



## Kendall Church of England

Primary School

*'We Strive for a Bright and Wonderful Future!'*

19<sup>th</sup> September 2025

### **Newsletter 3 Autumn Term 2025**

Dear Parents and Carers,

There is lots of information in our newsletter this week, so please take the time to read through. Over the coming weeks we will be sharing our latest Food Policy and our plans for opening a play time Snack Shack for children to buy a mid-morning bite to eat. We are also slimming down our lunch menus to a two weekly (rather than 3 weekly) cycle, that concentrates on children's favourites with the view to making it easier to remember what is on the menu and eliminating food waste, which is a key eco-school aim.

### **Year 2 Local Area Walk**

On Wednesday Year 2 braved the wet weather to continue to explore our local area. We visited Distillery Pond and the River Colne to investigate land use and begin to think about how these places have changed within the last 100 years. We also thought about the impact humans are having on our local area, unfortunately spotting lots of litter. The behaviour of the children was great and they were such good representatives for Kendall whilst out and about in the community.



### **Conker Competition**



Don't forget to keep collecting conkers for the conker competition which will be held later this half term! I have noticed some whoppers this year!

## Easy Fundraising

The school has now signed up with [Easy Fundraising](#)! If you shop online, please consider downloading the app or visiting the Easy Fundraising website to register. Simply search for [KENDALL PRIMARY SCHOOL COLCHESTER](#) to select our school as the recipient of your retailers' donations. Then, use the search bar in the app or on the website to access your usual retailers – it's that simple. I've already signed up myself\* and am looking forward to my weekly grocery shop generating some much-needed extra revenue for our school budget! Read on to find out how this works:



1

### How does easyfundraising work?

easyfundraising turns your everyday online shopping into money for our organisation. When you use the easyfundraising website or app to shop with leading retailers, the retailer sends our organisation a free donation at no additional cost.



2

### Which retailers will donate when I shop?

There are over 8,000 retailers available to shop with, including Amazon, eBay, Argos, John Lewis, Trainline, Sainsbury's, Boots, Booking.com, Currys, Aviva, M&S, Debenhams, Waitrose, and Holland & Barrett. It means that no matter what you buy online, from travel and holidays to fashion, homewares, insurance, and groceries – you can raise free donations at no extra cost.



3

### Will it cost me anything?

No! easyfundraising is completely free to use.



4

### Will my shopping cost more?

Absolutely not! It's the retailer who makes the donation, not you. Your shopping experience is exactly as normal.



5

### Who can see where I've shopped?

We can only see how much our supporters have raised – we can't see who you've shopped with, what was purchased or how much you spent.



6

### What does easyfundraising know about my shopping?

So that the easyfundraising team can track the donations you've raised, easyfundraising know where you've shopped and how much you spent but what you've bought is your business!



*\* Although I am sharing this because I would love us to raise as much money for our school as possible, please note that this does not constitute financial advice, nor is it my intention to make anyone feel obliged to sign up. Please only do so if you wish to support the school in this way – it comes at no additional cost to you. Other than being Headteacher of the school that I am proud to serve, I have no financial interest in this initiative and will make no personal financial gain from it.*

Kendall will even get a bonus £2 for every person who installs our app and signs up to support you **throughout October**, so we will remind you to sign up again then – but of you are keen to get going because you would like to get started – please do!



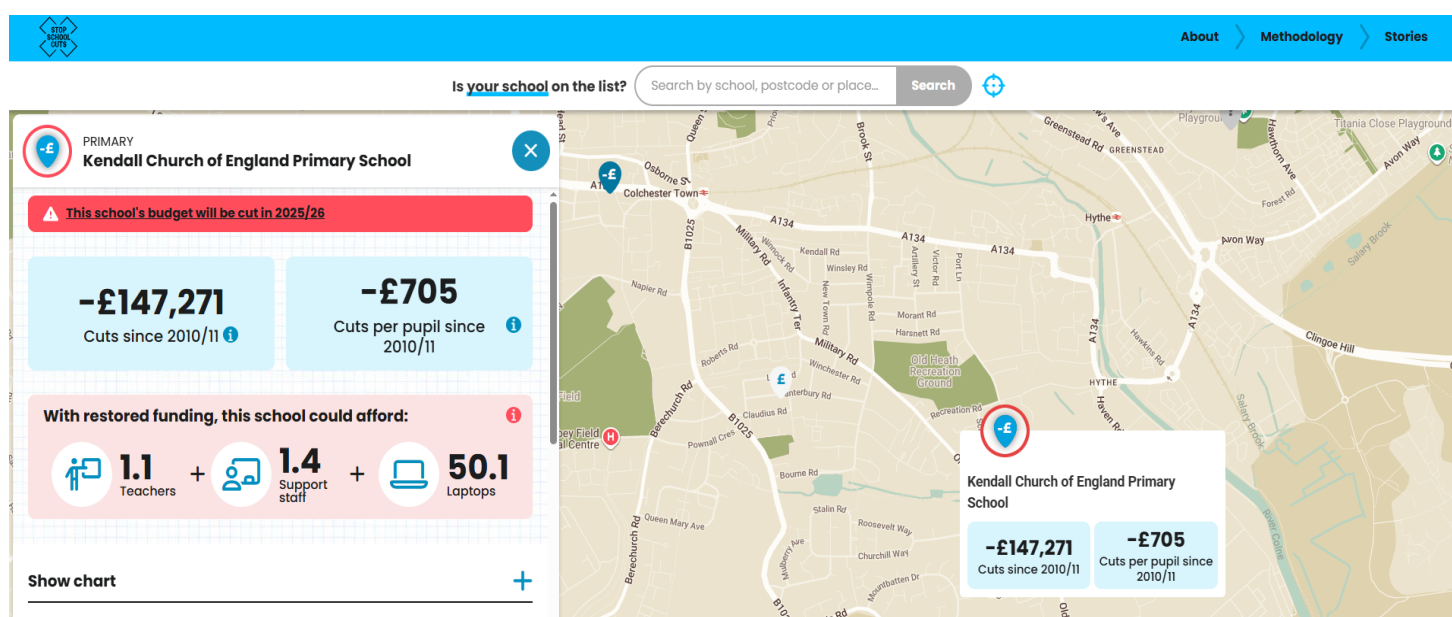
A full [Starter Pack Guide](#) to Easy Fundraiser can be found [here](#) and attached as a PDF to this newsletter.

## School Cuts

We truly hope that you will continue to support the school and our wonderful PTA in their fundraising efforts. Like many schools across the country, our budget is under increasing strain and will be cut again this year. We are being asked to deliver more with fewer resources. The figures shared on [Schoolcuts.org.uk](https://www.schoolcuts.org.uk) make for stark reading, and we are now beginning to feel the real impact here at Kendall.

Unfortunately, this means that we are no longer able to replace staff when they leave, and we have had to make difficult decisions to reduce or adapt activities that, in the past, we would never have considered cutting back.

Your support – whether by attending events, joining in PTA initiatives, or simply making use of school schemes such as Easy Fundraising – helps us to continue providing the very best for our children. Every little really does make a difference, and together, as a community, we can make sure our children continue to enjoy the rich, engaging education they deserve.



## Sunflowers and Pumpkins



I have had more photos for our sunflower and pumpkin competitions – don't forget to submit photos of your own sunflowers or pumpkins along with their respective heights and weights at any time between now and the end of September, we will compare them all to find out our champion growers! Don't forget to include the grower in the photo, too! Email entries to [admin@kendall.essex.sch.uk](mailto:admin@kendall.essex.sch.uk)

## Key Policies for Parents

We thought it would be useful to provide parents with quick links to some of our key policies in our weekly newsletter. Therefore, please find our **Attendance Policy** [HERE](#). Please find our **Homework Policy** [HERE](#). Please find our **Administering Medicines Policy** [HERE](#). Please find our **Mobile Phone Policy** [HERE](#). Please find our **Uniform Policy** [HERE](#). Please find our **Food Policy** [HERE](#). Please find our **Behaviour Policy** [HERE](#) and finally our **Parent Helper – School Trip Policy** [HERE](#). A link to our school webpage that has all of our statutory policies uploaded can be found [HERE](#). **Dressing for Forest School** [HERE](#).

## **Forest School Diary 19<sup>th</sup> September 2025**

EYFS took part in their very first welly throwing competition last week, and the winners were Florence and Albie, well done to all of the children for doing so well! Once the welly throwing fun was over, the children enjoyed getting to grips with their new surroundings in the woodland, making mud pies in the mud kitchen, tree climbing and even organising a snail race!



Year 1 took a walk around the woodland to revisit the boundaries. As a group we spoke about what boundaries were and why they are important to keep us safe during our Forest School sessions. We also worked together to gather up a mixture of items that we could use over the coming weeks to create an autumnal garland.



Year 2 kicked off their session by taking part in the welly throwing competition, the winners were Sylvie and Kaine. The children helped with a little woodland maintenance and came across a young beetle amongst the leaves, we were sure to move him to a place of safety.



Year 3 experienced the high ropes for the very first time this week and to say the Forest School team were impressed with their efforts would be an understatement. Each and every child gave their absolute best and should be very proud of themselves.



This week Year 4 crafted Anglo-Saxon runes on wood slices. The children first cut a small round of wood before cutting sticks to size and attaching them to the wood in the form of a rune to match their initial.



Year 5 started making our woodland skeletons this week. We searched the forest for suitable sticks, twigs and logs that we thought best represented human bones. Next, we sorted through and measured our collection, then started to create our skeletons to be as life-like as possible.



It was a windy one this week for Year 6 so to stay safe we took shelter in the outdoor classroom. The children kept busy practising some much-needed knot tying, making Gods eyes and whittling. We finished off the session taking part in the welly throwing competition, the winners were Mostafa and Lilly Rose.



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### **Online E-Safety Magazine for parents**

**Alan Mackenzie** produces a free online safety newsletter via email to keep parents up to date with online safety risks, issues, advice and guidance related to keeping children safe online, enjoying and

### **Location Sharing (for parents by Alan MacKenzie)**

We all know that location sharing can be a really good thing, but only when that sharing is managed appropriately and only with very specific known persons, not to everyone. Thankfully, gone are the days when you uploaded a post onto social media your location was automatically included, but there are still location sharing features in some apps. As a timely reminder for parents to check their child's device the Canadian Cyber Tip Line has put together a very informative article which is useful for everyone, regardless of where you are in the world. You can find the article [HERE](#).

### **Roblox Update (for parents by Alan MacKenzie)**

As the most popular game on the planet with children, Roblox gets a lot of coverage and understandably so. It's an amazing platform to explore but it isn't without its faults, some of which are very significant. In April 2025 Revealing Reality carried out an investigation into Roblox due to serious concerns of what children were experiencing within the game (link [HERE](#)). In September they carried out a follow-up investigation to see what, if anything had changed. In short, quite a lot has changed, such as:

- Adjustments to content maturity ratings.
- ID verification for certain games and experiences.
- Stricter moderation
- Enhanced parental controls.

These are good but, according to Revealing Reality, they don't go far enough. There are still workarounds and very significant concerns. It's worth having a read of the full report which you can find [HERE](#).

### **Chatbots and AI (by Alan Mackenzie)**

It's vitally important we talk to children and young people about the incredible positives of AI and balance that with the shortcomings and risks. If you haven't already seen it, Internet Matters released a fantastic report called 'Me, Myself and AI' which gives information on the ways in which children are using AI chatbots and will help with those important conversations. The link to the report is [HERE](#).

### **Safety on the School Road**

Please note that, as indicated by road signs, parents must not drive on the road accessing Kendall, Scarlett's, and ECL at any time. The landowner, local businesses, and the school have worked together to reduce congestion and improve safety for children. Stopping on the private road may result in a penalty notice. To request a free parking pass for the Port Lane Recreation Ground car park (usable at drop-off and pick-up times), please contact the school office.

### **Food Bank Vouchers**

Please don't forget that the school is an agent for food bank vouchers. Please speak in confidence to a member of the school office or Mrs French if you need to use this service.

### **Reminder! No Chocolate Spread in Home Packed Lunches**

Please remember that chocolate spread is not allowed in packed lunches due to the risk it poses to children with nut allergies. Details are in our prospectus and the [School Dinner page of our website](#). A new school food policy will be published very soon.

## Happy Birthday!

Please join us in saying happy birthday to: Florence W, Teddy H and Lotus L



## Headteacher Cups

Congratulations to the following who were awarded a Headteacher Cup in assembly this week:  
Elijah W, Ivy-Mae H and Darcy N

## Golden Awards

Congratulations to the following who were awarded a Gold Award in assembly this week:  
Jesse E, Ripley DM, Jacob C, Milana G, Olivia N, Lily T, Joshua A, Joshua D, Charlie FS, Mariam K, Emilia T, Jaiden W, Rudi B and Jana F

## Writer of the Week

Congratulations to **Theo** in **Year 4** who received our Writer of the Week award and took home a new stationery set and journal – keep up that good writing!

## Vision Value Leaves

Congratulations to the following who were awarded a leaf for our 'Vision Values' Tree:  
Polly R and Zara EE

## Kendall Team Points

Congratulations to the joint Weekly Team Winners: **Elm!**

| Elm | Ash | Birch | Yew |
|-----|-----|-------|-----|
| 4th | 2nd | 3rd   | 1st |

## Amazing Attendance? Free Tuck Friday!

Free Tuck Friday – All classes who have achieved the required attendance of at least 96% are highlighted in green. Well done, **Year 2** for having the best attendance this week!

|                    |        |       |
|--------------------|--------|-------|
| EYFS               | 96.35% |       |
| Year 1             | 98.6%  |       |
| Year 2             | 98.7%  | ★     |
| Year 3             | 96.65% |       |
| Year 4             | 97.65% |       |
| Year 5             | 96%    |       |
| Year 6             | 98%    |       |
| Overall Attendance |        | 97.4% |

(Week ending 12/09/2025)

Clare French  
Headteacher

## **Schedule of Trips and Visits 2025/2026**

Budgeting £20 a quarter (£80 a year – or approximately £2 a term-time week) should cover the cost of trips. Where a trip is more expensive, for example £40, we will always try to make sure that over the academic year, the cost for all 4 Quarters comes to no more than £80 for the trips and visits we organise. Sadly, with school funding being at an all-time low in real terms, the school is financially unable to subsidise trips and visits to the extent it has done in the past. If we do not receive enough contributions to cover the cost, we will reluctantly have to cancel trips or visitors to the school. We are hoping to run the following trips next year, but these are subject to provider availability:

| Year Group | Quarter 1 Sept–Nov                                                   | Quarter 2 Nov–Feb                                | Quarter 3 Feb–May                              | Quarter 4 May–July                                         |
|------------|----------------------------------------------------------------------|--------------------------------------------------|------------------------------------------------|------------------------------------------------------------|
| EYFS       | NA                                                                   | NA                                               | Farm Visit                                     | Seaside Visit                                              |
| Year 1     | Musical Workshop                                                     | Arctic Explorer                                  | Hyde Hall – all about plants!                  | Colne Valley Railway                                       |
| Year 2     | Local Geography Walk                                                 | Colchester Cemetery – Colchester as an Army Town | Library Visit and Synagogue Visit              | St Stephen's Church                                        |
| Year 3     | Stone Age to Iron Age History Day                                    | Colchester Castle – Roman History                | Colchester Zoo – Rainforest                    | Harwich and Felixstowe Docks – Geography Field Trip        |
| Year 4     | West Stow – Anglo-Saxons                                             | Swimming & French Feast Day                      | Siege of Colchester – Historic Walk            | River Colne – Geography Field Trip                         |
| Year 5     | Henry Moore Foundation Art Trip                                      | Life in Ancient Greece Day – History Experience  | Life in Ancient Egypt Day – History Experience | Explore Nature Day (Beth Chatto depending on availability) |
| Year 6     | PGL Bawdsey Manor (residential) London Aquarium/Houses of Parliament | Mayan History Day                                | Local Geographical Field Trip – OS mapping     | Crucial Crew and Treat Trip                                |

### **Quarter 1 Trips and Visits and Associated Costs**

| Year Group | Trip/Visit                           | Cost per child |
|------------|--------------------------------------|----------------|
| EYFS       | NA                                   | N/A            |
| Year 1     | Musical Workshop                     | £9 approx      |
| Year 2     | Local Geography Walk                 | N/A            |
| Year 3     | Stone Age Visit with Mema            | £18            |
| Year 4     | West Stow Anglo-Saxon Village        | £25.50         |
| Year 5     | Henry Moore Foundation               | £19 approx     |
| Year 6     | London Aquarium/Houses of Parliament | £40 approx     |

## Dates for your Diary

|                                                   | <b>Autumn Term 2025</b>                             |
|---------------------------------------------------|-----------------------------------------------------|
| <b>September</b>                                  |                                                     |
| Tuesday 23rd                                      | EYFS Phonics Parent Information Event 2:45pm-3:15pm |
| Thursday 25 <sup>th</sup>                         | Year 6 Parent Information Event                     |
| Friday 26 <sup>th</sup>                           | Year 1 Music Drumming Workshop                      |
| <b>October</b>                                    |                                                     |
| Wednesday 1 <sup>st</sup>                         | Year 1 Phonics & Reading Parent Information Event   |
| Monday 6 <sup>th</sup>                            | Year 6 Bikeability                                  |
| Tuesday 7 <sup>th</sup>                           | Year 6 Bikeability                                  |
| Monday 13 <sup>th</sup>                           | Individual School Photos                            |
| Friday 17 <sup>th</sup>                           | Harvest Festival at C3 Church                       |
| Friday 17 <sup>th</sup>                           | Conker Competition                                  |
| Monday 20 <sup>th</sup>                           | Year 6 Bikeability                                  |
| Tuesday 21 <sup>st</sup>                          | Year 6 Bikeability                                  |
| Monday 27 <sup>th</sup> – Friday 31 <sup>st</sup> | Half Term Break                                     |
| <b>November</b>                                   |                                                     |
| Monday 1 <sup>st</sup>                            | Non-Pupil Day                                       |
| Friday 14 <sup>th</sup>                           | Non-Pupil Day                                       |
| Monday 17 <sup>th</sup>                           | Non-Pupil Day                                       |
| Tuesday 18 <sup>th</sup>                          | Flu Vaccinations                                    |
| Tuesday 25 <sup>th</sup>                          | Dress as a TTRS                                     |
| <b>December</b>                                   |                                                     |
| Tuesday 2 <sup>nd</sup>                           | Year 5 Ancient Greek Day                            |
| Tuesday 9 <sup>th</sup>                           | EYFS & KS1 Nativity 9:30am & 2:30pm                 |
| Friday 12 <sup>th</sup>                           | PTA Discos EYFS & KS1: 5pm-6:15pm KS2: 6:30pm-8pm   |
| Friday 19 <sup>th</sup>                           | PTA Christmas Jumper Day                            |
| Friday 19 <sup>th</sup>                           | Christmas service                                   |
| Friday 19 <sup>th</sup>                           | Children's Christmas Dinner                         |
| Friday 19 <sup>th</sup>                           | Last Day of Term                                    |

| Week One                                    |                                                                                                           |                                          |                                                                                                |                                                                                                     |                                                    |
|---------------------------------------------|-----------------------------------------------------------------------------------------------------------|------------------------------------------|------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|----------------------------------------------------|
|                                             | MONDAY                                                                                                    | TUESDAY                                  | WEDNESDAY                                                                                      | THURSDAY                                                                                            | FRIDAY                                             |
| <b>Main</b>                                 | Thin crust cheese and tomato pizza (v)                                                                    | Oven baked sausage rolls                 | Roast Chicken breast                                                                           | Packed lunch<br>Ham baguette                                                                        | Birds Eye Omega 3 Fish Fingers                     |
| <b>Vegetarian (v)<br/>Or<br/>Vegan (ve)</b> | Ratatouille pasta bake (v/ve)                                                                             | Oven baked vegan sausage rolls (ve)      | Baked Quorn fillet (v/ve)                                                                      | Cheddar Cheese baguette (v)<br>Vegan cheese baguette (ve)                                           | Crispy Quorn dippers (v)<br>Vegetable fingers (Ve) |
| <b>Sides</b>                                | Vegan Coleslaw (ve)<br>sweetcorn<br><br>Freshly prepared salad bar – lettuce, cucumber, tomatoes, peppers | Creamy mashed potato<br>Baked beans      | Roast potatoes<br>Stuffing<br>Yorkshire pudding<br>carrots, sweetcorn, peas<br>Gravy (ve) (gf) | Vegetable sticks<br>Tortilla chips<br><br>Freshly prepared salad bar – lettuce, cucumber, tomatoes, | Chips<br>Baked beans<br>Tomato sauce               |
| <b>Dessert</b>                              | Raspberry Angel delight<br>or<br>Fresh fruit                                                              | Chocolate oat cake (ve)<br>or<br>yoghurt | Fresh fruit salad-<br>honeydew melon,<br>pineapple, grapes<br>or<br>yoghurt                    | Lemon drizzle cake (v)<br>or<br>Fresh fruit                                                         | Raspberry ice cream sponge roll<br>or<br>yoghurt   |

Please let us know what you would like to see on our school dinner menu.

## Academic Year 2025-2026

| September 2025 |    |    |    |    |    |    | October 2025  |    |    |    |    |    |    | November 2025 |    |    |    |    |    |    | December 2025 |    |    |    |    |    |    |
|----------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|---------------|----|----|----|----|----|----|
| M              | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  |
|                |    |    |    |    |    |    |               |    | 1  | 2  | 3  | 4  | 5  |               |    |    |    |    | 1  | 2  | 1             | 2  | 3  | 4  | 5  | 6  | 7  |
| X              | 2  | 3  | 4  | 5  | 6  | 7  | 6             | 7  | 8  | 9  | 10 | 11 | 12 | X             | 4  | 5  | 6  | 7  | 8  | 9  | 8             | 9  | 10 | 11 | 12 | 13 | 14 |
| 8              | 9  | 10 | 11 | 12 | 13 | 14 | 13            | 14 | 15 | 16 | 17 | 18 | 19 | 10            | 11 | 12 | 13 | X  | 15 | 16 | 15            | 16 | 17 | 18 | 19 | 20 | 21 |
| 15             | 16 | 17 | 18 | 19 | 20 | 21 | 20            | 21 | 22 | 23 | 24 | 25 | 26 | X             | 18 | 19 | 20 | 21 | 22 | 23 | 22            | 23 | 24 | 25 | 26 | 27 | 28 |
| 22             | 23 | 24 | 25 | 26 | 27 | 28 | 27            | 28 | 29 | 30 | 31 |    |    | 24            | 25 | 26 | 27 | 28 | 29 | 30 | 29            | 30 | 31 |    |    |    |    |
| 29             | 30 |    |    |    |    |    |               |    |    |    |    |    |    |               |    |    |    |    |    |    |               |    |    |    |    |    |    |
| January 2026   |    |    |    |    |    |    | February 2026 |    |    |    |    |    |    | March 2026    |    |    |    |    |    |    | April 2026    |    |    |    |    |    |    |
| M              | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  |
|                |    |    | 1  | 2  | 3  | 4  |               |    |    |    |    |    | 1  |               |    |    |    |    |    | 1  |               |    | 1  | 2  | 3  | 4  | 5  |
| 5              | 6  | 7  | 8  | 9  | 10 | 11 | 2             | 3  | 4  | 5  | 6  | 7  | 8  | 2             | 3  | 4  | 5  | 6  | 7  | 8  | 6             | 7  | 8  | 9  | 10 | 11 | 12 |
| 12             | 13 | 14 | 15 | 16 | 17 | 18 | 9             | 10 | 11 | 12 | 13 | 14 | 15 | 9             | 10 | 11 | 12 | 13 | 14 | 15 | 13            | 14 | 15 | 16 | 17 | 18 | 19 |
| 19             | 20 | 21 | 22 | 23 | 24 | 25 | 16            | 17 | 18 | 19 | 20 | 21 | 22 | 16            | 17 | 18 | 19 | 20 | 21 | 22 | 20            | 21 | 22 | 23 | 24 | 25 | 26 |
| 26             | 27 | 28 | 29 | 30 | 31 |    | 23            | 24 | 25 | 26 | 27 | 28 |    | 23            | 24 | 25 | 26 | 27 | 28 | 29 | 27            | 28 | 29 | 30 |    |    |    |
|                |    |    |    |    |    |    |               |    |    |    |    |    |    | 30            | 31 |    |    |    |    |    |               |    |    |    |    |    |    |
| May 2026       |    |    |    |    |    |    | June 2026     |    |    |    |    |    |    | July 2026     |    |    |    |    |    |    | August 2026   |    |    |    |    |    |    |
| M              | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  | M             | T  | W  | T  | F  | S  | S  |
|                |    |    |    | 1  | 2  | 3  | 1             | 2  | 3  | 4  | 5  | 6  | 7  |               |    | 1  | 2  | 3  | 4  | 5  |               |    |    |    |    | 1  | 2  |
| 4              | 5  | 6  | 7  | 8  | 9  | 10 | 8             | 9  | 10 | 11 | 12 | 13 | 14 | 6             | 7  | 8  | 9  | 10 | 11 | 12 | 3             | 4  | 5  | 6  | 7  | 8  | 9  |
| 11             | 12 | 13 | 14 | 15 | 16 | 17 | 15            | 16 | 17 | 18 | 19 | 20 | 21 | 13            | 14 | 15 | 16 | 17 | 18 | 19 | 10            | 11 | 12 | 13 | 14 | 15 | 16 |
| 18             | 19 | 20 | 21 | 22 | 23 | 24 | 22            | 23 | 24 | 25 | 26 | 27 | 28 | X             | 21 | 22 | 23 | 24 | 25 | 26 | 17            | 18 | 19 | 20 | 21 | 22 | 23 |
| 25             | 26 | 27 | 28 | 29 | 30 | 31 | 29            | 30 |    |    |    |    |    | 27            | 28 | 29 | 30 | 31 |    |    | 24            | 25 | 26 | 27 | 28 | 29 | 30 |
|                |    |    |    |    |    |    |               |    |    |    |    |    |    |               |    |    |    |    |    |    | 31            |    |    |    |    |    |    |

 = Schooldays

 = School holidays

 = Bank holidays

 = Weekends

 = Non-Pupil Days



# Starter pack

A step-by-step guide through your fundraising journey

Last updated: February 2025

|                                                    |   |
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# Welcome to easyfundraising!

You've joined a community of over 24,000 schools and PTAs, who have raised almost £17m to date!

# Welcome to free funding

Thank you for registering with us. You now have access to a completely free funding stream for your school or PTA! Whenever you and your school community (parents, staff and more) shop online with any of our 8,000+ retailers, you will collect a free donation, courtesy of the retailer you shop with. No extra cost to you, or anyone.

We're here to support you every step of the way, from raising your first donations, to encouraging the school community to sign up in support, how you can easily manage your total and the best bit - receiving the free funding!

Without easyfundraising

£0  
Donation



Price: £289.99

✦ ✦ Via easyfundraising ✦ ✦

£11.60\*  
Donation



Price: £289.99

\*Based on Argos donation rate of 4% for new customers, correct at Feb 2025



There are a few steps you need to take to set you on your way to your fundraising target. Grab a cuppa and read on to find out more.

# Your first 3 steps to success

[Visit website](#)

## Complete your cause page

Your cause page is your school or PTA's identity on easyfundraising – it's where supporters will come to support you, so it needs to clearly represent you, your school and fundraising mission.

When you first log in to your admin area, you will see these 3 steps to complete, simply click each of them on site and complete.



## Add your payment details

It's really important we know where to send the funds raised! You need to add your school or PTA's bank account details. It's completely secure and this will only be used to pay you, there is nothing to pay directly to us, ever.

In your admin area, look for this green button and add details. Every 3 months, we will pay out. See more about payments in our FAQs.



## Give it a go yourself

Get your school or PTA off the mark! Have a go at raising via our site. Head to the search bar at the top of our site and search a retailer you'd like to shop with or you can browse by category.

Click out to their site and shop as normal. When you checkout, a percentage of what you spent goes to your school or PTA total. This may take a few days to display.





# How to gather support for your school or PTA

With just 10-15 active supporters, you could  
raise hundreds of pounds a year, the more the merrier!

# Promoting your fundraising page

The amount your school or PTA raises depends on how many people are shopping in support of it. The best way to recruit them, is to share your cause page link with your community.

You have access to the [Promote my cause](#) section of our site. This has a bank of pre made resources you can share via social, email or your website. When you visit it logged in, all the tools will **pre-populate with your unique cause page link – easy!**

We also have our **Refer a friend** scheme. When you recruit a supporter and they raise their first £5, easyfundraising will double it to become a £10 donation. Find out more on our [referrals page](#).

The image displays two overlapping screenshots. The background screenshot is a desktop view of the 'Promote my cause' page on the easyfundraising website. At the top, there is a search bar with the placeholder text 'Start typing a brand name...' and a 'Search' button. To the right of the search bar is a user profile icon labeled 'Account'. Below the search bar is a navigation menu with links: 'Shop by category', 'Trending offers', 'Big Donations', 'How it works', 'Browser extension', 'Refer a friend', and 'Promote my cause' (which is highlighted). The main heading is 'Promote my cause' in a large, bold font, followed by the subtext 'More supporters, more donations. Quicker.' Below this, a box indicates 'YOU ARE PROMOTING St Joseph's School'. Two buttons are present: 'Copy cause page link' and 'View cause page QR code'. A dark blue banner below the main content reads 'Resources in this page:' followed by a series of links: 'Top 4 resources →', 'All social media and email templates →', 'Digital and print →', and 'Extra resources →'. Underneath, a section titled '★ Top 4 resources ★' states 'We've put together these templates for you to share and get new supporters to sign up'. It features four templates: 'Facebook post', 'Twitter post', 'Whatsapp message', and 'Email message', each with a 'Ready to be copied, pasted and shared!' status and a blue circular arrow icon. The foreground screenshot is a mobile app interface showing a chat conversation with 'Dave Flynn', who was 'last seen today at 11:29'. The chat bubble contains an 'easyfundraising' logo, a question 'Shopping online? Raise free funds for us at the same time', a 'Sign up' button, and a list of logos for various retailers. Below the chat bubble, there is a green informational message: 'You spend, brands donate to St Joseph's School. Help us when you shop with 7,000+ brands. Join now. easyfundraising.org.uk'. At the bottom of the chat bubble, there is a long URL starting with 'https://www.easyfundraising.org.uk/causes/stjosephsschool>utm\_source=whatsapp&utm\_medium=social&utm\_campaign=pmc&utm\_content=gs-wa1'. The mobile app interface also shows a back arrow, a video call icon, and a voice call icon at the top, and a plus sign, a share icon, a camera icon, and a microphone icon at the bottom.

# Take advantage of key dates

Share reminders of easyfundraising with your school community at key shopping times during the year. As well as the obvious like Christmas, at varying times of the year we will offer increased donation rates, competitions and more which really motivate supporters to get shopping and raising!

Think about any key dates relating to your community too – parents evenings, open days, summer fairs etc.



## January

The January blues mean this month is the peak time for holiday bookings.



## February

Valentine's gifts could mean even more when bought online via easyfundraising.



## March

March means new car registrations, and lots of car insurance policies bought.



## April

Parents evenings – make sure you have handouts available!



## May

Spring home and garden improvements? There's donations available for those.



## June

At your summer fair, make sure you have an iPad available to demo easyfundraising.



## July

Days out for summer can raise – we have all the big names like Alton Towers.



## August

It's back to school time, uniform, stationery etc. can all be raising funds for the school.



## September

New term, new parents! September is the perfect time to promote easyfundraising.



## October

Halloween party food and costume buys can raise a scary amount!



## November

Black Friday month – a huge opportunity to raise. Let everyone know!



## December

All that Christmas shopping makes the end of the year a peak time to boost that total.



# How to speed up your fundraising

Higher value buys mean bigger donations.  
Here's how to take advantage.

# Ways to raise big donations

Certain high value online buys such as holidays can raise huge donations for your school or PTA. Use easyfundraising for purchases such as holidays, mobile contracts and insurance policies. These are often not a percentage of spend, but a flat donation rate. Handy!



## Holidays

**£30**

Average donation



## Mobile contracts

**£25**

Average donation



## Car insurance

**£22**

Average donation



## Broadband

**£20**

Average donation

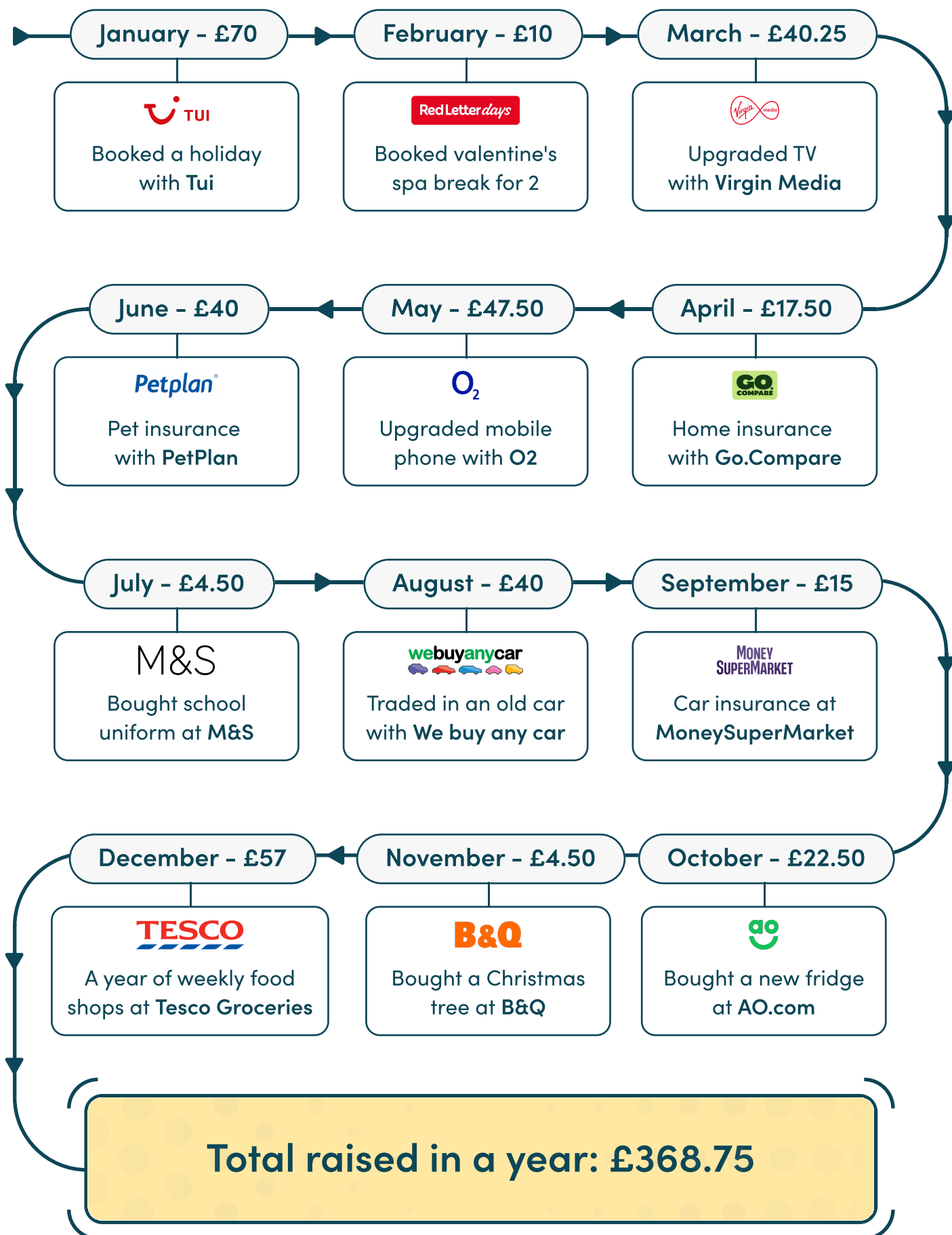


## Utilities

**£30**

Average donation

# How much could a supporter raise?



\*Donation rates change from time to time  
The amounts above were correct as of 2/12/2024

# Gather local business support for your school

From parents' place of work, to the school office itself, travel, stationery supplies and contracts can really drive up that total.

## What is “business buying”?

Anything a business is buying online, e.g. office supplies, food for their employees, train tickets, flights, hotel bookings, technology, internet, couriers, and much more.

### Who to approach in your local community



Your place  
of work



Local businesses,  
e.g. an estate agents



Business owners  
in your community



Use the pre-written tools in [Promote my Cause](#) to approach local businesses about joining your cause.

### Some of the business retailers easyfundraising works with...

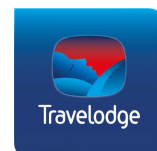
Booking.com

 trainline



currys

DELL  
Technologies



 Expedia

SAMSUNG

Viking  
RAJA GROUP

 Hotels.com

+8,000  
more



## Effective ways to raise

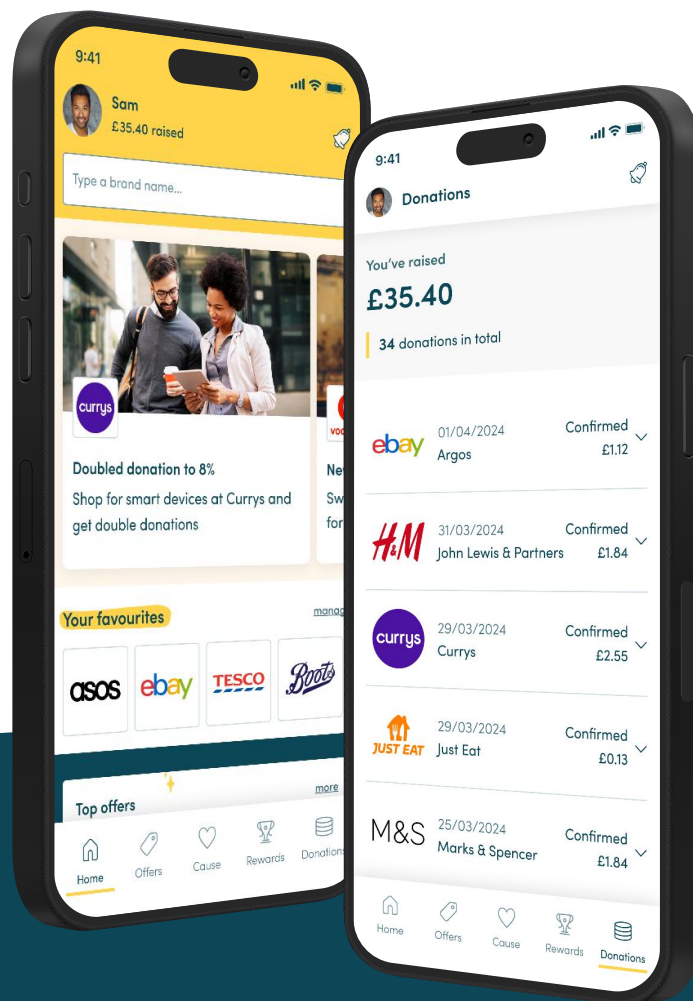
Causes which have supporters using the app and Donation Reminder raise an average of 5x more!



# The easyfundraising app

The free easyfundraising app helps you shop on the move. It's also the quickest way to check on your totals.

Shop with thousands of brands and track your donation progress all in one place. It's available on iOS and Android.



Scan the QR code to download the app





# The Donation Reminder

Forgot to visit easyfundraising before you shopped? With the donation reminder, you will never miss a donation!

1

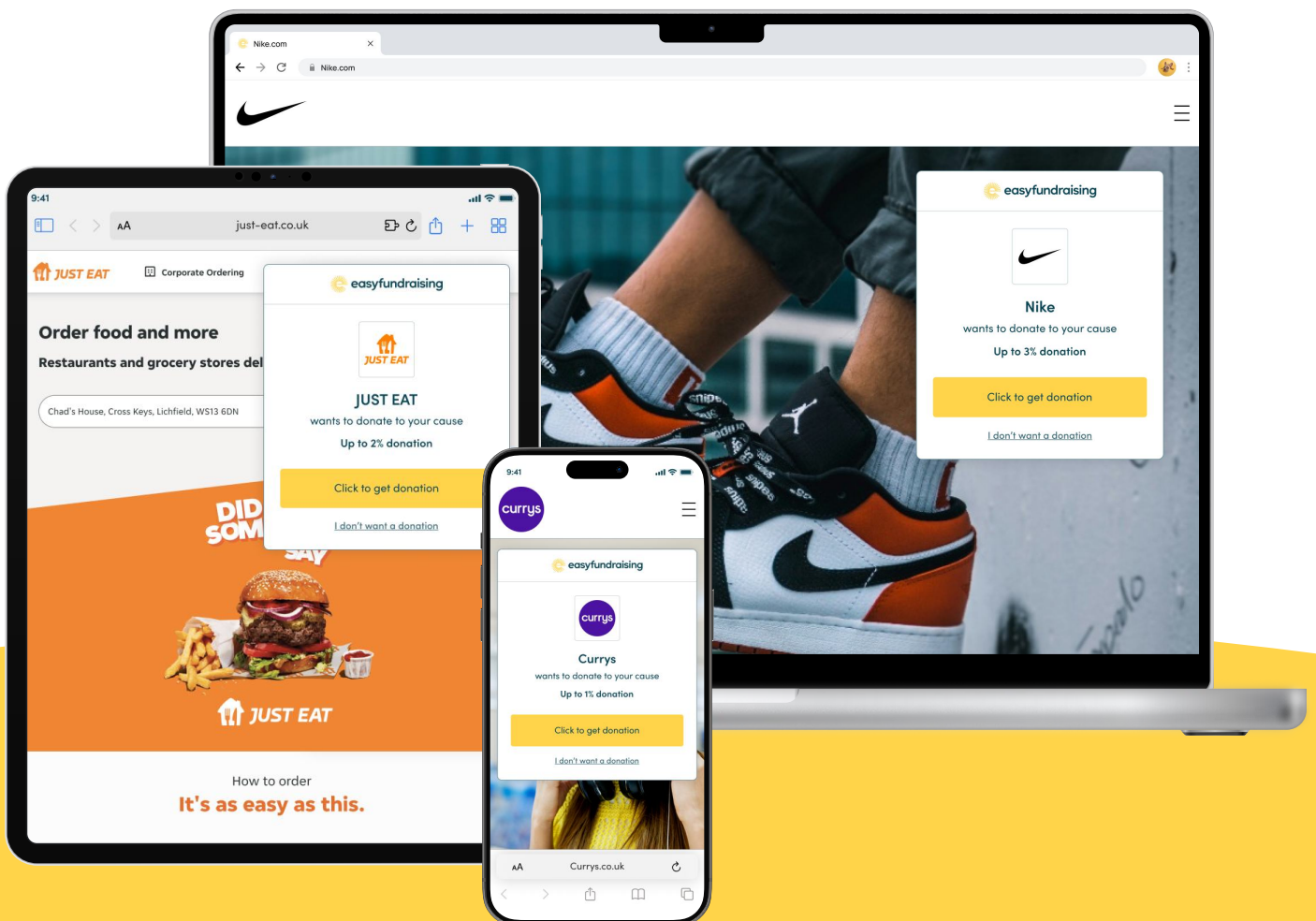
Visit a retailer website

2

Tap the alert

3

Check out and raise



Available on:



Chrome



Safari



Edge



Samsung internet

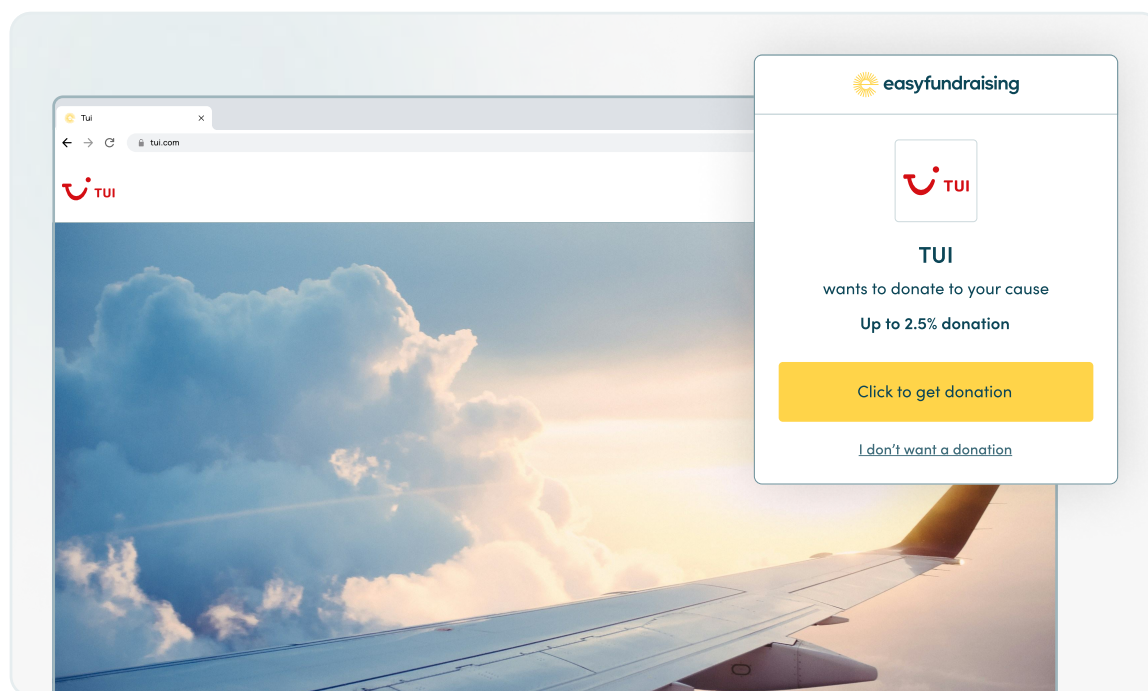


Firefox

# How does the Donation Reminder work?

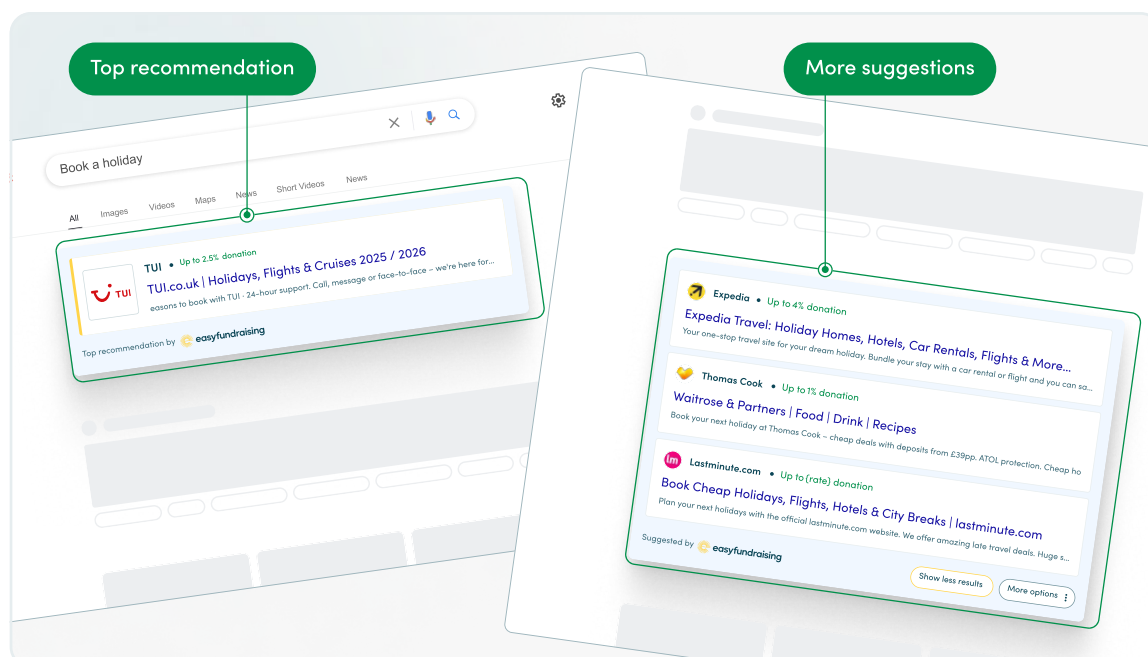
## The alert message

When you visit selected retailer websites, an alert from easyfundraising will appear asking you to activate your donation. Simply tap the yellow button and continue shopping as normal, once you've completed your purchase a donation will be raised!



## Search highlights

When you search for a retailer with your preferred search engine such as Google, we'll highlight relevant retailers that will donate to your cause.





# What do our schools and PTAs think?

Want to see the potential of easyfundraising?  
Read what other schools like yours have to say.

# Success stories from other schools and PTAs

Here are two of our schools to tell you how they find it...



## St Johns CE Primary School PTA - £3,342.78 raised

"We loved the fact that our whole school community could get behind our fundraising effort so easily. Anyone can help raise funds, whether a parent or grandparent, PGSA member, or even a previous student! It takes a couple of clicks and every donation, no matter how small, really helps."

[Read full case study](#)

## Ysgol Maes y Coed PTFA - £2,838.66 raised

"We have a very supportive parent network but due to the rising costs of living it can be hard for them to give regularly. Easyfundraising is the perfect platform for parents, staff and friends to support the PTFA without any cost to themselves and just by taking one extra step when ordering online from so many well-known retailers. It was a no-brainer and we're so pleased how well it's gone for us."

[Read full case study](#)



# Frequently Asked Questions

1

## Which retailers will donate when I shop online?

There are over 8,000 retailers available to shop with, including Amazon, eBay, Argos, John Lewis, Trainline, Sainsbury's, Boots, Booking.com, Currys, Aviva, M&S, Debenhams, Waitrose and Holland & Barrett. From travel and holidays to fashion, homewares, insurance and groceries – you can raise free donations at no extra cost.

2

## Will it cost me anything?

No! easyfundraising is completely free to use.

3

## Will my shopping cost more?

Absolutely not! It's the retailer who makes the donation, not you. Your shopping experience is exactly as normal.

4

## How do we receive the money we raise?

Payments are made quarterly, directly into your registered bank account. If your balance is below £15, it rolls over to the next quarter, so you never lose donations. Your dashboard shows all upcoming payments and past transactions, so you can track how much you've raised.

5

## What is the Donation Reminder and is it safe?

The Donation Reminder makes sure you never miss out on donations by alerting you when you're shopping with a retailer that will donate. It is safe, secure and won't slow your device down.

6

## How does easyfundraising make money?

easyfundraising is funded by the retailers. This means that retailers pay them a commission each time a sale is made with them through the site. This is separate to the donation you raise.

7

## Why do retailers donate to our school?

Retailers treat this as part of their advertising budget—it's a way for them to attract loyal customers and support good causes.



We wish you the best with your fundraising journey

[support@easyfundraising.org.uk](mailto:support@easyfundraising.org.uk)