

A Guide to School Fundraising

Although harder for some, we believe it possible for all schools to fundraise effectively and this guide can help make it happen.

Getting ‘The Show on the Road’

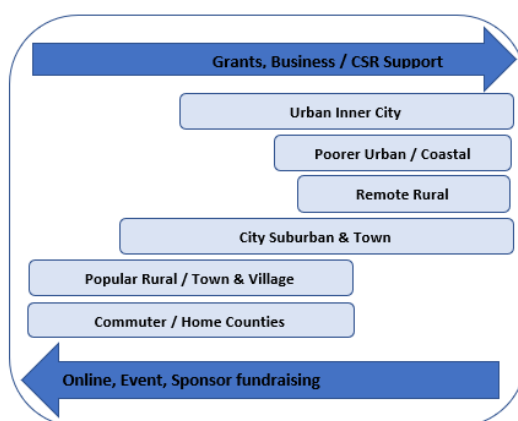
Once you know what you want to raise money for, how much you need to raise, and have a time frame in which to raise it, you can put a strategy in place to succeed.

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.

This guide will focus on the fundraising, however if you need support developing your initial strategy – please ask us to email through our Strategy Framework.

It is key to remember that every school is different, and you need a strategy that has the best chance of working for you and your school. You might run some situational analysis as part of a plan to help identify your strengths and challenges. The idea is to analyse, understand and define current and future environments that the organisation will be operating within.

At a basic level your strategy will be determined by your situation and mapping that against the potential fundraising activities, should work for you. The following graphic doesn’t account for the size or type of your school, or the demographics of your wider community, but gives an idea of how location can influence which fundraising activities might prove more successful for you.



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 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
- **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
- **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.



We can offer discounted bid-writing services to our subscribers – please contact info@funded.org.uk for more information.

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 of 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.



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, eg boilers, plant, heating, ventilation, distribution, windows, roofing, fire safety, electrical safety, security, safeguarding, and 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

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. So, the product needs to be right, and the story needs to be impactful.

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/>

Setting up your first campaign can be daunting, and we recommend using a specialist platform. There are no upfront costs, but fees are deducted from funds raised. However, these fees are mostly covered by donors and the expertise gained in using a specialist is invaluable. They will also manage 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.

Once your campaign is live, promote this across the broader school and local community and where possible try to reach ex-pupils or alumni. This promotions guide can help:

- https://www.funded.org.uk/media/2038-funded_promotions_guide.pdf



Funding Wall allows you to develop crowdfunding and regular giving campaigns, create other fundraising and donations pages, highlight lettings and other sources of income, and create a community page for local business and other support. With grants getting harder to secure this online service will help schools raise the additional funds they need. For more information email info@funded.org.uk

Example accounts:

- [Fundraising Wall – Imberhorne](#)
- [Fundraising Wall – Supporting Marksbury School](#)
- [Fundraising Wall – Friends of Merrylands](#)

Event and General Fundraising



Typically organised by PTAs, events held in addition to general fundraising can raise the profile of school, broaden the potential donor base, and most 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 grand 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, recipe books, leavers' gifts, mugs, calendars and 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/>
- <https://pta.co.uk/supplier-search/>

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, such as 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!

Personal contact can be vital in securing support.

- Contact a decision maker and outline your campaigns
- 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 additional information:

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

For more support and access to the FundEd grants database – [click here](#)

The FundEd team and partners are here to help – ask@funded.org.uk