



## Fundraising Strategy

### **Vision of the INSPIRE Partnership Multi-Academy Trust**

INSPIRE Partnership MAT vision is for a community of schools working together to achieve excellent outcomes for all.

### **Aims of INSPIRE Partnership Multi-Academy Trust**

I – Investment in the future of all children in our schools through high quality learning experiences to raise standards and improve outcomes

N – Network of professional development opportunities to ensure all our staff are highly effective and that strong leadership pathways are in place.

S – Sharing of best practice across all schools in our Trust so that school improvement is a joint responsibility.

P – Partnerships with parents and other key people who are involved in the lives of our children.

I – Innovative approaches to providing services and developing economies of scale to the benefit of all children and staff.

R – Relationships between all our schools that values and respects their uniqueness, and where trust, autonomy and accountability go hand in hand – all this to achieve:

E – Excellent teaching, learning, leadership and professionalism resulting in excellent outcomes for all.

### **Objectives of INSPIRE Partnership Multi-Academy Trust**

The Multi Academy Trust's objectives set out in their articles of association are to advance for the public benefit education in the UK. In furtherance to this objective the trust may raise funds, invite and receive contributions provided that in raising funds the trust shall not undertake any substantial permanent trading activities. The Trust can also establish or support, financial or otherwise any charitable company, trust, association or institutions formed for all or any of its objectives.

### **Fundraising and Sponsorship**

Financing of equipment and services from funds outside the Trust's normal revenue budgets is increasingly important in maintaining the quality of education for our students.

The majority of these funds come from voluntary donations, fundraising initiatives or sponsorship.

Fundraising is seen by the Trust as a legitimate means of improving the Trust's ability to purchase goods, equipment or services, which are not available within capital or revenue budgets. For the public donating cash or equipment, or actively raising funds is seen as a positive way of supporting schools within the Trust.

The Board of Trustees is responsible for ensuring that:

1. Correct procedures are in place and followed for fundraising activities
2. Expenditure is properly validated
3. All funds raised are properly accounted for and audited
4. The money is expended in accordance with the objectives agreed with the fund raisers.

### **Planning Effectively**

Fundraising activities will be recognised so long as they are generally within the strategic direction of either the Trust's or the individual school's improvement plan. Fundraising for external Charities is recognised by the Trust as being for the public good, as part of its pupils learning experience and also as setting a good

example. However the Trust recognises that in it has a duty to ensure its funding strategy; whether for its own fundraising or on behalf of other, reflects its charity values, what resources it uses and what costs it incurs in fundraising as well as the key financial and reputational risks the Trust may face in the pursuit of fundraising activities.

The trust delegates the selection of the external charitable causes & internal fundraising undertaken to each of its constitute academies. However each of our constitute academies must have effective systems in place so that fundraising staff know what they are supposed to do and are fundraising successfully.

This includes:

- Ensuring any recruited volunteers know who they should report to, and who to approach with problems or concerns.
- Ensuring all fundraisers understand the boundaries within which they must work when representing the trust
- Fundraising values and expectations are communicated
- Any costs incurred are justifiable and can be explained
- Proper control is kept of the money raised
- Any conflicts of interest are recognised and dealt with
- Any serious incidents are reported to the charities commission, police and other appropriate agencies.
- Our data, name, image logo and intellectual property are protected
- The complaints procedure is followed if concerns are raised about our fundraising.
- Our fundraising aims and achievements are clearly communicated to the public and to donors and supporters.
- Fundraising by staff must be approved in advance (see below).

Other fundraising by external bodies will be recognised, although such bodies will be encouraged to advise the Trust of their intentions and be guided by the Trust.

In the event that funds are raised or donated to the Trust for purposes outside the improvement plan, the Trust may decline to accept the donation, but would encourage the donor/organiser to allow the donation to be used for more appropriate purposes.

#### **Approval for Funding:**

All fundraising by Trust staff (including student based activities) should be approved before it commences, according to the following criteria:

All fundraising inside (e.g. sale of donated goods) or outside the school, (e.g. collections outside school premises, appeals to the media or industry), must be approved by the Business Manager or Office Manager regardless of the sum involved. The Business Manager or Office Manager will report such approvals to the Chief Financial Officer who in turn will report on fund raising activities once a year to the Board of Trustees.

Submissions for approval of fundraising (whether by members of staff or external bodies) should include the following detail (see appendix A):

- Scheme for which funds are to be raised
- How the funds will be raised (collections, raffles, appeal, etc.)
- Capital cost of the scheme
- Revenue cost of the scheme
- Proposed source of funding if any cost additional to that covered by fundraising
- For equipment; proposed source of eventual replacement and timescale
- Any necessary Risk Assessments carried out
- Timescale
- Insurance

Class and Year enterprise projects linked to curriculum objectives may fall outside the remit of this policy, but staff should talk to the Business Manager or Office Manager to ensure Trust financial procedures are maintained. This will apply to small scale fundraising ventures, e.g. Support for an external charity.

**Funds Raised**

This Fundraising Policy represents a commitment to the highest standards of good practice and ensures that all fundraising activities are open, legal and fair. The following systems should be in place for all fundraising activities so that we can protect our organisations reputation and reduce financial crime and fraud:

- All staff or volunteers carrying out fundraising activities are expected to act with fairness, honesty, integrity and openness
- All funds received must be given to the Business Manager or Office Manager based in each academy to be recorded, counted and banked (two people must be present when counting funds) in line with the Trust’s financial regulations
- Fundraisers must not exploit their position for personal gain
- Fundraisers shall adhere to all policies and procedures adopted by the Board of Trustees.
- Donors have the right to obtain complete and timely information on how their funds are used
- All funds raised will be used for the purpose for which they were raised and within a set time frame
- In case of a cancellation of event; donors will be informed and they must agree to a change of use of funds or change of timescale or return to donor
- Publicity and promotional activities are to be truthful and non-deceptive with a clear statement of use



**How to handle money correctly**

When collecting money for the trust or an external charity the trust will advise the fundraising staff that they should make sure that:

- all collection boxes are regularly opened and the contents counted
- at least 2 people are involved in handling and recording the money received
- all cash you collect is banked by your charity as soon as possible without deducting expenses

**Supervising our Fundraising**

Anyone having concerns regarding the Trust’s fundraising schemes should discuss these initially with the Chief Financial Officer. The Chief Financial Officer will report regularly to the Chief Executive Officer and the Board of Trustees regarding all fundraising issues.

<b>Chief Executive Officer:</b>		<b>Date:</b>	01.10.2019
<b>Chair of the Board:</b>		<b>Date:</b>	01.10.2019

Appendix A

**Submissions for approval of fundraising**

Name of Fundraising Lead	
Cause to which the funds will be donated	
Name of Academy / School	
Name of volunteers or helpers?	
How will the funds be raised? collections, raffles, appeal, etc.	
What is the target amount of the fundraising?	
What expenditure costs will there be?	
What proposed source of funding will there be for any cost additional to that covered by fundraising?	
What Academy / School equipment will be required?  For equipment; proposed source of eventual replacement and timescale	
Has a risk assessment been carried out? If yes please attach a copy	
What is the timescale for the fundraising activity	
Has additional Insurance be acquired? Please attach a copy of the insurance policy	
<b>After Fundraising</b>	
Amount funds actually raised?	
Money Counted by (person one signature & Name in Capitals)	
Money Counted by (person two signature & Name in Capitals)	
Date banked & paying in slip number (copy of paying in slip attached)	