



FRIENDS OF POTTEN END C of E PRIMARY SCHOOL

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Dear Parents

Match Giving

We have found out about a scheme, apparently there are hundreds of organisations throughout the UK that offer their employees the chance to boost their individual fundraising efforts by 'matching' the money they raise for their chosen charity.

Matched giving or matched funding is a simple way of maximizing the fundraising efforts of our individual FOS Volunteers. It is an informal, albeit corporate, arrangement between a company and their employee. Obviously not all companies offer matched funding but those that do will 'match' the amount of money an employee raises for their chosen charity. Some organisations will match the employees fund raising on a £ to £ basis, others stipulate what they are prepared to give. It is likely that an upper limit will be applied along with certain criteria.

We have been advised that there is no definitive list but it is safe to say that it is usually large organisations that have established match funding programmes, although a match funding scheme can be adopted by any company big or small. Barclays for example offer their employees the opportunity to match funds they raise for their chosen charity up to £750 per year. In 2010 Barclays employees raised a staggering £18 million pounds for charity via match funding and Aviva in response to feedback from their staff have introduced a £ plus matching scheme.

So as the Christmas fair is soon to be upon us, this is where we turn to you and ask if you would be willing to ask your employers if they run a matched giving scheme. We have been advised that this is not complicated and definitely won't cost you anything extra apart from the time to talk to your employer. This will mean you will also have to volunteer to help us on a fundraising activity at the Christmas fair so that they can match your fundraising work (however it doesn't have to be a solo effort and you can work as part of a team, we will just ask you to go on one of the most lucrative stalls so your efforts can be maximised).

Hope this makes sense to you all, and thanks for your time reading through all the information. If any of you have any experience of this scheme we would appreciate your input/advice as we are obviously new to this scheme but think it's worth giving it a go.

Thanks as always for your continued support.

Friends of school