

## Inspiring creative fundraising: a whole-school approach

An 'Outstanding' academy in London used the Giving Nation programme to develop a school-wide charity competition – not only raising money but strengthening the school community.

Burlington Danes Academy (BDA) signed up for the Giving Nation Challenge in 2012. In 2014, Citizenship Coordinator Laura Yates implemented a whole-school approach to the project that really reflected their **community spirit**.

### Inter-house Competition

Laura decided to use the platform of their existing annual Charity Week to run the Giving Nation Challenge as a cross-house competition. Each Head of House put together a Giving Nation team, who had to identify their issue and come up with an innovative fundraising campaign and an event to be held during the school's Charity Week.



'I'm so happy to see the lovely atmosphere of charity running through our school. I've never been so proud of BDA.'

Head of House

Laura explained that by tapping into the school's existing competitive traditions like the Charity Week, the project had a high status throughout the school. She said that the **financial investment** provided by Giving Nation was a new element for the students:

'The money really raised the profile of it for them. It meant they took much more ownership over the activities, instead of a teacher telling them what they're going to be raising money for.'

Laura Yates, Citizenship Coordinator



### Encouraging Reflection

Students clearly understood the real purpose behind their fun activities. In the run up to the week itself, **students from every year group came together** to explore what teachers called their 'moral obligation' to engage in society and find ways to help others. This explicit approach was certainly reflected in the students' G-Blog entries; every group was able to make informed links to the cause they were supporting.

As an **incentive** to produce imaginative fundraising ideas, students were awarded House Points for the most money raised, the best G-Blog and the most creative activity. As a result, the school saw a range of **entertainment and stunts**, mostly at the expense of the teachers! One group sold tickets for a screening of 'The Only Way is BDA' – in which 40 members of staff worked with the students to make an episode of their very own reality TV show. The positive atmosphere created by the project was felt across the school.

'[We] learnt that giving is way better than receiving and to help others not because [we] want something back ... Cancer is the number one fear for British public, feared ahead of debt, knife crime and losing a job ... we might help thousands of lives in UK without realising it.'

Student, Year 8