



# Watch the webinar:

<https://youtu.be/puzQveNlzQM>





# Income Generation

Thinking outside the box to generate  
funds for your school

Rachel Hadley-Leonard – RHLConsulting





# Hello!

## Rachel Hadley-Leonard

- Background in education, marketing & fundraising
- Teacher & Senior Leader– Maintained & Independent Schools
- Marketing in industry – John Lewis, AbA etc.
- Marketing & fundraising in schools – inc. Marketing Manager, Head of Marketing, Alumni Relations Manager, Development Director
- Former Director and Chair of Admissions, Marketing & Communications in Independent Schools (AMCIS)

### Currently:

- Independent Schools' Development, Admissions & Marketing Consultant
- Judge for Times Educational Supplement (TES) Independent Schools Awards
- Judge for global InspirED Brilliance Marketing & Fundraising Awards
- Professional Mentor
- Independent School Governor





# Income Generation – thinking outside the box

**For Development teams, Heads,  
Directors of Finance, Bursars & Governors**

- Understanding your school as a business
- The income generation mix
- Maximizing your school's facilities
- Sweating other assets
- Stakeholder Bond Issues - raising immediate funds through stakeholder investment
- Expense reduction
- Special & online projects





# Understanding your school as a business

## The challenges

- Whole school impact of Covid-19
- Independent school closures - eight and rising...
- Furlough, redundancy, cost reductions, job uncertainty

## The positives

- Clarity of fiscal operations
- Understanding of the school as a business
- Academic and support staff working together
- Longer term success





**Understanding  
your school as a  
business**

**Resourcefulness  
is key!**







# The income generation mix

- Fees/Government funding
- Fundraising (Development office, PTA etc.)
- Endowments
- Grants and trusts
- School business income...





**Maximising  
your school's  
facilities and  
lettings income**





## Facilities lettings

**R**ally a team

**R**eview provision

**R**esearch competition

**R**ewrite offering

**R**eap the rewards



# ENTERPRISES OVERVIEW

[HOME](#) | [REPTON ENTERPRISES](#) | [ENTERPRISES OVERVIEW](#)

SITUATED IN THE HEART OF ENGLAND, BOTH REPTON SCHOOL AND ITS NEARBY PREP SCHOOL, FOREMARKE HALL OFFER SPECTACULAR AND HISTORIC SURROUNDINGS WITH 21ST CENTURY FACILITIES THAT ARE EASILY ACCESSIBLE BY ROAD, RAIL AND AIR.

The inspiring buildings of the 12th Century Priory remain at the centre of the School complex, and, less than 3 miles away, Foremarke Hall comprises a fine Georgian mansion surrounded by 50 acre grounds.

With a wealth of superb facilities on offer at both Repton School and Foremarke Hall, Repton Enterprises Ltd facilitate a range of popular residential courses, sports activities, leisure clubs, wedding receptions and functions.

Repton Enterprises Ltd are responsible for hiring out the School's Boarding Houses during the Easter and Summer holidays both at Repton School and Foremarke Hall. Some sporting facilities are available during term time.

If you're interested in what we have to offer, please [email us](#) or call [01283 559322](#)





Tuesday	18:00 - 22:00
Wednesday	18:00 - 22:00
Thursday	17:30 - 22:30
Friday	18:00 - 22:00
Saturday	09:00 - 22:00
Sunday	09:00 - 22:00

MESSAGE

## Venue Facilities



Belmont Astro turf 1

Sports Centre Entrance, The Ridgeway,  
Barnet, NW7 1AQ



BELMONT Sports Hall

Sports Centre Entrance, The Ridgeway,  
Barnet, NW7 1AQ



Belmont wellness room

Sports Centre Entrance, The Ridgeway,  
Barnet, NW7 1AQ



Chapel

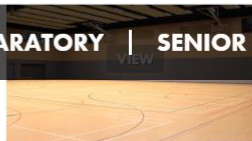
Sports Centre Entrance, The Ridgeway,  
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Sports Hall



Sports Hall



Sports Hall



Swimming Pool



The David Kidd Theatre



The David Kidd Theatre



The David Kidd Theatre



Sky Pitch



Sky Pitch



## Contact Us

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## Useful Links

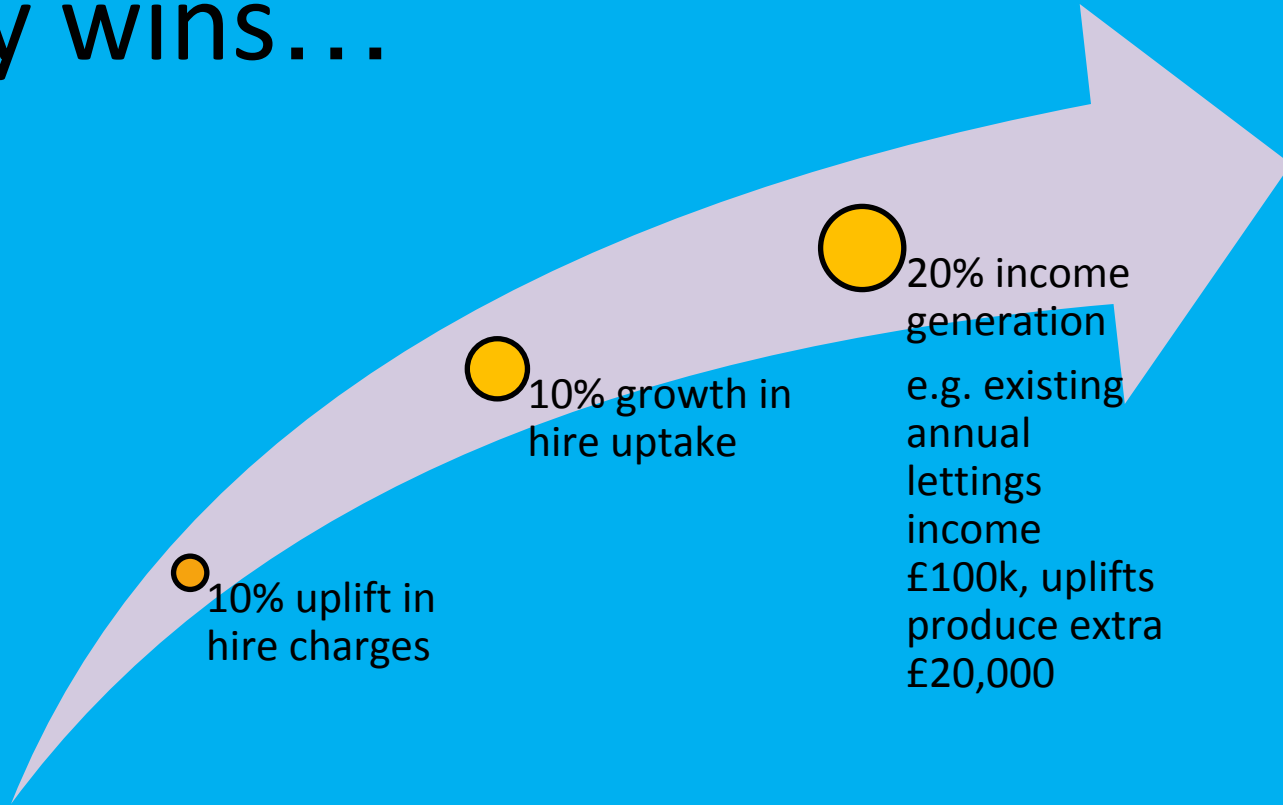
Policies  
Admissions  
Kellett Staff  
Staff ePortal  
Donate

Contact Us  
Apply Now  
Privacy  
Parent Login  
Site Map





# Easy wins...





**Sweating other  
assets**



A word cloud on a white background with rounded corners, set against a dark blue background. The words are arranged in a roughly circular shape and are color-coded: green for most words and red for 'studycentres', 'weddingvenue', 'conferencecentre', and 'scoutguidecamps'. The words include: sportscamps, drivethroughcinema, studycentres, carbootsale, filmlocation, trainingweddingvenue, holidaycamps, conferencecentre, holidaylets, and scoutguidecamps.

sportscamps  
drivethroughcinema  
studycentres  
carbootsale filmlocation  
trainingweddingvenue holidaycamps  
conferencecentre  
holidaylets  
scoutguidecamps

scoutguidecamps



# Thinking outside of the box...

- Examination & Revision centre
- Corporate training venue
- Wedding location
- Training ground for UK sports teams
- Online remote learning opportunities e.g. EtonX, Sedburgh online
- Catering add-ons
- Wrap around care
- Nursery provision
- Overseas licensing opportunities





# Stakeholder Bond Issues – raising funds quickly through stakeholder investment





# Stakeholder Bond Issues

- Aim to raise target figure within 9-12 months
- Invites community to invest in the school
- Offers a fixed rate of return
- Aimed at current parents, other groups possible
- Works with certain demographics
- Project must be enticing
- School must be certain of its longevity and confident that the project will generate income to pay investors







# Stakeholder Bond Issues

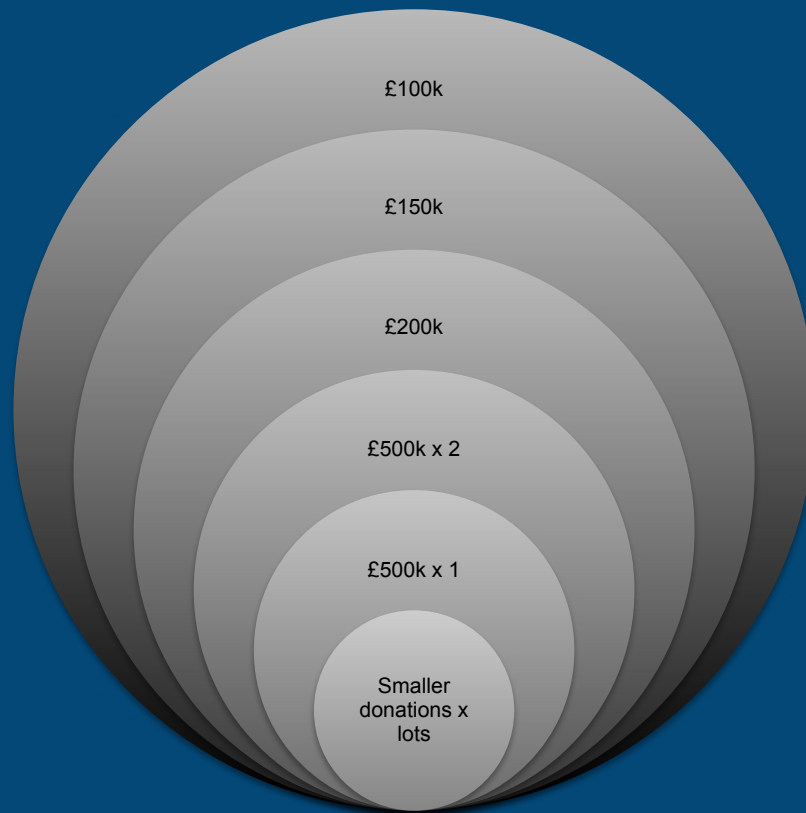


## A Case Study

<https://www.thekingsschool.co.uk/dulverton-redevelopment>



## Stakeholder Bond Issues



Over **£2m**  
total



# Expense reduction





**Expense  
reduction...  
what is it?**





# ERA – Expense reduction analysts

- Non staff expenditure typically 30% of total school costs
- Expense reduction analysts look to review about half of this:15%
- Average quoted savings of 20% (of 15%) across all areas
- Potential to save 3% of the total overheads
- So...if £10m is the total 'spend' then potential saving of circa £300,000



# Special & online projects



## Online Summer School

Learn new skills with students from around the world.


# EtonX

### What are EtonX Summer School courses?

Summer 2020 will be like no other and international travel may not be on the agenda this year. But you don't have to miss out on the opportunity to broaden your horizons. EtonX courses delivered in our Virtual Classroom allow teenagers to continue **interacting online**, in small groups, and **collaborate** on tasks together.

So why not use your summer **constructively** and gain an **extra qualification**? Stay connected, stay international and get the best of a British summer school online with EtonX.

## Sedburgh online

SEDBURGH SCHOOL  
AN INDEPENDENT DAY SCHOOL FOR BOYS

HOME2021 COURSE▼GALLERY & VIDEOSONLINE ENQUIRY FORMUSEFUL INFO▼

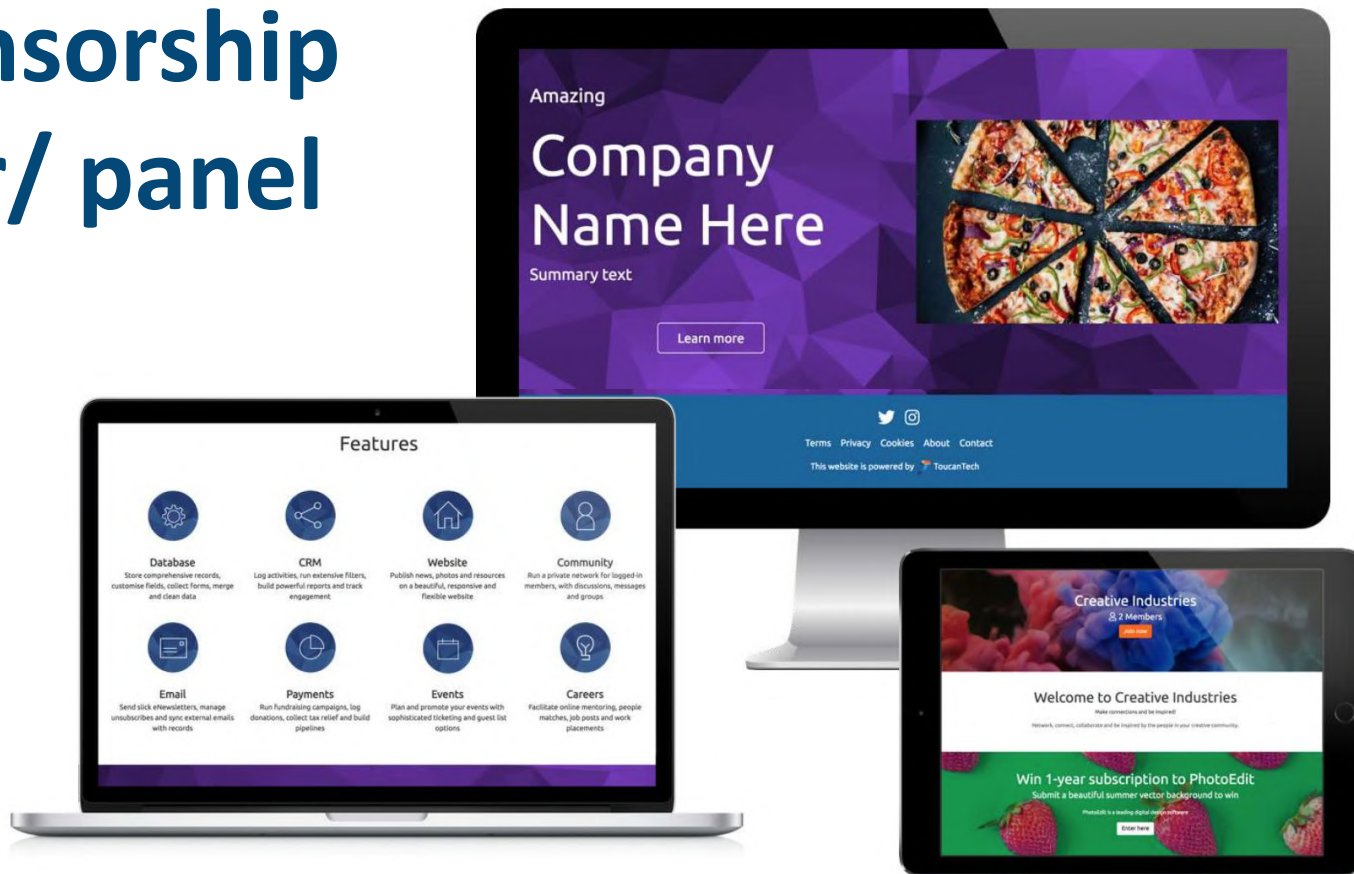
BRITISH COUNCIL ACCREDITED	MULTI CULTURAL LEARNING EXPERIENCE OVER 7 WEEKS	WEEKLY CITY AND OUTDOOR EXCURSIONS
ALL-INCLUSIVE PRICE	UP TO 22 HOURS OF ENGLISH TUITION PER WEEK	OWNED AND OPERATED BY SEDBURGH SCHOOL
24/7 PASTORAL CARE	EXCITING AFTERNOON AND EVENING ACTIVITIES PROGRAMME	ENGLISH WITH DEDICATED NATIVE LEVEL TEACHERS



# Ideas



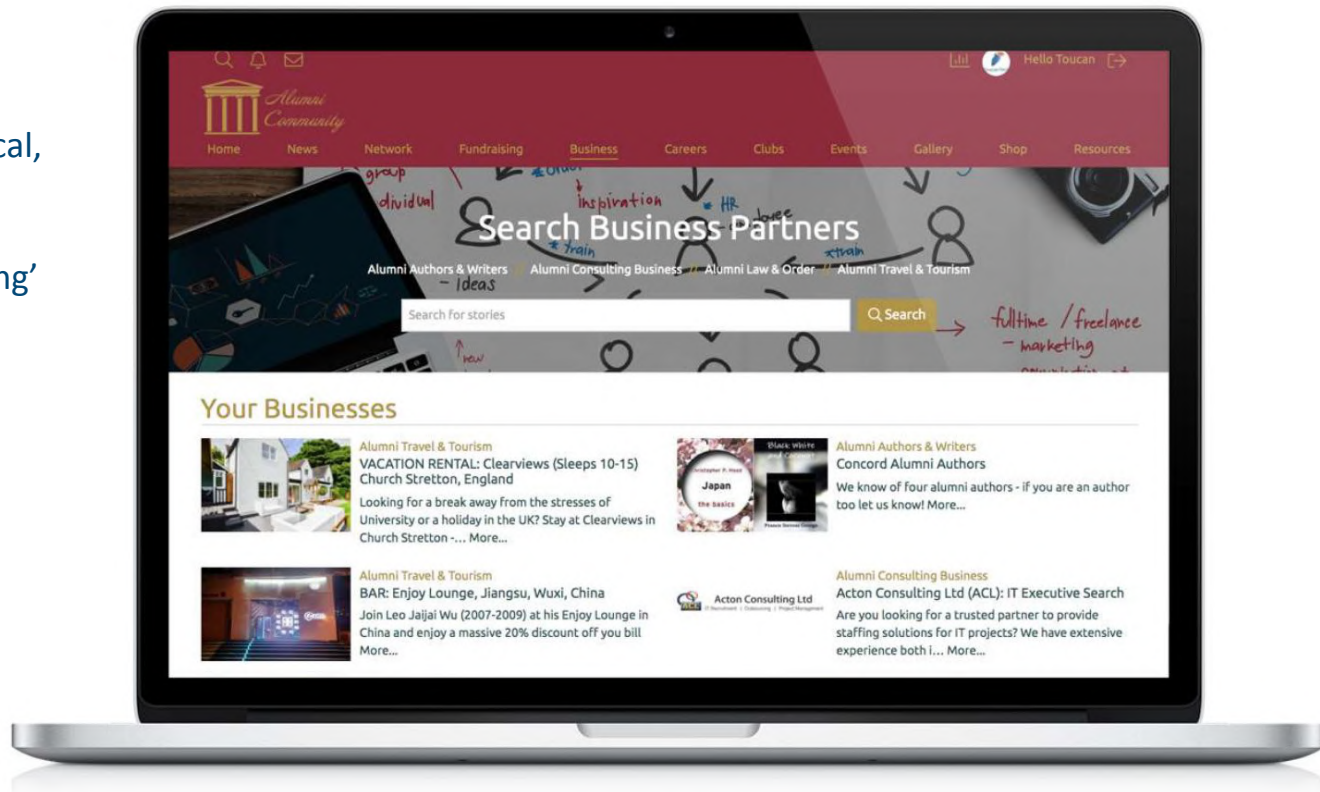
# 1. Sponsorship banner/ panel





## 2. Business directory

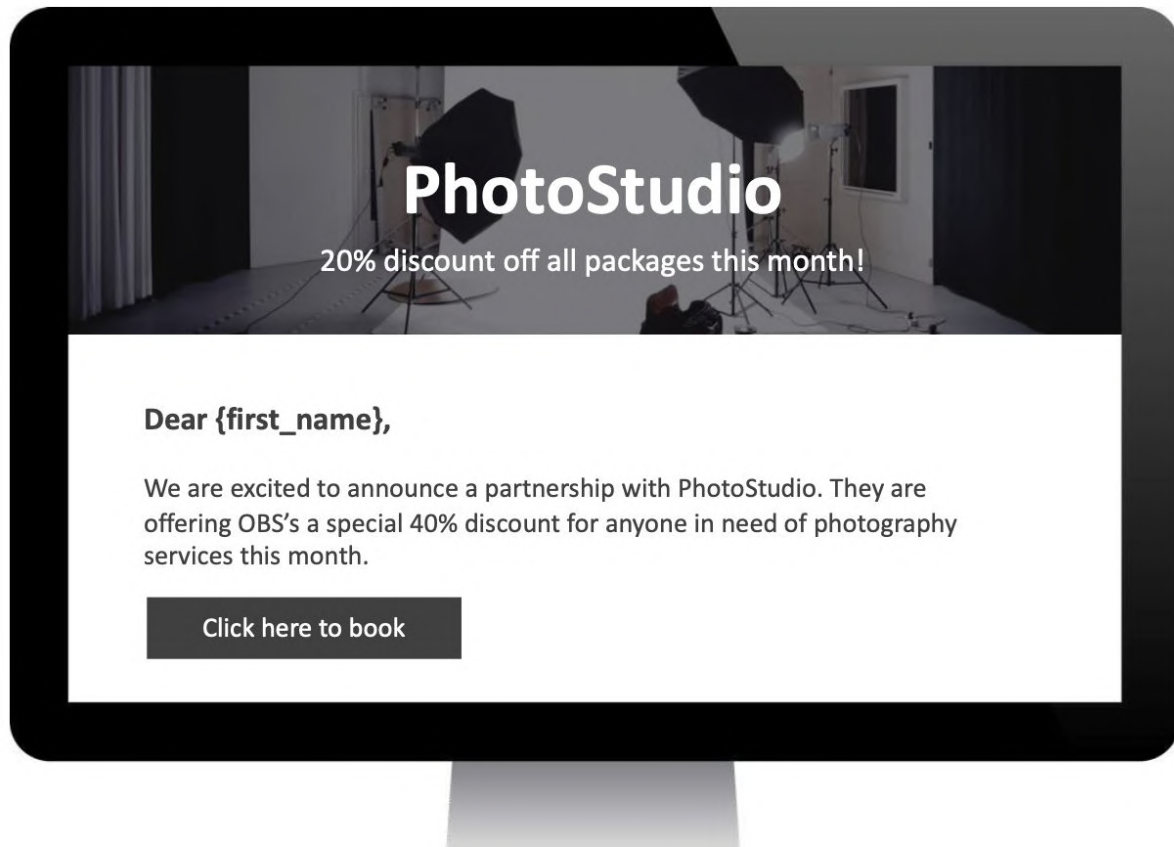
You could collate a list of local, relevant or sector specific businesses on a page with each business paying a 'listing' fee for 12 months





## 3. Sponsored email

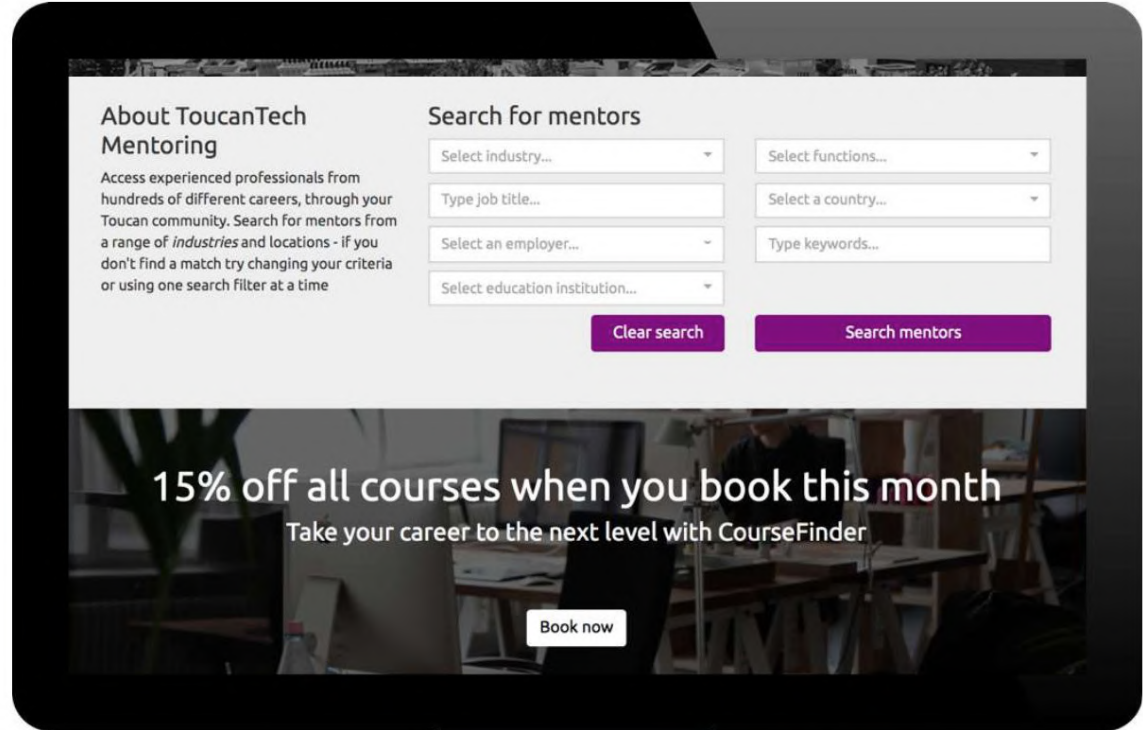
You could send a dedicated eShot for a company or inserts or adverts within your newsletters





# 4. Free offer/ special discount

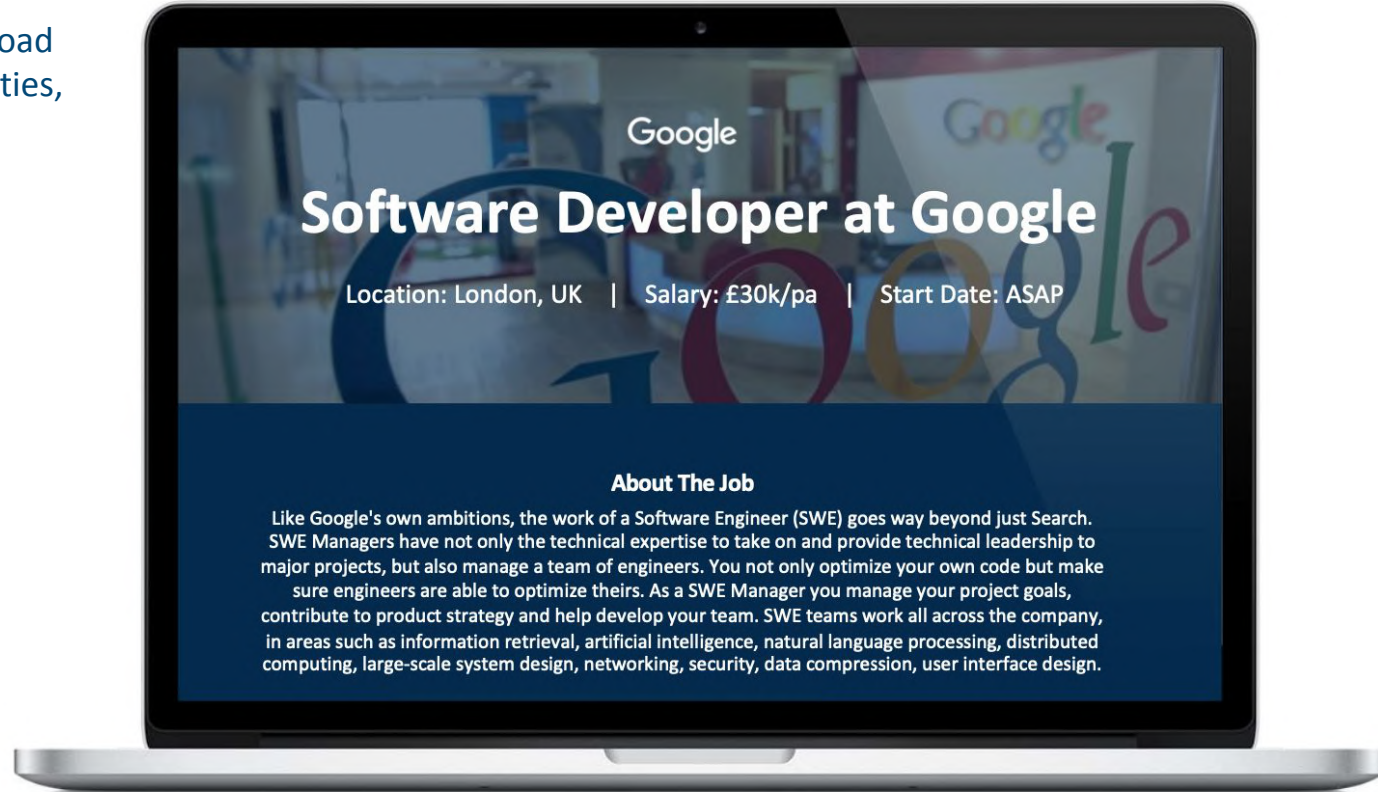
Can the sponsoring company provide a special offer/ discount exclusive for your alumni/ school community?





# 5. Job/ opportunity posts

You could post jobs for an employer (or they can upload jobs) – or other opportunities, internships, partnerships

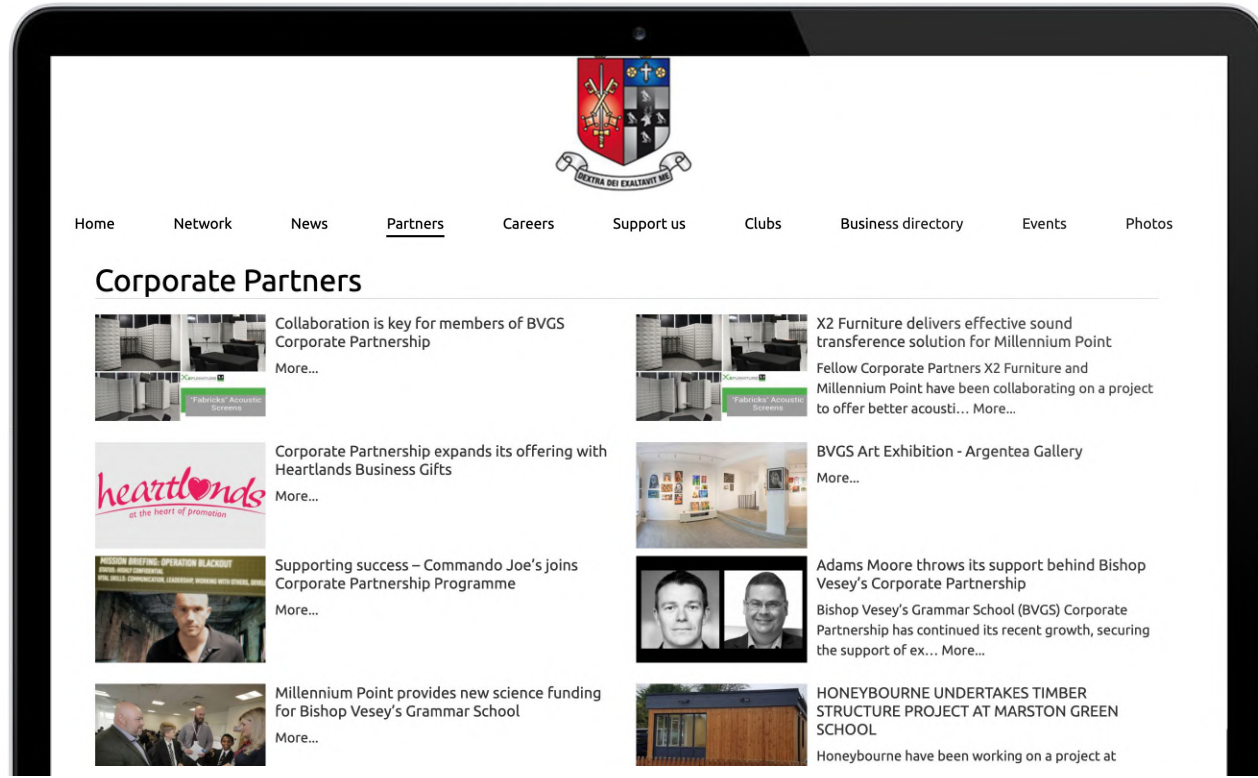




# Examples



# BVGS - corporate sponsorship programme brings in circa £2k a year per sponsor:





# Campbell College/ Old Campbellians - corporate sponsors help fund the society's running costs:

[Home](#)[Network](#)[News](#)[Support us](#)[Events](#)[Photos](#)[Shop](#)

[News > OC Society Sponsors](#)



## OC Society Sponsorship 2019

The Old Campbellian Society would like to take this opportunity to again thank our Sponsors. Their support is greatly appreciated, please support them... [More...](#)



## In from one of our Sponsors, Haldane Fisher

With our thanks to Haldane Fisher, an existing OC Society Sponsor, for donating generous BATHLINE goodies to the 'Afternoon of Styling' fundraising go... [More...](#)



## 2018 Old Campbellian Society Sponsors

On behalf of The Old Campbellian Society we would like to take this opportunity to introduce and thank our sponsors, long standing and new! [More...](#)

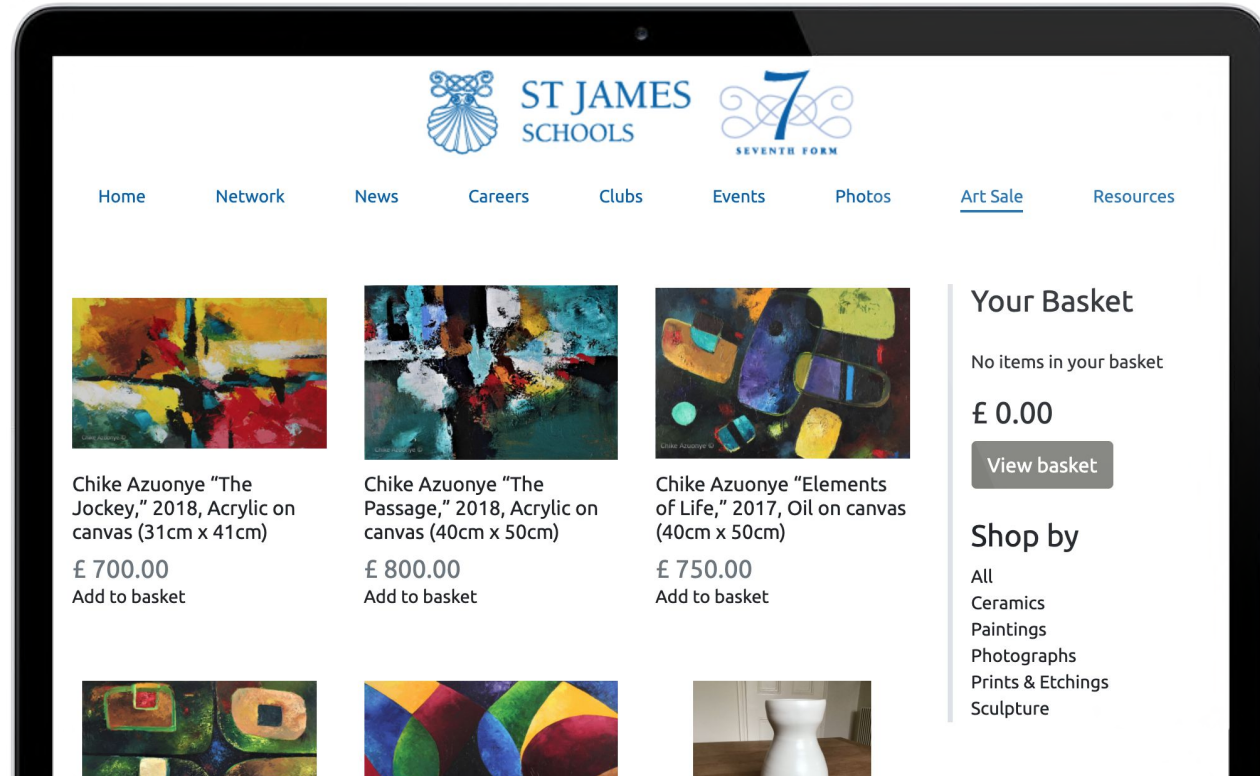


# Bradfield College - £75 from sale of this print of the school goes towards their Bursary Fund:





# St James' School - recently launched an online art auction online with proceeds going to the school:





**Thinking Outside  
of the Box!**



# Top tips to generate income for your school

- ✓ Involve the whole school community
- ✓ Create a task force with passion
- ✓ Set deadlines for project stages
- ✓ Be innovative – stay realistic
- ✓ Create a roadmap
- ✓ Begin with the quick wins





**THANK  
YOU**



# Questions?



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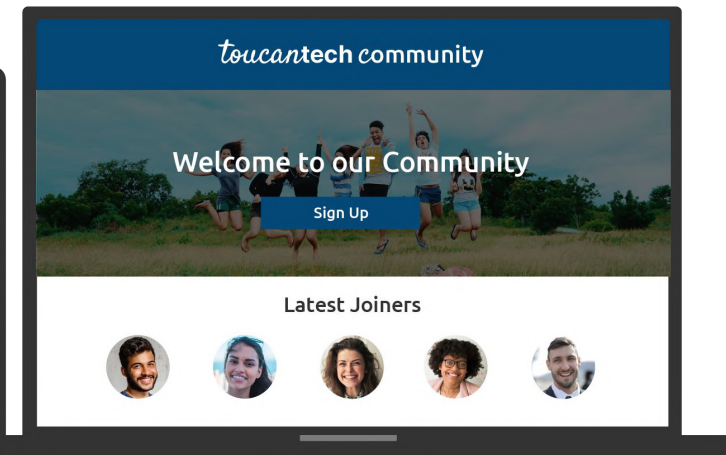
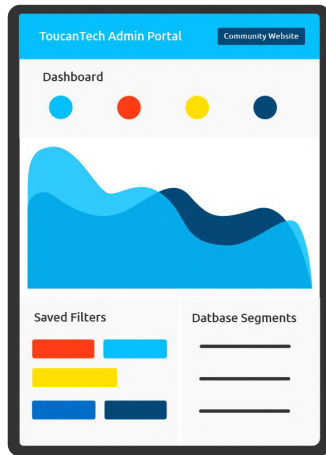
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# About ToucanTech

ToucanTech is an easy, affordable and beautiful fundraising CRM and website software to manage your supporter records, email newsletters, online payments, events, mentoring, careers and more!



**Any questions?**

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