



MARISH Academy Trust



Fundraising Policy and Strategy

November 2018

Context

Marish Academy Trust has developed this Fundraising Policy and Strategy in response to the requirements set out in the Academies Financial Handbook and the provisions of the Charities (Protection and Social Investment) Act 2016, Section 13 regarding fundraising practices.

Fundraising Vision

The Trust's vision for raising funds is:

- to enable equality of access to enhanced curricular and extra-curricular opportunities for all pupils
- to increase community cohesion through the shared experience of fundraising activities for a common cause
- to increase pupils' communication and interaction, life and citizenship skills and independence through their involvement in fundraising activities
- for launch and sustain specific projects
- to increase outdoor learning and adventurous play opportunities
- to increase provision of well-being specific extra-curricular activities
- to support an increase in therapeutic work with children and families
- to further develop provision and delivery of specific CPD to develop specialist skills for staff

This policy and strategy reflect the Trust's mission statement, values and ethos, which include:

- our trust aims
- our three diamond rules which sum up our core values
- British values
- Our trust motto 'Strive for the Heights'
- Our trust strap line 'Work to be outstanding, Deserve to be outstanding, Will be Outstanding!'
- Our core ethos of doing whatever it takes to include everyone in our 'school without walls'.

These aims, value and ethos are underpinned by the development of:

- an excellent partnership between home and Trust.
- positive relationships and networks within the multi-agency setting.
- the sharing of our expertise with the wider community
- pupil centred learning which takes account of pupils' communication, sensory and social needs
- a "customised curriculum" to suit the learning needs of individual pupils 2 to 12 years of age.
- the regular celebrations of achievements of pupils, staff and the Trust
- the understanding of the challenges for and strengths of, our pupils and their families.
- strong and positive relationships between all individuals and teams which build resilience
- learning partnerships between pupils, staff, parents and professional colleagues.

Fundraising Strategy

At present, the Trust has two methods for fundraising:

- Fundraising activities are organised by individual staff members or teams for small scale projects, such as the purchase of playground equipment or fund for an external charity such as children in need.
- Larger scale fundraising is undertaken by the Parent and Staff Association trust wide and is used to fund or contribute towards more substantial projects, such as Christmas Pantomimes for all children.

In 2017, it was agreed that Marish Academy Trust would not work with any commercial participators or professional fundraisers in the foreseeable future; as to do so, would not be in keeping with our ethos and core values.

The Senior Leadership Team will decide on priorities for fundraising taking account of the views of pupils, staff and parents. It is not possible to seek funding for all projects and activities at the same time. The Trust will ensure targets and objectives are realistic.

Putting Strategy into Practice

It is important to clarify roles and responsibilities in the fundraising strategy. A team of stakeholders, including staff, pupils and parents will be involved but each fundraising project will have a designated staff member as the lead, in order to maximise success and ensure that fundraising efforts do not lose momentum. In this way, we can ensure a trust wide fundraising team co-ordinates and oversee the Trust's fundraising.

This team will:

- identify projects and activities to be continued, developed or launched, taking account of stakeholder views and wish lists
- set priorities for fundraising by identifying needs in the Trust that could be resolved through fundraising
- assess/confirm the current allocation of Trust funds - both delegated budget and funds from bids
- set aims and objectives for projects
- allocate bid writing to appropriate persons with relevant skills and experience to plan the bid
- work with the School Council with regard to identifying projects and activities
- consult with subject co-ordinators/team leaders to identify need within curriculum/year/phase areas
- develop positive partnerships with local agencies or charities who might be approached to support us or match a funding bid.

This team will be led by a Deputy Headteacher and the Trust Business Manager. The group will involve staff members, governors, pupils, parents and carers to work on specific projects as appropriate.

Ethical Protocols

The Strategic Board of the Trust has agreed the following ethical protocols which will be applied to all fundraising activities at Marish Academy Trust to ensure we conform to recognised standards and guidelines as published in "Charity fundraising : a guide to trustees duties (CC20)". These are listed below:

- Marish Academy Trust do not bid for, or seek funding from organisations/companies that may be in conflict with our aims, value and ethos.
- We 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.
- We will respond to fundraising complaints, as we would to any other complaints under our complaints policy protocols
- We will ensure that our activities do not compromise the protection of the public, including vulnerable people, from unreasonably intrusive or persistent fundraising approaches, and undue pressure to donate.

Monitoring and Evaluation

The Academy Leadership Team and the Strategic Board will:

- monitor the success of projects by ensuring aims and objectives are met and by reporting on this to governors regularly.
- maintain relationships with those who provide funds to us, 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/track beneficiaries for feedback on use of funds and the impact this has had.

This policy was agreed in November 2018 by all staff and ratified by the Strategic Board.

It will be reviewed in November 2020.