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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.

18th APRIL 2013

HEAD OF LEGAL, HR AND DEMOCRATIC
SERVICES

BRIEFING PAPER

SUBJECT: Schools Funding Network
DATE: 24th 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



SCHOOLS FUNDING NETWORK

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

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

1. 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

[Ben Administrator](#) [My Dashboard](#) [Edit User Profile](#) [Log out](#)



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Edit School

School profile

Enter the following data to describe your school to site visitors. Your profile will be seen by both large and small donors. There is no need to describe your fundraising goals here - you can do that in Funding Requests which you create separately. Please provide as much detail as possible. Your location is especially important to help local donors find you.

School name ■

Ben Jonson Primary School

Listing introductory statement ■

This text is shown on search results and listing pages. Please keep the description to a couple of sentences.

We admit boys and girls between four and eleven years old. Parents and carers are welcome to visit and look around the school to find out more before applying for a place. Please contact the School Office for an appointment, or come to the school at 2.00 p.m. Monday to Thursday during term time.

Requests & accepting support

To see the Schools Funding Network terms and conditions [click here](#).

[Edit School Profile](#)

Funding Requests

[Add new Funding Request](#)

Title	Date Created	State	£ Target	£ Donations*	Action
New science equipment	Sep 11, 2012	Complete i	✓ £1000	£1814.00	
Laptops for IT Lab	Sep 11, 2012	Active i	N/A	N/A	Retract Complete
Minibus	Oct 17, 2012	Active i	✗ £10000	£0.00	Log Offline Donation Retract Complete
Reading Volunteers	Oct 17, 2012	Private i	N/A	N/A	Publish

* excluding Gift Aid

Offers and Challenges

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



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.