

# A practical guide to finding funding and increasing reach London Education Edition

This brief guide has been developed by NotDeadFish for schools, third sector organisations and other not for profit bodies that run services in London.

It is particularly focused on organisations that have an offer for schools.



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## **Not for profit consulting that stands out from the rest**

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# Introduction

**A key part of the success of the London Challenge was how London schools used the social and cultural resources of the city to support their students.**

It remains the case that London has a cultural heritage, a thriving voluntary and community sector and interest from business that provides substantial additional resource to London's schools. Moreover it has a strong culture of school to school support sharing learning across the education system.

It is, however, also true that resources for these organisations are tight and that charities and other not for profits are now having to find new funding streams, to develop different ways to deliver and to consider new partnerships to ensure that their support for schools can continue.

Many – particular smaller charities and social enterprises, schools, multi-academy trusts and teaching schools – do not have the resources for dedicated marketing, business development and fundraising staff. This means that a number of strong and promising approaches are not getting into schools and that some of our most innovative organisations risk collapse as income streams tighten.

NotDeadFish have developed this short booklet to provide some top tips to London's not for profits. It is not intended to be an in-depth guide or business plan – rather it shares some useful intelligence and top tips to add to organisations' own efforts. It covers – in brief – how to better understand the education context; the potential for support from grants and foundations and how to raise product profile. A NotDeadFish guide on "Selling to Schools" will be out in Autumn 2015 and considers the perils and potential of trading services to schools.

The booklet starts from the proposition that a service is worth funding! However – when we do consultancy work – we always start with reviewing whether the products or services we are looking at are those that public, grant and other funding should be supporting. We encourage organisations to get robust feedback from beneficiaries on whether their services are what are needed and to review their offer against potential competitors. This matters.

As resources tighten organisations with moral purpose rather than profit as their core aim should consider if there are other ways to achieve their mission including: giving away their intellectual property to organisations who could make better use of it; making resources open source for collective development or closing down programmes that others can or are doing better.

But – assuming that a product has the potential to achieve public good – NotDeadFish are committed to ensuring that the best services and organisations become stronger – not just those with the best fundraising and marketing teams!

Clearly NotDeadFish would love it if organisations came to us to help with their business planning (after all, we have to generate an income too) however we are not the only source of advice and guidance and we have listed throughout this booklet a range of other organisations that might be of help, including lots that have free resources.

We are happy for organisations to share this booklet and the information within it freely – however we ask that the original source document is named and that NotDeadFish are attributed as authors.

We always appreciate feedback and – as the intent is to make this a regularly updated publication – we welcome views on how we can improve it next time.

Good luck with your income generation efforts – but remember that ‘luck’ is just preparation meeting opportunity!

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# Key education organisations

## Context is everything.

When wanting to sell to schools (for money, or in the 'getting buy in' sense of the word) it is really important to understand the current education context.

Ideally products and services should be developed with schools from the outset. Too many charities and other providers 'do to' schools rather than 'do with' and – given that schools contain those best qualified to identify their pupils' needs – a lot of products miss the spot.

To help understand the school context and to identify schools that are interested in your field, consider taking out a subscription to Schools Week [www.schoolsweek.co.uk](http://www.schoolsweek.co.uk) or TES. [www.tes.co.uk](http://www.tes.co.uk). Free options for news and updates include:

- Registering for updates from Department for Education at [www.gov.uk](http://www.gov.uk). You can filter your search by areas of interest.
- Signing up for School Improvement News [www.schoolimprovement.net](http://www.schoolimprovement.net) – a daily digest of education new stories.

NotDeadFish provide regular updates on who is who in education (and given the pace of change these are very regular.) You can find the July list and contact details at [www.notdeadfish.co.uk/resources](http://www.notdeadfish.co.uk/resources).

Those on the list are key influencers and multipliers in London – they can help take your messaging into schools but are also key sources of information on what schools want and need. However they are themselves very busy people in often very stretched organisations – consider carefully both what your ask is and what it is you can do to help them.

Clearly all will have their own agenda or slant on what is important – focus on the areas of common ground and on practical approaches to the – we assume – shared belief that we need to improve outcomes for all London's children and young people.

# Finding the key individuals

**Knowing which organisations to work with and to listen to is really important but the most successful bodies are those that recognise it is all about people. Schools trust other schools. People relate to people. Personal contact is all.**

Develop your own hit list of individuals that you want to know about your organisation or service and the list of people that are saying clever things that can help your agenda.

The trustee and director boards of key organisations are a good place to start. London Leadership Strategy [www.londonleadershipstrategy.com](http://www.londonleadershipstrategy.com) and Challenge Partners [www.challengepartners.org](http://www.challengepartners.org) for example have some outstanding (in every sense of word) heads as part of their management teams.

Review conference programmes – who are the speakers? Who is up and coming? [www.londoned.org.uk](http://www.londoned.org.uk) has an events calendar that can help sign post you to event (and while you are there you can upload your own events to it as well).

London Ed ‘Sharing our Learning’ booklet – [www.londoned.org.uk](http://www.londoned.org.uk) also lists as a starter for 10 of people to follow on twitter.

Go to the next page for our top 5 people to follow. We are biased but you might also want to follow NotDeadFish Director Anita Kerwin-Nye (@anitakntweets) as a leading expert on the interface between third sector and schools and on sharing learning across and between sectors.

# The top 5 people to follow

We know that there is a big risk in doing a top 5 people to follow – someone is always upset at being left off the list and it really is horses for courses (our top 5 might not work for you area of interest) but we have nevertheless taken the leap (with apologies in advance to the really great people we have missed off and to these five for the potential increase in email traffic!)

**Loic Menzies (@LKMco)** Founder and Director, LKMco, an education think/do tank developing some of the best (and most pragmatic) research and reports on education practice and policy.



**Dr Becky Allen (@drbeckyalen)** Director of Education, Datalab, a new research venture that uses large scale datasets to inform policy. Speaks and writes in English (rather than data).



**Douglas Archibald (@WholeEducation)** Founder and Director, Whole Education, a growing network of schools committed to providing a whole education for every learner.



**David Bartram (@DavidBartram\_)** Director of SEN, London Leadership Strategy. Leading the national SEN Leaders programme sharing best practice in SEN across system.



**Dr Karen Edge (@drkarenege)** Reader in Educational Leadership, London Centre for Leadership in Learning, IOE. Leading on leadership in education, comparing city leaders in New York, London and Toronto.



# Grant funders

**Grant funding is a good way to develop new programmes and services. Some (to be hugged) funders offer core fund grants which can help an organisation to cover core costs. Others offer funding for specific projects or at a particular point at an organisation's life cycle (there are a lot that will help with start ups for example or organisations looking to take work to scale).**

While we have listed a few key funders it is important for you to build up your own target list. The following sites allow you to build targeted newsletters updating you on funding or contract opportunities: Funding Central [www.fundingcentral.org.uk](http://www.fundingcentral.org.uk) and Contract Finder [www.gov.uk/contracts-finder](http://www.gov.uk/contracts-finder)

## Potential funders:

- London Community Foundation [www.londoncf.org.uk](http://www.londoncf.org.uk) provides advice and guidance on funding opportunities in London and allows direct access to small grants.
- Trust for London [www.trustforlondon.org.uk](http://www.trustforlondon.org.uk) provides reports on the London context that provide a useful evidence base for developing services and products. It also has its own funding stream.
- Mercers [www.mercers.co.uk](http://www.mercers.co.uk) has an education funding stream specifically focused on London schools.
- Paul Hamlyn Foundation [www.phf.org.uk](http://www.phf.org.uk) have just launched their new strategy which includes funding across youth work, arts, refugees and exceptional people (we lobbied quite hard for that last stream – back the people first and the rest will follow!)
- Shine [www.shinetrust.org.uk](http://www.shinetrust.org.uk) is both an education funder and developer of education programmes. It also runs the fabulous Let Teachers Shine Awards providing kick start funding to individual teachers with brilliant ideas.
- Education Endowment Foundation [www.educationendowmentfoundation.org.uk](http://www.educationendowmentfoundation.org.uk) is a grant making body focused on reducing the link between family income and educational achievement. Alongside its funding streams it is a must read for those committed to basing their services and programmes on evidence.

# Getting help with marketing and business development

**Consider how you invest in your marketing and income generation. This doesn't have to be buying support or a dedicated fundraiser, but build a proactive plan and grow the expertise of your team to deliver it.**

Small Charities Coalition provides great free guidance on how to apply for funding (and on a range of other topics). [www.smallcharities.org.uk](http://www.smallcharities.org.uk)

While membership can be pricey National Council for Voluntary Organisations [www.ncvo.org.uk](http://www.ncvo.org.uk) and ACEVO – Charity Leaders Network [www.acevo.org.uk](http://www.acevo.org.uk) both provide advice and guidance (as well as good networking) for members.

Big Potential [www.bigpotential.org.uk](http://www.bigpotential.org.uk) is supported by National Lottery and provides information on and funding to support social investment (*the use of repayable finance to achieve a **social** as well as a financial return.*)

Local Sustainability Fund is a recently announced fund from Big Lottery [www.biglottery.org.uk](http://www.biglottery.org.uk) specifically around core costs and business development. The Big Lottery site has details of all their current funding streams. Like Big Potential it has a great diagnostic tool that can help you assess your organisation's current attractiveness to funders and investors.

# Working with business

**Funding and volunteer support from business can be a core support for charities and schools. In addition businesses are increasingly keen to work with schools – providing speakers and offering work placements.**

The Greater London Authority has developed London Ambitions

<https://www.london.gov.uk/priorities/schools-and-education/for-teachers/london-ambition/about-london-ambitions> and re working to broker school and business

partnerships. It should be hoped that this can be encouraged to be extended to third sector involvement.

For good examples of where business partnerships with charities and schools have worked try Third Sector Business Awards [www.businesscharityawards.com](http://www.businesscharityawards.com) and Business in the Community [www.bitc.org.uk](http://www.bitc.org.uk) case studies (and shamelessly approach businesses who have shown an interest in areas like yours!).

Review also the form that these collaborations take. School/charity and business partnerships can be complex and sometimes difficult but on occasion transformative for all parties. Consider carefully what your ask of business might be beyond a cash donation; using staff skills, holding events at business venues, joint ventures that create new ways of delivering services and social investment can all be as – if not more – valuable.

Also consider the other offers that businesses make. For example BT's MyDonate <http://www.btplc.com/mydonate> is a fundraising platform offered as part of BT's corporate social responsibility programme.

# How to promote your work

In the same way that we have provided only a snapshot of how to fund your work, marketing – with the aim of selling your product and organisation – could be a top tip guide in its own right (and indeed our ‘Selling to Schools’ booklet coming in Autumn will cover this).

However here are some immediate ideas that might be helpful in getting your work ‘out there’:

- LondonEd [www.londoned.org.uk](http://www.londoned.org.uk) provides a useful platform to host blogs and actual copies of resources.
- London Leadership Strategy will now be sending out a half termly newsletter on third sector offers to all London schools but will only be accepting entries that are sponsored by a school leader i.e. someone who can vouch for you.
- Teacher Development Trust runs the Good CPD Guide <http://tdtrust.org/goodcpdguide/overview/> and it is free to register CPD.
- TES Resources <https://www.tes.co.uk/teaching-resources> allows you to share, and now sell, teaching materials
- Amazon (basic account) <http://services.amazon.co.uk/services/sell-online/how-it-works.html> and Ebay [www.ebay.co.uk](http://www.ebay.co.uk) provide relatively simple and low risk approaches to selling products online.
- Eventbrite [www.eventbrite.co.uk](http://www.eventbrite.co.uk) is an easy to use tool for managing events – free if your event has no charge but like Ebay and Amazon takes a percentage of sales.
- Crowd sourced funding sites like Hubhub <https://hubhub.net/> offer a chance for promotion and income generation.

As your work develops consider developing bespoke sales platforms – maybe alone or working with others. While the upfront costs are greater the longer term return and the intelligence you can collect will be greater.

# Other useful resources

**This booklet only gives a snapshot of organisations and resources that can help with building your organisation's income and reach. It is meant as an aid to support your own research and planning.**

Alongside the list of organisations that we have referred to in this booklet below are some useful additional sources of support.

- Charity Comms [www.charitycomms.org.uk](http://www.charitycomms.org.uk) the membership organisation for charity professionals but with a lot easy to access free guides for non members.
- Cabinet Office <https://www.gov.uk/government/organisations/cabinet-office> which hosts the Office of Civil Society and advice on third sector policy and government charity funding.
- Institute Effective Education <http://www.york.ac.uk/iee/> alongside Education Endowment Foundation provides regular updates latest education research.
- Project Oracle [www.projectoracle.com](http://www.projectoracle.com) London's Children and Youth Evidence Hub.
- London Councils [www.londoncouncils.gov.uk](http://www.londoncouncils.gov.uk) representing London's Borough Councils and City of London.
- Greater London Authority <https://www.london.gov.uk/> is the administrative body supporting Mayor of London and the London Assembly.

NotDeadFish is a social enterprise and a company ltd by guarantee. The following organisations, mentioned in this booklet, have been or are NDF clients:

- London Leadership Strategy
- Challenge Partners
- Whole Education
- A New Direction
- Paul Hamlyn Foundation

We have included these organisations because we think they have something to offer but we also think it is important that you know that we have an interest in their well being!