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# Creating partnerships with parents

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**#IDPE19**

IDPE 2019 Annual Conference



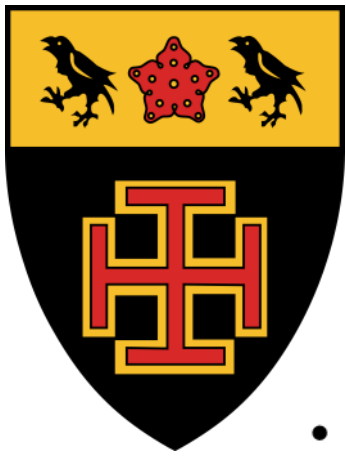
# Creating Successful Partnerships with your Parental Community

A Tale of Two City Schools

# Working with parents to engage and grow support

- Tara George, Development Director, St Benedict's School, Ealing
- Sharon Noble, Development Manager, Chestnut Grove Academy, Balham





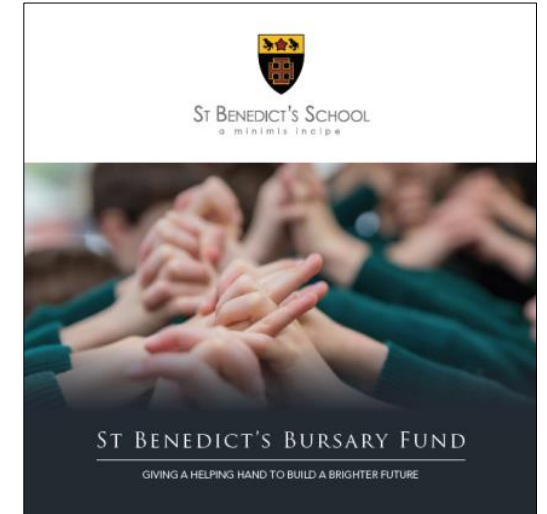
# St Benedict's School

- Co-ed Catholic Independent (3-18 years)
- Founded 1902
- Academically selective (means-tested Bursary assistance)
- Wide catchment area within West London



# The Development and Alumni Office

- Founded in 2014
- Aim: To provide central focus and formal organisational base for school fundraising
- All funds donated to St Benedict's go through Development Office, enabling complete transparency – parents fully informed where funds are allocated
- The Team: Two full time employees, one part-time employee, occasional parent & alumni volunteers





# Society of Parents and Friends (SPF)

- Established 20 years
- Energetic and influential parents keen to use skills to raise funds and engage fellow parents to participate in life of school and community
- Approximately 25 members
- Raised substantial funds for School equipment and departments
- Host range of fundraising events throughout School year, including Annual Ball and Summer BBQ
- Historically, individual departments or teachers could approach SPF for support with individual projects



# Chestnut Grove Academy

- Co-ed Secondary School (11-18)
- Established 1977 as Hydeburn School, Academy status since 2011
- 60 specialist places per year, 30 in MFL and 30 in Art
- Catchment over 10 London Boroughs and demographic representative of inner London



# Development at Chestnut Grove

- Commenced in 2015
- Aim: To add value to and improve on the capital works taking place under the Priority Schools Building Programme
- Priority list of items and issues agreed between Governors, Heads of Department and Senior Leadership Team
- The Team: One part-time, term time only member of staff and a laptop!

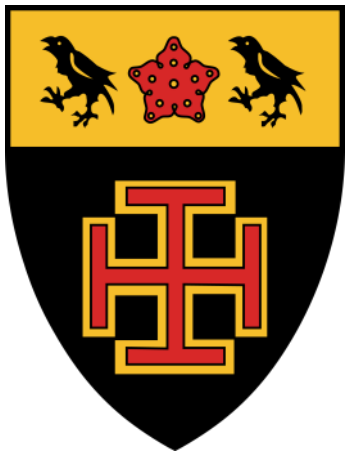




# Friends of Chestnut Grove (PTFA)

- Established 2013
- Has been restructured and improved over the last 4 years
- Approximately 15 key members and more volunteers
- Host range of fundraising events throughout the School year and support all school concerts and events with a bar
- Now enthusiastic and well connected parents who are also keen to use skills to raise funds and engage their fellow parents to participate in the life of the school and community: **NOT REPRESENTATIVE OF THE DIVERSITY OF THE SCHOOL!**



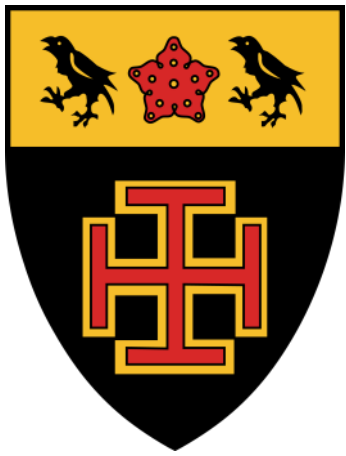


# Creating a successful Partnership

## Key Challenges:

- Creating relationships and trust
- Agreeing support for the same projects
- Event Management (avoiding fundraising event clashes)
- Sharing ideas and goals best suited to the School's needs





# Building Success

- Headmaster and Development Director joined SPF Committee
- Introduction of Annual Fund to focus the School's & SPS's fundraising efforts on important School projects
- Development Director presents proposed Annual Fund projects at beginning of year
- Vital everyone has buy-in to projects otherwise support won't be there
- Offers complete transparency to SPF in terms of fundraising goals
- Discuss any concerns raised by the committee...Don't be afraid to lose a project if the strength of feeling is not there



# Fundraising snapshot at St Benedict's 2018/19

SPF	Development Office
Bingo night – <b>September</b> 2018	
	Annual Thank you event/ Annual Fund launch – <b>October</b> 2018
	Project-specific event – <b>November</b> 2018
	Annual Lecture Series – <b>November</b> 2018
Christmas Ball – <b>December</b> 2018	
Themed Nights – <b>March</b> 2019	Musical performances inc. Jazz Soiree – <b>March</b> 2019
Summer BBQ – <b>June</b> 2019	Golf Day – <b>June</b> 2019
	Business Networking Evening – <b>June</b> 2019
	Summer BBQ – <b>July</b> 2019



## Creating a successful Partnership

### Key Challenges:

- Assisting in the development of a successful and functioning PTFA
- Agreeing priorities across the school and PTFA
- Improving planning and timescales ahead of events
- Reaching more parents and developing a PTA representative of the demographics of the school

# Building Success

- Deputy Headteacher and Development Manager joined the PTFA and attended meeting
- Understanding developed of the need to fundraise for agreed projects within the school and for these to be agreed across the board
- The Development Director presents the Annual Fund projects at the beginning of each year
- Vital that everyone has buy-in to these projects otherwise support won't be there
- Offers complete transparency to the SPF in terms of fundraising goals
- Discuss any concerns raised by the committee...Don't be afraid to lose a project if the strength of feeling is not there

# Fundraising snapshot at Chestnut Grove Academy 2018/19

PTFA Events	School Events supported by PTFA
Year 7 – Fish and Chips Quiz Night – October 2018	Year 7 Performance (BAR) – October 2018
International Evening – November 2018	Presentation Evening (Free refreshments) – November 2018
Christmas Community Carol Concert – December 2018	Christmas Concert Support (Bar) – December 2018
Parent and Staff Quiz Night – March 2019	Spring Concert (Bar) – March 2019
Green the Grove ParkRun – May 2019	
Comedy Night – June 2019	
	Summer Production (3 nights – Bar) – July 2019
	Year 11 Graduation (Parent Bar) – July 2019

# Working Together

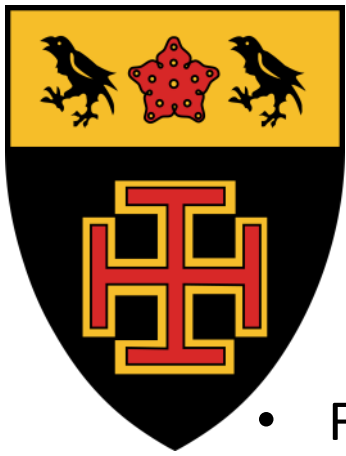
- Close working relationship between the SPF/PTFA and Development Office.
- SPF Christmas Ball 2018 in aid of the Bursary Fund.
- SPF/PTFA involved in school life, attend events and encourage other parents to attend events.
- The SPF/PTFA can become an extended part of your Development Office team – Fundraising ambassadors and the strength of opinions and sway in the parental community is crucial.
- At Chestnut Grove Academy funds raised by the PTA have provided matched funding for £200,000 of successful grant applications.
- Committee members are speaking to parents everyday and spreading your fundraising message.
- **Cannot be a one-way street:** Development Office must recognise importance of supporting SPF/PTFA events.
- Support events where possible: producing posters and flyers/ promotion/ administration/ onsite staff support/ hands on help at events/ attending events where possible





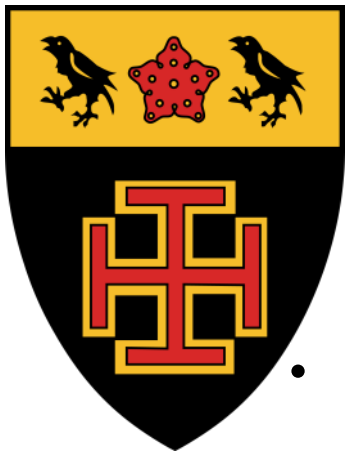
# Working Together





## PART 2: Creating a Culture of Giving

- First Capital campaign launched in 2015 to refurbish the School's dining hall.
- At the heart of School, dining Hall used for drama & dance productions, concerts, dinners, & presentations.
- Launched campaign with Headmaster's letter, case for support & colour brochure. (Strong case for support required for fee paying parents).
- Campaign included regular parental updates via emails, Headmasters letters and social media and fundraising events.
- £106,118 raised in total.
- Thank You reception held to mark opening of refurbished hall. All donors invited.



# St Benedict's Annual Fund

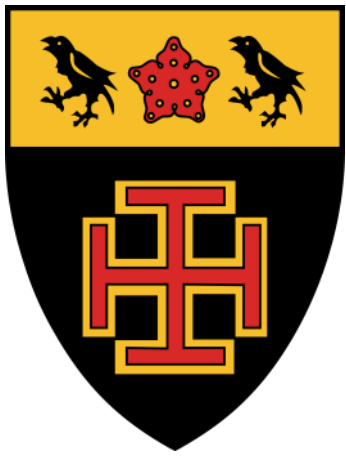
## Annual Fund 2017/18

- Launched in 2017, Annual Fund sought funds for smaller projects including musical instruments, sporting and computing equipment
- Option to support the Bursary Fund
- Total raised 82,400, with £25,000 for Bursaries

## Annual Fund 2018/19

- Launched in 2018, raising funds for landscaping project to transform outdoor playground & garden areas
- Option to support the Bursary Fund
- Still in progress, £95,000 to date, £50,000 for Bursaries



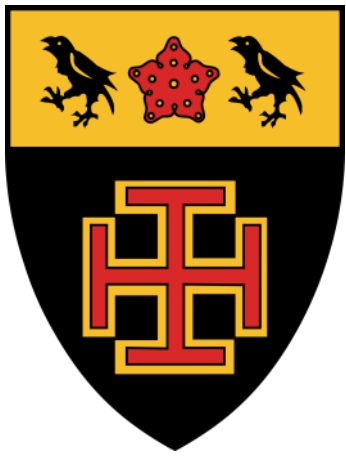


# Bursary Appeal 2020

- 77% of donors from parental body
- 2019/20: relaunching the St Benedict's Bursary Appeal Campaign
- Brochure/case for support
- Application Guidelines
- Social Media campaign – 2020 Year of the St Benedict's Bursary Appeal



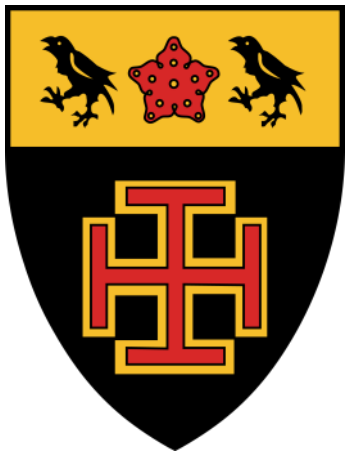




# Leavers' Bursary Appeal

- Parents asked for support
- Supporting students are gifted sterling silver bracelet or sterling silver cufflinks
- Branded & worn only by Bursary supporter
- Total raised over 4 years: £30,000 +





# Stewardship

- Donors thanked via mailings and events invitations
- Development office engages parents and alumni through multiple channels of communication
- At least one stewardship event per term



# Saying “Thank you”



## WITH OUR THANKS

Bursary Fund 2018

From The Development Office



## WITH OUR THANKS

New Junior School Climbing Frame Structure  
Annual Fund 2018

The Development Office



# Creating a Culture of Giving

- Fundraising campaign launched in April 2015 to improve on the new school being provided under the PSBP
- Prescriptive process meant that many rooms were too small, and there were no funds to replace equipment/ furniture
- Launched campaign with Headmaster's letter and ways in which to donate
- Included monthly drives that meant that the entire demographic of the school could contribute in some way
- £2,000 raised from donations, £4,500 raised through the monthly drives
- Delays and school conditions not very good during works
- Continued dialogue and information on website and through newsletters



- ‘Making your Mark’ scheme launched (brick sponsorship) – raised £2,000
- PTA events continuing to raise £20,000+ per year
- Decision made to concentrate parent engagement through PTFA and to provide more support through Development Office
- Grants and Trusts applied to using the PTFA funds as matched funding with good success
- Parents reached out for volunteering on particular projects – good, consistent take up
- Thank you letters and emails from the Headteacher personally for all donors

# Green the Grove Campaign

School wide campaign to improve the grounds for recreation, education and biodiversity value in conjunction with the Friends of Chestnut Grove (FoCG), started Spring 2017

Several trusts approached for different aspects of the greening process with varying success (TESCO/Mayor of London/ Garfield Weston)

Friends of Chestnut Grove raised £25,000 through raffles, quiz nights, FunRuns, comedy nights and a carol concert, as well as supporting school events by providing a bar



# Green the Grove Campaign

Chestnut21 campaign (commenced in April 2015) has earned £20,000 income through donations, drives etc this is unrestricted funds to be use for the good of all students

Parents volunteered to help with different aspects of the work, providing hours of time that would otherwise incur costs

Changing culture of Secondary School parents – reducing the distance between them and the school and improving connections

Thank you event for the whole school – Wednesday 17<sup>th</sup> July





# Green the Grove Campaign



# Stewardship/ Thank You

- Thanking donors and those donating time, energy and advice
- Utilising the website, newsletter and information home to ensure people feel thanked and understand where their money/good are being used
- Inviting people to a grand opening event in July as VIPs
- Headteacher letters to those giving up time and energy
- A new 'school fund' to be launched for another new building and what is needed
- Showcasing success to date of what we have achieved across the school to date
- Looking to build donor rates and alumni off the back of July event – but with realistic targets given demographic



# Thank you Questions?

- Tara George, Development Director, St Benedict's School, Ealing
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