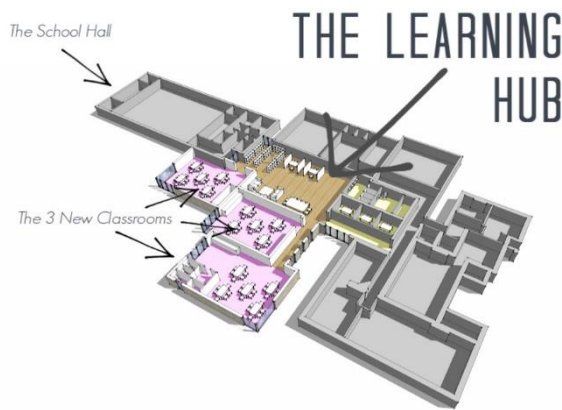


Learning Hub – Fundraising Appeal

Dear Parents and Carers,

The fundraising team have been extremely busy behind the scenes, getting everything ready for the launch of the Learning Hub Fundraising Appeal. We are very excited to now be able to share all the news of what is being planned, as well as what has been achieved so far.



As you know, the Learning Hub Fundraising Appeal target is £110,000 by summer 2021. This is a big ask but it is a once in a generation opportunity to future proof the school and its fantastic teaching team. The fundraising team are working hard to ensure that the next 18 months are going to be a whole lot of fun and will also provide some fantastic learning experiences so that every child and family can get involved.

We have hit the £20,000 mark! With huge thanks to everyone that has donated already, in particular thanks to Governor David Tarr who has single-handedly raised over £3000 in donations from the village community!

You are asking - how does fundraising for the Learning Hub fit in with FOAKS?

The FOAKS team work incredibly hard every single year to ensure that critical funding is available to the school. For example, money raised by FOAKs pays for the Wiltshire Resources Library which is an essential teaching resource used by every single pupil at the school. We will still need to raise that money for the school this year, but any money raised at FOAKS events over and above the critical items will be donated to the Learning Hub Appeal.

Incredible Fundraising by TEAM AK Children, Parents and Carers so far....

There are so many exciting fundraising ideas coming in from TEAM AK and we've had some fantastic donations of time, resource, expertise, money and more from many parents, carers and their businesses. Thank you so much to everyone for their support so far.

- Harrison C in Year R raised an amazing £1300 with his Christmas tree pick up and recycling
- Rhys Evans in Year 4 is planning to do a sponsored swim – once his injury is better.
- Bec Buckle and her amazing team of parents will take part in the Paris Marathon on 5th April
- Chris (Ava's Dad from Year 2) and Massi (Livia's Dad from Year 2) are walking the Camino de Santiago starting on 18th April 2020

- Team AK Tough Mudder is taking shape – Badminton, August 2020. Contact aimeelouise1612@gmail.com if you want to join or support!
- Emerson, Rebecca, Estella, Aimee, Kayleigh, Sam and Lottie in Year 6 have already come up with a whole page of ideas to discuss with the fundraising team – thank you!

Events in the Planning...

We want to make the next 18 months as fun as possible, and before long you won't even remember the mud. Here are some of the events that are currently in the planning:

- Enterprise project for children – all children will be able to get involved in their classes with all of their wonderful business and fundraising ideas, learning how to ensure a project is successful and how to make a profit.
- 4th February and Saturday 29th February - Meet the Ice Hockey team Swindon Wildcats and see them play!
- March – Paris Marathon support events
- May – Rummings' organic pop up shop
- July – Zumbathon with Meryl
- Friday 17th July – Shine Party with Mrs Saville(!) Singing, Dancing, Bar
- Sunday 6th September – Family Fun Aqua Day at 4Lakes Waterski
- November – Winter Ball
- Barn Dance - TBC

What else is going on behind the scenes?

The fundraising team are working incredibly hard across the following core areas.

- **Wall of Stars**

We are working on a prototype for the Wall of Stars which will mean that significant donors will be recognised in the fabric of the new school building.

- **Fundraising Events for the Village Community and School**

Working with the FOAKS team, we are working on some big parties for the year!

- **Corporate Grants and Sponsorship**

Our Corporate team (Annika Grizzell, Greg Todd, Lucy Farmer, Nick Plummer) are working to target local and national corporate sponsors. We are particularly interested to hear from parents who may be able to help either through an employee grant, matched sponsorship for an event, or an item that can be used for auction later on in the year.

- **Charitable Grants and Trusts**

The Grants and Trusts team (Kathryn Gray, Caroline Hukins, Floss Willow) are working to apply to relevant grants and trusts both local and national.

- **And everything else**

To support everything above, the core fundraising team (Emma Crawford, Cat Atack, Kate Plummer) are working on marketing, website, administration, organisation, finance, etc. etc.

If you are able to help in any way please email fundraising@ashtonkeynes.wilts.sch.uk.

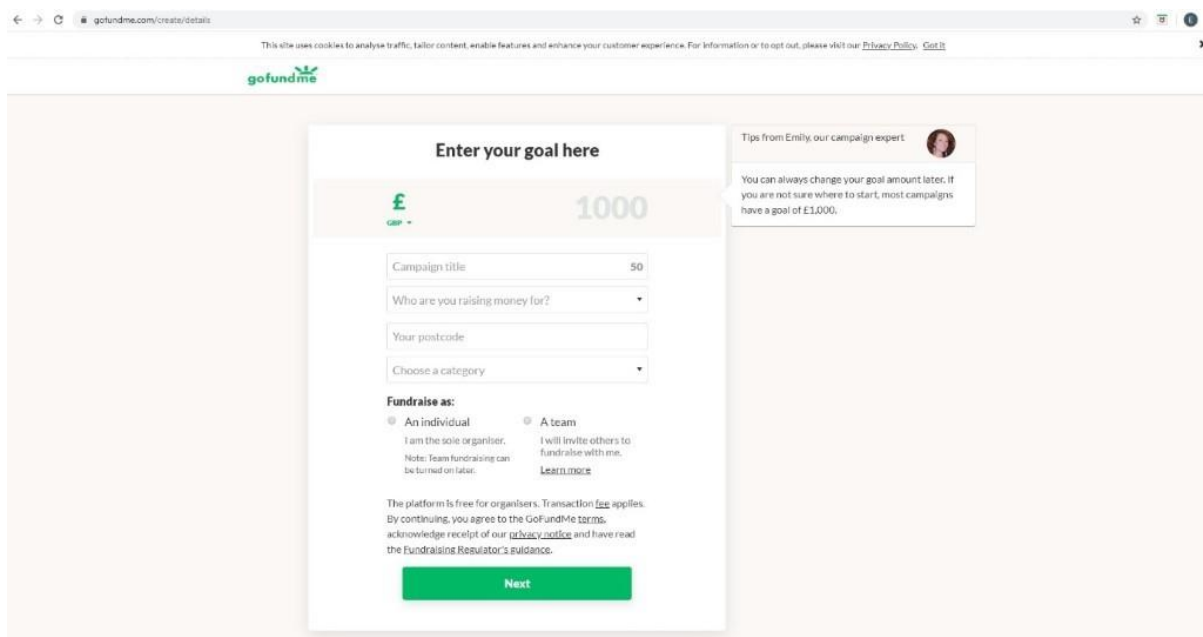
Donation Pages – IMPORTANT!

Some people are already well on the way with their fundraising event and have been asking about fundraising pages.

If you are raising money via a sponsored event and you would like to set up your own online fundraising page, please, please use the 'Go Fund Me' Fundraising platform and link into our Charity's page. This enables the Ashton Keynes School Development Trust to reclaim gift aid (up to 25% of the donated amount) and means funds raised are received directly into the charity bank account.

Please see instructions below or email fundraising@ashtonkeynes.wilts.sch.uk for help.

1. Go to the 'Go Fund Me' website www.gofundme.com
2. If you haven't used the platform before, you will need to create an account. If you are familiar to the site, you need to sign in using the details you previously created.
3. When you sign in, you may need to select 'create a new campaign'. If you are new to GoFundMe, you will be taken to the page below:



The screenshot shows the GoFundMe 'Enter your goal here' page. At the top, there is a target amount of £1000. Below this, there are several input fields: 'Campaign title' (with a character count of 50), 'Who are you raising money for?' (a dropdown menu), 'Your postcode', and 'Choose a category' (a dropdown menu). Underneath these fields, there are two radio button options for 'Fundraise as:'. The first is 'An individual' with the subtext 'I am the sole organiser. Note: Team fundraising can be turned on later.' The second is 'A team' with the subtext 'I will invite others to fundraise with me. Learn more'. At the bottom of the form is a green 'Next' button. To the right of the form, there is a tip from Emily, a campaign expert, stating: 'You can always change your goal amount later. If you are not sure where to start, most campaigns have a goal of £1,000.'

4. Enter the target amount in £ that you are aiming for
5. Create a title for your fundraiser
6. Select 'Charity or Organisation' in the drop-down box when asked 'Who are you raising money for?'
7. Search 'Ashton Keynes School Development Trust' in the search box that appears and select the charity:

ASHTON KEYNES SCHOOL DEVELOPMENT TRUST

Children and Youth Development·Swindon undefined·RCN: 1081958

8. Type in your postcode or the school's postcode if you would prefer SN6 6NZ

9. Select 'Education and Learning' in the drop-down box
10. You can select to fundraise as an individual or as a team. If you are fundraising as a team, you will be able to add in other names and email addresses at the next stage. You can also add a 'team name' and add a photo before selecting 'NEXT'.
11. You can then add a cover photo. If you would like any of our high res photos or logos, please email fundraising@ashtonkeynes.wilts.sch.uk and we can send you some. [Feel free to add any photos of yourselves or anything related to the fundraiser or challenge you are taking part in.](#)
12. You will then be able to add in information about your fundraising challenge and what you are fundraising for.

Notes:

To ensure that the information about the Learning Hub fundraising details are accurate, please visit the Trust's own fundraising page and feel free to copy and paste any information on there.

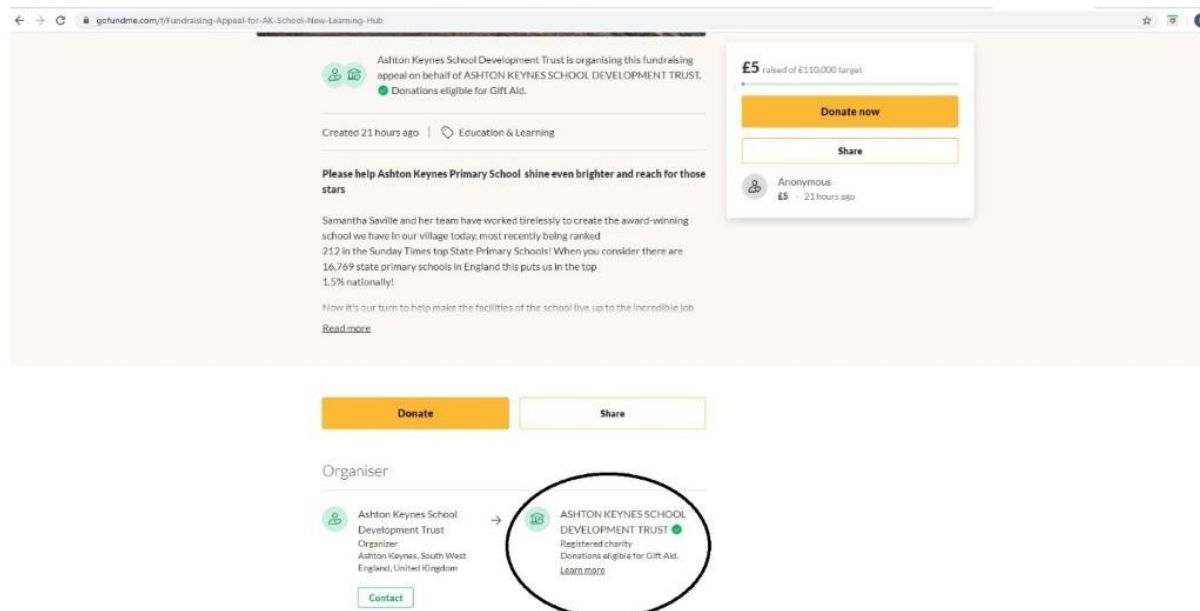
<https://www.gofundme.com/f/Fundraising-Appeal-for-AK-School-New-Learning-Hub>

It's important that everyone uses the same details to ensure the fundraising message is correct and accurate with no misleading information. Your co-operation on this is very much appreciated.

Please feel free to then tailor-make your page to suit your personality and the challenge that you are undertaking and include information and photos of yourself or your team to help promote your fundraiser to your friends, family and other organisations.

Have fun setting up your page! You can tailor make your notifications and create a unique link to share on social media and emails. You can also upload videos and photos and keep your donors updated with news and progress.

Please ensure that once you have set up your page, you double check that the page is linked to the Ashton Keynes School Development Trust Charity. See circled below:



The advantages of linking your page to the Charity is that you do not have to worry about what happens when donations have been made. The funds will get transferred directly to the charity each month and people who have ticked the 'gift aid' box, it will automatically be processed via the

Paypal Giving Fund which works directly with Go Fund Me....so you can just concentrate on training for your challenge and promoting your own page.

We also ask that when you are setting up a page, please let us know at fundraising@ashtonkeynes.wilts.sch.uk. This allows us to keep track of who is fundraising, and most importantly, we can help promote you or your team and include your news in our regular fundraising updates.

If you have any questions when setting up your page, please email us and we will get back to you promptly.

You can also download the 'GoFundMe' App so you can also be updated via your phone.

We appreciate that it's a massive commitment from you, not just raising money for the new Learning Hub, but putting yourselves out of your comfort zone, spending copious amounts of time training (especially in the dark at the moment!) and personally funding trips. The challenges being organised are amazing and we thank you so much for creating these fundraising campaigns. If there is anything we can help with, please do not hesitate to ask us.

Making a Donation

If you would like to donate: Please make **cheques** payable to "Ashton Keynes School Development Trust". Both cash and cheques can be given to the school office.

To make a **BACS transfer or a monthly standing order**

Account Name: Ashton Keynes School Development Trust (or AKSDT)

Sort code: 40-17-25, A/C No: 91381040.

Please note, the options above are the best way to donate to the charity as they receive 100% of your donation as no card processing fees apply. Please ensure you fill out a donation form, which you can get from the school office, so both you and we can claim significant gift aid relief (if you are a UK tax payer) and also allows us to say thank you.

We realise donating in this way is not always convenient, so if you would like to donate in the comfort of your own home and using a quick and easy gift aid system, please visit <https://www.gofundme.com/f/Fundraising-Appeal-for-AK-School-New-Learning-Hub> and you can donate very quickly and simply (please note card processing fees apply chargeable to the charity).



THANK YOU FOR YOUR SUPPORT!