



The Chairman  
Hawks' London Dinner Committee  
Hawks' Club  
18 Portugal Place  
Cambridge CB5 8AF

15<sup>th</sup> May 2020

Dear Fellow Hawk,

**On Wednesday, James Skelton, Past President 1988/89, and immediate outgoing President, Mike Phillips, gave our Committee an update on Hawks' Club finances. Details are summarised below, but in short, a fundraising push is being planned for the Michaelmas term and we wondered if we could call on your support, ahead of a wider drive with Hawks alumni? Details of how you can help are included at the end of this update. Mike has also prepared a short video for you to watch:**

**Membership levels:**

The Hawks' Club has 217 Resident members in Cambridge. This number was expected to climb to approximately 250 by the end of Easter term, before the coronavirus crisis. The Ospreys currently have 60 subscription-paying members, a number which is steadily increasing as they transition from their lifetime membership model. According to Mike, the influx of Ospreys means the Clubhouse has never been busier in his six years.

**The Hawks' Charitable Trust:**

The Hawks' Charitable Trust manages an endowment of roughly £900k and gives out circa £30k in bursaries every year to worthy sports men and women. The Hawks' Charitable Trust has been the most consistent funder of sports bursaries in Cambridge and this has maintained the strong reputation of the Club within the University. Plans are afoot for the Trust to play a more active role in supporting University sport in the future: you will hear more about this in due course. The Trust is led by Matthew Bullock, Emeritus Master of St Edmund's College, and James Skelton (Skelly), who has recently become Trustee and Treasurer. He has also taken over the role of Finance Director of our Club and Clubhouse. 'Skelly has served on the London Dinner Committee for 30 years and is well grounded in the values of our Club. Jonathan Dickins, who has led the Committee's development activity, has also become a Trustee with responsibility for alumni relations.

**Club finances:**

Clubhouse operations, through the Hawks' Company Limited (HCL), continue to be a relatively expensive burden on the Club, with income limited to term time, whilst costs are continuous. Every year Hawks raise considerable sums from Rumbogie; the Hawks' Event; the Steele-Bodger rugby match; and the Dining Rights Club. Despite this, the Company has always operated at a significant loss, which is offset by the Club's income of Resident subscriptions and alumni donations. Unfortunately, as Company costs have risen, Club income has not increased in parallel. The Ospreys provide a new income stream, but there is more to be done. Trading performance has deteriorated in the last two years and the COVID-19 lockdown will have exacerbated this further. A recent review of trading by Skelly and the Residents' Committee identified a number of gaps and opportunities, which give them confidence that the combined performance of the Club and Clubhouse can be turned around over the next 12 months (as soon as normal student life can resume).

**Alumni donations:**

Key to this will be building up regular donations from alumni. Currently, Resident Hawks pay a £20 quarterly subscription until they graduate. At this point they become a Hawk for life, with all the same benefits, but no obligation to pay any further subscription. Resident Hawks have routinely asked more senior members for a donation to support the running of the Club. This generates about £26k per annum from around 850 individuals (20% of members) with an average donation of £30.

Vincent's operate on a similar basis, but over the last four years has built up regular donations to more than £100,000 pa, on which they also receive Gift Aid. Getting even halfway to this level of donations would get us well on the way to breaking even.

**Gift Aid: a new boost to donations:**

Until now, donations to the Club have not been able to attract Gift Aid. Following discussions with the Trustees of the Hawks' Charitable Trust, it is now possible to make a donation to the Hawk's Charitable Trust, for the benefit of The Hawks' Club, and include Gift Aid. This is a very worthwhile step that will give us an additional 25p for every £1 donated. With Gift Aid in place, a fundraising drive is planned for the autumn to increase donations income as we build towards the Club's 150<sup>th</sup> Anniversary in 2022.



### **How can you help?**

**The Hawks' Resident Committee now asks new alumni Hawks to make a regular contribution to the Club. This week the London Dinner Committee agreed to review the level of their personal contributions. On behalf of the Committee and our student members, I would like to ask you to consider reviewing the level of financial support you are making to the Club. Increasing your donation to just £10 a month would enable us to achieve so much more in Cambridge.**

With extra money we could:

- Open Portugal Place more often for lunch - boosting income further
- Hire a Club Secretary to take on responsibility for running Portugal Place and administering our Club
- Improve our website / communications to alumni around varsity sports and student successes
- Offer more events in Cambridge and London for alumni members
- Reduce Resident subscriptions; an £80 annual subscription is a barrier for some students
- Undertake a much-needed renovation of the Clubhouse.

**If you feel able to increase your financial contribution to the Club or set up a regular donation, please click here: [www.hawksclub.co.uk/donate-to-the-club](http://www.hawksclub.co.uk/donate-to-the-club) and follow the instructions (completing the Gift Aid request if you are a UK tax payer). This will trigger your new donation. If you already donate please cancel your existing recurring payment process (we will do this automatically for you if you are already giving by Go Cardless). Completing the online application will set up a donation to the Hawks' Charitable Trust, which will be allocated, if that is your wish, for the benefit of the Club, rather than for sports awards.**

Please forward this message on to any fellow Hawks, who you think would consider making an immediate donation. If not, the Club will contact them later this year. If you have any problems accessing The Hawks' Club website, please email [admin@hawksclub.co.uk](mailto:admin@hawksclub.co.uk). As a final request, when you are on the site, please do also check that the details we have on file for you are correct. Updates can be made via the website.

Hawks are Hawks for life. No subscriptions are charged after going down, but the ethos of the Club has always been that past generations give generously to support their successors. I hope we can continue to show that spirit.

Yours truly, and with many thanks  
Ian Hodgson  
Chairman  
Hawks' London Dinner Committee

**PS: Here is the donation link again: [www.hawksclub.co.uk/donate-to-the-club](http://www.hawksclub.co.uk/donate-to-the-club)**

### **London Dinner Committee Members:**

Donald Steel	Anthony Hyde
Roger Dalzell	Adrian Davies
Jeremy Caplan	Jonathan Arscott
Patrick Delafield	Rory Jenkins
Peter Howland	Garri Jones
Simon Berry	Oliver Slack
Jonathan Dickens	Brad Crombie
Ben Duncan	Rick Dunn
James Furber	Russel Abel
Paul Orchard	Ross Blake
Richard Brooman	Jeremy Hansell
Tony Murley	Doug Rowe
Ian Hodgson	Hardy Cubasch
Rob Heginbotham	Andrew Dinsmore
John Pritchard	Borna Guevel
Martin Ebert	Ilia Cherezov
John Taylor	Frank Sanders
James Skelton	Richard Ollington