

IDPE Schools' Award for Ambition and Progress

(Development within the school has been established for six years or more)



FRANCIS HOLLAND SCHOOL
SLOANE SQUARE

Francis Holland School, Sloane Square – Promise Campaign (transformational bursaries campaign established in 2022)

The Promise Campaign was born out of our commitment to widen access to FHS for talented girls who show great potential, yet lack the means to consider this pathway.

The campaign and its proposition, “All Their Promise Needs is Yours”, was developed by our creative agency, Big Frank, along with bespoke imagery, video content, campaign collateral and website. It asks donors to promise a donation to help our bursary students fulfil their unique promise. In turn, the school offers the promise of a transformational education.

Recipients’ places will be funded out of endowment, ensuring this commitment will continue ad infinitum, and they will be called Foundation Scholars in celebration of their individual contribution.

The campaign’s success has surpassed all expectations, with our ambitious first-year target of £750,000 being met in only 9 months. We have now raised £915,000, well past our expectations. Of this figure, £500,000 was raised as sponsorship for headmistress Lucy Elphinstone’s hike of the Annapurna Circuit, ensuring the ‘Elphinstone Scholarship’ will run in perpetuity.

34% of parents are now donating to support bursaries, a considerable uplift from 14% the previous year. This extraordinary increase in support and participation is testament to the impact that the carefully considered and executed Promise Campaign has had on our constituency. The appeal has resonated with the community, resulting in a marked shift in the culture of giving at the school.

Supporting materials

[Annapurna Challenge article by Former Headmistress, Lucy Elphinstone](#)

[IDPE Award Submission - Supporting Materials](#)

[Promise Campaign Brochure](#)

[Promise Campaign Fundraising Events - articles by FHS Sloane Square Parents' Association](#)