

Fundraising stream sponsored by

More

Fundraising campaign of the year award winners 2018

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Chair: Philippa Dunford-Jeffs

#IDPE19

IDPE 2019 Annual Conference



REED'S

S c h o o l



Winners of the Fundraising Campaign of the Year
Award 2018 for the Jarrett Cricket Centre



The Challenge...

“To build a world-class facility which could be used by all pupils at the School as well as by the wider community, whilst at the same time, providing ongoing funding of the Reed’s Foundation, which provides education and care for children who have experienced family trauma”

Fundraising Target: £775,000



3 Main tenets of The Campaign...

- Delivering a world-class facility
- Funding the Foundation in perpetuity
- Strengthening our links with the wider community



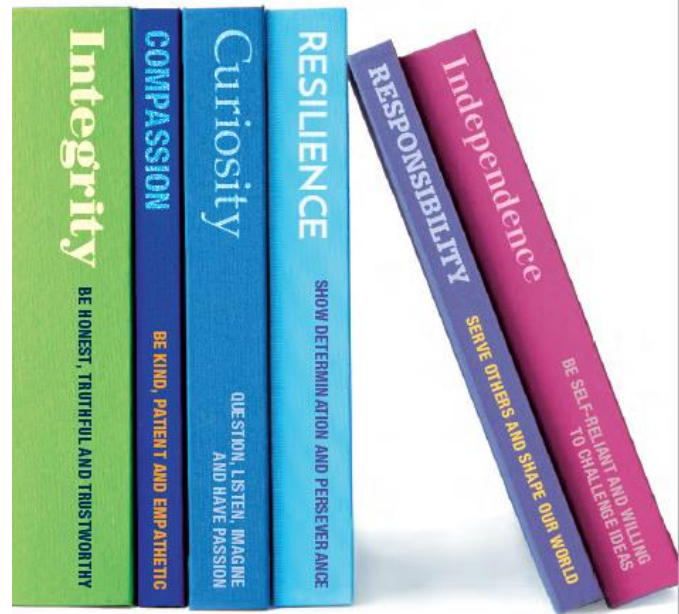
Our own Vision for The Campaign...

- Make it Emotional and Relevant for donors
- Make it Inspiring
- Have the whole Reed's Community excited about it
- Get people Talking
- Make it fun!

Link to Reed's Values and Aims



Our values



Our aims

-  Build on the Andrew Reed legacy
-  Provide a nurturing environment
-  Promote academic excellence
-  Find the best in every pupil
-  Create a community for life
-  Prepare pupils for the future

Make it Relevant to Donors



BROCHURE:

sent out to all parents, former parents (last 5 years), Old Reedonians (specifically interested in cricket and the Foundation), former Cricket Captains, staff and Governors



Containing an overview of the facility

Delivering our vision
A world-class facility for all Reed's pupils to use, establishing Reed's as the leading Independent School for Cricket in the country



Inside the main hall there will be five cricket nets. Nets will have specialist flooring in order to replicate actual conditions at various grounds around the world.

Locations:
Lancs, London
SAICA, Perth, Australia
Eden Gardens, Kolkata, India
Wanderers Stadium, Johannesburg, South Africa
The Oval, London

Through sponsorship, nets will be outfitted with the Philanthropic cricket analysis system, which contains motion tracking and video analysis for individual players from beginners to international cricketers.

The facility will be one of the premier indoor cricket facilities in the country attracting players and nations from national and international teams, county and district, local clubs and other activities. Every pupil at Reed's will have access to this facility for training and wider development.



FUTUREED'S | School Development Programme

Detailing the philanthropic model

Delivering our vision
A facility to fund the Reed's Foundation in perpetuity

The Jarrett Cricket Centre has a unique philanthropic business model. Income generated will go to help support Foundation pupils from vulnerable backgrounds attend Reed's.

Since 1912 the Reed's Foundation, originally known as the London Cricket Academy, has provided orphaned and single parent children with support, maintenance and education in order to break the cycle of disadvantage and realise their true potential. Since the School was first established, over 10,000 children have had their lives changed forever, their confidence restored and their futures brightened.

Currently there are 76 Foundation pupils at the School, and each one of them is an inspiration in their positive outlook and determination to make the most of the opportunities they have been provided. Additionally, the Foundation also runs an extensive outreach programme, where we work in partnership with over 40 schools in disadvantaged areas, offering courses from physics to football for nearly 1,000 children each year.

Income streams include:

Rentals of Nets

Coaching

Long Room and Gallery rentals

Outdoor Field rentals (made possible with new changing rooms)

Catering income

Sports shop sales

FUTUREED'S | School Development Programme

Along with fun and varied ways to donate

Delivering our vision
This can only happen with the whole School community pulling together. By supporting us you will be part of a philanthropic network helping to provide an Education for Life

Cricket Centre cost breakdown:
Total cost £3.3m
School budget £1.4m
Donations already received £175k
Fundraising target £175k



FUTUREED'S | School Development Programme

Please help us deliver this vision

Donor Levels (prices to be displayed on Donor Boards)

Century Club	£100
250 Graham Smith Club	£250
500 Lara Club	£500
1000 Men Out	£1000 (requiring gift)

Starting Opportunities

Foundation Order Subscript	£1,000 (\$500 per year for 2 years to a 50th Anniversary)	£1,000
Team Raising	£2,500	£2,500
Net	£5,000 for 10 years (or £1,000/year)	£5,000
Net	£5,000	£5,000
Net	£25,000	£25,000
Net	£25,000	£25,000
Net	£25,000	£25,000
Net	£25,000	£25,000

To help support us please complete the enclosed form or visit our website, or if you would like to discuss further please contact

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Foundation Supporters

Former Parents

Cricket Alumni
Current Parents

Staff

IDPE 2019 Annual Conference

Make it Inspiring....



The original design



The final design



The Best Cricket Centre in the Country....



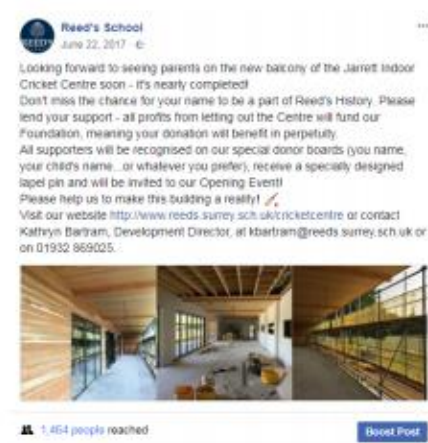
- Pitchvision technology
- Video Analysis suite and app
- Specialised flooring to replicate wicket conditions at famous grounds around the world
- Bolo TrueMan Machine
- Speciality Lighting

Talk is Cheap, Word of Mouth is Priceless....



SOCIAL MEDIA CAMPAIGN:

On Facebook and Twitter to update on the build progress and encourage donations.



Reminder 'adverts' in our weekly school newsletters & articles in our termly newsletter

Banners round the buildworks and at parent pick up point

FLYERS, ADVERTS AND BANNERS:

Digital or printed collateral to keep the campaign going, targeted at specific groups



Digital Flyer

Opportunities for staff to be involved with a reduced rate donation

Printed flyer on all guests' chairs on Speech Day



WEBSITE:

Links through to website pages dedicated to the campaign with information and link to online payments



A Philanthropic Enterprise



THE FOUNDATION:

Along with a donation to the campaign, our Old Reedonians commissioned these boards providing a snapshot of the history of the Foundation and how the Cricket Centre is now linked with that history through its unique philanthropic model. These are displayed on the external viewing gallery and can be seen from the road and car park outside by all visitors to the school.



Get people talking....



IDPE 2019 Annual Conference

Celebrating Success...

OPENING EVENT:

Former England Captain, Alec Stewart OBE, officially opened the facility in January 2018. All donors were invited to attend



Mark Hoskins (Headmaster), David Jarrett (former Headmaster) and Alec Stewart OBE



David Jarrett (former Headmaster) after whom the centre is named, unveils the plaque



Themed M&M's and coasters



Our caterers (Sodexo) pulled out all the stops with the themed food



The Long Room was packed with donors



David Jarrett (former Headmaster), cricketing legend, Bob Willis MBE and Alec Stewart OBE



Alec Stewart OBE says a few words to the guests



The Development Office team with Alec Stewart OBE



Reed's cricket pro, Keith Medlicott, cuts the 'Medders' cake - a cricket ball containing M&M's with his face on them!



Recognising our Donors



DONOR RECOGNITION:

Boards are put up to recognise every donor, no matter how small or large their contribution

Main Donor Board (note spaces have been left for further donations)



Individual Net Donors



Every donor received a lapel pin badge

Individual Room Donors



Every Donor received:

- Their name on the donor boards
- A special lapel pin
- An invitation to the opening event

240 donors
£792,000 raised + ongoing donations

The Final Product



THE COMPLETED FACILITY:



The main entrance



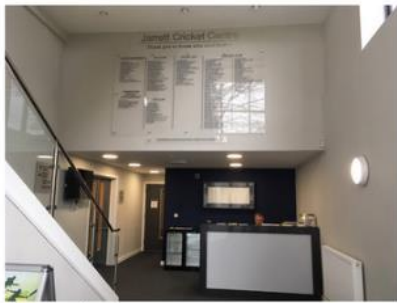
Stainless steel sign at the entrance



Changing rooms (below) and viewing balcony (above)



Nets with PitchVision analysis



The reception area



One of the 6 changing rooms



The new Café



The Long Room & Café with view over the nets



The Medical Centre

Ongoing Success...



Reed's School Cricket Retweeted

Rajasthan Royals Academy UK @RRAcademyUK · Mar 19

Waking up to a lovely article by the @MailSport [dailymail.co.uk/sport/cricket/...](https://www.dailymail.co.uk/sport/cricket/...)
#rajasthanroyalsacademy #reedsschool #cobham #surrey #ipl

Shane Warne launches first IPL academy outside of India in Surrey
Shane Warne was an innovator on the cricket field and now off it as well as he helped launch the first Indian Premier League academy in the UK.
[dailymail.co.uk](https://www.dailymail.co.uk)

PRESS COVERAGE:

Reed's School Cricket Retweeted

OldReedonians @ReedsAlumni · Apr 10

Brilliant that @ReedsAlumni Nathan Tilley (B18) appears with @englandcricket & @surreyccricket's Burns & Curran in 2019 @WisdenCricket Almanack, as Schools' Cricketer of the Year recognising his talent & contribution to both @ReedsCricket & Surrey Academy. bit.ly/2UKTOQP



**Projected Profit
2019/2020
£75,000**



Key take aways

- Get involved from the start
- Engage big personalities and play off them (staff, alumni, pupils, parents, etc)
- Create a brand and identity for the campaign
- Involve your donors
- Create talk triggers...and repeat
- Use social media and free marketing, don't spend too much
- Have fun with it, make it memorable
- Love your project...