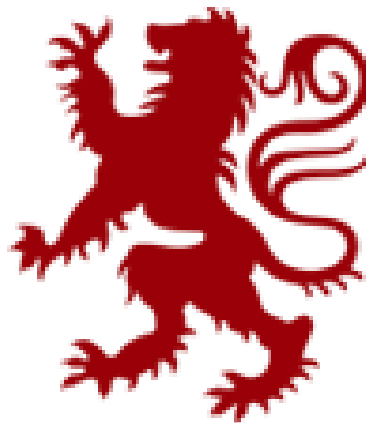


**Friends of Beaumont
Primary School
Parents' Association**

**Academic Year
2020 – 2025
Strategy**



A Learning Community Partnership



As a Communications Director & mum of three, (with two currently at Beaumont Primary School), I am keen to maximise the funds generated by FOB in the most effective way possible, via increased reach and funding channels.

This strategy aims to support the school in partnership with the wider Beaumont Community and enrich the Beaumont experience, whilst keeping our wonderful volunteers engaged & building strong local relationships.

Claire Griggs, Friends of Beaumont Committee Chair

As a parent myself, I know only too well the commitment you make by joining the Friends of Beaumont Committee and the valued part you will play on this committee.

Now as Headteacher, I am extremely grateful for your enthusiasm in wanting to enrich the lives of all our children at Beaumont, by being part of this. Thank you.



Anne Morrell, Head Teacher

Vision

The 5-year aim of Friends of Beaumont (FOB) is to advance the education and wellbeing of pupils in the school by providing or assisting in the provision of facilities and supporting the Beaumont Primary School Community .

Our Mission

Primary school education provides the academic, social, and emotional foundations that all children require to become healthy, successful adults. As a Parents' Association, we believe it is our duty to assist our school in providing the greatest possible outcome for each and every child within the Beaumont community.

HAPPY FAMILIES = HEALTHY KIDS - THAT'S OUR MISSION!

Aims

The aims of FOB are to:

- Raise funds via different avenues, in order to provide resilient streams of income
- Keep volunteers motivated and working across year groups to create a sustainable committee
- Increase reach via online platform and social media channels
- Uphold the Beaumont values

Support the Beaumont Primary School Community

Fundraising

Events &
Activities

Social
Responsibility

Online Platform with Remote Payment

Online Platform

Underpinning the FOB strategy is a digital online platform which aims to:

- Improve communication with the FOB community
- Provide a one-stop-shop for all things FOB
- Provide a facility for taking payment and fundraising to become as cash-free as possible
- Encourage participation from and build relationships with the community
- Provide sponsorship and advertising opportunities

Remote Payment

Key to the success of the plan is an easy to use, low-cost, digital payment tool which allows FOB to take funds without handling cash (which is especially important in a Covid-19 world). Although some events may require cash, the aim will be to minimise this payment method where possible.

Communications

Two-way communication with the FOB community is vital to the success of the strategy: to recruit volunteers; build and create a sense of excitement about the fundraising; communicate aims and achievements and encourage participation.

FOB will use its online platform to underpin the communications plan. Printed communications will also be employed and expanded to reach the community in new ways.

Fundraising

Fundraising can be very labour intensive and, if restricted to the school, parents and carers can feel like they are paying a hidden tax, which limits the funds that FOB can raise. In order to combat this, FOB aims to look wider than the immediate funds of the parents and carers and seek funding in the forms of sponsorship and advertising from the wider community.

FOB will use these funds to finance projects requested by the school and parents/carers. These fundraising targets will be clear and accessible via our communications channels.

Sponsorship

Seeking sponsorship from local businesses will allow FOB to raise the profile of these businesses, while gathering the funds to support the mission. Sponsorship may be in the form of funds, goods or services.

FOB will offer local businesses the opportunity to sponsor:

- Events & Activities
- Communications (print and digital)

Advertising

FOB will also create several advertising opportunities in both online and printed communications. These will follow one of the following funding models:

- Paid for adverts
- Paid for advertorials
- Supply of goods, services, discount codes or “added value” to FOB members

“Minimise cash handling”

“Activities that enrich people’s lives and support the Beaumont community”

Social Responsibility

FOB has a social responsibility which means that it is accountable for fulfilling its civic duty and benefiting society as a whole. Therefore, FOB will aim to strike a balance between economic growth and the welfare of society and the environment.

Pre-loved School Uniform

FOB will run a Pre-loved School Uniform shop, which recycles good quality school uniform back into the school, to be used by other children. This will be run by a sub-committee who will sell the uniform at a much-reduced rate to raise funds for FOB. Stock will be itemised and catalogued digitally for ease of reference. The school office is encouraged to contact FOB regarding any urgent requirements, which will be provided free of charge. FOB will not let a child in need of school uniform go without.

Project Funding

FOB will help to fund projects for the school. These could include capital projects that improve the lives of the children within the school (e.g. a school minibus), or the provision of a funding pot for lifestyle projects and pupil support, (e.g. to support school trips and other activities such as school disco refreshments and Easter egg hunts).

Events & Activities

Events and activities are core to the plan for enriching the lives of the Beaumont School Community. Some events & activities will aim to make money to support other areas, but others will just be to enrich the lives of the children and wider Beaumont School Community. These will be socially responsible events and aim to be cashless where possible.

Children’s Events & Activities

FOB will run several events & activities to bring in funding or enrich the lives of the children at school. These will be inclusive for all children within the Beaumont Primary School community, for example:

- Christmas Cards
- Children’s Newspaper
- Easter Egg Hunt
- School Disco

Community Events & Activities

FOB will also run events & activities that reach out to the wider school community to raise funds. These may include:

- Offsite events
- Summer Fair

Governance

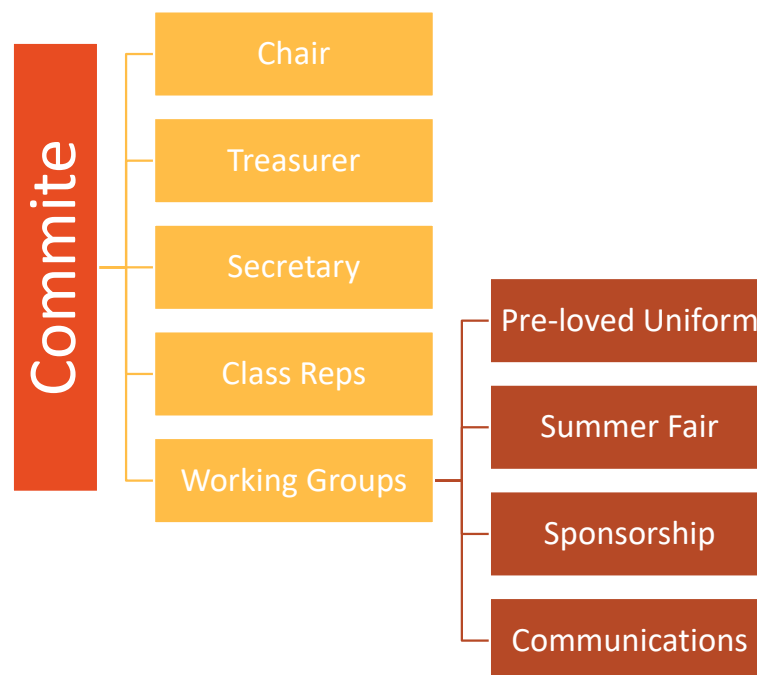
FOB will have a streamline structure, led by a core team, which enables the workload to be distributed amongst many volunteers, working in small teams.

Volunteers

Critical to the success of this strategy is the involvement of volunteers. People choose to volunteer for a variety of reasons. For some, it offers the chance to give something back to the community or make a difference to the people around them. For others, it provides an opportunity to develop new skills or build on existing experience and knowledge.

FOB has already built a good network of volunteers and this strategy aims to use them effectively without over stretching them. In the 2017 community life survey, the top three reasons for volunteers dropping their support are all related to not having enough time. Therefore, key to FOB's success is keeping the processes simple, efficient and the volunteers motivated.

Committee Structure



“Ensuring that volunteers stay excited & motivated”



Friends of Beaumont