

FOBG Activity Overview: February 28th 2022 Meeting

Below is an overview of the current status on fundraising activities. If attendees can review before this should mean that we don't need to cover the activities that are informational and don't require input or discussion at the meeting and allows us more time to focus on those that do.

Marketing

- **Uniform**
 - Available at Reception. Via Martine's suggestion, I am obtaining quotes for blue school Ts & Tops to be printed and available for sale at reception, so that proceeds can go towards school as opposed to a third party.
- **Marketing**
 - LIBRARY. I have been in touch with Sally re the library and I am planning to meet and sit down with her to talk book clubs in the next few weeks. Apologies, I have had a very busy start to the year with work.
- **Other Marketing Plans**
 - To continue to try and push parents to the social channels via the class reps and to try and build relationships with businesses in the local area.

Spring term Fundraisers (FOBG lead in brackets):

- **Nearly New Uniform Sales (Martine/Hester)**
 - Next sale is on 28th April
- **Easter Hop (Martine)**
 - Something fun and involves exercise so a win for everyone.
 - Could even get someone to dress as the Easter bunny as well and the children can try and catch them etc.
 - Will be meeting with Lisa to start this event.
 - Sponsorship will be done online so no cash needs to be paid.
 - It is open to all but no one is being made to take part.
 - All children will receive a small treat. I will check with Cindy with regards to allergies. This will hopefully take place over the last week of March before we finish for the Easter holiday.
- **World Book Day (Martine)**
 - A very successful first ever sale, £167 was made and lots of very happy parents. Hopefully we can do it again next year.
- **Friday Fundays (Martine)**
 - Dates
 - 31st Mar: Spring: Yellow or any bright colour to remind us spring is on the way
 - 5th May: Wear your clothes back to front
 - 30th June: Dress like your hero/ Who's your hero: This can be Marvel or cartoon type, NHS or other hero. Maybe some family member is their hero. Lots of interpretation to suit everyone;.
- **Bags2School (Stephanie)**
 - To be discussed in meeting
- **Cookbook (Pip)**
 - Some confusion about what and who is doing this! I think two parallel projects have been proposed and no-one wants to step on anyone's toes.
 - I have spoken to Chrissy, who had wanted to do exclusively school recipe book with Andy, though Andy is incredibly busy and unable to get the recipes sorted at the moment.
 - I would be happy to push ahead with our parent led cookbook, but cautious about offending anyone.

Future events/fundraising – spring term – ideas for discussion

- **Summer Fair**
 - Date still being discussed with the school. Lisa to chase Katy.
- **Parent social/ staff band**
 - School is holding Friday, 30th June 2023. Jaz has said she will arrange if she can get some help also.
- **Alumni fundraising/Project**
 - School is holding Friday, 19th May 2023 for us. Cath Harrop / Ali McGrath are putting some feelers out for attendees, and also circulating a questionnaire for ongoing alumni group.
- **Winter Fair**
 - School has OK'd us to hold this on Saturday, 9th December 2023

Other – ideas for discussion

- **Playground Project**
 - A call was to discuss the vision for the projects and potential fund-raising options. At present we are looking to explore a broad range of options including Corporate CSR related donations, grants, local businesses, and individual donations.
 - The budget expectation is around £300k so as anticipated this will be a multiyear project.
 - We are looking to source learnings and best practice for raising funds from these sources especially corporate.
 - Key to this is having a visual representation of what we are looking to achieve to present to potential donors.
 - To this end we have been able to source 2 parents who are accomplished architects with their own business and experience in designing for London Zoo and the Future Schools framework.
 - We held a tour of the site last week and Mr Birch outlined the aims and objectives, and the architects shared their thoughts. T
 - The architects are currently working up their thoughts and aim to assist in providing the visualisation we need to have. In parallel we will plan for the fund-raising approach.
- **FOBG Survey Of Parents**
 - Questionnaire has been created and set up in SurveyMonkey.
 - The covering letter is being reviewed and when complete this will be sent out.
- **FOBG Shareable Calendar**
 - The initial calendar has been set up but at present the sign-up process isn't intuitive.
 - This is being refined then will be tested with the FOBG committee to test and then we can populate with all events.
 - At this point we can share with all parents via marketing channels