Income generation solutions for schools

Richard Manville,
Director, FundEd and PTA+





Who are we?

- Community Inspired is a social enterprise
- We've worked with PTAs for over eight years, helping them raise over £150m a year
- In 2016 we launched FundEd an income generation toolkit for School Business Leaders







We help over come the barriers to income generation?

- Demands on time and resource
- Lack of skills and experience
- Lack of ideas of how to raise funds
- Too much competition for grants
- Lack of support from parents





Where should you start?

Rather than fundraising activity being ad hoc or reactionary, you need a strategy that:

- Highlights what you are trying to achieve
- Provides a timescale for each project
- Gives each project a financial target
- Considers 'who' can help and 'how'
- Do your research





Think creatively

- Brainstorming consider solutions that meet your target, timeframe and other objectives?
 - Are you making the most of your assets facilities, people
 - Grants (part of the solution, but not the only solution)
 - Would crowdfunding work?
 - Event and non-event fundraising
 - Local business support
- Break it into bite-sized chunks
 - Improves your chances of success
 - Spreads your workload
 - Raises awareness of your project





Case study: Creative thinking

Howard Rose, Director of Funding and Publicity at Balsall Common Primary School, Coventry:

'Schools are constantly bombarded with requests to hand out leaflets. I suggested charging £30 for this service — if it was worth it to the business they would pay, if not they would stop bombarding the office with requests! In 2016 this brought in over £700 — not bad for something we had already been doing free of charge.'



Creative Thinking - Buying



- Huge time saving
- Less Staff needed
- Storage efficiencies
- Less back ache!!
- Overflow teaching space
- Quieter, calmer dining

Estimated Saving £74,544

Over the 15 year product guarantee. Based on 2 assistants replacing 4 - & 10 mins activity 2 x per day as against 30 minis.



Easily source the best products and services... for free

education.co.uk is a free online tool for schools to easily find quotes for the best products and services.

Key benefits:

- Save time: enter your requirements once and get custom quotes in one place, rather than approach individual suppliers
- Save money: find best value for money by comparing like-for-like quotes from experienced school suppliers
- Save the hassle: DfE compliant, our anonymous process will safely store your records and cut out sales calls & junk mail

How it works:

- Launch: Get quotes in 3 simple steps. Say what you need, when you need it, and add as much detail as you like to get whatever your school needs. Especially useful for one-off or obscure purchases that you might not know where to find!
- Compare: When the personalised quotes are in you can view case studies, message suppliers anonymously, evaluate
 the proposals online and pick the best option for your school and budget.
- Archive: The straightforward process has been built to make sure you're effortlessly DfE compliant. Your notes will all be stored online to prove to governors and Ofsted alike that you found best value for money and followed best practice.

Share the workload

- Encourage stakeholders to be part of the success story you're creating!
 - school staff
 - governors
 - parents/PTA
 - pupils
 - local businesses
- Be specific in appeals for support





Case study: All hands on deck

Ria Laws, Finance Manager, Moordown St John's Cofe Primary School, Bournemouth:

'Our swimming pool is a massive asset, but we needed to raise £27,000 for refurbishments. As well as grant funding, the pupils raised over £6,000 by completing a sponsored swim. A crowdfunding campaign added another £1,475. The PTA contributed £2,853. Myself and a member of the lunchtime team raised £1,337 from a sponsored skydive. A parent organised a whale mural, charging £1 per handprint, and we were awarded £390 through the Waitrose Community Matters scheme. The support from teachers, pupils, parents and the wider community was incredible.'



The benefits of event fundraising

Events can bring the whole community together

Engage hard-to-reach parents

Raise the profile of the school

Widen your potential donor base

Can support curriculum-learning

Can deliver unique experiences

Create fun memories

Examples of event fundraising



Open air theatre



The benefits of non event fundraising

Occasional activities

- Printed Products Christmas cards
- Curriculum events book fairs

Passive income

Recycling

Lotteries & 100 clubs

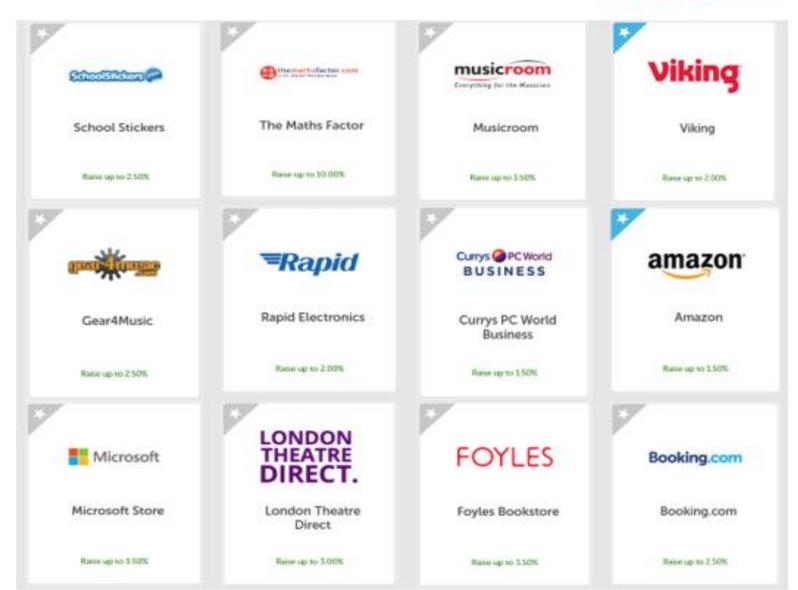
Affiliate Shopping

Local affiliate arrangements

Regular Giving







Empties Please



Since we started recycling in September 2014, we have raised £961.25. Mark Burge – Mayfield Primary School PTA, Lancashire, September 2016

"We take part in a number of recycling projects with great success but none more so than the initiative to recycle ink cartridges which we raised a staggering £146 for our first bin." Sharon Barton, Leftwich Primary School, Cheshire

We encouraged everyone at school to try and get their workplaces engaged, but most importantly we posted the recycle bags through the letterboxes of villagers – we had a great response to our call to support our tiny school. I'd like to say how easy empties only made the whole process – I've been really impressed by the company and support. Many thanks, we're delighted! Nikki, Thrussington CE Primary School, Leicester, May 2017

Support, inspiration & ideas

FundEd & PTA+ provides:

- Hundreds of proven school case studies
- Practical tools such as detailed step-by-step event-planning guides
- Advice on licensing and legal considerations
- Supplier recommendations





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9 Festive fundraisers

Whether you're looking for an alternative or an addition to your Christmas fair, these fundraising ideas are sure to spread some festive cheer

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Boosting profits

The profit you make is the measure of success at your event, so how can you push it further?

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Step-by-step: beetle drive

A beetle drive is a lively and sociable game, which involves rolling dice and drawing a beetle

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Shout about what you're doing!

- Increased awareness of your project may result in offers of support from unexpected sources
- Stakeholders have a vested interest in seeing your school thrive
- Local businesses are keen to support schools, but don't know what you need or how they can help – tell them!



Case study: Spread the word

Jemma Freeman, Deputy Headteacher, Greenleys Junior School, Milton Keynes:

'Greenleys Junior School recently became a "Book Talk" school but we had to raise money to fund new books. This started with members of staff and two parents taking part in a 10K run. I also wrote to local businesses to ask for support and we were thrilled to receive a £1,000 donation from computer software company PSI. We raised £2,340. Then an article in the local paper led to a member of the public donating some of his personal books to us, too!'



Who can help? Parents...

Parents

- have the greatest incentive, their children!
- work for (or run) local businesses
- may have valuable skills to offer

PTAs

- run events that bring the community together
- help raise awareness of the school's needs
- provide unique experiences for pupils
- PTAs raise an average of £8,000 a year, but could probably be doing more!





Case study: Beyond the bake sale!

Lucy Barrett, PTA Secretary, Chiswick School, London:

'The PTA has been running monthly car boot sales (11 a year) for more than 20 years, typically raising between £70,000 and £80,000 per annum. The car boot sales are run by parents and ex-parents of the school, as well as sixth-formers. Volunteers are organised into four teams, each headed by two leaders. Each sale is run by one of the teams in rotation. Parents volunteer for three-hour shifts between 6am and 3pm. We have a loyal following of buyers, sellers and volunteers, who all contribute to help us to be one of the best car boot sales in London!'



Who can help? Businesses...

- Local businesses
 - have marketing budgets
 - can donate money, skills and manpower as well as providing work-related learning
- National businesses
 - run corporate social responsibility(CSR) schemes
 - many offer free education resources



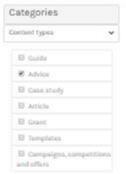




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Partnerships



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Passive income

Our expert raises over £8,000 a year for his primary school by setting up simple passive income streams. Follow his advice...

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Establishing business partnerships

Expert advice on how to identify the best businesses to approach and what to say as you prepare a pitch

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All publicity is good publicity!

Successfully marketing your school to potential staff and business partners can reap huge rewards

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Leveraging free services

Our expert shares his tips for leveraging free services and cutting costs for your school

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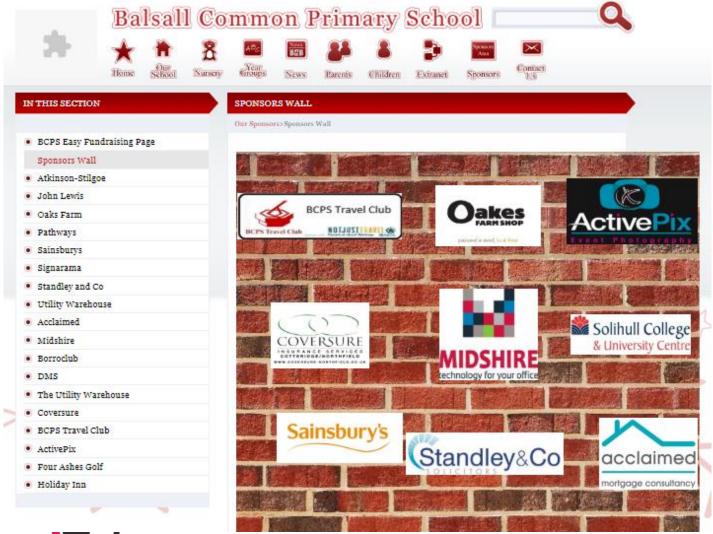
Case study: Sponsorship

Annette Butler, Former Fundraising Administrator, Queensbury School, Birmingham:

'One of our projects was to create an "independent travel" training area on the playground for our SEN pupils. It was clear from searching for grants that it would be difficult for us to meet the criteria because the project was so specific. After contacting local businesses, we we managed to secure sponsorship for the portable pedestrian crossings and the road markings. Two companies, Preformed Marking and Pike Signals, donated their services to make bespoke resources at no cost, saving us £11,500.'



Create a Sponsor Wall





Crowdfunding... what is it?

- Asks lots of people for small donations
- A good option for schools ready made network
- Take it step-by-step
 - Set a realistic target and timescale
 - Build your story and show impact
 - Explain clearly what the impact will be
 - Promote as widely as possible
 - Make it exciting and keep momentum





Case study: £7,720 in 28 days

Charlotte Gateshill, Governor and Chair of the Community Partnership Group, Camelsdale Primary School, Surrey:

'Our aim was to raise £3,000 to replace one of five whiteboards. For 28 days we asked our community to "Pledge, promote and power our project!". Social media was our most powerful means of promotion, boosted by local newspaper coverage. Regular updates via school email, the crowdfunding platform and even an outdoor blackboard ensured that it didn't escape anyone's notice! We offered an array of rewards, including the chance to ring the school bell! We reached the mimimum target in week one, and exceeded the £3,000 mark with 15 days still to go! Our campaign ran for just one month, by which time we'd raised a phenomenal £7,720 from 86 donors.'



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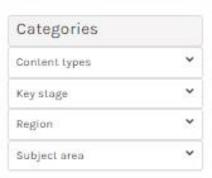
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Promoting your campaign

The key to crowdfunding success is getting lots of people to pledge – identify supporters and plan your strategy

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What makes a good project?

Director of the UK Crowdfunding Association, Jonathan May answers some frequently-asked crowdfunding questions

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What is crowdfunding?

Get your project funded by running a targeted online crowdfunding campaign

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THREE CHEERS FOR CROWDFUNDING!

Want to try crowdfunding but don't know where to start? Find out how these three schools used different platforms to fulfil their fundraising goals

'We raised £29,468 to kit out our new STEM building'

Turmaths and science building was completely refurtished in 2008. We swetted to raise funds to being science and maths alive in the new closurooms and inspire a low of the subjects. This included funding items such as digital microscopes, anatomical models, thermal imaging corners and LEGO Ministrons bits.

We decided to try crowdfuraling as it has become such a manustream way to sake money. One parent had worked with Crossifuralm terowdfurales counts before so knew how it worked, and it seemed to rick all the knows for our project.

Crowdfunder

We started planning indanuary 2018 and hunched the campaign in May. To begin with we had a fairly small. bond of parents and staff, who worked intensively to promote the project to promits and businesses. As the campaign got underway. the supporter have grew and grew. We promoted it via emails to students and their families, posters in the school and local businesses, social media, press releases to local.

Sir Prod/Street Bill.

media and in local primary school arrestetters. On our website we half a total ser shaped like a science flask!

We offered a range of rewards, from lower amounts up to larger sums of money. This areast lots of people got a reward - not just the hig donors. We offered keysings handmade by pupils for EZS, am institution to the opening ceremony and your come on a sponsors' board for SIDS, and sponsorship of a chasmoorn for EDO.

We had a little day in support midway, but by pedding the message of having a limited time to reach the target we received a for of detections at the end. We exceeded our £25,000 target, raising over £29,000, through donations from just over 200 people and organisations.

Crowdfunding is relatively easy to set up, but as with any fundraining compaign, success depends on having a good idea to start with and

a committed band of people to promote it. What is great in the case with which people can donate — in that respect it is easier than fairs and raffes, etc. Moreover, limiting the campaign to one month really sevened to concentrate the minds of supporters. To Godfooth, business manager, Outhall Community College, Hayawards Hearth, West Spaner (1,000 pupils)



'We exceeded our £1,500 target to fund music technology'

We decided to try crowdfunding because we'd recently formed a team of pupit digital leaders, trained by the Childret Digital Leaders. Frogramme, to promote online andety. We were interested in this immovative approach to fundraising, hoping to reach a wider audience. We also likely that Bother Fund trocket. Durid to specifically aloned at the funding of technology to enhance the curriculum.

During the government's 2018. Year of Engineering Initial to, we had a visi from EduCE Technology, who showed to a range of new technology. The Boll Seabourd as super-powered beyleand with 50 touch technology and 24 keywarwa, allowing you to play in two octaves—was the ment popular with our students. We are in the process, of enhancing our computing curriculum and decided that Bolt would provide a good link with music and offered a new way to compose and create.

It took one afternoon to make and odn our papil-bed video and couse the pledge. We launched the project by sharing the video with the school community in assembly and on the website, which we kept updated throughout the four-week campolyn. All supporters received earth made by the digital leaders, and trees were planted for those who donated \$100. Anyone who contributed \$30 was invited in to use the equipment and use the children controlling.

Our target was \$1,500, which we exceeded with the help of \$5 imposters. We caused \$2,005 in total, which has allowed us to purchase the Roll Seaboard and Lighthinets, with a ultilizeral funds going to redestigating the school website, with input from the digital leafers. We have this will give our students a platform to show their sudents a platform to show their

work to the community that has supported them in purchasing Boli.

When it comes to crowdfunding, It's important to set a realistic target as this is an all-or-nothing approach and the target can be increased at any time. Also, stay confident - in week three, we were at only 62% of our target, but ended up with 132%? Finally, encourage donations by showing or demonstrating the equipment, where possible, to help putential donors understand what it is and how it will benefit the chibiren and their learning." Clare Ropers, computing coordinator, Little Chalfoot Primary School, Amersham, Buckinghamshire (257 pupils)



DonateMySchool

'We raised £14,000 to replace our IT equipment'

"We received with DonateWySchool observers yellow Donate WySchool observers yellow Donate WySchool Donate Donate

must, the high fees had been offputting, but they are much less with DamateMySchool, ht's also great for addressing any GDPR concerns your school may have when fundaming, as I didn't have access to the descor's details. The platform was easy to me and their support team had a quick response to quantions and offered heighful suggestions for eithing our fundation gressages.

The four week campaign was promoted via the school newsletter, norial needs and leaders. We had a big network of supporters already, which was a great help. Denoting was simple—all they had to do wear support or log in and enter the amount they would like to give. It was mainly powers who focusted, but we received support from businesses too. We maked well over our \$3,000 target — on incredible C14,000 including Gift Ant, mailting as to but \$6 per Choromebooks.

We've since barrehed another companys with Dennie MyScher one that also olives donors to give regularly van Direct Debri. To any school thinking of convolfanding, do H — It's easier than you think! Karl Stringer, PTFA, St Stephen's Church School, Bath, Somerset (420 pupils).

Punces SMIRIO 2010 Fundes

THE CROWDFUNDING HANDBOOK A GUIDE TO RUNNING YOUR CAMPAIGN

Preparing for your project

- Expect the unexpected
- People power

Creating your project

- Size matters!
- Video killed the radio star
- The greatest reward

Promoting your project

- It's not what you know...
- Let's face it
- You are what you tweet
- If you don't ask, you don't get!
- Stop press!
- In good company
- Update, update, and away!

After your project

■ Thanks a million

The future is crowdfunding!

Collaborative online fundraising is changing the world. Whilst many entrepreneurs, game designers, and film directors have benefited to date from the massive growth of crowdfunding, we want everyone to be part of this revolution – every child, student, educator and their schools. Educational institutions will form the cornerstone of 21st century society, and our mission is to engage communities in the activities of those living, working, playing and creating within schools.

Our aim with this short handbook is to explain the crowdfunding processes, and provide the basic structure and advice to get you started. We hope it stimulates you to think creatively about new ways to engage with your community.

Finally, crowdfunding is all about personal interaction. So please get in touch with the team at FundEd. We'd love to hear back from you with your own personal experiences of crowdfunding.

Good luck!



REGULAR GIVING & FUNDED

Benefits of Regular Giving

- Easy to set up, time efficient & delivers ongoing revenue
- Allows you to promote a broader 'wish list' of projects
- Donations can be made by the immediate school community
 & can help to develop an alumni support base
- Provides a route to gain support from local companies and & in return promote them to the school community
- Provides great ongoing opportunities to raise the profile of the school, both internally and externally
- No Standing Orders or Direct Debits to set up
- Gift aid where applicable is collected automatically



PREMIUM SERVICE

Our Basic Service PLUS our dedicated team partners with the school to deliver success. We will:

- > Help create your campaign content
- ➤ Create a suite of communications including email, social media and even a press release
- Schedule and co-ordinate the delivery of a comprehensive communication strategy
- Actively monitor the campaign's progress and provide professional advice in order to maximise success
- > Access to our campaign helpdesk

Fees 5%

3 MONTHS FREE WITH FUNDED

BASIC SERVICE

DonateMySchool provides a comprehensive toolset to create and run a successful campaign:

- ➤ A dedicated campaign webpage with a unique URL
- ➤ Live campaign tracking
- ➤ Easy social media sharing
- > Double sided colour leaflet to distribute
- Secure platform and Sagepay payment portal
- DonateMySchool collects Gift Aid on your behalf
- Our guides on how to create and run a successful campaign

Fees 3%

Finding the right grant fund

Grant-givers are charities that are set up to address specific objectives – they fund organisations whose projects will help them achieve those objectives

- Check the suitability of your project for the grant.
 If you don't meet the criteria, don't apply
- Fully research appropriate funds have similar school projects been successful? What's the average amount awarded?
- Check deadlines



Bid-writing for success

- Gather data and conduct research to use as evidence
- Explain your delivery plan
- Include a detailed budget
- State the outcomes that your project will deliver
- Show the sustainability/legacy of your project
- Check the quality of your application by asking someone independent to read it through



Case study: £88,500 in a year

Mel Fane, PTA Trustee, Our Lady of Lourdes RC School, Brighton, East Sussex (199 pupils):

'We signed up to FundEd in September 2016 to raise money for a playground regeneration project and have found the grants database invaluable. It allows us to tailor our search, knowing that all results are suitable for schools. We were matched to several funders and have received over £6,500 from four different sources. Thanks to the excellent guidance on completing a successful grant application, we have also secured £10,000 from Awards for All and an additional £72,000 from our Local Authority. Having found the grant search and application advice so invaluable, we now plan to look into funding for library resources and other improvements across the school.'





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Small grants for charities working with young people

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☐ Geography



Improving local places

Up to £2,000 for projects that benefit local communities and improve lives

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Grass-roots projects

Small grants of up to £5,000 for community based projects in the UK

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Baron Davenport's Charity

Up to £1,000 available to support small projects in Birmingham.

Amount	Between £200 and £1,000
Deadline	15 March and 15 September each year – allow three months for a decision
Areas of interest	Grants are considered for special projects, equipment and running costs. The area of benefit is the City of Birmingham and West Midland counties not extending 60 miles (or 96.56 kilometres) from Birmingham Town Hall. PTAs are encouraged to apply. Schools for pupils with disabilities can also apply
How to apply	Register and apply online
Website	barondavenportscharity.org

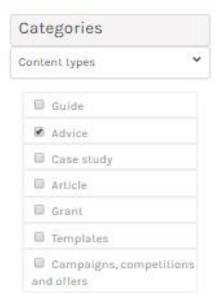
Aviva Community Fund

Up to £25,000 for community projects, voted for by the public

	nmunity Fund
Amount	Up to £25,000 – applicants can apply for either £1,000, £5,000 £10,000 or £25,000
Deadline	Annual awards. Nominations are due to reopen in September/October 2019
Areas of interest	Projects must fall into one of the following categories: Skills for Life; Health and Wellbeing and Environment (the categories vary from year to year). Projects must be associated with a community organisation or charity, take place in the UK, and must be planned for completion within twelve months
How to apply	Register your project online during the application window. Build up support from your local community and encourage as many people as possible to vote
Wehsite	aviva.co.uk

Previously-funded school projects:

- . Cranham C of E School in Gloucester won funding for their school allotment project in the 'supporting the younger generation' category.
- . The Friends of Roughton School in Roughton won funding for sports equipment, also in the 'supporting the younger generation' category.







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Meet the funder: Foyle Foundation

Can your library improvements be funded by the Foyle Schools Library Programme?

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Bid-writing DOs and DON'Ts

These essential tips will help you craft a compelling application

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How to write an evidence-based bid

Using evidence and data to back up your bid can increase your chances of success

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Establish successful business partnerships

What does setting up a business partnership involve – and how can you maximise the benefits for your school?

Our step-by-step guide by expert Howard Rose guides you through the process of who to approach, what to say and how to get business on board with your ideas.

Learn top tips on how to identify potential partners and decision-makers, how to manage meetings, and how to demonstrate value for money.

Discover more at funded.org.uk

Grant alerts - deadlines approaching

This month's grant application dates are approaching fast but there's still time to apply.

SHINE – Let teachers shine; Teachers in England who have a great idea for raising attainment in English, maths or science can obtain funding for trial projects that demonstrate innovative teaching methods. The grant fund closes at midnight on Tuesday 23 April 2019.

<u>Veolia Environmental Trust</u>: Up to £75,000 for community and environmental projects throughout England and Wales. Projects must be located in the proximity of a Veolia qualifying site. There is a postcode checker to help you find this out. Next deadline 28



https://www.facebook.com/groups/funded4sd





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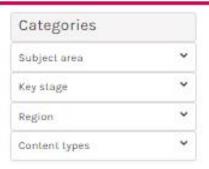
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FundEd Magazine - spring 2016

How are other schools currently generating income? Get fundraising inspiration in the first issue of FundEd Magazine!

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FundEd Magazine - autumn 2017

Need fundraising inspiration? Read about schools that have received fund from grants, crowdfunding, events and more...

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FundEd Magazine - Current Issue

Need fundraising inspiration? Read about schools that have received fund from grants, crowdfunding, events and more...

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