



Thomas Bewick School

Fundraising Vision & Strategy Policy

2013-2015

Fundraising Vision, Aims and Objectives

This policy aims to lead the school's fundraising strategy in order to create an enriched school experience for all of our pupils. The school's vision for fundraising is:

- to enable community access for all pupils and increase community cohesion
- to increase pupils' independence
- to increase pupils' communication and interaction skills
- for launching and sustaining specific projects
- to increase outdoor learning opportunities
- to increase provision of autism specific extra-curricular activities
- to support therapeutic work
- to further develop specific training (CPD) to develop specialist skills

This policy will work within the school's mission statement, values and ethos when defining our fundraising goals

Mission Statement

At Thomas Bewick we aim to enable each pupil to:

- communicate and interact effectively with others and the world around them
- become independent learners
- value themselves and their own achievements and accept and show tolerance of others
- enjoy being part of the school community
- participate in and contribute to the wider social community
- lead a safe, happy and fulfilling lifestyle

These aims are based on the development of:

- an excellent partnership between home and school.
- positive relationships and networks within the multi-agency setting.
- the sharing of our expertise on autism with the wider community.

Values

At Thomas Bewick we endeavour to promote:

- mutual respect, trust and value of all individuals.
- an inclusive school community, founded on multi-modal communication systems, that provide a wealth of learning opportunities to support and challenge pupils on their journey through the school.
- a happy, safe and secure environment which supports high expectations that all individuals will grow in confidence and self-esteem and fulfil their potential.

Ethos

Thomas Bewick promotes an environment which is:

Welcoming
Interactive

Creative
Caring

Inclusive
Nurturing

Founded on:

- pupil centred learning which takes account of pupils' communication, sensory and social needs.
- a "customised curriculum" to suit the learning needs of pupils 3 to 19 years of age.
- celebrations of achievements of pupils, staff and the school.
- knowledge and understanding of autism and the stress and difficulties for pupils and their families.
- happy and positive relationships between all individuals.
- learning partnerships between pupils, staff, parents and professional colleagues.

Current Situation

At present fundraising for school activities, projects and resources is uncoordinated and is undertaken by individual staff members for subject area projects. Larger-scale fundraising is undertaken by the Association of Friends of Thomas Bewick to fund holiday playschemes which are run by school staff to provide our pupils with autism specific activities during the school holiday periods. School and the Friends Association aim to provide 10 – 15 days holiday scheme each year where funds permit. The Friends have been successful in accessing grant funding and fundraising to fund the schemes.

The school aims to develop its own fundraising strategy to fund the vision detailed above and any funds received will be used through the school budget or the school fund – whichever is deemed appropriate for funding in question. Fundraising actions will be reported to the Extended Services Committee of the Governing Body.

Projects and needs will be allocated into 3 strands – pupils, staff and community and the co-ordinating group will decide the priorities for each strand in consultation with the Senior Leadership Team. It is not possible to seek funding for all projects and activities at the same time. The group/school will ensure targets and objectives are realistic.

Prioritising School Needs

- Which needs are most urgent – what is the problem or issue to be addressed?
- What deadlines need to be met?
- Are the needs short term or long term?
- Do we currently have any of the resources or funding needed to carry out specific projects or activities?

Once needs have been identified:

- Why is the project needed?

- How do we know this?
- What do we want to achieve?
- How will we measure success?

Putting Strategy into Practice

It is important to clarify roles and responsibilities in the fundraising strategy. Ownership for each aspect of the strategy needs to be stated in order to maximise success and ensure that fundraising efforts do not lose momentum. This scheme provides for a cross-school working group to be formed to co-ordinate and oversee the school's fundraising:

- to identify projects and activities to be continued, developed or finished
- to set priorities for fundraising by identifying needs in the school that could benefit new projects and activities
- assess/confirm the current allocation of school funds - both delegated budget and voluntary funds
- set aims and objectives for projects
- allocate bid writing to appropriate persons with relevant skills and experience
 - plan the bid

The working group will:

- work with the School Council with regard to identifying projects and activities
- take into consideration parent/carer and staff consultations when identifying need
- consult with subject co-ordinators for support in identifying need within curriculum areas
- investigate how to build and develop relationships with funders

The working group will be led by the Deputy Headteacher Secondary and the School Business Manager. The group will call on staff members, governors, parents/carers to work on specific projects as appropriate.

Ethics

School will ensure that funding is not bid for from organisations/companies that may be in conflict with our aims, value and ethos. School will not seek funding from alcohol or tobacco companies, from pay day loan companies or from companies who do not promote healthy eating or living. The working group will agree ethical protocols which will be approved by the Senior Leadership Team and the Extended Services Committee and these will be incorporated into this policy.

Monitoring and Evaluation

The working group will:

- monitor the success of projects by ensuring aims and objectives are met and by reporting on this to SLT and the Extended Services Committee
- maintain relationships with funders by reporting to them on the use of grant funds and the success of the projects
- report on success of projects/activities to stakeholders through newsletters and website
- consult beneficiaries

- back up project with evidence of need
- make direct contact with potential project users
- gather letters of support etc
- find relevant links to local, regional or national initiatives

Revision Record of Published Versions			
Author	Creation Date	Version	Status
J McCreery	10/12/13	1.0	Draft for consultation
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Amended by	Revision Date		