Friends of Riverside School

Charity Strategy

2022-2023

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| Strategy Lead | Pippa Young, Chair of FOR |
| Date of Issue | October 2022 |
| Date of Review | September 2023 |

Foreword

This strategy sets out how we will play our part in supporting Riverside School and the Tadcaster community.

This strategy supports the delivery of the existing Friends of Riverside constitution, the STAR multi-academy strategic business plan and the work of community partners in Tadcaster.

Fundraising for the school has become increasingly complicated as we learn to live post-pandemic world. We can maximise the impact of our charitable outcomes by working effectively together with our school, our community and our families.

We will be an inclusive and progressive charity giving opportunities to support our school through key fundraising events.

Together with parents, carers and our school, we can take a whole community approach to supporting our school and community.

Pippa Young

Chair of Friends of Riverside

Strategic Assessment

We want to set our strategic priorities for this academic year and beyond.

By doing this we are aiming to:

* Better focus our time and resources into tangible fundraising outcomes
* Be held accountable against our strategic priorities and constitution
* Support and guide the school by positively influencing change
* Increase confidence in Friends of Riverside with a focus on inclusivity

Our Priorities

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| Priority 1 | We will **prioritise** fundraising events and platforms to generate funds to help support key projects in our school and community. |
| Priority 2 | We will work in **partnership** with our school and community partners. |
| Priority 3 | We will have a **progressive** outlook by developing a communication strategy and improving our accessibility as a charity.  |

Priority One

Friends of Riverside is a registered charity that exists to provide additional support to the school and community. We have previously achieved this by running events for our school and winder community, using the funds raised to help financially support key school projects.

Fundraising for new school projects and equipment was recognised as a key priority.

With the global pandemic hopefully behind us we can begin to return to hosting fundraising events that are in line with this key priority. Whilst the global pandemic effected out fundraising aims, it did encourage us to think differently about the ways in which we generate funds. As a result we will continue to develop an innovative approach to fundraising. We will build on the existing success of current fundraising outputs whilst driving forward new and exciting fundraising ideas.

**Pathway Outcomes**

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| Develop an **innovative approach** to fundraising by welcoming new ideas and suggestions. | July 2023 |
| Together with the school, identify a **new school project** that we can look to fund and support. | Autumn 2023 |
| Outsource our current **Lottery Scheme** to ensure that we get consistent delivery. | December 2022 |
| Set up a **Just Giving** page to allow members of our community to fundraise for our charity. | Autumn 2022 |
| Ensure that the successful momentum of the **Pre-Loved Uniform** sales continues. | July 2023 |
| Consider planning a **large scale event** such as a Summer Fair to generate income. The effort required to organise this will require a sub-committee. | June 2023 |
| Aim to register the charity for **Gift Aid** to claim those additional funds. | March 2023 |

Priority Two

In the coming year we will work collaboratively with Riverside Community Primary School and our community to form effective partnerships and establish positive relationships.

It is important that Friends of Riverside link up with other Tadcaster Parent Teacher Associations and Community Groups to maximise the positive impact in our community.

We know that working collaboratively with our partners will have more success and the increase the likelihood of generating funds.

**Pathway Outcomes**

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| Continue to **work collaboratively** with the school through the regular attendance of a school representative at meetings. | September 2023 |
| Reach out to **other PTA’s and Community Groups** to begin to build external relationships | July 2023 |
| Review the internal and external **accessible storage space** for Friends of Riverside uniform, stock and event equipment | April 2023 |

Priority Three

We are committed to being an inclusive and accessible charity. We want to grow our committee and retain our volunteers. We aim to do this by taking a holistic approach including choosing to prioritise the wellbeing of our volunteers and celebrating our success.

We responded to last year’s survey by alternating between face to face and online meetings in the hope that this would increase the opportunities for people to attend. We did not see a significant difference in numbers attending on a regular basis however we will continue to offer online meetings in the hope that this continues to make us accessible to all.

We aim to enhance our online presence by making full use of our PTA section on the school website and through regular updates our PTA platform website.

Last year we successfully re-introduced a monthly newsletter that provided the base of our communication. We aim to continue to improve our communication with our stakeholders by recruiting Class Representatives, introducing a Communication and Marketing Lead and make full use of social media platforms.

**Pathway Outcomes**

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| --- | --- |
| Consider advertising for a **Communications Lead** within the Committee to drive communication strategy and oversee communications. | December 2023 |
| Continue to strive for a **Class Representative** within each class who can drive communication and recruit event volunteers on a much more personal level. | December 2023 |
| Edit and make full use of the **PTA section** of the school’s website | Spring 2023 |
| Diarise a **Volunteer Thank You event** at the end of the academic year | July 2023 |

Consolidated Delivery Plan

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