

# Fundraising Support Guide

Through our friends at FundEd we can help the schools we work with get the most from their fundraising.

The following support guide provides general advice, practical support, and some 'bespoke' options where you can 'Ask FundEd' to provide some targeted support.

## Getting 'The Show On The Road'

Once you know what you want to raise money for, how much you need to raise and have a time frame in which to raise it, you can put a strategy in place to succeed.

This guide will focus on the fundraising, however if you need support developing your initial strategy the following will help with that too [funded.org.uk/advice-hub/fundraising-strategy/](https://funded.org.uk/advice-hub/fundraising-strategy/)



**Ask FundEd...** If you would like us to provide a review your fundraising options either fill in our review questionnaire or email us the following information:

1. What are you looking to raise funds for?
2. The benefits of this item to the children in your school?
3. How much do you need to raise and what have you achieved so far if anything?
4. The location, size, and type of school.
5. Do you have a PTA or other volunteer support?

## Overview

Fundraising, as opposed to funding in general, is used to buy products and services that provide an enriched education. The nature of these products and services will help you build a compelling story and highlight the positive outcomes that your fundraising will achieve for the pupils at your school.

The types of Fundraising activity that will work for you will depend on your particular situation, where you are located, the type of school you are and levels of deprivation if any you are affected by. Some schools will be more successful in grant applications, whilst others due to their circumstance might find it easier to raise funds through parents and the local community.

Activities will also be influenced by any staff or volunteers that can help you, how much time you have and levels of experience and knowledge of fundraising within the school.

Fundraising can provide benefit across the school community, so involve as many staff as you can when planning your strategy. If you have a PTA or equivalent, work with them and let them know where you need support.

Successful fundraising can boost morale and raise the profile of the school, so also make time to look back at past campaigns. If it worked before it could work again.

## The Fundraising Mix

A strategy using a mix of activities will maintain momentum and provide alternatives if one approach falls short. You can run different activities concurrently and this guide will highlight the main options available to you.

### Grant Fundraising

A grant provides a non-repayable sum that is to be used for a specific purpose outlined in the grant application process.

So how do you start looking?

- **Research past successful applications** – if your school has been successful in the past, contact that grant provider to discuss your current campaign.
- **Search the internet for funders** and read through their advice, case studies and application requirements. Use social media to link to other schools and ask for recommendations.
- **Use a funding consultant** – they will research and find grants for you. The initial search is often free, but they will then charge a fee for writing a bid and then take a commission on a successful application.
- **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](#).
- **Use a grant database:** the sector leading **FundEd database** allows you to search by Key stage, category and region and includes examples of previously funded projects.



**[Ask FundEd](#)**.... if you would like access to the sector leading grants database or Bid-writing support

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 and inspiration on applying for a grant:

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

**Also.....**

Ask for help – you might find a supportive parent, governor, or another member of staff with experience of writing bids or applying for grants.

A grant provider might require a school to find a proportion of the grant value themselves or ‘match fund’ the amount awarded. Additional fundraising activities can support this and cover fees of third-party funding consultants or bid-writers.

Some grants require you to have charitable status. If required a PTA may be able to apply on the school’s behalf.

If you receive a grant, make sure you keep in touch with the provider, giving details on how the grant was spent and the subsequent benefits to the school. This will help if you wish to reapply to this funder in the future.



Demonstrating **impact** is important and will help with future fundraising campaigns.

**Ask FundEd....** If you would like to take advantage of discounted Bid Writing.

Through our partners at GD Funding, we offer a comprehensive discounted bid writing. GD Funding have over 10 years' experience in the sector and have raised over £8 million in grants for their clients.

For applications of up to £10,000 they offer 33% off via FundEd Partners -which equates to a fixed fee of £334 and a commission of £200 when a bid is successful.

For applications over £10,000 a fixed fee will be negotiated and will include the same level of discount.

## **CIF Funding**

The Condition Improvement Fund (CIF) is a significant annual grant funding scheme from the Education & Skills Funding Agency that normally opens just prior to the October Half Term break and is worth circa £450Million.

CIF is available to single Academies, small Multi Academy Trusts (Special, Primary & Secondary), Sixth Form Colleges & Non-Diocesan Voluntary Aided Schools that have a maximum of 3,000 enrolled pupils and all Voluntary Aided schools, not part of larger VA bodies eligible for School Condition Allowance. Newly forming academies and MATs may also be eligible.

CIF is for significant and essential priority capital works, such as 'life expired' condition and safety of buildings and built infrastructure, e.g., boilers, plant, heating, ventilation, distribution, windows, roofing, fire safety, electrical safety, security, safeguarding, asbestos removal and a small percentage is available for school expansion projects.

**Eligible schools can apply for a maximum of two projects:**

- Primary - £20K to £4M per project
- Secondary - £40K to £4M per project

**Warneford Consulting** works exclusively with academies, to improve and optimise their built assets – resulting in sustainable, efficient, and quality teaching facilities. They CAP the number of applications they submit providing a focussed bespoke service with a success rate of over 90%.

**E3 Cube** has a specialist team dedicated to the sector, providing a broad range of professional consultancy services to schools, academies, further education college and universities. They understand the educational drivers and can maximise Capital funding and rationalise the functional performance and statutory compliance of your estate. 91% of their schools secure CIF Funding.

## Crowdfunding / Online Fundraising

Crowdfunding uses an online platform to attract lots of smaller donations, that when added together help achieve a larger fundraising target. Importantly, although you set a goal, you do not need to reach a specific amount to access the funds raised. The aim is to achieve or exceed the goal, but all funds donated during a campaign can be used.

Crowdfunding can be extremely effective, creating positive publicity for the school and can be run alongside a grant application or other fundraising activities. It is particularly useful where a school's project doesn't meet the criteria for a grant.



The key to a successful campaign is based on creating, building, and promoting a compelling story.

Use the links below for inspiration and practical advice on planning, running, and promoting a successful crowdfunding campaign:

- <https://www.funded.org.uk/fundraising-success/crowdfunding/>
- <https://www.funded.org.uk/advice-hub/online-fundraising/>

### **Ask FundEd to create a bespoke fundraising page for you**

Whether Crowdfunding for a particular product, setting up a Regular Giving page or promoting a fundraising or sponsor page we can help you set up and provide templated letters to help you get the support you need.

We work with the sector specialist [InvestMyCommunity](#). There are no upfront costs, but fees are deducted from funds raised. However, these fees are mostly covered by donors and they will also manage and collect Gift Aid contributions.

In addition, sponsorship pages enable individuals, including pupils, to run their own fundraising sponsorship activities and have these pledges included in the main crowdfunding campaign.

## Alumni Programme or old pupil networking

Past pupils, some of which may have gone on to be successful and now run their own businesses or hold senior positions in larger companies are interested in supporting their old schools.

Social media can be a powerful tool and useful for developing communications with a broader school community both current and past.

## Event and General Fundraising



Typically organised by PTAs, events in addition to general fundraising can raise the profile of school, broaden the potential donor base, and importantly create fun memories.

Providing you have the volunteers needed to run successful events there is a huge range of possibilities.



Some smaller events or activities can generate the money needed to help get a campaign over the line, while larger events such as Grande balls or firework displays can raise significant sums.

For inspiration and 'step by step' guides please use the following links:

- <https://pta.co.uk/events/ideas/>
- <https://pta.co.uk/events/step-by-step/>

### Other general fundraising activities to consider:

- **Printed products** - With so many personalised product fundraisers available, there's bound to be one perfect for you school. Popular examples include: Tea towels, Cook Books, Leavers Gifts, Mugs, Calendars & Christmas Cards.
- **Toys and Merchandise** – these can be sold at events and used as raffle or competition prizes.
- **Recycling** – traditionally schools have recycled clothes and ink cartridges, but the number of items that can be recycled and can generate funds is set to increase. Sustainability is a key issue for schools and recycling allows you to include the children in positive activities that can raise funds and highlight the environment.
- **Setting up a [school lottery](#)** is easy to manage and can generate repeating income.
- **[Affiliate shopping](#)** – allows you to earn commission from money spent online by signing up to a shopping reward scheme. For this purpose, all schools are treated as charities and funds can be raised through most products or services bought online.

For more ideas on fundraising activities and suppliers use the following links:

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

## Sponsorship & Business Support

Harnessing support from local businesses can be easier than you think.

Local companies have a lot to offer, whether through sponsorship, donating goods, providing volunteers, creating affiliate commissions or offering to match fund employee fundraising.

### To begin with, consider current partnerships:

- How do they support you now?
- What have they helped you achieve?
- Is this support ongoing?
- Have you talked to them about working with them more?



### Then target 'low hanging fruit':

- Local suppliers / businesses near the school.
- Parents who work in or run local businesses.
- Corporations having an impact in your area, construction companies, amenity tips, transport providers.
- Local companies offering to 'match fund' employee fundraising.

Match Funding FAQs: <https://pta.co.uk/fundraising/funding-sources/match-funding-faqs/>

### BE BOLD!

- Contact a decision maker and outline your campaigns.
- Personal contact can be vital in securing support.
- Show that you offer good value for money.
- Give them options and choices.
- Demonstrate impact!

Consider affiliate opportunities – if you can encourage parents and staff to support a local business in return for them supporting your campaign, then everyone benefits.

**Marketing and income generation** should go hand in hand. Strategic marketing can help define and articulate key benefits to potential supporters and position your school so that it is attractive to potential sponsors.

Your fundraising plans should allow you to segment your target audience(s) and potential supporters and then tailor your approaches accordingly. For more additional information:

- <https://funded.org.uk/partnerships/business/>
- <https://funded.org.uk/advice-hub/marketing-and-communications/>

**Ask FundEd** to send through the FundEd Business Support Framework which includes letter templates and details on our 'Donate to Educate' scheme.

