



At **LetsLocalise**, our mission is to bring schools into closer contact with their local communities, so that they may benefit from support and connectedness. When a school joins our platform, we encourage them to reach out to their parents, grandparents, alumni and others, to entertain, inform and include them, and we do what we can to find and recruit local support for the schools as well.



We are confident that together we can impact and create the future.

In the following case studies, you will see how some of the schools have used the various tools on our platform. Some of them have followed the guidance we give and others have followed their own path.

We have included single campaign cases, of schools that have just joined our programme, and have got straight on with the job of community-building and fundraising, and one longer case study, from one of our original schools, showing how our programme allows schools

to build a stable and committed community over a period of months and reap the benefits from that.

2020 has not been the year that we, nor any of our schools could have predicted. However, our online tools have been a great help to many schools during these times, whether that be organising virtual visits to the school instead of in-person workshops, or replacing the Christmas Fair with an online fundraising alternative.

Another urgent need that schools have discovered during the pandemic, is to provide laptops and devices for some of their students to access online learning when they cannot be at school.

We are working with several organisations now to help every

school to access the resources they need - as we grow bigger and with more schools on board, we will have more scope to find and contact a range of organisations that can help us fulfil this need for our partner schools.

We have also been able to harness the huge power of social media over the past year, to draw attention to the schools' needs.

We would like to thank all our supporters, who like, follow and share our updates. Your continuing support is helping these schools to flourish and creating enriching and memorable educational experiences for all students.

Gaurav and Divya Garg
Founders of LetsLocalise

Pledge a Penny -Basketball Hoops



The Pledge a Penny feature on LetsLocalise is akin to a crowdfunding platform. Schools can post up what they are raising money for and parents and others can give any amount from £1. So far this feature has been used by schools to fund big things and small; from pencil cases and revision books to sports equipment, garden redesigns, visualisers and outside seating. Here are a couple of successful Pledge a Penny campaigns.

The Forest School in Winnersh put up a campaign to raise money for basketball hoops. This campaign was fulfilled by two anonymous donors and also supported by the Alumni Association.

The school put up a lovely photo to show the new kit in action – this is always a good idea to thank the community and let them see how much of a difference their donations make.





Pledge a Penny -Christmas Trees



The idea of fundraising for Christmas trees for the school was first put forward by **Eldene School and Nursery.** They joined LetsLocalise on Thursday 12th November, and immediately put up a **Pledge a Penny** campaign to raise money for Christmas trees for their classrooms, and notified their parents about it.

We normally recommend that schools hold an event with us before asking supporters for donations, but **Eldene School** knew their parent community well, and also knew that time was of the essence.

EldenePrimarySchool @EldeneSchool · 16 Nov Now completed! Thank you @LetsLocalise for getting us up and running! 🗱 LetsLocalise @LetsLocalise · 14 Nov @EldeneSchool only joined our platform last week, but they are already over three-quarters of the way towards their goal to buy a Christmas tree for every classroom this year. Just £35 more to see them over the line. Can anyone spare a pound or two? letslocalise.co.uk/pap-campaign-d... Nearly at Target! Eldene Nursery and Primary School Christmas Tree Appeal # LetsLocalise [] 1

Within three days the campaign was fulfilled, and Eldene were tweeting their thanks to us and to the parent community.

This tweet caught the attention of **Galley Hill Primary School** who thought this was a great idea. They put up a campaign for their Christmas tree the day after they held a very successful quiz with us.

This campaign was our fastest ever one to completion. Within two hours, ten parents had donated enough, and the Christmas tree could be ordered.





Pledge a Resource -Laptops



One of the main things that schools have used our Pledge a Resource feature for, is to source laptops and similar technology for students. We're well aware that many schools need help with providing online support to their students right now. The first lockdown demonstrated very clearly that not all students have access to the internet at home, nor a device to access it on, and their families could not simply be expected to go out and buy one. However, the government is now insisting that any student who is isolating should be able to access online learning. It's a big headache for schools.

We encourage every new school that joins LetsLocalise to put up a campaign to ask for laptops, tablets and/or Wifi dongles if they have disadvantaged children that might need them for study. The more of these campaigns that we have on our site, the easier it is for us to get the attention of organisations which can help.

What we have discovered over the last few months, is that there are quite a few organisations who are willing to donate laptops to schools and all we need to do is ask them.

Many businesses update their IT equipment regularly and are more than happy to donate their used equipment to a good cause. Others are happy to be seen to do good, especially in the locations where their employees' children go to school. They are more than willing to invest in a few laptops and tablets and donate them, where we can demonstrate a genuine need for them.

On top of that, there are specialist charitable organisations that exist for the purpose of donating IT equipment to people that need it.

One such organisation is the **Lady Fatemah Charitable Trust.** This is a quote from their website:

An estimated 1 million children and young people and their families still don't have adequate access to a device or connectivity at home, and this is just in England, the 6th biggest economy in the World!

Digital exclusion can lead to poorer health outcomes and a lower life expectancy, increased loneliness, social isolation, and less access to jobs and education. It can mean paying more for essentials, financial exclusion and an increased risk of falling into poverty. There is also a risk that digitally excluded people lack a voice and visibility, as government services and democracy increasingly move online.

But worst of all, Digital exclusion has the biggest impact on Children's education, which is primarily the most effective route out of poverty. Covid and the lockdown brought to the surface a problem that already existed, whereby children could not do any homework after school let alone homeschool during lock down. Can you imagine our children without laptops?

The Lady Fatemah Trust #GiveIT programme is designed to channel IT equipment into the hands of people who urgently need it. We have been very fortunate to receive donations from them to 10 of our partner schools.













Big Thanks from some of the schools that received laptops





Viking Primary School



Thanks to our friends at @LetsLocalise we are delighted to have received 10 laptops from @LFTrust The laptops will be loaned to students in need to help them continue with their studies at home. We are very grateful to Lady Fatemah Trust. Thank you!





Thank you to Keith @Bett_show for taking the time to personally deliver the 20 laptops they donated and working in partnership with @LetsLocalise and us to change lives! #aspire @ForestWinnersh



7:16 PM - Dec 10, 2020 - Twitter for iPhone 2 Retweets 2 Quote Tweets 24 Likes.



Another 15 laptops donated from the brilliant @LetsLocalise ... check them out for the ultimate FREE fundraising for schools ... they now have donated 30 in total now - wowzers @ParklandsLeeds love you guys



10:35 AM - Dec 14, 2020 - Twitter for iPhone

11 Retweets 7 Quote Tweets 115 Likes



So far, on LetsLocalise, we have given away over 250 laptops and tablets to several schools, donated by many partner organisations.

- Beecroft Academy has received 5 laptops donated by Lady Fatemah Trust
- Parklands Primary School has received 35 laptops donated by Lady Fatemah Trust and Bett
- Grange Primary School has received 35 laptops donated by Lady Fatemah Trust and Bett
- Howden Junior School has received 28 Chromebooks and laptops donated by Lady
 Fatemah Trust and Bett
- Nields Junior Infant School has received 3 iPads donated by Lady Fatemah Trust
- The Forest School has received 20 laptops donated by Bett
- Viking Primary School has received 30 laptops donated by Bett and Lady Fatemah
 Trust
- Theale Green School has received 62 iPads laptops and Chromebooks donated by Social Dimensions, AVR International, Redstor, Bett, Lady Fatemah Trust, Bradfield College and A to Z Fresh Ltd.
- Oakbank School has received 20 laptops donated by Three UK and Lady Fatemah Trust
- Oxford Spires Academy has received 10 laptops donated by Lady Fatemah Trust
- St Michaels Junior School has received 10 laptops donated by Lady Fatemah Trust

This is an ongoing project – the more schools that join our site and ask for laptops, the more companies and charities we can contact and ask them to donate IT equipment. We are determined to keep going with this work until schools do not need laptops any more.





Online fundraising events



When we devised LetsLocalise, we figured that holding a free online event such as a quiz would be a good way for schools to introduce their parents to us and get them to follow us. However, as the pandemic has continued throughout 2020, it became clear too, that schools would need to replace some of their normal Christmas fundraising events with an online equivalent. Our online events stepped in to fill the need and have proved very popular

In November we added online bingo and online raffles to our portfolio of online events, and schools also used our platform to 'sell tickets' for people to watch a video of the Christmas performance rather than watching it in person

Online Quizzes

In 2020, we held a total of 33 online quiz nights for schools. Schools obtained prizes from their local community and we advertised the quiz to parents and local supporters. The format of playing from home proved very popular, and many schools had an active discussion on Twitter between staff and parents while the quiz was ongoing.

Theale Green School were our quiz superstars this year. They held 3 quizzes in total, and each time they managed to rustle up some great prizes from the local community. This had the double effect of attracting more parents to the quiz and to our platform, and also letting local businesses know a bit about LetsLocalise.

WITH PRIZES! ONE HOUR PERSONAL THE HATCH GATE INN ARP COMMERCIAL .17 THE VOLUNTEER. KAYA'S TAKE AWAY ZOLTY LASER A MEAL FOR TWO AT HONEY FROM **£15 LONELY LENTIL** WICKENS CORNER BENETO - TURNER BY SWEET TREATS GIFT HAMPER BY CAROLYN LEWIS SWEET TREATS SIGN UP HERE: LetsLocalise

Most of the quizzes were free for users, aimed mainly at getting parents onto the platform, but as Christmas approached one or two schools sold tickets for the online quizzes for fundraising purposes.

We expect that more schools will take advantage of this opportunity as face to face fundraising events continue to be difficult.



Online Bingo

We launched the online bingo function in November, and so far, 5 schools have taken advantage of this as a fundraising event.

The schools can set their own ticket prices, generally £1- £2, and as with the quizzes, most of them have sourced some prizes for the winners.

So far the bingo sessions have been very well received and schools are reporting that this is a very worthwhile and fun addition to their portfolio of fundraising events.

We expect that schools will continue to offer online quizzes and bingo even when it becomes possible to run face to face events again. It is a great idea for a dark autumn evening when parents don't necessarily want to come out.





Well that was exciting #bingo @LetsLocalise



Online Raffles

We launched our online raffle function in November 2020. This is open to any school which has obtained the licence to hold raffles with tickets sold before the event. Parents can buy the tickets online and also share details of the raffle with others in the community. Schools obtain prizes, then the raffle id drawn on a given day and winners pick up the prizes from the school.

In December 5 schools tried out the raffle function and sold over 2,800 tickets between them. This was a fantastic boost for the schools fundraising efforts, and also enabled many more people to get to know about LetsLocalise and to follow the schools on the platform.

Some PTAs really excelled themselves here. Galley Hill offered over 50 raffle prizes and Bradshaw school offered 77! Needless to say these raffles were very well attended, but equally, Theale Green's offering of three spectacular Christmas hampers was also very well received by their supporters.



Online Performances

This was one use of our products which we did not design specifically. However a few schools decided to do things this way and found that it worked really well.

For Christmas 2020, it was not possible for schools to put on face to face concerts or nativity plays as normal.

So what a couple of our schools did, was to record the concerts and stream them via YouTube or similar, and ask the parents for voluntary donations by selling £1 'tickets' to view the recording on our site.

Parents were free to purchase as many £1 tickets as they wanted to, thus replacing the hat that might have been passed round at the traditional face to face performance.

Another school just used this as a way to get parents onto the platform - the 'tickets' for the online performance were free, but you had to book a ticket on the platform in order to receive the access code to stream the performance

This proved to be very successful with all the schools that tried it.



Halsnead School

We were delighted to hear from the headteacher of Halsnead school at the end of the Christmas fundraising season. She had reported to us that typically the school did not have very high parental support for fundraising events.

Halsnead ran a quiz on October 31st, a bingo session on December 11th, and were then able to sell 537 raffle tickets for their draw on 18th December. This is a remarkable result for them, and they are now poised to offer more online events in 2021, plus they have 61 followers on the platform who will automatically be informed of any other fundraising they do.



Expert Talk -Monty Panesar virtual visit



The core of what we do is allowing schools to connect with different ways to raise funds for their supplementary projects. However, alongside that, we also want to help schools provide interesting and enriching experiences for their students without breaking the bank.

We are currently talking to various individuals and companies, with a view to providing expert talks, virtual visits and workshops that schools can enjoy without having to pay full price for them.

The prototype for this was a virtual visit we organised back in September. Inspirational former England cricketer Monty Panesar made a 'virtual visit' to **Parklands Primary School** in Leeds.

We were introduced to Monty last year, by a mutual friend and member of our Think Tank panel, Adam Shaw. We originally planned that Monty would visit a school in person, but of course Covid intervened, and so he did a live Zoom call, which was broadcast to the students in their class rooms and at which they were allowed to ask questions.



Prior to the call the students found out a bit about Monty.





During the call they got to interact with him...



You can see the full recording of the session on our YouTube Channel





Monty was a true delight and inspiration- we thank him for his time and it has encouraged us to offer more events like this.

We are currently talking to children's authors, poets, performance artists and a company of actors to organise some more virtual visits and workshops in the New Year. As soon as circumstances permit we will start looking at in-person visits too.

We also have live **careers talks** and an Expert talk on **Study Techniques and Habits of Mind** booked in the New Year for our secondary school audience. We are also talking to Esther Wojcicki, the godmother of Silicon Valley, to give a series of talks in 2021.

Most of these visits/talks will be free for our schools to use and the recordings will be available for parents to watch afterwards.

Our Expert Time library offers many recorded talks aimed at teachers, parents and pupils. These can be used in school or recommended to students as super-curricular activities.



Lighthouse School Theale Green



Theale Green School in West Berkshire was one of the first schools on our platform, joining us in June 2020. It is a small secondary school with only 538 students, but it now has over 200 followers on our platform, which have been built up over the course of several months. This now means that when Theale Green launches a new campaign it gets noticed very quickly by the school's supporters.

Theale Green has organised a total of three online quizzes on our platform, in June, July & November. For the last quiz they managed to amass a large number of prizes donated by local businesses, which then attracted 88 participants to the quiz.

Theale Green thanked all of these businesses very publicly on Facebook and Twitter and we followed suit. In this way the businesses will be encouraged to support the school again



As a result of this large and loyal following the school has been able to attract parental support for several projects and campaigns which they published on our platform

- They received donations of paint to redecorate some classrooms in July
- They received 30 donations of board games for their House Hub in September
- They received 15 donations of Lego sets for their new Lego club in October
- They received a donation of 18 beanbags, rugs and cushions to kit out their ASD quiet room in November
- They also raised £683 to buy books for year 7 students to help their transition
- They have received 62 iPads Chromebooks and laptops from 7 donors
- They raised £96 for the Royal British Legion after publicising an art installation the students made
- They raised £650 for the school through our online fundraising events

The school has also attracted support from several partner companies, as you will see from the Laptops case study. They have received **50 devices** from 6 different sources.

Throughout their journey with us, Theale Green has backed up their presence on our site with a strong social media presence on Facebook and Twitter, and has also kept parents up to date with regular emails.

Theale Green was one of the first users of our online raffle function that launched in November. They put up their raffle campaign with three hampers as prizes on November 30th, and two days later they had already sold 300 £1 tickets.

This school is a model for how we hope that all of our partner schools will grow and benefit from our programme. By steadily building followers and attracting support from the wider community, Theale Green school now has a stable base for its fundraising efforts.



Theale Green School

Theale Green School @ThealeGreen - 17 Dec

To these amoning businesses who Adonated laptops and computers - THANK YOU!

@Redstor @EvolutionC85 #SociatDimensions @atu_fresh @Bett_show @AVR_Int @LFTrust @BradfieldCol





