



The Certificate in School Fundraising

Lesson 1 School Fundraising Trends Success Factors

Using the links for Lesson 1, do some research into your area. Add this evidence to your learner diary.

What makes one school more successful at fundraising than another? It can't all be down to postcodes and hard work. This resource will present the factors that are known to affect fundraising success and present a school fundraising success continuum.

It is estimated that maintained primary and secondary schools and special schools in England raise around £230 million a year from sources outside their main school budgets. That's an average of around £10,000 per school. For the typical school, fundraising methods still tend to concentrate on 'events'. However, high fundraising schools use more sophisticated and diverse fundraising methods such as:

- Fundraising from the general public, parents, events etc
- Company donations
- Commercial Sponsorship
- Parental Covenant schemes
- Applications for grants/lottery funds
- Income generation (trading goods or services, etc)

Apart from location and the knowledge of how to make effective grant applications, the main factors known to effect fundraising success are:

Internal Factors

- School leadership; including the freedom and ability to take risks
- Skills/expertise; including project management and marketing skills
- Active support association (see examples given below)
- Designated fundraising committee
- Designated fundraising co-ordinator with job role, responsibility and time!!
- Governing body and Head teacher commitment to fundraising

External Factors

- Level of parental and community involvement
- Economic wealth
- Local business infrastructure

How important is location?

Interestingly whilst trust and company funding tend to be skewed towards advantaged and often independent schools, disadvantaged schools are more likely to attract statutory and lottery funding. However, parental wealth and parental involvement do have a much greater impact on income. Many disadvantaged schools take great measures not to continually ask their parents for money, and with good reason.

A School Fundraising Success Continuum (note: NOT included in sample copy)