

The graphic features a central photograph of a diverse group of students and staff members smiling and posing in a modern office or library setting. Overlaid on this image is the text 'IGNITE FUND TELEPHONE CAMPAIGN 2026'. The word 'IGNITE' is in orange, 'FUND' is in orange, 'TELEPHONE' is in black, 'CAMPAIGN' is in orange, and '2026' is in black with a white outline. To the left of the word 'IGNITE' is a square icon containing a stylized orange sunburst or starburst design. The background of the entire page is white, with decorative elements including a large orange sunburst in the top right corner, a large orange sunburst in the bottom left corner, and a solid orange bar at the bottom. There are also two small black squares and one small orange square near the top center, and a solid black bar at the bottom right.

 IGNITE FUND
TELEPHONE
CAMPAIGN
2026

MESSAGE FROM JORDAN

"SUPPORTING TODAY, SHAPING TOMORROW"

Donations to the Ignite Fund are crucial because they provide essential seed funding for students to pursue opportunities that enhance their employability and professional development. The fund helps alleviate financial stress, allowing students to focus on their studies and achieve high academic performance.

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To those considering supporting the Ignite Fund,

We invite you to join a community dedicated to making a difference in the lives of University of Westminster students.

Your potential support could provide pivotal opportunities for students to pursue their entrepreneurial dreams, access vital resources, enhance their skills, and reach their academic aspirations.

Your involvement could play a crucial role in shaping the future of aspiring leaders, and we would be honored to have you as part of this transformative journey.

With anticipation and hope,

Jordan Scammell
Head of Development and Fundraising



OVERVIEW OF THE YEAR



Amar Kataora - Regular Giving Officer

In the 2025/26 academic year, the Ignite Fund awarded £115,000 to 176 students, including 92 first-in-family students, helping to remove financial barriers to personal and professional development.

Since its launch, the fund has supported more than 1,150 students, enabling opportunities such as professional certifications, internships, entrepreneurial ventures, research projects and career-enhancing experiences that would otherwise have been out of reach.

Beneficiaries have secured internships with organisations including J.P. Morgan Chase, launched innovative businesses and progressed into competitive industries such as technology and fashion.



ABOUT OUR TELEPHONE CAMPAIGN



The University of Westminster's Telephone Campaign is an exciting opportunity for students to connect with alumni, share university updates, and support the Ignite Fund. This year, the campaign will run from 24 October to 15 November 2026.

The campaign encourages meaningful conversations with our global alumni community, highlighting how the Ignite Fund helps Westminster students seize opportunities that enhance their employability, professional development, and future career prospects.

The Ignite Fund provides grants of between £150 and £1,500, enabling students to pursue opportunities that might otherwise be out of reach. Funding can be used for professional qualifications, equipment, research projects, enterprise ventures, work placements, conferences, training, and other activities that help students develop the skills and experience needed to succeed after graduation.

The fund continues to have a significant impact across the university. During the 2025/26 academic year, 176 students received funding, totalling £115,000, including 92 first-in-family students. Since its establishment, the fund has supported more than 1,150 students, helping remove financial barriers and create opportunities for personal and professional growth.

The Ignite Fund works closely with the university's employability and enterprise initiatives, helping students gain experience, develop industry-relevant skills, and turn innovative ideas into reality. The fund operates across two application rounds each academic year, ensuring that students can access support at different stages of their studies and respond to opportunities as they arise.

The impact of the fund can be seen in the achievements of its recipients. Students have used Ignite Fund grants to gain professional certifications, secure internships with leading organisations, launch businesses, undertake international opportunities, develop award-winning projects, and strengthen their career prospects in competitive industries. Recipients have reported securing internships, freelance work, graduate opportunities, and industry recognition as a direct result of projects supported by the fund.

The university remains committed to demonstrating the long-term impact of the Ignite Fund by collecting feedback and success stories from recipients, enabling donors to see how their support helps students build confidence, develop their potential, and progress towards successful careers.



MEET OUR STUDENT CALLERS



- | | | |
|---|---|---|
|  Aaliya |  Haresa |  Umber |
|  Alfreda |  Hassan |  Venitia |
|  Arafa |  Hawa |  Yasmin |
|  Amira |  Laker |  Zainab |
|  Asma |  Maria |  Zainab |
|  Avanthika |  Mariah | |
|  Ayushree |  Muhammad | |
|  Brody |  Nancy | |
|  Caitlin |  Rapture | |
|  Charlie |  Renata | |
|  Dawud |  Sabera | |
|  Eduarda |  Saleena | |
|  Fabian |  Shazmin | |
|  Genevieve |  SK | |
|  Genil |  Sofia | |
|  Hafsa |  Success | |
|  Hannah |  Sumiya | |





2025 CAMPAIGN IN NUMBERS

40

Number of student callers on our calling team

1,213

Number of alumni who spoke to our team
of student callers

A COMMUNITY COMING TOGETHER

Here are some messages from Westminster alumni to our student callers from previous campaigns:

"It is very kind of you to share a video Brody, and I enjoyed our conversation too. I am glad to see such a bright cohort of Westminster Students coming through the ranks! And yes, make sure to attend industry events and workshops, sometimes it's just being in the room that opens a door."

"Thanks for the message Elsa, and I'm pleased you got in touch to remind me of the value of education in improving all our lives"



MORE THAN JUST A DONATION



Telephone campaigns play a crucial role in fostering a vibrant and supportive community among students and alumni. They offer a unique opportunity for students to connect with graduates, not only to seek donations for important initiatives like the Ignite Fund, but also to gain invaluable career advice and guidance. These conversations allow alumni to share their experiences and insights, which can be instrumental in shaping the students' professional development and enhancing their employability. Moreover, the interaction with alumni can inspire students, providing them with a sense of the possibilities that lie ahead and the support network available to them. It's a mutually beneficial exchange where students can learn from the successes and challenges faced by those who have walked the path before them, while alumni can give back by mentoring and supporting the next generation.

Andre - Pharmacology & Physiology BSc

"Participating in the campaign was both a transformative and immersive experience. It required patience and commitment and was a masterclass in communication and perseverance. With each call, my confidence and resourcefulness increased. Establishing a connection with various alumni, I accrued wisdom from some and a sense of direction from others. Hearing the stories of their respective journeys and being able to share mine created a sense of rapport beyond just a donation; of course, there was still a deep sense of accomplishment when the conversation led to them contributing. I connected and engaged, and the campaign's dynamic pace taught me the essence of adaptability and the power of a well-crafted message and verbal delivery."

Sherin - Msc Biomedical Sciences (Immunology)

"The campaign was so meaningful and rewarding for a student like me. It never felt like a job. I was able to listen to great stories from our alumni and receive career and personal advice insights from them."

Gabriela - Diplomacy and Global Politics

"Being part of the Ignite Fund got me more connected with my purpose at the University of Westminster, I am no longer just a student, I have contributed to a legacy that will be passed on to others. This is what community is all about. To be able to engage outside of my career and to generate everlasting connections with colleagues I worked with in the campaign. The change starts with every little action we do."



SUPPORTED PROJECTS

CASE STUDY

ANSHUL YADAV

CARBONQUEST



Thanks to the support of the Ignite Fund, I was able to develop CarbonQuest – an AI-powered web application that helps users monitor, understand, and reduce their personal carbon emissions in a gamified and engaging way.

The platform includes AI-driven personalised recommendations, machine learning-based emission forecasting, a 3D virtual garden that grows with sustainable actions, a marketplace for second-hand goods, gamified offsetting tasks, and even a personalised AI chatbot to guide users on their sustainability journey.

My goal with CarbonQuest was to create a practical, scalable tool that could go beyond university use and generate real societal impact. By combining AI, machine learning, and creative design, I wanted to empower individuals to better understand their environmental impact and take meaningful steps towards reducing it.

This project has been transformational for me, both personally and professionally. It allowed me to demonstrate full-stack development skills, from frontend design to backend logic and database integration. I gained hands-on experience with AI and machine learning – highly sought-after skills in today's job market – and built and deployed a complete product using industry-standard tools like Google Cloud, Heroku, Supabase, and Vercel. Along the way, I showcased initiative, problem-solving, and innovation by tackling a pressing global issue through technology.

The impact on my career has been incredible. CarbonQuest has strengthened my portfolio with a unique, award-winning project, helped me improve my presentation and communication skills through pitching at showcases and competitions, and given me the chance to connect with industry professionals. Most excitingly, the recognition I've received has led to four internship offers – a vital step towards building my future career.

I am deeply grateful to the supporters of the Ignite Fund for believing in my project and giving me the resources and confidence to bring CarbonQuest to life. The fund not only helped cover the technical costs but also empowered me to grow as a developer, innovator, and problem-solver. None of this would have been possible without your support. Thank you for investing in students like me and for helping spark innovation for a more sustainable world.

You can use CarbonQuest at: <https://carbonquest1-acea9e03f8db.herokuapp.com/>



SUPPORTED PROJECTS

CASE STUDY

ABU-BAKR MOOLLA

CREATIVE ENTREPRENEUR BUILDS INTERNATIONAL DESIGN CAREER

For the past three years, Abu-Bakr Moolla has been building Abubakr Design, a freelance branding and graphic design business that helps startups and small businesses develop professional visual identities. Through his work, he combines creative storytelling, brand strategy, logo design and digital design to help organisations communicate their values and stand out in competitive markets.

To take his business to the next level, Abu-Bakr used his Ignite Fund award to invest in professional development and career-building resources. The funding enabled him to complete specialist logo animation training, improve the presentation of his portfolio through professional mockups, enter international design awards, and access industry-standard digital tools that support research, proposal writing, creative strategy and client acquisition.

The impact was immediate and far-reaching. After strengthening the quality and presentation of his work, Abu-Bakr began attracting attention beyond the UK, receiving international client enquiries from Dubai, Australia and the East Coast of the United States. The investment in his professional profile also resulted in recognition from the World Brand Design Society and two Student Winner awards at the Online Design Awards.

The momentum created by the project extended beyond his freelance work. Abu-Bakr successfully secured a role as Graphic Design Assistant at the University of Westminster Students' Union, providing valuable paid industry experience alongside his studies. He also felt confident enough to pursue further opportunities, including applications for external funding programmes and discussions with Adobe regarding student development opportunities.

Reflecting on the experience, Abu-Bakr explained that the Ignite Fund helped him move from "simply building student projects" to presenting himself as an emerging professional designer, giving him greater confidence, visibility and access to opportunities aligned with his long-term career ambitions.

Why this matters:

A relatively modest £500 grant enabled a talented student entrepreneur to invest in the professional skills, tools and networks needed to compete in the global creative economy. The result was increased international visibility, industry recognition, paid professional employment and a stronger platform from which to build a sustainable creative career.



EMPOWERING TODAY

Grateful Students Express Heartfelt Thanks After Receiving Ignite Fund Grants

Alisha Khan - Architecture & Environmental Design

"The Architectural Association Summer School was an incredibly valuable experience, both personally and professionally. Working alongside people with different backgrounds and approaches to design challenged my way of thinking and helped me become more open and confident in developing ideas. I came away with greater confidence in my approach to design, a broader understanding of architectural practice, and an experience that I know will continue to influence the way I approach architecture throughout my future career."

Monika Raskova

"Thank you so much for supporting the Ignite Fund. Thanks to this equipment, I've been able to record, write, and produce music more efficiently, developing new melodies and chords and even learning guitar – which led me to write one of my favourite pieces yet. Having access to professional recording equipment has been incredibly valuable, not only for creating music from home but also for sharing it with a wider audience online. Your support means I can continue producing music over the summer, something that simply wouldn't have been possible without this fund. I am deeply grateful."



"Empowering students today is crucial because they are the architects of tomorrow's world, innovators who will solve the challenges we can't yet imagine and leaders who will shape a brighter, more inclusive future for all."

 **IGNITE FUND**



YOUR SUPPORT MATTERS



"Your potential support goes beyond mere financial aid; it represents a commitment to nurturing the potential of tomorrow's leaders. The achievements highlighted in this report are a testament to the life-changing effects that contributions like yours could have. We hope these success stories resonate with you and encourage you to consider supporting the Ignite Fund, enabling more students to realise their aspirations and contribute positively to our collective future.

We look forward to the opportunity of your support and the difference it can make in the lives of our students. Thank you for considering a partnership with us in this meaningful endeavour."

Warm regards,
Jordan Scammell
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UNIVERSITY OF
WESTMINSTER 



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