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# Schools Forum Supplemental Agenda

Wednesday, 24th April, 2013 at 4.15 pm

## PLEASE NOTE TIME OF MEETING

Mansbridge Primary School, Octavia Road, Swaythling, SO18 2LX

This meeting is open to the public

**LEAD OFFICER** 

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#### FORUM ADMINISTRATOR

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### **AGENDA**

Agendas and papers are now available via the City Council's website

### 9 SCHOOLS FUNDING NETWORK

Report of the Principal Accountant for Schools seeking the Forum's view on the benefits to schools of using the School Funding Network, attached.

18<sup>th</sup> APRIL 2013

HEAD OF LEGAL, HR AND DEMOCRATIC SERVICES

## Agenda Item 9

## **BRIEFING PAPER**

SUBJECT: Schools Funding Network

**DATE:** 24<sup>th</sup> April 2013

RECIPIENT: Schools Forum

#### THIS IS NOT A DECISION PAPER

#### **SUMMARY:**

- 1. Schools Funding Network (SFN) provides fundraising expertise to schools and aims to help professionalise this area of school life. Its main service is a fundraising platform which provides schools with their own set of fundraising pages, allowing interaction with major donors along with individual campaigns.
- 2. The organisation has been set up following grant awards from two charitable foundations, with a national newspaper, The Guardian, acting as the media partner. A further grant has enabled the service to be offered to local authorities signing up their schools at a much-reduced rate.
- 3. This paper seeks to establish the views of Schools Forum as to the likely benefits to schools of using the Schools Funding Network.

#### **BACKGROUND and BRIEFING DETAILS:**

4. SFN is the leading fundraising organisation for schools in the UK. It is run by Nick Ryan, who led the fundraising division at the SSAT from 2005 to 2012. He and his team raised approximately £60m of non-statutory funds and unlocked over £750m from government for schools. As a result of this work, the team has thousands of contacts amongst donors and schools. The team is supported by a group of trustees with expertise in education, business, and all the various funding bodies.

#### 5. Issues in schools fundraising

Issues for schools include:

- It can be difficult to support a school if not already connected to the school community
- £740m of Gift Aid is being lost every year
- The gap between better connected and resourced schools and their counterparts is growing
- Economies of scale are being missed
- It is very difficult for schools to keep up with trends and developments in fundraising
- Big funders are out of the reach of individual and small clusters of schools

- 6. There are also issues for major donors and other potential supporters of schools:
  - It is difficult to place support in schools unless already connected
  - The poor quality of applications is often mentioned by funders
  - Feedback to donors and supporters is often absent
  - There are difficulties in building strategic giving programmes
  - Funders struggle to find out where support is really needed

#### 7. The Service

The Schools Funding Network service uses its expertise and scale to overcome the issues above. On becoming a member of SFN, individual schools receive:

- A password with username for the fundraising platform
- A user guide to the fundraising platform
- A fundraising guide
- · A guide to Gift Aid
- The Gift Aid application form
- A guide to on-line donations
- A regular newsletter

#### 8. Costs

Economies of scale are achieved when multiple schools sign-up. SFN are therefore offering the service through local authorities at £2,500+VAT per 100 schools and academies, as opposed to £250 per individual school.

#### 9. Conclusion

Schools Funding Network provides primary and secondary schools with all the tools and resource needed for successful fundraising. In addition, the growing number of member schools means increased economies of scale can be built in, with more major donors being drawn in. There are already offers of support available to new member schools, such as £150 of e-books, as well as more targeted offerings.

SFN have started speaking to local authorities and county councils, with the first now signing up their schools.

#### **Appendices/Supporting Information:**

SFN Presentation to Schools Forum

Further Information Available From: Name: Chris Tombs

**Tel:** 023 8083 3785

**E-mail:** Chris.tombs@southampton.gov.uk



- Fundraising support for Southampton Schools
- Alan Mills, Trustee: <u>alan.mills@sfnetwork.co.uk</u>

## Background

- Team has raised over £60m of non-statutory funds and c. £750m of statutory funds for schools
- Contacts in all major fundraising classes
- Expertise in all fundraising techniques
- Backed by two charitable foundations and The Guardian newspaper

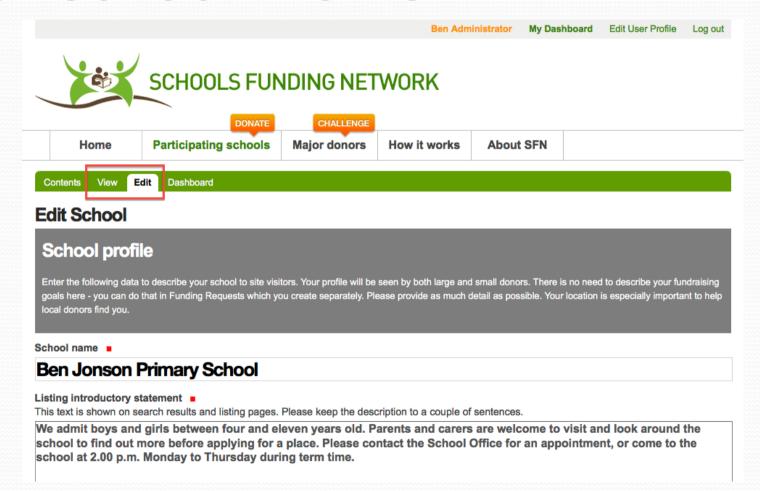
# Issues in school fundraising

- Difficulties in placing support
- £740m of Gift Aid is being lost every year
- Economies of scale are being missed
- Difficulties in keeping up with trends and developments in fundraising
- Big funders are out of the reach of individual and small clusters of schools
- School based fundraisers would cost over £2 billion

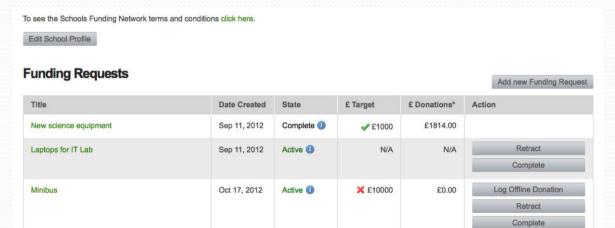
## The Service

- A password with username for the fundraising platform
- 2. A user guide to the fundraising platform
- 3. A fundraising guide
- 4. A guide to Gift Aid
- 5. The Gift Aid application form
- 6. A guide to on-line donations
- 7. Regular newsletter

## Your School Profile



# Requests & accepting support



Private ①

Oct 17, 2012

Publish

Reading Volunteers

#### Offers and Challenges

Summary	Value	Deadline	State	£ Target	£ Donations*	Action
Microsoft Bursary - Second Phase Type: Challenge - Money more info »	£100	Oct 31, 2012	Active (1)  X Money Received (1)	<b>X</b> £100	£40.00	Log Offline Donation
						Close Online Donations
						Contact Major Donor
						Contact Site Administrator
Grant for extra-curricular	£2000		Pending ①	N/A	N/A	Accept Offer
activities						Contact Major Donor
Type: Offer - Money						Contact Site Administrator
more info »						

<sup>\*</sup> excluding Gift Aid

## Next steps

- A wish to proceed;
- Receive names and contact details;
- Passwords & User Guides sent to schools;
- Fundraising guide, Digital Donations & Gift Aid guides follow;
- First offers of support placed.