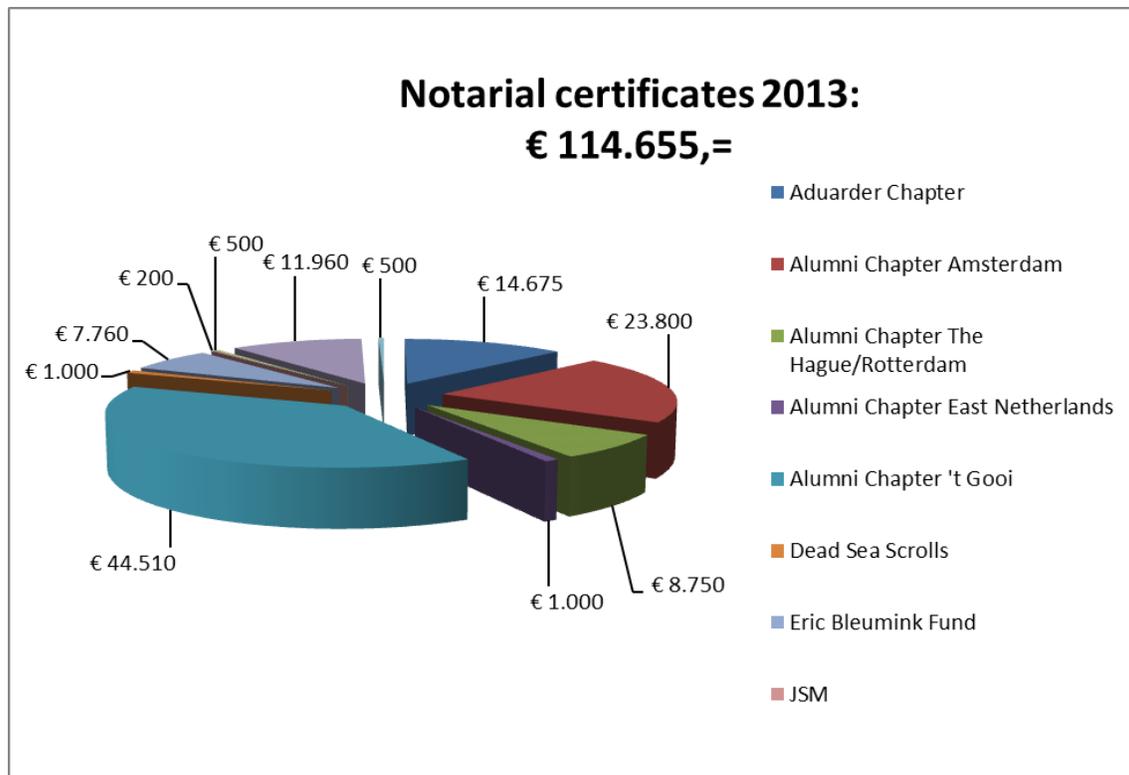
The 115,000 alumni of the University of Groningen form the backbone of our fundraising. They make donations but also make use of their knowledge and networks in a concerted effort to open doors. Companies, institutes and charitable foundations are also important partners in raising funds for research and teaching, and fundraisers as well as board members, ambassadors and alumni who are closely involved in the Fund establish links with them. We have developed three general methods of alumni fundraising alongside crowdfunding: the alumni desk, mailings with giro-payment slips and the alumni chapters.

### > Alumni Desk and mailings <

The Alumni Desk is our 'callcentre' from which current students call former students about projects within their own faculty. In May and June of 2013, they called alumni about the Junior Scientific Masterclass (JSM) and the Top Master's programme in Medical and Pharmaceutical Drug Innovation (MPDI). These programmes offer students the opportunity to follow extra scientific research training alongside their regular programmes. The callers managed to raise € 15,560 for JSM and € 2,635 for MPDI. Furthermore, the Van der Meer-Boerema Foundation pledged €14,800 as matched giving for the JSM. (HA)

The annual alumni campaign for the Eric Bleumink Fund (EBF) took place in December. Previous EBF donors were asked in a calling campaign if they would like to donate again. In addition, about 70,000 alumni received a letter with a giro-payment slip with the alumni magazine, *Broerstraat 5*. In total, fundraising for the EBF in 2013 secured € 105,849 in the form of single donations, annuities and diverse actions. (SS)





#### > Alumni Chapters <

The principle of the alumni chapter was developed in 2009 by the founders of the *Gooische Groningers* alumni chapter. These founders, often board members of the UEF, asked their old classmates to join the chapter and contribute to a specific research project. The new members in turn then invite their old classmates and the chapter grows. In 2012, the Council for Advancement and Support of Education (CASE) bestowed a Bronze Award to the concept of the alumni chapters. CASE is internationally recognized as the most important organization for professionals involved in alumni policy and fundraising.

#### **Alumni Chapter 't Gooi**

The hundred *Gooische Groningers* support the research on the genetic causes of Alzheimer's Disease that is carried out by Professor Ellen Nollen's group. In 2009, the *Gooische Alumni* committed themselves to raising € 250,000 for the project within five years, and managed to meet this goal in 2012. The members of the chapter decided to continue their work by raising funds for projects at the European Institute for the Biology of Ageing (ERIBA); Professor Nollen is one of the top researchers at this institute. An anonymous alumnus also donated € 250,000 to Professor Nollen's research in 2013. This enabled the *Gooische Groningers* to meet 220% of their initial goal in 2013. (HA)

#### **Amsterdam Alumni Chapter**

The Amsterdam Alumni Chapter was formed in 2010. This chapter supports Professor Gerard Koppelman's project, in which he studies the genetic causes of asthma in young children. The goal of the around 150 Amsterdam alumni is to raise € 400,000 within five years. In 2013, the chapter members donated € 23,800 and pledged € 12,000 towards the research. The Amsterdam Alumni Chapter has thus far achieved 31% of its initial goal. (HA)

### **Groningen Alumni Chapter (*Aduarder Chapter*)**

In 2011, enthusiastic alumni in Groningen decided to adopt the research project of Professor Beatriz Noheda, who works on harvesting energy with piezoelectric materials. The chapter pledged € 400,000 within five years, € 14,675 was donated and € 18,750 pledged in 2013, meaning that 21% of the initial goal has been achieved. (E)

### **Alumni Chapter The Hague & Rotterdam**

The Hague & Rotterdam Chapter was launched in 2011, and pledged to raise € 250,000, again within five years, for the development of hybrid solar panels. Professor Maria Loi is responsible for this research. In 2013, € 8,750 was donated and € 41,250 pledged, and the chapter has achieved 25% of its initial goal. (E)

*About 90 alumni from The Hague and the surrounding area visited the Peace Palace in The Hague in November 2013.*



### **East Netherlands Alumni Chapter**

In 2012 the foundations were laid for the youngest chapter, in the eastern Netherlands. The 12 founders decided to associate themselves with the Science, Technology and Innovation Network Groningen for Sustainability (STINGS) project within the research priority Sustainable Society, which investigates the social conditions for sustainable technological innovation in the food supply in the poorest areas of Africa. In 2013, € 47,500 was pledged towards the project and € 1,000 received. This chapter has raised 18% of its target. (SS)

### **> International Alumni, International Alumni Chapters <**

The University of Groningen has roughly 12,000 international alumni (international alumni who studied in Groningen and Dutch alumni who live and/or work overseas). We host receptions worldwide in locations where significant numbers of alumni live. At these meetings, we always notice how much alumni enjoy meeting one another and being updated on the ins and outs of their alma mater.

International chapters that are based on the Dutch chapter format have been set up in Washington, New York, San Francisco, Zurich, Hong Kong and Singapore. These permanent chapters have their own boards and/or chairperson as a figurehead, and they organize meetings and activities. The Board of the University of Groningen strives to visit these chapter meetings regularly.

The international chapters also undertake fundraising efforts. At the end of 2013, the Swiss chapter decided to support the Arctic Tern research and the research on the genetic cause of asthma in children (HA), mentioned above. The Singapore Chapter plans to hold an EAF benefit in 2014, and preparations were made for a fundraising dinner in New York in March 2014. The Washington Chapter donated a spectacular sum to the EBF (SS) and the STINGS project, mentioned on page 16 (SS). In 2014, permanent alumni chapters will be set up in China, London, Germany and possibly the Middle East (Abu Dhabi/Dubai).

*In October, the alumni in Washington invited Klaas Knot, President of De Nederlandsche Bank, at the residence of the Dutch Ambassador in Washington, Rodolf Bekink. Alumnus Knot held an inspirational lecture based on his speech for the IMF.*



## Highlights of 2013

### > Qumran Institute, Dead Sea Scrolls Exhibition in the Drents Museum <

A highlight of 2013 was the Dead Sea Scrolls exhibition in the Drents Museum, with Professor Mladen Popovic as guest curator. The UEF was one of the initiators of this stunning exhibition, which attracted some 140,000 visitors, including many alumni. The Fund organized many alumni events in the Museum, such as a benefit dinner and a crowdfunding action, which raised € 15,000. A group of alumni who were extremely interested in the Dead Sea Scrolls decided to establish a themed chapter focusing on them.

At the start of academic year 2013/2014, a research scholarship of € 1,000 was made available for a promising student at the Qumran Institute. The scholarship will be supported for five years by an alumnus closely associated with the Fund. In addition, Dr Steve Mason was awarded the first Dirk Smilde Fellowship at a special event. This Fellowship was made available to the Qumran Institute by UEF ex-board member Dirk Smilde, who unfortunately passed away on 20 July 2013 and was thus unable to see the Fellowship being awarded.

### > Chair for East Asia and Modern-Day Mongolia <

In 2013, the UEF established its first chair at the University of Groningen. Dr Tjalling Halbertsma, who studied law and anthropology, was appointed professor for the 'Chair for East Asian Studies, with a focus on modern day Mongolia'. This is the first chair in the Netherlands with a focus on Mongolia.



### > Personalized research for breast cancer patients <

The Van der Meer-Boerema Foundation and the Anna Dorothea Hingst Foundation raised € 90,000 for research into personalized treatment for breast-cancer patients. Now that more women with breast cancer are surviving, it is becoming more important to find methods to reduce the damage caused by their treatment. (HA)

### > Regulation of biotechnology in Africa <

STINGS is a partnership between several international universities and organizations whose aim is to improve food supplies and combat hunger in the poorest areas of the world, especially Africa. The use and regulation of biotechnology in Africa is an important aspect of this. The Bill & Melinda Gates Foundation initiated this project, and the University of Groningen is bundling the European expertise. In 2013, three large grants were received as a result of participation in international networks and private contributions from alumni. The work of the STINGS workgroup is also supported by the East Netherlands Alumni Chapter. (SS)

### > Alumni Trip <

The alumni trip to Bhutan in November 2013 was a huge success. The alumni were deeply impressed by this exceptional country where progress is measured in terms of gross national happiness rather than gross national product.



> Alumnus of the Year <

At the end of 2013, Elsevier Magazine chose Wim Pijbes as its Netherlander of the Year, and six months prior to this Pijbes was awarded the University of Groningen's Alumnus of the Year prize. Pijbes, Director of the Rijksmuseum, was awarded the prize for the way in which he has been able to make a broad national and international public aware of Dutch cultural heritage. His innovative approach, his emphasis on high quality and his headstrong nature were particularly commended by his alma mater. Pijbes received the prize during a meeting of the *Amsterdamse Groningers* Alumni Chapter.



> UEF Summit: Leadership in Financial Ethics <

The sixth UEF summit took place on 18 October 2013, at the Allersmaborg, and the theme was 'Governance in Healthcare'. The guest speakers were Rien Meijerink (whose appointments include Chairman of the Board for Public Health) and Sibrand Poppema (Chairman of the Board of the University and member of the Supervisory Board of Leveste Middenveld Healthcare). Heino van Essen (Chairman of the Board of Directors at Menzis and member of the board of trustees of Jeroen Bosch Hospital) chaired the summit. They provided an introduction to a lively discussion between the 40 guests present. Various professors from the University of Groningen offered opinions and posed questions on the subject, which resulted in a fascinating discussion.

## Donor-advised funds and legacies

The UEF gives donors the opportunity to establish a donor-advised fund under the auspices of the UEF. In 2013, there were five such funds.

- > The Eric Bleumink Fund (scholarships for talented students from developing countries) (SS)
- > The J.P. Nater Fund (promotion of scientific research and teaching in the field of Dermatology at the University of Groningen) (HA)
- > The Grendos Fund (stimulation of research in the field of endocrinology at the University of Groningen) (HA)
- > The Internal Medicine Fund (promotion of internal medicine at the University of Groningen) (HA)
- > The Honours College Fund (scholarships for students of the University of Groningen Honours College)

Each of these funds has a fundraising objective, which the UEF defines and sets out to meet.

Donations in the form of legacies will increase in importance. In 2013, the UEF received a pledge from a legacy. The UEF sent all notary offices that employed University of Groningen alumni a number of copies of its brochure *Giving for the Future*, which is specifically aimed at acquiring legacies and donor-advised funds.

### > Most important donors in 2013 <

- > Alumni of the University of Groningen
- > SNS Reaal
- > Van der Meer-Boerema Foundation
- > Anna Dorothea Hingst Foundation
- > Elise Mathilde Fund
- > Ford Foundation
- > Noaber Foundation
- > Groningen Seaport/Dynalog
- > Smilde Foundation
- > Eleven Flowers Fund
- > Equilibrio Foundation
- > ING Hong Kong
- > Kinderpostzegels Foundation/Victim Support Fund
- > Professor Veldman
- > ...and many more, for whose contributions and support we are extremely grateful.

## > Board of the UEF <

The Board of the UEF consists of alumni and other University contacts with leading positions in society. Their significant commitment makes them excellent ambassadors for the University. Their input and efforts on behalf of the University have led to many valuable links being made with businesses and other establishments.

### > Members of the Board of the UEF <

Jan Willem Baud – chairman\*  
Sibrand Poppema – vice chairman\*  
Paul Baan  
Matthijs Bierman (since 18 May 2013)  
Arjan Bos  
Pamela Boumeester (until 31 December 2013)  
Jan Bout  
Hugo Brouwer\*  
Frits van Bruggen  
Jeroen Dietvorst  
Paul van Gelder (until 1 September 2013)  
Timo Huges  
Alexandra Jankovich (since 1 November 2013)  
Lense Koopmans (until 1 November 2013)  
Rien Meppelink

Rob Meuter  
Age Offringa  
Bernhard van Oranje  
Marjan Oudeman (until 1 June 2013)  
Jan Overmeer\*  
Ralph Pans  
Eddy Perdok (since 18 May 2013)  
Henk Rottinghuis  
Elmer Sterken  
George Möller\*  
Ben Warner (until 1 June 2013)  
Maarten Wetselaar  
Bert van der Wijk  
Marlies van Wijhe (since 18 May 2013)  
Jan Zegering Hadders (until 1 June 2013)

\* Member of the Executive Board of the UEF

### > Advisors of the UEF <

Aleid van Beuningen  
Carel van den Driest  
Hans Huisinga  
André Olijslager  
Hans Wijers

### > Director of the UEF <

Tienke Koning



*The Ubbo Emmius Fund team*



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[www.rug.nl/uef](http://www.rug.nl/uef)

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IBAN: NL 13 ABNA 0468923837

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Design:

Biche Eleveld bno

April 2014