

## **Pavilion campaign FAQs**

### **Why does Adams need to fundraise?**

As you will be aware, significant cuts have been made within the public sector, including education. Our own budget, as a state selective school, has always been tight and this has been exacerbated by the cuts. Whilst we have received some statutory funding, if we are to build a new sports pavilion, then we must raise the money from within our own community, hence the launch of our 'Making a Difference' pavilion campaign. We are asking Governors, parents, Old Novaportans and other friends of the School to help us raise the £750k we need.

### **Can't the school make savings to meet the cost of a new pavilion?**

The School's annual budget is very tight, particularly in light of how little we get from the government. Whilst we can carefully prepare and properly manage our expenditure, we simply don't have the reserves to undertake a large-scale development such as this, despite the need for new facilities. The School has to look for external fundraising to finance more substantial projects. The School could only make significant cuts from the budget by reducing teaching staff and standards. This is not an option for Adams.

### **Why should parents be asked to give? Adams is a state school and the responsibility for funding lies with the Government. That's why we pay our taxes.**

In an ideal world the budget would fund all the building costs but this is simply not possible. Adams is rightly proud of its excellent standards of education but we have to keep evolving and ensuring our students have the very best facilities in which to develop and thrive.

It is also worth noting that Adams can recoup the Gift Aid form HMRC and there are additional tax benefits for those who are higher rate taxpayers. This way we can ensure the Government is also contributing.

### **Is there a minimum gift expected?**

No. You must feel comfortable with the level of your gift. Obviously from a campaign view, the bigger the better as the quicker we reach our target the quicker we can start to build. With the modular build, we could have a new pavilion in just 5 months, which is really exciting.

## **Why don't you write letters to the parents asking them to give?**

Open letters can be misunderstood or lost. They are easy to ignore – the response rate is very low, less than 5%. On the other hand, more personal contact produces significantly higher response rates and it seems only courteous that when asking for contributions we take the time to ask this way. We can explain the rationale behind the plans in detail and answer any questions that may arise. In addition, those contributing appreciate the fact that time and effort has been taken to visit and explain the campaign and may, therefore, be more inclined to give generously.

## **Major events such as balls can raise large sums of money. Why don't we do that?**

At this stage of the Campaign we are focusing on achieving our target as efficiently as possible. Although events such as balls are great fun, they are also costly in terms of time and money and are often risky. It would be difficult to raise the entire £1 million in this way. At the end of the Campaign, having a high-profile event may be the best way to celebrate!

## **Who is involved in the Campaign?**

A voluntary Campaign Board, made up of current parents, Old Novaportans, Governors and the Headmaster leads the Campaign.

## **How does Gift Aid work?**

Gift Aid allows UK charities/not-for-profit organisations to claim back the basic rate tax already paid on donations by the donor. This means we can claim back from the government on your behalf 25p for every £1 donated, boosting the value of the donation by a quarter.

## **Has the School applied to other grant-making bodies (such as the Lottery)?**

Grant-making bodies don't usually favour state-funded schools, particularly within the 'grammar' school sector and some have conditions attached which we are not able to meet for example Sport England stipulates a large number of hours a month for community use which we are unable to meet owing to the fact that Longford is also home to our boarders.

## **Is the School/are the students doing any direct fundraising of their own?**

The pupils themselves are the School's best ambassadors and have taken part in two videos to support our London launch and information events, alongside some of our Old Novaportans too. They also held a sponsored walk which raised over £10,000.