

Chameleon

TRAINING & CONSULTANCY

ADAPT • EVOLVE • SUCCEED

Innovative and sustainable income generation

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In this session

- Introductions and Welcome
- Fundraising – an holistic approach
- Strategy - planning for sustainable revenue
- Marketing – branding and messages
- Outside the box - creative and innovative solutions
- Load the dice – essentials to ensure and pitfalls to avoid
- Identifying suitable grants
- Resources

Institute for Fiscal Studies suggest schools face cuts of 12 %. The amount spent per pupil in England has fallen by 8% since 2010.



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How prepared are our schools?

“Schools cannot achieve expectations for transformation by acting alone...the success of a school depends on its capacity to share knowledge, address problems and pool resources.” Caldwell, 2004

Only 2% SBMs felt they had the resources and skills to raise the necessary funds (Pebble 2016)

Things are changing ..

Queen Elizabeth School, Lancashire employing full time “Development Officer”

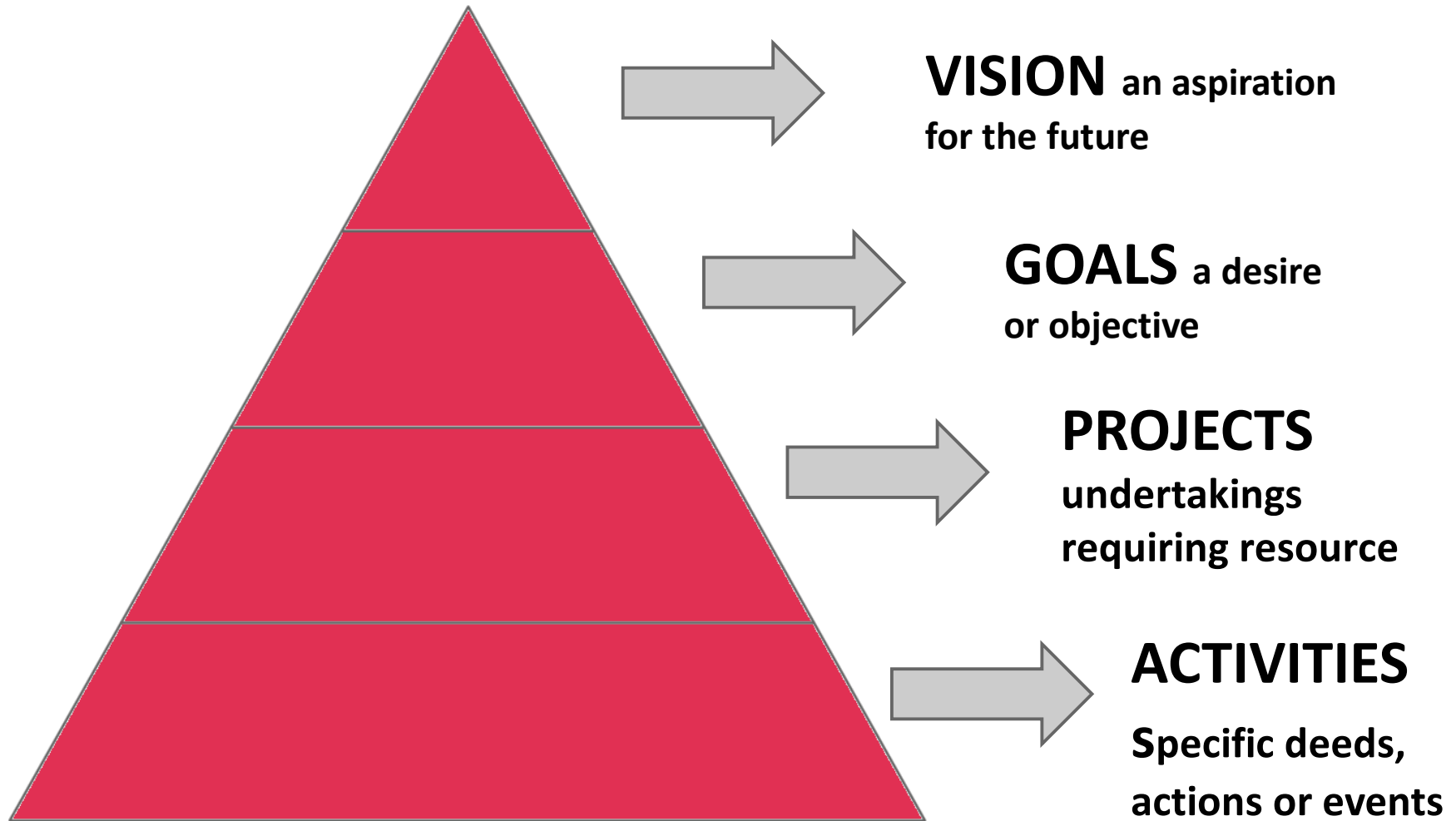
Sherringham Woodfields School, Norfolk allow SBL time dedicated to income generation

Opportunities

There are various routes to generating additional revenue for your school and we can group them into these six categories:

CHARITABLE	COMMERCIAL
Donations (PTA/Alumni)	Lettings & Facility Hire
Grants and Trust Funds	Services
Sponsorship & Crowdfunding	Clubs and Events

Income Generation Pyramid



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The Plan

SBM National Survey (Pebble 2016)

93% of SBM's agreed it was either "important or very important" to have a Fundraising Plan



Only 6% actually had one!

The Plan – key elements

- 1. Executive Summary** – the purpose of your strategy
- 2. Review Context** - SWOT analysis (challenges/opportunities)
- 3. Planning** - Operational, Business (2-3yrs), Strategic (3-4yrs)
- 4. Programme** - Projects, Lead, Value, Timescales, Impact
- 5. Resources** - We're in this together! Stakeholder support
- 6. Measure and Reflect** – What works and why

MAT Income Generation Vision

Why ~ asking collectively, what is our sense of purpose and what legacy do we wish to leave?

How ~ remaining focused on our vision, adopt a plan of action to improve partner schools.

Embed ~ articulating and embedding our core values = our “non-negotiables” of successful MAT development.

Enable ~ investment in time, training, nurturing of stakeholders and staff. Half hearted attempts are ineffective and time consuming.

Reinforce ~ effective comms is vital = articulate the vision, reinforce with visual cues; consistency in marketing, communications and PR.

Key Messages and Branding



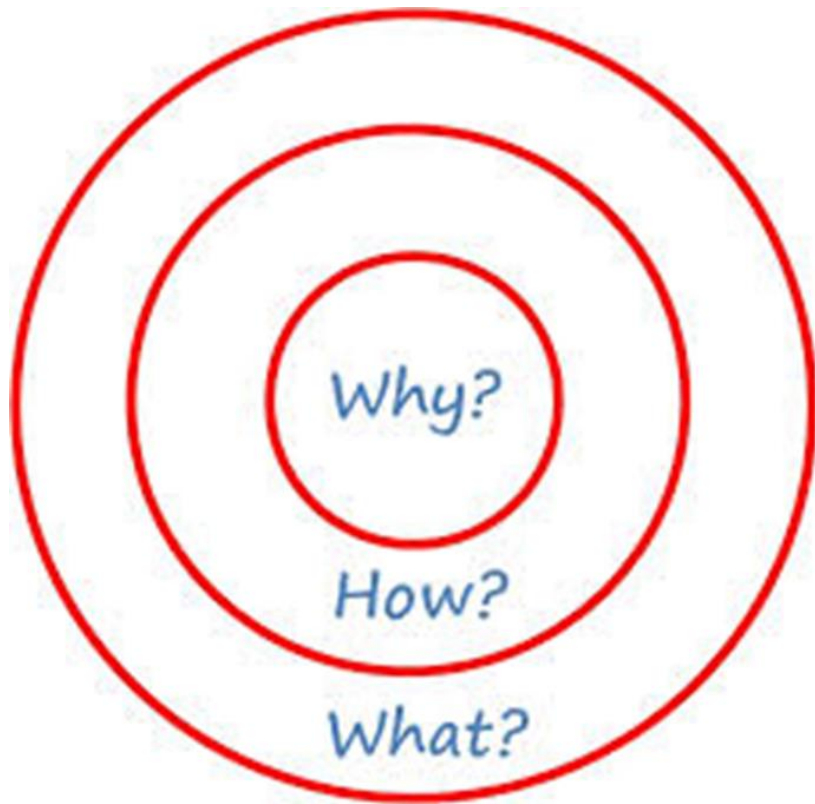
Nobody cares how much you know, until they
know how much you care.

(Theodore Roosevelt)

izquotes.com

Key Messages and Branding

Define your Why – “*Start With Why*” Simon Sinek



All of us know what we do.
Most of us know how we do it.
A few of us know why we do it.
Define your Why.

People don't buy what you do, they
buy why you do it.
Define your Why.

www.ted.com

Creative Fundraising – Sponsorship

Offer opportunities for local businesses and suppliers to support your projects. Win-Win partnerships work incredibly well.

Acknowledge involvement - Donations Board, Celebration/ Launch event

Sponsored advertising / Business Directory / Tiered Sponsorship Packages

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.**’

Creative Fundraising - Crowdfunding

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

<https://donatemyschool.com/crowdfunding-for-schools>

Or

<https://www.justgiving.com/forcharities/schools-pta>

Share and promote on website and social media

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.

We offered an array of rewards, including the chance to ring the school bell! We reached the minimum 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.'

Grant Funding

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

Over 4,000 grant funders in the UK, thousands of grants and trusts available on a national, regional and local scale.

All are heavily oversubscribed.

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

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

Why do applications fail?

Between May and July 2018, **46%** of applications to the Big Lottery Reaching Communities Fund were **ineligible!**

The Joseph Rowntree Charitable Trust, largely funds work that promotes peace and social justice. *"We get applications to repair churches in East Anglia. We don't fund in East Anglia and we don't do building work on churches."* Stephen Pittam, trust secretary.

Comic Relief has received applications on behalf of an HIV project in Tanzania for a fund that operates only in Stoke-on-Trent.

The Big Lottery Fund has received applications to fund the installation of double glazing in houses!

Key Features of all bids

Funders look for:

- ✓ Originality
- ✓ Community
- ✓ Need
- ✓ Consultation
- ✓ Evidence
- ✓ Sustainability
- ✓ Legacy

They shall ask you:

- ✓ Who
- ✓ What
- ✓ Where
- ✓ When
- ✓ Why
- ✓ How

The essentials

- Grants and Trusts will have funding priorities - make sure your project can meet them! Is your project suitable and do you meet the criteria? If in doubt, ask!
- Write from the funders perspective – put yourself in their shoes!
- Answer their questions and stick to the word count
- Demonstrate real need
- Gather evidence of support – parents/ students/ local bodies

The essentials

- Tell the human story – focus on impact and appeal to hearts and minds.
- Fully research appropriate funds – have similar school projects been successful? What's the average amount awarded?
- Show great value for money – clarify your contributions (money, time, space, expertise, volunteers)
- Use active language – “we will..” or “we expect..”, “this is necessary because..”
- Use plain English, avoid assumptions and avoid “education speak” where you can

Pitfalls to Avoid

- Be absolutely clear the fund you're applying to can support your project!
- Don't use data and statistics without showing how and why this helps support your case.
- Don't forget your budget or cost plan. Some require detailed plans, others a simple income/expenditure table.
- Don't rush! Save draft copies in Word and take your time. Build writing up time in your schedule.

Sources of Grant Funding

1) Grant Finder Websites (paid subscription service, updated regularly, easy to use filters)

- Arro by Pebble
- Funded (Community Inspired)
- Grants4schools.info
- www.idoxgrantfinder.co.uk

2) Local services (free, updated regularly?)

Resources

- Capital Fundraising in the UK – the Compton Way
- PTA Fundraising Anne Dunn 2016
- Cost Effective Fundraising for Schools Brin Best 2012
- Successful Fundraising for Schools: Tracey Fowler 2013

- Me!

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