

Fundraising Review Example

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|---------------------|----------------|------------------|--|
| School Name | Example School | Address | |
| Contact name | | Email | |
| Position | SBM | Telephone | |

School overview

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| School head count | ~1,100 |
| Classes per year group | 8 |
| Characteristics (i.e. inner city or rural, the main language spoken, % of pupil premium, ethnicity breakdown, wealth of area) | Inner city Primarily white working class ~56% pupil premium Based in area of high deprivation |
| Personality (i.e. what's fun, brilliant, challenging and different about your school) | Vibrant school environment. High levels of appreciation and loyalty towards the school. Students value their teachers and their school. Staff very loyal to the school. High community spirit. Challenges – deprivation, parental engagement in some cases. |
| Do you have a PTA or equivalent? If yes, do you work with them on fundraising? | No Willing to reach out to the community in an attempt to find volunteers |
| Success stories – please let us know of any particularly successful fundraising events or activities you or your school has run. | None so far! |

Review introduction

As an inner-city school and based on the characteristics of your school and pupils your fundraising plans will focus on grants, business sponsorship and perhaps alumni support.

I have provided our fundraising handbook to go alongside this, which provides more general ideas and support.

Within this review I will give some more specific advice against the products on your wish list and suggest some activities that can provide ongoing regular income.

You should be successful with grant applications, however, looking at the demographic of the school other fundraising options should also be relevant, including regular giving and crowdfunding, potentially an alumni programme, local sponsor support, affiliate income and event fundraising.

As you don't have a PTA finding support within the school and event fundraising will be more difficult.

Generally, it is more difficult finding the resources internally to support activities that require more time to set up and implement, such as event fundraising. One option would be to recruit a part time fundraiser –

perhaps two mornings a week. This could be a very effective way to manage and grow a fundraising programme. See attached role specification & we can help advise on this.

If you have had success with events in the past we can work with you to help, select events that might fit and work now.

Grant Review

We have shortlisted grants, that you are relevant for.

Ideally you would find someone internally to take responsibility for looking after the bid application. It is worth putting out an appeal for anyone with 'bid writing' skills from your school community who may volunteer to help.

Once you have identified the likely grants, call them up and discuss your needs with them. Look at who has been successful with this grant provider in the past and importantly how much they have received. Try to keep your bid inline with these amounts.

Once you have put together your application, we can have one of our experts review this for you.

If you wanted to consider a 'bid writer' perhaps on a 'no win no fee' we could investigate this for you.

Once a grant application has been successful remember to report back to the grant provider once those funds have been used and the outcomes are being experienced by the children.

Grant shortlist

Fundraising for: Music equipment: leads, capos, headphones, drumsticks, pics, guitars, bass guitars, music stands, keyboards, headphone adaptors

Funds Needed Approx.: £7.500

Time frame: ASAP

Selected Grants below – Source: FundEd Grants Database

| Arts Council England – National Lottery Project Grants | |
|--|--|
| Amount | £1,000 up to £100,000 |
| Deadline | Ongoing – allow six weeks for small grants (£15,000 and under), and 12 weeks for large grants. Please note - this grant giving programme is suspended, due to Covid-19 |
| Areas of interest | Funding is provided for projects that engage people in England in arts and culture. Projects must have a set duration of less than three years. Schools must demonstrate that their project benefits the wider public and is not for profit. Funding will not be given for activities that could be reasonably expected to be delivered by statutory education funding. At least 10% match funding is required for activities that could be reasonably expected to be delivered by statutory education funding. At least 10% match funding is required |
| How to apply | Create a user account and applicant profile online. Once the applicant profile is approved (allow ten working days), complete the online application form |
| Website | artscouncil.org.uk |

| Music for All: Community Project Funding | |
|--|---|
| Amount | Up to £2,500 |
| Deadline | 1 February, 1 July and 1 November for April, September, and January respectively |
| Areas of interest | Music for All believes everyone should have the opportunity to learn to play music. Sadly, many people are not fortunate enough to have access to musical instruments or ways to help them to learn and discover. This is where Music for All comes in. Schools can apply. Applicants must be from the UK or Ireland, and applications can only be made to benefit those who are resident in the UK or Ireland, and have been for at least the last three years |

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| How to apply | Create a user account and applicant profile online. Once the applicant profile is approved (allow ten working days), complete the online application form |
| Website | musicforall.org.uk |

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| Youth Music – Fund A | |
| Amount | Between £2,000 to £30,000 |
| Deadline | Three deadlines per year – the remaining deadlines for 2020 are 3 April, 31 July and 4 December |
| Areas of interest | <p>Youth Music is a national charity investing in music-making projects for children and young people (aged 0-25) experiencing challenging circumstances. Projects should be centred on either or both of the following: music-making for children and young people in challenging circumstances; strategic work supporting the development of the workforce, organisations, and/or the wider sector.</p> <p>Applications will only be considered from schools for projects that have a significant element of innovative partnership working, have a high quality musically-inclusive approach, provide benefits to the wider community and have a targeted focus on reaching and engaging children and young people in challenging circumstances across the whole application and project. At least 10% match funding is required. Projects need planned outcomes from set outcome areas. England only</p> |
| How to apply | network.youthmusic.org.uk |
| Amount | Between £2,000 to £30,000 |

Search for local funding opportunities from councils, local authorities, businesses, charitable bodies, and Community Foundations or similar. The PTA.co.uk website provides an up-to-date table of regional grants and support via [local pages](#).

Once you find a grant:

1. Confirm that you fit the criteria.
2. Check the deadlines for application carefully.
3. Contact the grant provider, if possible, to discuss your project.
4. Research other successful school bids: what they were using the funds for and how much they received. If your application is for a similar amount, it may improve your chances of being successful.

For more advice on applying for a grant:

- <https://www.funded.org.uk/advice-hub/bid-writing>
- <https://www.funded.org.uk/fundraising-success/grants>

Regular giving / crowdfunding

We recommend setting up an account with a specialist such as Investmycommunity – this provides the flexibility to look at both regular giving and crowdfunding as well as sponsorship pages to support individuals who want to set up specific activities or challenges to support the school.

Looking at your school situation you should be able to succeed at online fundraising. A crowdfunding campaign can run alongside your grant application and where needed fund 'bid writing' fees.

We will make an introduction to our Crowdfunding partner and help you start this process.

[See attached details crowdfunding guide for help on process, PR, marketing and building the story.](#)

Please following links for case studies from schools crowdfunding for similar products to you.

- <http://funded.org.uk/fundraising-success/crowdfunding/music-room/>
- <http://funded.org.uk/fundraising-success/crowdfunding/our-crowdfunding-campaign-raised-34000-for-a-school-theatre/>
- <http://funded.org.uk/fundraising-success/crowdfunding/theatre-project/>

Alumni Programme or old pupil networking

This will take longer to set up but once established ex pupils or the family of ex-pupils might well be interested in supporting the school, through either regular giving, crowdfunding campaigns, miscellaneous events, and affiliate shopping.

Building an alumni network can make a real difference for schools, but I appreciate this is not easy without support. Here is a link to an online feature in regard to Alumni

<http://funded.org.uk/partnerships/advice/activate-your-alumni/>

Social media can be a very powerful tool in reaching and developing communications with a broader school community both current and past. As well as helping promote campaigns they can also be used to provide feedback on successful campaigns.

Old pupils who have gone on to be successful in their careers are often keen to support their old schools, particularly if those schools are in challenging environments.

Building engagement with parents, the community and local businesses is important.

To begin – here is a link to a feature online:

<http://funded.org.uk/partnerships/advice/engaging-with-parents-businesses-and-the-community/>

We partner with [Future First](#) a charity that provides schools and colleges with the technology, tools and support needed to mobilise their past pupil networks. If there programme is of interest to you we can help you find a local sponsor to partner with you and fund this service for your school.

Sponsorship and business support

Encourage other companies and organisations to support you either through direct funding or by providing other types of support.

In working with businesses to find potential sponsors, donors, or other sources of support its important to remember all local businesses will have a budget to spend on marketing and your ability to promote them to your wider school's community can represent a legitimate use of some of this budget.

Ask the school community, audit the parents many of which may run or manage local businesses who would like to help.

We will provide 'Donate to Educate' introduction communication to give businesses additional value for their support.

Please see links to case studies and editorial:

- <http://funded.org.uk/partnerships/business/link-up-with-business/>
- <http://funded.org.uk/partnerships/business/6-steps-to-successful-partnerships/>
- <http://funded.org.uk/partnerships/business/we-ran-a-3million-fundraising-campaign-for-a-new-sports-campus/>

General Fundraising

These can be divided into two areas, event fundraising and non-event or passive income streams, but can include curriculum linked fundraisers.

Passive income streams are often overlooked but can be useful as once established they can tick over without too much effort. These can include, recycling schemes, 100 clubs, lotteries and affiliate fundraising.

There are many event fundraising ideas and through our sister service [PTA+](#) we can help you find and run events that can work for you. This will depend on the time and resources at your disposal. AskFundEd for help on choosing an event that might work with you, step by step guides and an understanding on what can be achieved.

Curriculum based fundraising can help schools raise funds within the classroom or school environment and can include such things as Christmas card projects, readathons or book fairs.

One key point to remember is that many events and particularly curriculum related can help schools reach other goals within their development plans. This is important especially for schools without PTAs as you can use them to encourage staff that are tasked to achieve some of these goals to undertake or get involved in fundraising activities.

Affiliate Fundraising

Virtually everything bought online is covered – so as well as office products make sure staff travel and accommodation are included. Often staff want to support fundraising but just don't have the time to get involved. Instead ask staff to use the school affiliate account when booking holidays, insurance, and personal travel.

Also look at affiliate arrangements that reward from direct spending in stores.

<https://pta.co.uk/fundraising/ideas/shopping-affiliate-schemes/>

Facilities Hire

This is often more relevant to secondary schools than primary but include both and there are companies out there that can run the whole facility for you – so an excellent passive income opportunity. We will review your situation based on the school's specific circumstance.

Please see links to relevant editorial features:

- <http://funded.org.uk/partnerships/pta-and-community/a-strategic-approach-to-lettings/>
- <https://content.yudu.com/web/3z42w/0A3z453/FundEdAutumn2021/html/index.html?page=34&origin=reader>

Thinking out of the box

Raising funds is important. but saving money or buying more efficiently can also play an important part and, the more you can save the less you need to raise.

Some products are easier to raise funds for – see if you have ring fenced money for activities or products that would be easy to fundraise for. Consider switching the ring-fenced money to other hard to fundraise products and focus on fundraising for the easier

Many companies will review your current situation, run audits, and help you understand where significant changes can be made – for example, insurance, lighting, printing, IT licence agreements, telephone systems to name but a few. Link to case studies and examples

You can also look at alternative ways of buying, via leasing or extended payments that can help you manage costs better or use funds raised more effectively.

<http://funded.org.uk/advice-hub/how-to-buy-better/>

<http://funded.org.uk/advice-hub/how-to-guides/rethink-your-energy-strategy/>

Marketing and PR

The impact and outcomes outlined earlier should be at the heart of PR messaging – spreading the word across the school and wider school community.

Fundraising and partnerships should be included in general marketing and be used to promote the school in general. Also, good marketing and PR will help future campaigns as will highlighting successful campaigns and continue to demonstrate impact.

<http://funded.org.uk/advice-hub/marketing-and-communications/make-marketing-matter/>

Next Steps and getting started

- 1.
 - 2.
 - 3.
- Etc