

# Quick Guide to... Fundraising for your school



Building  
stronger  
families

magic  
breakfast  
fuel for learning

Delivering the National School Breakfast Programme

Now you've experienced the many benefits of breakfast provision, we know that like us, you'll want to protect your breakfast and ensure it is future proof so that no child will ever be too hungry to learn in your school. While spending school budget and Pupil Premium on breakfast is an excellent and fully evidence-based strategy, you might want to look at other/additional sources of funding to subsidise the cost of breakfast to your school or provide extra healthy food items.

**Remember** if you are approaching businesses or applying for grants, make it clear it is for your school and you are applying directly on behalf of your school (you aren't applying on behalf of Magic Breakfast, Family Action or the National School Breakfast Programme).



## 'In kind' support of food or resources

### Local retailer giving food

The aim here is to find local people or businesses to provide some or all of the food items you need to run breakfast as a donation OR to add in extra food as a contribution

For example:

- » A few bottles of milk/tubs of spread a week from a local shop or nearby major supermarket
- » Fruit from a local greengrocer (free or heavily discounted)
- » Try your local 'gleaning' network for surplus fruit and veg, direct from farmers

### Waste/surplus/redistributed food projects e.g. Fareshare

These projects can provide some or all of the food you need for breakfast, either free or at a discount or in return for a modest fee.

Remember to check if the food they offer will give you the right food you need (low sugar cereals, bread type product, low fat milk and spreads, low fat yoghurts, fresh fruit), food must meet School Food Standards AND you need to be sure there is enough to meet the needs of your children (if it's to be your only food supply).

Check also if they deliver or if you need to collect.

## Local financial support

**Local businesses** might be persuaded to 'sponsor' the breakfast in return for a mention to parents (eg a newsletter article stating 'our breakfast club is now sponsored by Smith's Garage'). Alternatively, you may be able to set up a relationship with a local business who will fundraise for you by involving their staff.

- » It may help to approach a business that has something in common with your aims, so children, education, food or health, and make sure to write a tailored proposal to them explaining why the breakfast provision is so essential to your school.
- » Other possibilities are local businesses who rely on your parents for their custom (shops, tradesmen etc).
- » Local Estate Agents are worth a try as they may be looking for mutually beneficial relationship with local causes.
- » Try your local branch of the chain superstores. Some have the ability to choose a 'charity of the year' which receives financial support throughout that year, or run a token scheme, so make sure to get your application forms in on time. Others may have 'community ambassadors' who engage with the community – ask if your nearest big store has one and invite them into your school before asking them for regular support! This could be 'in kind' food as well as through fundraising/donations.

### Local Community Group sponsor

Try asking for support from groups like local Rotary Groups, Inner Wheel, WI, running clubs, universities, choirs, local churches/religious groups and so on. Financial support will be the main aim, but you might even be able to get volunteers to help staff an expanded breakfast provision or read with children at breakfast.

### Fundraising project within the community

Community groups/churches etc might be willing to pull together to organise one-off fundraising events for you: like jumble sales, raffles, fairs, sponsored sports tournaments and so on. It doesn't hurt to explain your need and ask for their help.

#### Remember: Look after your sponsors

The one important thing to always keep in mind when looking to fundraise through sponsors is to ensure they know how much you value the relationship. It is important to set these up as mutually beneficial arrangements. Be sure to offer rewards and never underestimate the feel-good factor people get from a thank you for their giving. Rewards might involve things like inviting staff/sponsors into school, getting the children to make thank you cards or artworks, inviting them to school plays or special breakfast clubs and so on.

## National grant bodies

Within the UK, many grants are distributed by way of social investment, for local communities. Grants require preparation and research because the amounts of money are substantial. Here are a few grant options to start you off:

- » The Big Lottery 'Awards for All'; a one off grant of up to £10,000 for numerous projects within schools. This must be applied for as direct funding for the school, not for Magic Breakfast/ Family Action or the NSBP. [www.biglotteryfund.org.uk/funding/programmes/national-lottery-awards-for-all-england](http://www.biglotteryfund.org.uk/funding/programmes/national-lottery-awards-for-all-england).
- » Grants4Schools; the most updated and comprehensive applied grant scheme available to UK schools. It offers many forms of school grants, for example, professional development of school staff to improve student achievement. [www.grants4schools.info/page/grantsschools/](http://www.grants4schools.info/page/grantsschools/)
- » The Prince of Wales' Charitable Foundation; one of many UK foundations that offer small grants of up to £5000 to grassroots non-profit organisations such as schools. [www.princeofwalescharitablefoundation.org.uk/apply-for-a-grant](http://www.princeofwalescharitablefoundation.org.uk/apply-for-a-grant)
- » The Goldsmith's Company; the company has supported charitable work in education since the 16th century. You can apply for a grant for the school or a teacher's grant for specific necessary projects. [www.thegoldsmiths.co.uk/charity/general-charity/apply-grant/](http://www.thegoldsmiths.co.uk/charity/general-charity/apply-grant/)

**Making the case for change:** when applying for grants or speaking to businesses, make it clear what it is you need and why. A potential donor will also want to know what the impact of their support will be and how it will make a difference.

The below questions have been designed to help you pull this together:

- » What need will the funding address?
- » What exactly are you raising money for and how much do you need?
- » What will the impact of the funding be? (Be specific, and cover every benefit.)
- » How does the funding benefit the school and the community?
- » How will you know if the funding has been successful?
- » How will you communicate the impact back to your funder?

If you have anonymised case studies, quotes or pictures (without identifiable children) then be sure to include them in your ask. Anything you can do to bring the importance of the issue into focus.

**Remember** if you are writing to a local person or business, link your application to the local element: eg you would be helping children in struggling families in X area, you will improve the education and schooling of your future potential employees!

## Individuals

Anyone can support the school's breakfast funding in their own way. Why not reach out to your wider community and ask if they can help you? Here are some simple options:

- » Shop online, and collect donations as you buy, with no additional cost. For example: [www.schoolangel.org.uk](http://www.schoolangel.org.uk) and [www.thegivingmachine.co.uk/](http://www.thegivingmachine.co.uk/)
- » Recycle clothing, shoes, school materials and more for donations. For example: [www.bag2school.com](http://www.bag2school.com) and [www.unitedshoe.co.uk/cash-for-shoes/](http://www.unitedshoe.co.uk/cash-for-shoes/)
- » Be sponsored for your personal challenge that benefits your schools cause. For example: [www.virginmoneygiving.com/giving/](http://www.virginmoneygiving.com/giving/)

## Within school

While we know schools already fundraise generally to support school funds, it makes sense for schools to look at what income generating strategies might fit around breakfast, to give a clear message 'this is to raise money for school breakfast for our children'.

We've also included some general fundraising ideas in case there's anything you've not tried – you could choose one and make it specifically for breakfast e.g. asking all parents/community to use sites like [www.thegivingmachine.co.uk](http://www.thegivingmachine.co.uk) when buying anything online to support your school breakfast.

It is, of course, important not to put struggling families in a position where the parents feel obliged to pay for something they can't afford. Solutions to this can involve donation boxes rather than a fixed charge for events, or to involve the wider community in fundraising events and sponsorship so that you are not asking struggling families to effectively pay for breakfast by another route.

### Key 'breakfast related' funding ideas favoured by schools include:

#### Early morning childcare (the two track system)

If early morning childcare is offered with a charge, prior to free full school breakfast, the profits can be used to subsidise the breakfast provision AND the same staff working in the childcare breakfast can be prepping the breakfast for the rest of school. For example, morning childcare might open from 7.30am at a charge of £3 per day for working parents, with breakfast for all children free of charge from 8.30am. The staff employed in childcare breakfast can then also prepare the food for and help run the later free breakfast or classroom breakfast.

#### Breakfast for events

- » Anything that parents attend can include a 'pay for' or 'donation' breakfast or snack option to provide income for school breakfast – think class assemblies, parents evenings, stay and play...
- » Free tea and coffee but pay for food is often a winning combination!

### **Breakfast for staff and/or parents**

Invite staff and/or parents for breakfast, either weekly (social Friday?) or every day if you wish, to subsidise the food cost to children. Maybe 'free to children, £1 for parents or staff'. Don't forget to encourage teachers to eat their breakfast with the children to help develop a warm, social atmosphere.

- » Run a weekly or half termly staff (or parent) breakfast special day, where a special paid for breakfast option is available – this might be a breakfast that children cook for staff, or cream cheese bagels or bacon butties or beans on toast are available to parents.
- » If you don't want to have a 'fixed cost' for staff or parents, you can have a donation box for every day contributions to reduce stigma.

### **Breakfast-linked fundraising project within the school**

The usual options here, maybe run at the start of the day along breakfast, or maybe after school or at a weekend to capture more of the community: book/toy sales, bring and buy sales, dress down days, fun runs, jumble sales, quizzes, raffles, a talent contest, and so on.

Ideally consider trying to involve the local community – businesses, churches, etc. What about a joint fundraising event with another part of the community where you split the proceeds?

### **Social enterprise run by school**

Here you have the opportunity to combine fundraising with encouraging business and career skills among your pupils. This can include things made at breakfast time! Examples of these include: selling children's art/craft, collecting and selling "pre-loved" school uniform, PE kit, casual clothes and toys for a fraction of their original cost, healthy tuck shop at break, growing a vegetables/fruit/herbs at school and selling these locally, and so on. Ask your students and see what they come up with!

### **After school childcare**

If you don't have one, you might consider starting a childcare option after school, for working parents, with a very good value market rate charge (say £2-3 per session), so that profit can be used to subsidise breakfast. This works for children who are not attending any after school clubs, but can also work well for parents of children attending clubs, who need extended hours before they can collect.

### **Use your school site**

Can you lease your school facilities after hours or during the school holidays? This may appeal to local businesses or community/education groups who would be willing to pay a fee. You may also want to consider extra services such as car parking for events or use of grounds/sports facilities.

### **Crowdfunding**

Crowdfunding is where a number of people invest relatively small amounts of money in a venture or project. Using an online crowdfunding platform could help your school to get supporters for the breakfast provision outside the usual network of friends, family and contacts, allowing higher overall funds to be raised. An example of a crowdfunding site is:

[www.nesta.org.uk/blog/15-brilant-school-fund-raising-ideas/](http://www.nesta.org.uk/blog/15-brilant-school-fund-raising-ideas/)

# Breakfast funding: Action plan for schools

## Step 1. What do you need?

Be clear what you are looking for and make a list:

1. Food – What food do you need/want? How much per week?
2. Funding – What for, exactly and how much does that cost?
3. Is there anything else you need that would help with your budget that someone may be able to offer for free? Could a business give something for your fundraising event if nothing else works?

## Step 2. Who can help you?

Make a list of anyone who could help; governors, parents, teachers, other school contacts.

- » Who do *they* know who could be helpful? List who they are and how you can contact them.
- » Does your school have any local contacts?
- » Do you use a service provider/vendor (supply agencies? photocopy hire?)
- » Who may have a vested interest in supporting you?
- » What companies do your parents and community use?
- » Would they benefit from sponsoring your breakfast and getting recognition for that?

Make a list of other people/businesses/organisations where there is no known contact but where you think there's a reason they might want to support you (linked to what they do/what they care about). Not just businesses but sports clubs, general fundraising organisations such as rotary clubs etc.

What can you offer the companies/organisation in return? List the options, eg can you add their logo on your school sports kit or talk about them on your website? Do their staff want to volunteer as part of a team-building day, and can you host this at your school?

Look at the grant sources listed and research others and think about who could write an application for you – it may be something a local business or retired person could help with?

## Step 3. Ask for help

Contact everyone and ask them to let you know what they can do to help, no matter how big or small. We can supply template letters to help you!

You could also try your local voluntary services centre.