

Creating sustainable income streams: is regular giving possible in the state sector?

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#IDPE19

Creating Sustainable income streams: is regular giving possible in the state sector?

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Pate's Grammar School

Funds Raised

Capital Fundraising

- ▶ Since 2010 raised £8,103,313

Annual Funds

- ▶ 2013/14 and 2014/15 raised £112,385

Revenue Fundraising

- ▶ Since Apr 2015 to date, Making Ends Meet raised over £797,000

Grand Total £9,012,698

5 Pate's Pointers

The 5 Ps

Regular giving for a revenue campaign

Perceptions

Internal: staff and governors

Make some visible savings even if it doesn't save a lot. It does however, send a strong message and gets people on board.

External: parents and alumni

You need to know what their perceptions are.

Don't plead like a pauper and then put on a lavish free event!

**PERCEPTION IS REAL
EVEN WHEN IT IS
NOT REALITY**

EDWARD DE BONO

Parents' Association

- ▶ Vital to get them on-board
- ▶ Use them to find out parent perceptions
 - you may need to myth bust!
- ▶ Practice your message on them (presentations etc)
- ▶ Ensure they fundraise for the same cause
 - Not only raises additional funds but increases the volume on your message

Presentations

- ▶ Keep the message consistent and look at opportunities to piggy back existing school events / information evenings
- ▶ Consider short videos to get the message / ask across at events where a presentation would be inappropriate.

Past Pupils (alumni but I'm sticking with the 'P's)

- ▶ As with the PA – vital to get them on-board and understand perceptions
 - again you may need to myth bust!
- ▶ Again consistent message

Principles

- ▶ Explain the facts (with the required myth busting)
- ▶ Open and honest
- ▶ Consistent message (supported visibly wherever possible)
- ▶ Know your audience – intelligent, knowledgeable...treat them accordingly



The London Oratory School



Dr Challoner's Grammar School

Our Astra Fund

Background to the fund:

- How we use the Astra Fund to help our budgetary position
- What the Fund achieves
- Cash flow certainty provided through accurate projections

Fundraising can make a transformational difference to education through improvements



Every Gift Matters

THE ANNUAL FUND

Planning: The Annual Cycle of the Fund

- Summer Term – determining projects
 - Database segmentation
 - Crafting the letters
 - Preparing everything to go out – being ready for September
 - Raising awareness of projects achieved through article in school magazine
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- Autumn Term – period of activity
 - Timing of letters being sent for different year groups
 - Immediate thanks
-
- Spring Term – more thanking!

Running an Annual Fund on a Shoestring

- Improve your own IT skills
- Use students to help stuff envelopes, Prefects to work at events and to write articles for you
- Our own Y10 students undertake a project to design a marketing advert in just 1 day.
- The results are phenomenal and highlight the skills of students today.



Compliance

- Financial Regulations
- GDPR
- Data sharing agreements
- Good practice



Thank you

Any Questions