IDPE Schools' Fundraising Campaign of the Year

(Development within the school has been established for 6 years or more)

MALVERN COLLEGE

Malvern College – Green Giving Day: Malvern College's journey to Net Zero

Malvern College's vision is to achieve a Net Zero campus. In June 2023, we held our first Green Giving Day (GGD) to rally the Malvernian community (alumni, parents, staff, pupils, friends) and create a new Green Fund to realise our ambitions: reduce our carbon footprint; preserve our heritage buildings; make learning environments sustainable for future generations.

Transforming how we fundraise, we used a digital multi-channel approach to communicate our ambitions, including segmented and personalised emails, social media, video, events, and a designated website to reach and bring together the Malvernian community, with outstanding results.

Achievements:

- £134,766 raised (£100,000 target)
- 336 donors (300 target)
- 208 alumni and 103 parent donors from five continents
- 78% first-time donors

Impact:

- Whole school virtual address from Earthshot Prize winning alumnus
- 300 pupils joined sustainability challenges on campus
- Whole school green non-uniform day
- 50 trees planted
- IB Group 4 challenge presentations on sustainability
- Appointment of pupil Eco Reps and Sustainability Suggestion Boxes
- New alumni 'Green Club' launched
- Alumni GGD Ambassadors appointed

Momentum:

- New 10-year Masterplan centred on sustainability, bolstered by new Green Fund
- New leads pointing to professional expertise, volunteer and philanthropic support of current GGD supporters and fundraising cultivations
- Another GGD in November 2024

Supporting materials

https://www.youtube.com/watch?v=MozfVLj7bPM

Green Giving Day - photos of campus activities

Green Giving Day at a glance

Green Giving Day postcard