



Mellers Primary School
Fundraising Policy

Fundraising Policy 2016

FUNDRAISING POLICY

Background

Funding cuts and diminishing budgets have resulted in many schools becoming involved with large-scale fundraising to provide extra income for building refurbishments and various other projects. While school fêtes, plays, fashion shows and sponsored activities and events have always been popular, there has been an increase in the number, and value, of grants that schools now bid for. In fact, many schools now see fundraising as essential for enhancing educational provision and for improving facilities and resources for pupils and the local community. The process of gaining funding can also develop links with local businesses and industries which, along with the school's enhanced facilities and resources, can boost the school's reputation.

However, schools must have an ethical approach to fundraising and must consider the origin of the money they receive. They must also consider what, if anything, they are required to do in exchange for the funding, the extent to which they will allow corporate messages and logos to penetrate the school and the impact of corporate funding or sponsorship on their pupils, staff and community. It is therefore essential that schools develop and adopt a fundraising policy before starting any fundraising activity. They must consider the type of companies or organisations they want to approach for funding or sponsorship and the type they would not approach.

Schools should avoid seeking sponsorship from:

- Junk food companies. (Pupils of schools which are sponsored by junk food companies are likely to consume greater quantities of these products than pupils of schools that are not.)
- Companies that are known to exploit child labour.
- Companies involved in the production of tobacco, alcohol or pornography.

Sponsors usually ask for some form of recognition for the funding they provide. Schools must therefore decide if what they are asked to do in return for funding is acceptable, for example, to name a library or wing of a building after a company that has donated a large sum of money.

Parental contributions

Most schools ask parents for periodic voluntary contributions. While many parents are happy to donate if the request is relatively infrequent, it may put some parents/carers at an economic disadvantage or cause them embarrassment if they cannot pay so it is important that schools do not approach parents for money too frequently. PTA hold events accordingly throughout the year. We are sensitive to the balance between affordability and profit, items including those we know to be high-end items are sold on good faith at much reduced prices to avoid exclusion of any family. We are able to sustain this ethos as items are donated largely by staff, parents and some local businesses.

Funds raised are banked into the school fund account by office staff, and are eventually reimbursed back to the main school budget.

Introduction

Mellers Primary School is funded by the Local Authority yet extra funds are necessary for building refurbishment, additional resources and facilities and for a range of projects that benefit both our pupils and members of the local community. Each year the parent teacher association raises valuable funds through a range of activities.

In addition to statutory funding and money raised by the PTA, Mellers Primary School receives extra funding by bidding for grants available from central government and local council departments, the national lottery, trusts and foundations and corporate sponsorship.

Objectives and targets

The purpose of this policy is to ensure that all fundraising conducted by Mellers Primary School is ethical and in line with the school's values and aims. This means that the school will not:

- Accept money from an unethical source.
- Allow pupils, staff and members of the local community to be exposed to an excessive volume of corporate messages and logos.
- Accept corporate sponsorship without fully considering if the conditions imposed by the sponsor are in line with the school's values.
- Disadvantage parents/carers and the local community through repeated requests for money.

Action plan

- Those responsible for co-ordinating the school's fundraising efforts are Laura Patel, Deputy Headteacher and Melanie Holton, School Business Manager. They are responsible for:
 - Identifying possible sources of funding.
 - Bidding for funds.
 - Ensuring that the Headteacher and governing body are kept apprised of the school's current fundraising situation.
- The Headteacher and governing body must approve any application for funding before it is submitted.
- A record will be kept of any funding that is received and how it is spent. These records will be used to produce an annual report of the school's fundraising activities.
- Mellers Primary School will not apply for or accept funding from sources which are not in line with the school's ethics, values and educational policies. These include junk food companies, companies that exploit child labour and those involved in the production of tobacco, alcohol or pornography.
- The school will not accept sponsorship from companies that do not support the school's values and policies.
- A calendar of fundraising events will be published each year.

Monitoring and evaluation

An annual fundraising report will be written and made available to the governing body, parents and the local community. This report will outline funding that has been secured and what it has been used for. It will also contain details of the school's sponsors and funds raised by the PTA.

The effectiveness of this policy will be reviewed annually by the governing body.

Reviewing

This policy will be reviewed annually as part of the governors' rolling programme of reviews.

Next school review due: