

Chameleon

CONSULTANCY & TRAINING

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W: chameleon-training.co.uk E: justin@chameleon-training.co.uk M: 07877 883023

Fundraising in our Schools – The Landscape

£1.8bn pa collectively generated by schools through income generation activities.



It's believed 66% of primary schools actively raise funds.

PTA's raise on average £9,000 each year
26% raise more than £10,000.

Sources: Parentkind

Fundraising in our Schools – The Landscape

Only 2% of school leaders feel they have the resources needed to raise extra funds

Only 6% of SBMs have a fundraising strategy in place

Grant Funding remains the traditional solution for schools, but this is unpredictable and an unreliable source of regular funding.

A sustainable approach is needed.

Sources: Pebble, ISBL



60%

Regularly donate to charitable causes

3%

Regularly give to schools

Why the disparity?

Donor Motivation – why would they give?

Extrinsic Factors – money, status

**Intrinsic Factors – enjoyment,
growth, curiosity, fun**

**Our perception over what's
important changes over time**

Emotive

- Because of nostalgia
- A need for recognition
- A sense of duty
- Genuine altruism

Rational

- In a habit of giving = parental donations
- Community connection = engagement
- Want to make a difference
- Belief in the cause
- Tax benefits – CSR



ONE PERSON WITH
A BELIEF IS EQUAL
TO NINETY-NINE
WHO HAVE ONLY
INTERESTS.

John Stuart Mill
www.quote-coyote.com



Your best
ambassadors and
advocates are
your students
and staff

Engage, inspire
and motivate
them first

Developing the Process

✓ **Digitise Your Fundraising:**

- Your website is the primary comms platform
- Introduce "Our Projects" or "Support Us" tab
- On-line donations and gift aid forms
- Downloadable "key facts" about each project
- Demonstrate the impact each donation has – however small

✓ **Communicate - Exploit Video and Social Media:**

- Post updates, keep supporters involved and informed
- Consider short campaign videos, led by the pupils where possible
- A "Fundraising Newsletter" – introduce, inform, celebrate, persuade



Getting the basics right

A Fundraising Plan – it's worth the effort

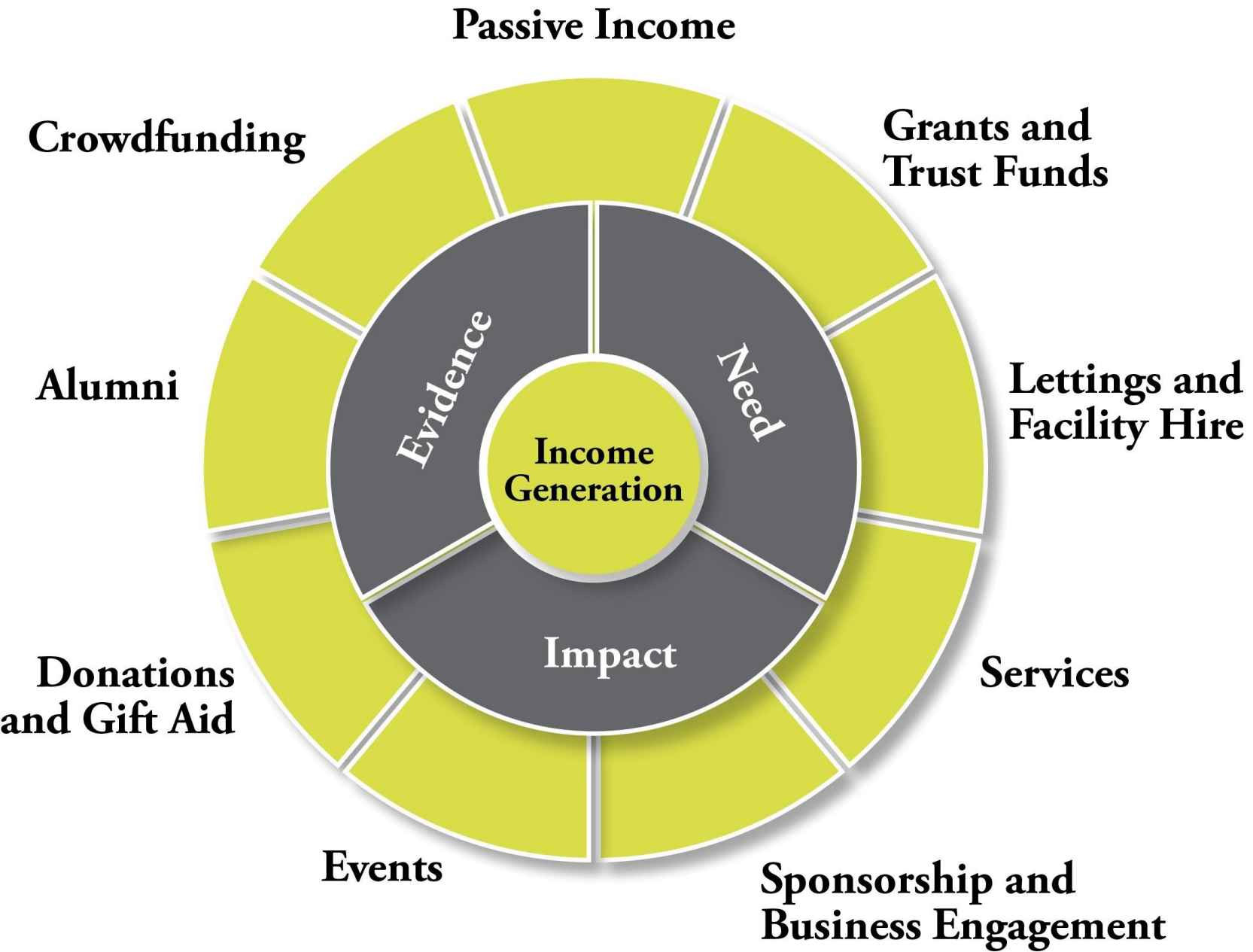
- ✓ Integrate premises development plan/whole school development plan
- ✓ Understand the process – SWOT analysis
- ✓ Prioritise greatest need and impact
- ✓ Quick wins – “effort vs reward”

Fundraising is a good habit!

- ✓ A team sport – parents and pupils are great ambassadors
- ✓ Leadership – HT/Governors involvement correlates directly with income raised
- ✓ “Culture eats strategy for breakfast” . Organisational culture is key.

Consider all fundraising avenues – “*Wheel of Fortune*”

- ✓ Select the best approach – community crowdfunding or grants or both?
- ✓ Some are slower burn/long term routes to funding



The Wheel of Fortune

This graphic demonstrates the ways our schools can raise funds.

Not all of them may be options for your schools.

But some of them are!

Crowdfunding

(High Repeatability income stream)

A great way to engage communities. Creating a Crowdfunding page is easy and there are various platforms for schools.

Ideal for “small to medium sized” campaigns

- Dedicated web page for your project(s)
- One off or regular donations
- Gift Aid provision
- Campaigns can be shared to school social media platforms

GoodHub / Crowdfunder.co.uk

Passive Income (High Repeatability income stream)

1 – Shopping Affiliate Schemes

Shopping affiliate schemes allow schools to earn commission every time parents or staff make an online purchase through a fundraising website. Commission, typically 3-4%, is earned at no cost to the donor or the school. These organisations work through affiliate marketing - in exchange for sending traffic to online stores, the store then pays them a commission.

Easy Fundraising / Give As You Live

2- School Lottery

Introduce a lottery scheme - <https://www.yourschoollottery.co.uk/>

No set up or running costs

40% of ticket sales go back to the school

Branded lottery page and dashboard

Sponsorship and Business Engagement (High Repeatability)

Opportunities for local businesses and suppliers to support your projects.
Mutually beneficial relationships with organisations that share your vision and ethos.

Businesses pay less Corporation Tax when supporting charitable organisations.
Speak to suppliers first – you have a transactional relationship in place already!

Acknowledge involvement - a donations board, celebration & launch events

Consider:

- *Sponsored advertising*
- *Business Directory*
- *Tiered Sponsorship Packages*
- *Brick Slips - Buy a brick campaign for our new building*
- *Sponsor a metre² of our MUGA*
- *Corporate Social Responsibility*

Garstang
Community
Academy,
Lancashire

Virtual ownership

HERE'S YOUR CHANCE TO OWN A 'VIRTUAL' SQUARE OF OUR NEW ALL-WEATHER PITCH

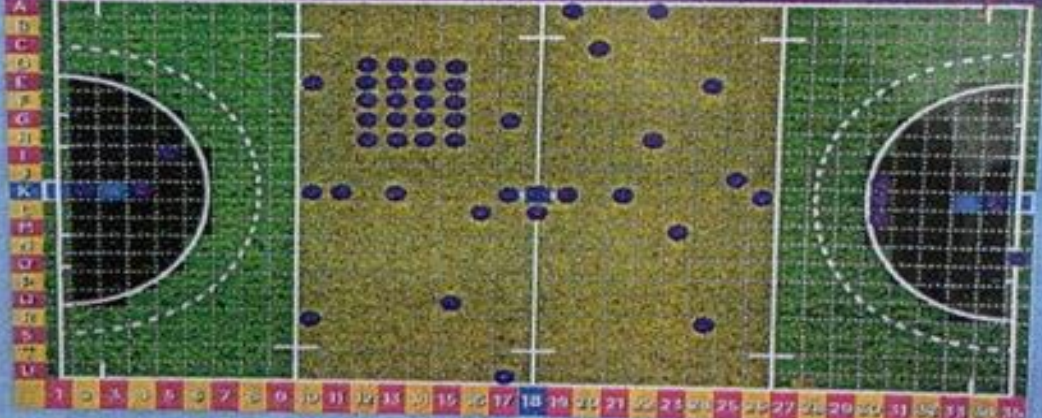

4 great reasons to buy a square

- ◆ Help us raise the final money we need to start construction
- ◆ Be in with a chance of winning £250!
- ◆ Get your very own certificate of virtual ownership
- ◆ Have your name permanently recognised on a supporters board

★ 1 LUCKY Pitch Square Owner will receive a £250 prize!!

BUY A PITCH SQUARE


Project supported by:



Buy a square for £10, £20, £30 , penalty spots are £500 and goals are £1000.

Payment can be made at Reception, the 'blue box' , online PMX (use the drop down menu to select the square value), or by cheque payable to Garstang Community Academy - remember to include your name and address details.

Contact pitchin@garstangcommunityacademy.com

 Garstang Community Pitch

www.garstangcommunityacademy.com

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Storytelling

The key to everything

“every successful fundraiser is a great storyteller”

A Case for Support.

This should enable you to answer the key questions any donor or grant funder will ask:

What you're planning to do

Why you're doing it

How you're going to make it happen

Impact on users/beneficiaries

Evidence this is needed



A Sprinkle of Stardust

- Show, don't tell – experiences?
- Case studies – demonstrate impact
- Write from the heart – we're in an emotive industry
- Use video to bring campaigns to life

Grants and Trust Funds

c.£1.5 billion available each year for schools to bid for.

Around 5,000 grant funders in the UK, thousands of grants and trusts available on a national, regional and local scale.

Many are heavily oversubscribed.

The Garfield Weston Anniversary Fund received applications from 2,300 schools and charities, totaling £200 million.

They funded **150 schools** with their **£11 million**.

But....

Data from Big Lottery showed that a significant proportion of applications to their Reaching Communities Fund were **ineligible!**

Grants and Trust Funds

Ineligible?!

Many Lottery Awards for All applications are rejected early in the process.

Why?

- Rushed applications - not completed properly or fully
- Lack of real thought - lack of evidence and compelling argument
- Poor planning - missed deadlines, insufficient data

Do your research and make time for the process

What do the funders say?

According to the National Lottery the main reason applications are rejected lies in "*failing to show how the **lives of beneficiaries will be improved.***"

"*So many applicants don't give an explanation about the strategy for achieving change or a **clear indication of what they are trying to achieve.***"

Stephen Pittam, Joseph Rowntree Charitable Trust.

"*Funders want a cohesive story, including **evidence of demand** for a charity's services and the **outcomes it will create.** Very often the latter parts just fall away.*" Gilly Green, Head of Grants, Comic Relief.

Bringing a project to life

Key takeaways

- Always put yourself in the shoes of a potential benefactor – why should they support you? What do they expect in return?
- Be creative. Capture the imagination by being different.
- Use your website and social media feeds to promote your campaign.
- Involve your children – funders want to hear from the beneficiaries of a project.
- Be absolutely clear about impact – how does their donation help? What evidence do you have to prove the need.

Some recent examples

'Our Dementia Choir' with Vicky McClure

Secured £10,000 from National Lottery 'Awards for All' towards supporting their members with trips out and other experiences.

Sir John Lawes School, Hertfordshire

Secured £45,000 from 'Savoy Education Trust' for developing a food technology classroom.

Penwortham Priory Academy, Lancashire

Secured £9,455 from Local Community Fund for a synthetic cricket pitch.

Kitwell Primary School, Birmingham

Secured £3,000 from Garfield Weston Foundation towards a new playground and play equipment.



- ✓ Clear Need
- ✓ Defined Impact
- ✓ Quantifiable Outcomes
- ✓ Evidence based bid

Sources of Grant Funding

- 1) **Grant Finder Websites** (paid subscription service, updated regularly, easy to use filters):
 - FundEd (Community Inspired)
 - Arro by Pebble
 - Grants4schools.info
- 2) **The Directory of Grant Making Trusts** – Directory of Social Change
- 3) **Local Authority website** (free to access but are they reliable?)
- 4) **Smaller, very local community funds** (they're more likely to find you if you market yourself effectively!)



Any Questions

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