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In this session:

Effective Bid Writing for Schools

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In our session today

- Income generation and the role of grant funding
- Why funding applications fail
- The barriers and how to overcome them
- Key features of all successful bids
- Storytelling and use of video
- Finding the right grant
- Post project reporting

Fundraising in our Schools – The Landscape

£1.8bn pa collectively generated by schools in England through income generation activities.

It's believed 66% of primary schools actively raise funds.

PTA's raise on average £9,000 each year
¼ of PTAs/Friends Associations raise more than £10,000.

Research showed 48% of primary schools used fundraised income to cover core statutory costs. (Body, 2020)

Sources: Parentkind, University of Kent (Prof. Alison Body)

Fundraising in our Schools – The Landscape

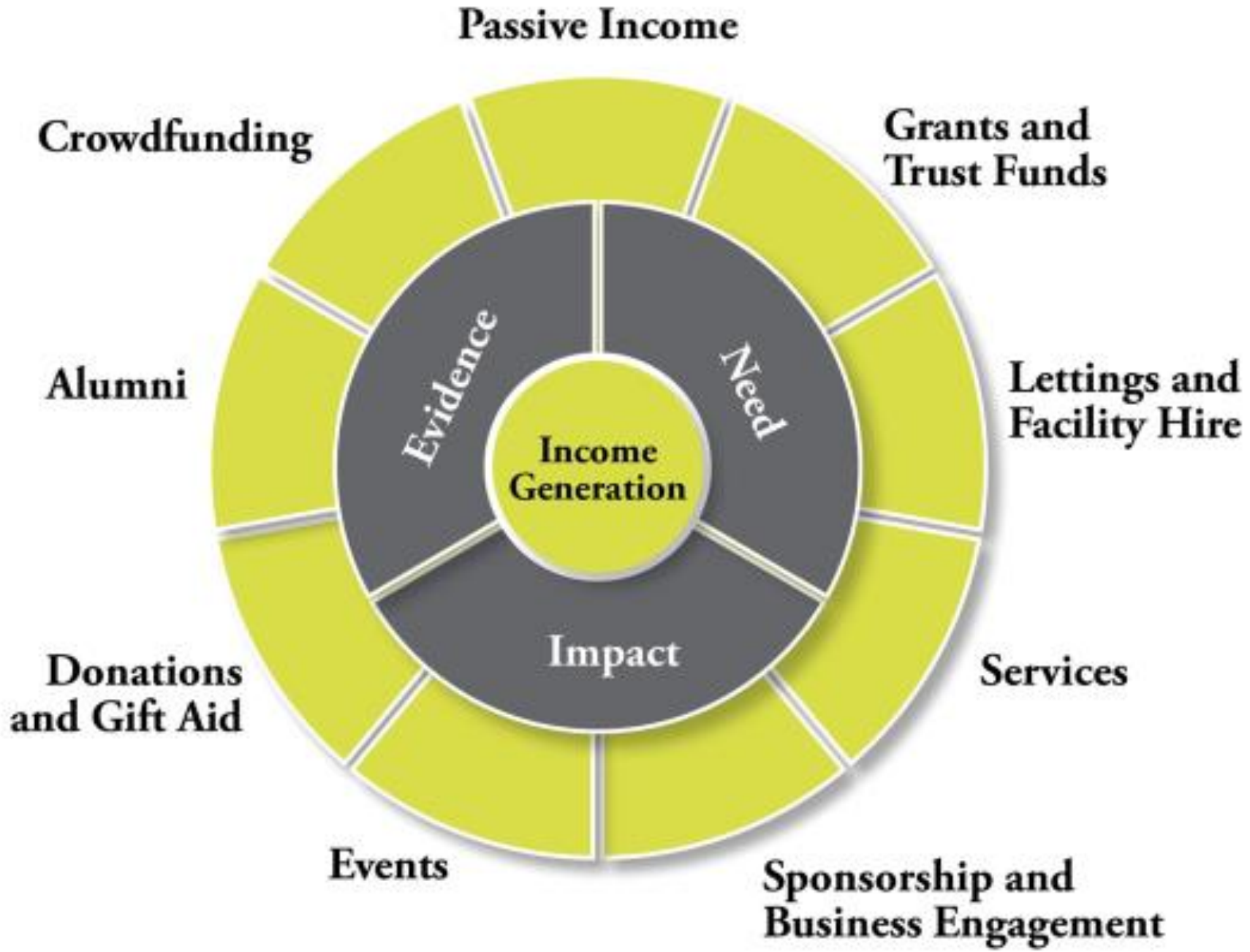
Only 2% of school leaders feel they have the resources needed to raise extra funds

Only 6% of SBMs have a fundraising strategy in place

Grant Funding remains the traditional solution for schools, but it is an unreliable source of sustainable income.

Grant Funding should be part of a wider strategy for your school.

Sources: Pebble, ISBL



The Wheel of Fortune

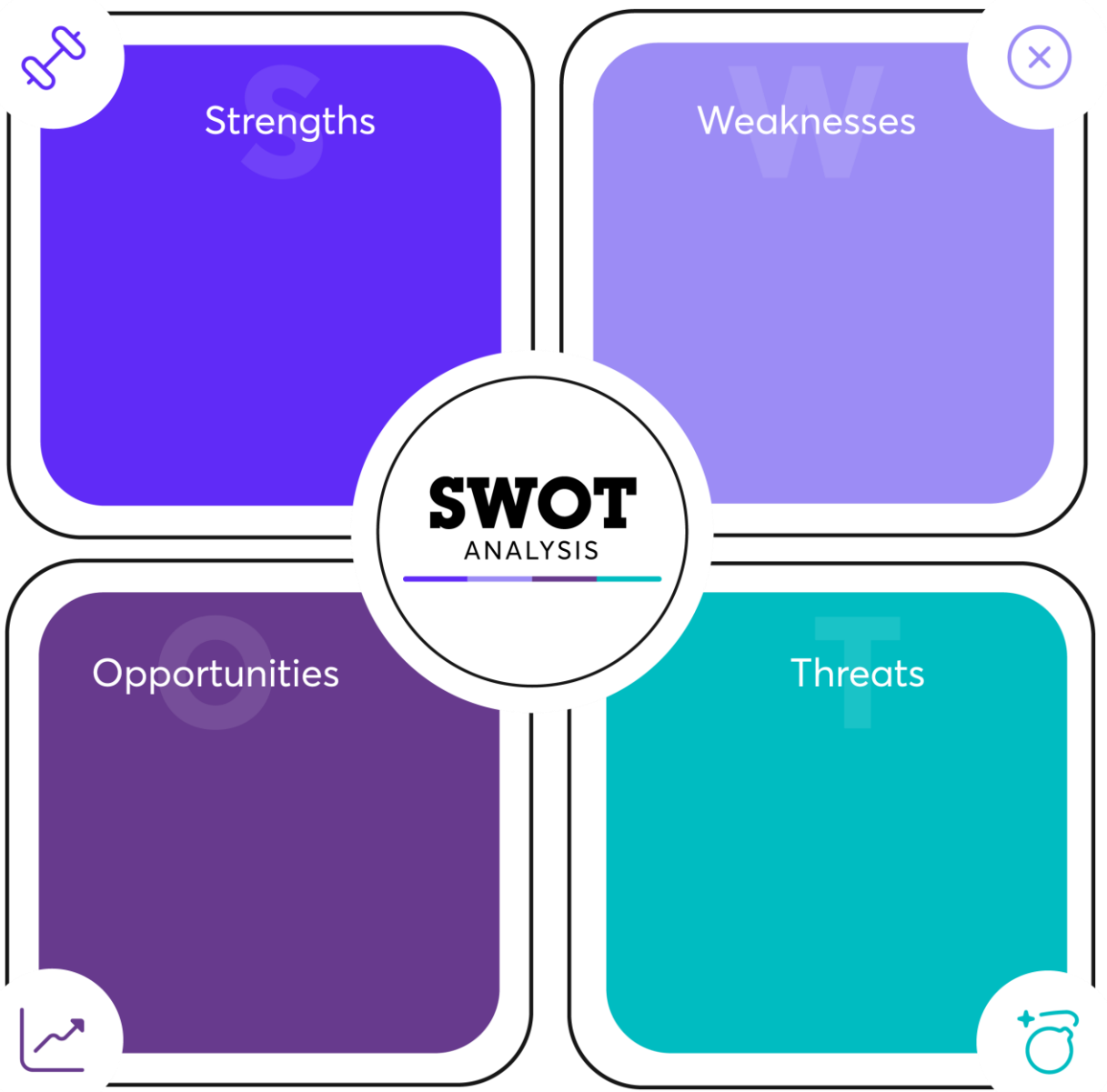
This graphic demonstrates the ways our schools can raise funds.

Not all of them may be options for your schools.

But some of them are!

Understand your context with a SWOT analysis

- **Where do your opportunities lie?**
- **What strengths does your school have**
- **Where are the challenges?**



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60%
Regularly donate to charitable causes

3%
Regularly give to schools

Why the disparity?

Grants and Trust Funds

c.£1.5 billion available each year for schools to bid for.

Over 5*,000* grant funders in the UK, thousands of grants and trusts available on a national, regional and local scale.

Many are heavily oversubscribed.

The Garfield Weston Anniversary Fund received applications from 2,300 schools and charities, totaling £200 million.

They funded **150 schools** with their **£11 million**.

But….

Data from Big Lottery showed that a significant proportion of applications to their Reaching Communities Fund were **ineligible**!

Ineligible?!

What does that mean?

Many Lottery Awards for All applications are rejected early in the process.

Why?

- Rushed applications - not completed properly or fully
- Lack of real thought - weak evidence and compelling argument
- Poor planning - missed deadlines, insufficient data

The take-away here is…..do your research and make time for the process

What are the barriers?

Wolfson Foundation : Shared Insights

Common challenges experienced by applicants:

- Lack of time
- Lack of capacity
- Lack of expertise

What can you do about this?

‘We can’t add time, but we <u>can</u> repurpose time”

What do the funders say?

According to the National Lottery the main reason applications are rejected lies in *" failing to show how the **lives of beneficiaries will be improved**."*

"*So many applicants don't give an explanation about the strategy for achieving change or a **clear indication of what they are trying to achieve**."*
Stephen Pittam, Joseph Rowntree Charitable Trust.

*" Funders want a cohesive story, including **evidence of demand** for a charity's services and the **outcomes it will create**. Very often the latter parts just fall away."*
Gilly Green, Head of Grants, Comic Relief.

On the lighter side.... 🤔 😮

The Joseph Rowntree Charitable Trust, largely funds work that promotes peace and social justice. *"We get applications to repair churches in East Anglia. We don't fund in East Anglia, and we don't do building work on churches."*

Comic Relief has received applications on behalf of an HIV project in Tanzania for a fund that operates only in Stoke-on-Trent.

The Big Lottery Fund has received applications to fund the installation of double glazing in houses!

The Essentials

- Understand the eligibility criteria – how do you clearly meet their priorities? Research!

- Evidence of need – pilot project, letters of support, video/images = "*a beneficiary shaped project* "

- Outcomes and impact :

  Qualitative data: information about what people think/feel/experience.

  Quantitative data: information that you gather through your monitoring about things you can count, such as the number of people attending.

- Value for Money – volunteer time, space/facilities offered, contributions

The Essentials

Fully research the funder – have similar school projects been successful? What's the average amount awarded?

Demonstrate sustainability – if it's needed

Use active language – "we will.." or "we expect..", "this is necessary because.."

Use plain English, avoid assumptions and avoid "education speak" where you can

Check the deadlines and plan accordingly! Allow yourself plenty of time to complete the application form and gather evidence

Pitfalls to avoid

Be absolutely clear the fund you're applying to can support your project!

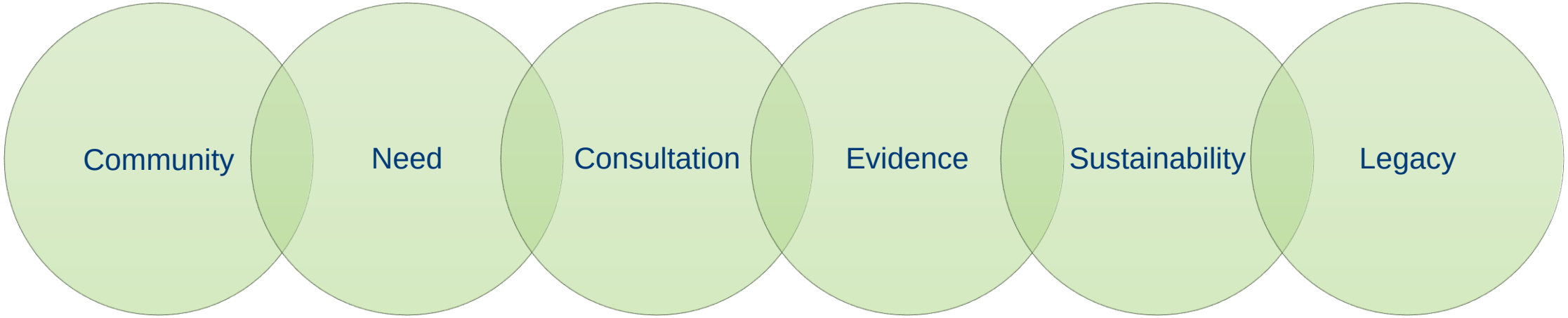
Avoid using data and statistics without showing how, and why this supports your case.

Don't forget your budget or cost plan. Some require detailed plans whilst others just need a simple income/expenditure table.

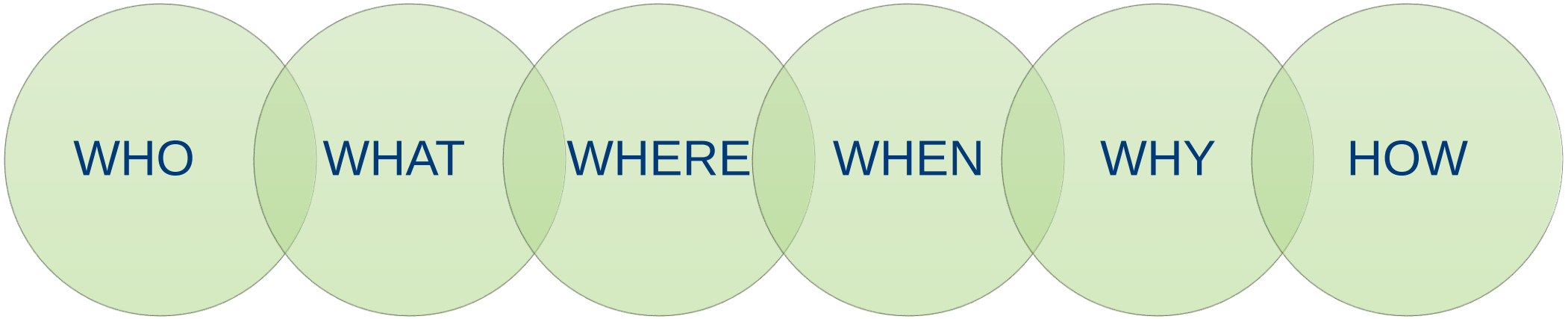
Don't rush! Save draft copies in a Word document and take your time. Build writing up time in your schedule.

Key Features of applications

Funders may look for…



They shall ask you…



Storytelling
The key to everything

‘every successful fundraiser is a great storyteller’

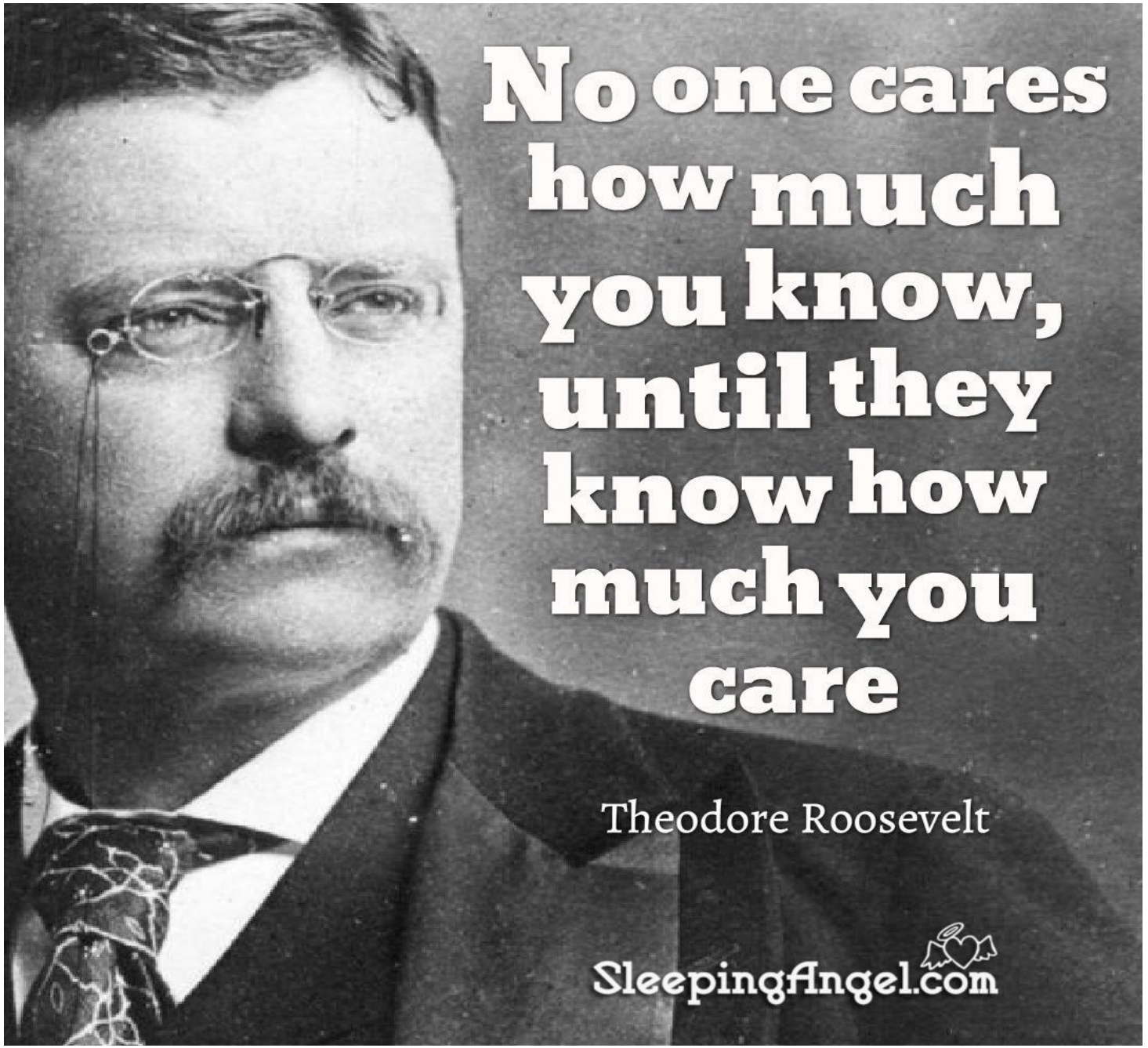
Assemble a *Case for Support.*
This should enable you to answer the key questions any donor or grant funder will ask:

Essentials

What you’re planning to do
Why you’re doing it
How you’re going to make it happen
Impact on users/beneficiaries
Evidence this is needed

A Sprinkle of Stardust

- Show, don’t tell – pupil experiences?
- Video clips to bring to life
- Case studies
- Write from the heart



Remember – focus on the outcomes and wider impact.

It's less about the project and more about what difference it will make.

Recap - Bringing a Project to life
Key takeaways

- Always put yourself in the shoes of a potential benefactor – why should they support you? What do they expect in return?
- Be creative. Capture the imagination by being different.
- Use your website and social media feeds to promote your campaign.
- Involve your children – funders want to hear from the beneficiaries of a project.
- Be absolutely clear about impact – how does their donation help? What evidence do you have to prove the need.

Some recent examples

‘Our Dementia Choir’ with Vicky McClure
Secured £27,500 from National Lottery ‘Awards for All’ bids towards supporting their members with trips out and other experiences.

Sir John Lawes School, Hertfordshire
Secured £45,000 from ‘Savoy Education Trust’ for developing a food technology classroom.

Penwortham Priory Academy, Lancashire
Secured £9,455 from Local Community Fund for a synthetic cricket pitch.

Kitwell Primary School, Birmingham
Secured £3,000 from Garfield Weston Foundation towards a new playground and play equipment.

- ✓Clear Need
- ✓Defined Impact
- ✓Quantifiable Outcomes
- ✓Evidence based bid

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Reflect and Learn

- Use your Fundraising Plan to reflect on what's worked well and what hasn't
- If you have doubts over eligibility or suitability, call the funder!
- Always try to find out why your application was rejected
- Be BRAVE! Ambitious but realistic - don't be afraid to suggest something that is different or unusual

Sources of Grant Funding

1) **Grant Finder Websites** (paid subscription service, updated regularly, easy to use filters):

- FundEd (Community Inspired)
- Arro by Pebble
- Grants4schools.info

2) **The Directory of Grant Making Trusts** – Directory of Social Change

3) **Local Authority website** (free to access but are they updated regularly?)

4) **Smaller, very local community funds** (they're more likely to find you if you market yourself effectively!)

Sources of Grant Funding

Grant Finder Website - http://funded.org.uk/grants/

FundEd

Search FundEd...

Search

HOME GRANT SEARCH FUNDRAISING SUCCESS PARTNERSHIPS ADVICE HUB SUPPLIERS MAGAZINE

Grants

Filter

Key stage

Region

Category

SEARCH

Improving lives or the environment

Supporting new local projects that improve lives or the environment

FIND OUT MORE

Post Award Grant Reporting – what do they expect?

Many funders will expect some sort of post-project report.

They'll want to know how effective the initiative has been and if it represented value for money.

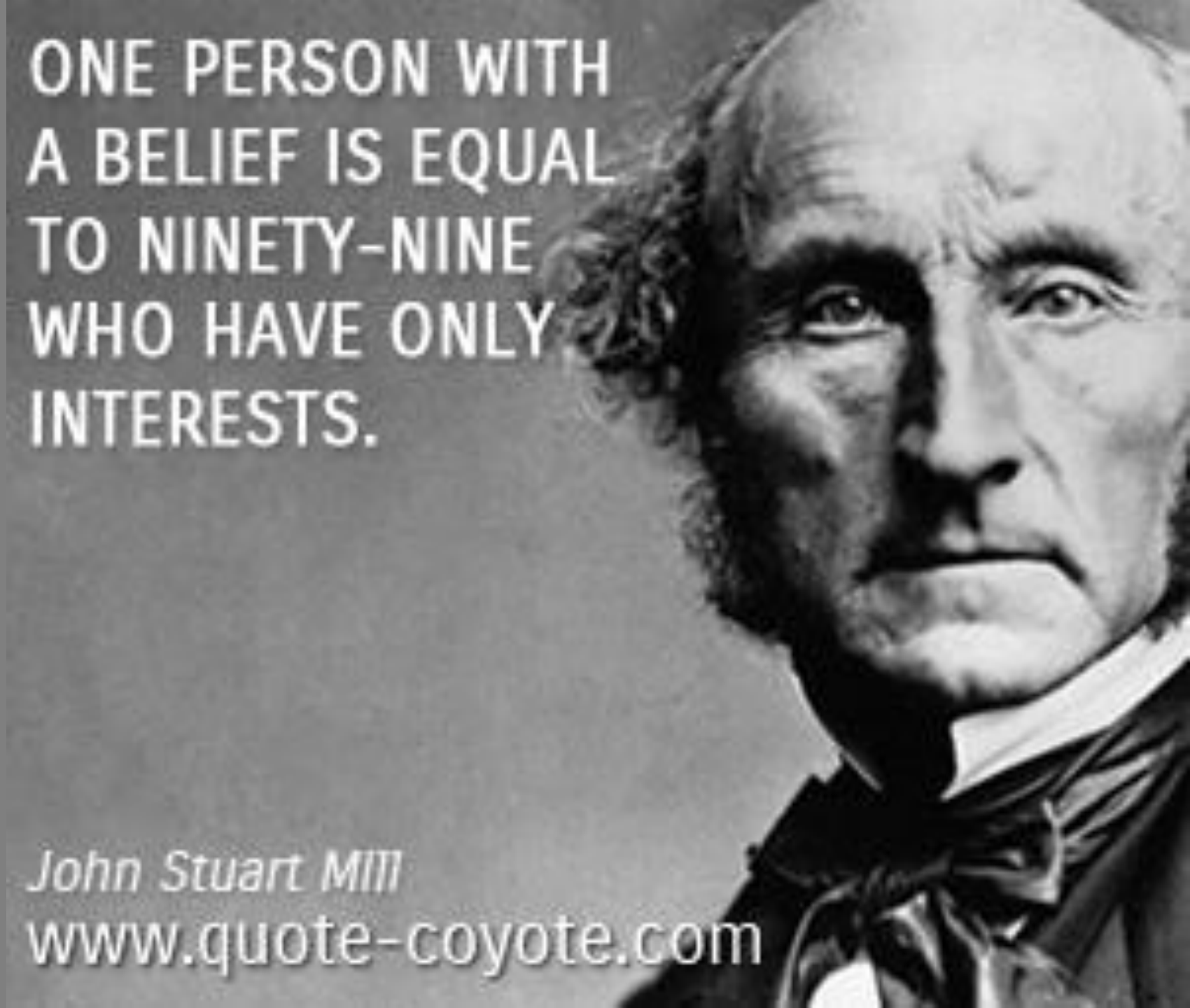
Be prepared by gathering the necessary evidence:

- Photos, videos and case studies
- Qualitative and Quantitative evidence
- Where you able to deliver the project as planned? If not, why?
- Did you deliver the project on time and within budget?
- What are the key learnings?
- What are you most proud of?

And finally.

Don’t forget your best ambassadors and advocates are students and staff

Engage, inspire and motivate them first



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