



XXXXXXXXXXXXX  
Ms A B Sample  
Sample Company  
123 Sample Street  
Sample Town  
Sample County  
AB12 3CD

March 2013

PI.Number/Mailing Code

Dear <name>

### Shaping the future

I'm writing to you about an enduring contribution you can make to your University that will have a lasting impact for many generations to come. As one of our first students, you were among the pioneers who helped establish The Open University (OU) as a world leader in supported distance learning, transforming millions of lives through the power of education. I'd like to share with you our vision for the future, and how you can be a part of it by leaving a gift in your Will (sometimes known as a legacy).

### Education with people at the centre

Since our inception in 1969, nearly two million people have experienced the benefit of OU study – gaining qualifications, updating skills, changing careers, exploring new interests, and realising their dreams. Thanks to the wonderful generosity of the OU's donor community, many received financial assistance to study – and today we continue to help thousands of disadvantaged people each year as they take their first steps towards a better future.

The changing landscape of higher education presents new challenges all the time, but our determination to remain true to our mission is unswerving. We are deeply committed to being open and accessible to all – supporting underprivileged students held back from fulfilling their potential; reaching out to new learners; encouraging underrepresented groups to benefit from the opportunities that a first class education can bring; removing barriers to learning; and improving resources and access for disabled students.





Now, with the benefit of technology, we have the opportunity to extend our life-changing work even further. As a world leader in modern distance learning, we're in a unique position to reach out across the globe. In Africa we have already provided teaching resources in twelve countries and four languages, through an award-winning programme designed to improve the availability and quality of primary education – giving whole communities the chance to lift themselves out of poverty.

The Open University has always been committed to social justice, and we're determined to keep it that way. With your help, we can connect innovation and expertise to change the face of education worldwide – opening the doors to education for everyone who wants to learn, whatever their circumstances or aspirations, long into the future.

### **Education in a connected world**

Another of our founding principles is to make innovative and effective use of technology to deliver and share learning. You may have fond memories of watching late night television broadcasts, produced in partnership with the BBC. Today, OU students learn when and where they choose – at home, at work, on the move; using digital channels like iTunes and YouTube; taking part in online discussions and course forums; performing experiments in virtual laboratories.

We believe that in our digital age it should be possible for everyone to have access to high quality educational materials, anywhere on the planet. We've led the way with our free open resources website, OpenLearn. Since its launch in 2006, over 26 million visitors have been to the site to watch, listen, debate and discover with OU experts, and study thousands of hours of free course materials. Millions more have downloaded podcasts and videos from iTunes U and the OU's YouTube channel.

In the last few weeks the University has again been at the forefront of new technologies, spearheading a revolutionary project that brings together online courses from leading UK universities for the first time. Called 'Massive Open Online Courses' (MOOCs), the project builds on the OU's mission to share the benefits of higher education by enabling students from across Britain and further afield to access a huge range of clear, easy to understand learning materials, free of charge. As OU Vice-Chancellor Martin Bean says, MOOCs "will take our proud heritage and work with some of Britain's best-known universities to write the next chapter in the story of British higher education."

Evolving technologies offer unprecedented opportunities for people to create a brighter future for themselves through education, wherever they happen to live. By developing and exploiting pioneering methods of teaching and learning, we aim to raise the skills and aspirations of tomorrow's most disadvantaged populations – bringing new hope for lasting economic and social change.



## An optimistic future

Our mission to promote greater equality of opportunity and social justice is underpinned by a world leading and internationally excellent research portfolio – ranked in the top third of UK higher education institutions for quality. Today, OU research is dedicated to finding solutions to challenges that affect the wellbeing of individuals, families, communities and the world in which we live:

- How can we use technology to support people with dementia to live independently?
- Is there a way to predict the spread of infectious disease?
- What can we do to break the cycle of inequality and poverty?
- How do we conserve our dwindling energy supplies?

Tomorrow's big questions will be different and we don't yet know where technological, scientific, artistic and social advances may take us. It's our vision to be there at the forefront of scholarship – pushing forward the frontiers of understanding; making sense of our changing environment; nurturing the present and safeguarding the future.

## Open to people, places, methods and ideas - yesterday, today and tomorrow

I'm sure you share our excitement about the amazing potential of the OU to make a difference – changing lives now and in the future. You can help us to shape the future by leaving a legacy to The Open University in your Will, securing the gift of education and opportunity for generations to come.

Leaving a legacy could be the most significant, impactful gift you ever make – a truly inspiring inheritance that will profoundly touch the lives of others and give them the chance to make their own mark on the world. Your generosity will also be recognised in the University's beautiful Legacy Garden, a tranquil and timeless walled garden at Walton Hall, dedicated to the memory of our supporters who remember us in this way.



A legacy is very straightforward to set up, whether you're making a new Will or amending an existing one. Once you've made provision for loved ones, a gift of any size to The Open University can make a big difference. If you leave an unrestricted gift, it enables us to put it towards the area of greatest need at the time. If you'd like to find out more (or if you'd rather we didn't contact you again about legacies), please complete and return the attached form. The legacy team would be delighted to have an informal chat with you about what's involved – you can contact us on 01908 659141, or email [giving@open.ac.uk](mailto:giving@open.ac.uk).



## Would you give future generations the chance to study at the OU through a gift in your Will?

- Please send me more information about leaving the OU a gift in my Will
- Please telephone me to discuss legacy giving

\* My number is \_\_\_\_\_

- I have already made a gift in my Will to the OU
- I intend to leave a gift in my Will to the OU
- I would prefer not to be contacted regarding legacy giving

Would you be interested in a tour of our main Milton Keynes Campus for people interested in leaving a legacy?

- Yes  No

\* If you provide your telephone number, we will be able to contact you about our work and how you can help.

Ms A B Sample, Sample Company, 123 Sample Street, Sample Town, Sample County, AB12 3CD  
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Thank you so much for taking the time to read this letter. You've already played an important role in one of the most inspiring journeys in higher education, and I hope very much that you'll help us continue to blaze a pioneering trail long into the future.

Yours sincerely



Karen Hart  
Legacy Manager

PS. If you've already remembered The Open University in your Will, thank you so much. It would be wonderful if you could let me know that we have your support, as we'd like to be able to express our gratitude.

The Open University, Walton Hall, Milton Keynes, United Kingdom MK7 6AA.  
Tel +44 (0)1908 659141 Fax +44 (0)1908 653994 [giving@open.ac.uk](mailto:giving@open.ac.uk) [www.open.ac.uk/legacy](http://www.open.ac.uk/legacy)

Your details are held in accordance with the Data Protection Act 1998 and will be treated confidentially and sensitively for the benefit of the OU and its members. For more information on the OU's Data Protection policy, visit [www.open.ac.uk](http://www.open.ac.uk) or contact 01908 653994.

The Open University is incorporated by Royal Charter (RC 000391), an exempt charity in England & Wales and a charity registered in Scotland (SC 038302).

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To give to future generations, please turn over and complete the form, and return in the Freepost envelope provided.



**Ms A B Curran**  
 The Open University  
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March 2013

**Dear member**



**Shaping the future**

We're asking for your advice on an exciting contribution you can make to your University that will have a lasting impact for many generations to come. An idea of our first students, you were among the pioneers who helped establish The Open University (OU) as a world leader in supported distance learning, transforming millions of lives through the power of education. It's so close with you our work for the future, and how you can be a part of it by leaving a gift in your 2013 questionnaire as a member.

**Education with people at the centre**

Since our inception in 1969, nearly ten million people have experienced the benefit of OU study – gaining qualifications, building skills, changing careers, enjoying new interests, and making their dreams. Thanks to the successful generosity of the OU's donor community, many received financial assistance to study – and today we continue to help thousands of disadvantaged people each year as they take their first steps towards a better future.

The changing landscape of higher education presents new challenges of the time, but our determination to remain true to our vision is unwavering. We are always committed to being open and accessible to all – supporting underrepresented students to get back to fulfilling their potential, reaching out to new learners, encouraging underrepresented groups to benefit from the opportunities that a higher education can bring. Removing barriers to learning, and improving resources and access for disabled students.

New with the benefit of technology will have the opportunity to extend distance learning with a wider range of subjects. As we reach 40 million students, we have a unique chance to make a lasting impact on the lives of our members and their families. Through an exciting new programme, we are asking you to help us shape the future of our University by leaving a gift in your 2013 questionnaire.

The Open University has always been committed to social justice, and to ensuring all have the chance to benefit from education. Supporting disadvantaged students to learn, and to reach their potential in education, is at the heart of our mission.


**Education is a commitment**

Another of our founding principles is to make innovative and effective use of technology to deliver education. We have been pioneers in the use of technology to deliver education, and we are now using our expertise to help us reach our 40 million members and to ensure that our members have the best possible learning experience.

We believe that our digital age offers us the opportunity to make a lasting impact on the lives of our members. We are asking you to help us shape the future of our University by leaving a gift in your 2013 questionnaire.

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**Open to people, places, methods and ideas – partnerships, today and tomorrow**

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Leaving a legacy could be the most significant, impactful gift you ever make – a truly inspiring achievement that will profoundly touch the lives of others and give them the chance to make their own mark on the world. Your generosity will also be recognised in the University's beautiful Legacy Garden, a tranquil and beautiful garden at Milton Park, dedicated to the memory of our supporters who remember us in this way.

A legacy is very straightforward to set up, whether you're making a new Will or amending an existing one. Once you've made provision, the cost is a gift of your time to The Open University and makes a big difference. If you have an unreserved gift, it enables us to put it towards the area of greatest need at the time. If you'd like to find out more or if you'd prefer we contact you (you can tell us about what you'd like to leave and we'll contact you with an informal chat with you about what's possible) – you can contact us on 01200 651911, or email [legacy@open.ac.uk](mailto:legacy@open.ac.uk).

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