

## Who we are and why we are needed

Australian Schools Plus (Schools Plus) was established in response to Recommendation 41 of David Gonski's 2011 Review of Schooling Funding.

The recommendation called for a new body to encourage greater giving to schools in areas of high need and to build the capacity of these schools to develop their own relationships with donors.

Schools Plus was established in 2013 to support schools with a value on the Index of Community Socio-Educational Advantage (ICSEA) below 1000 to connect with donors in their network and beyond.

We received Deductible Gift Recipient (DGR) status in March 2015, enabling all donations made through Schools Plus for general educational purposes to be tax deductible for the first time.

Schools Plus is run by a small staff headed up by CEO Rosemary Conn. Its eight-member board includes former Australian Department of Education Secretary Lisa Paul, former News Corp CEO Kim Williams, New South Wales primary school Principal Lisa Porter and Melbourne primary school Principal Andrew Jones.

## Support for Schools

Schools Plus provides support for eligible schools in the following ways:

- › **Fundraise Yourself crowdfunding platform** – using this crowdfunding platform, schools and Parent Associations can raise funds from their own communities and networks, and offer their supporters a tax deduction; we can also help schools seeking local grants where a DGR tax status is required by the funder.
- › **Donor's Choice** – donors can nominate a school of their choice to support with a one-off or recurring tax deductible donation. Schools and Parent Associations might also have an existing donor who can now receive a tax deduction.
- › **Smart Giving Program** – we match school projects with passionate donors to bring them to fruition. These are strategic evidence-based projects of up to \$30,000 in value, selected by our assessment panel including independent experts.
- › **Fair Education** – launched in February 2016 for NSW schools, this program aims to develop school leadership and increase family and community engagement. Schools selected to participate in the program will receive leadership coaching and funds over a three-year period to deliver evidence-based projects.

## How we have helped

- › As at June 2016 Schools Plus has raised \$2.5million for school projects. Of this, \$47,000 was raised by schools through our online crowdfunding platform - **Fundraise Yourself**, which was officially launched in February 2016.
- › We have supported more than 9000 students nationally
- › Schools have registered 86 projects in 79 schools with 33% being in NSW
- › Independent school - Key College in Merrylands had a project funded under the 2015 Smart Giving round.

## How we can support NSW Parents Council members

All Independent schools in Australia with an ICSEA value below 1000 are eligible to use Schools Plus to raise funds. Schools are no longer limited to fundraising events like sausage sizzles and fetes, they can now connect a broader support base in their community through Schools Plus. Schools with a zero ICSEA value may also be eligible, such as special needs schools, and need to contact Schools Plus for verification.

### Direct ways of support:

- › We can provide stories and information for newsletters and publications to share with your members regarding the fundraising platform and tax deductible donations through Schools Plus.
- › We can run workshops to assist eligible schools with designing their project, and creating and promoting their fundraising campaigns.
- › Speaking at NSW Parents Council conferences and network meetings.
- › We provide self-help guides along with tips & resources for schools that register with Schools Plus Fundraise Yourself platform.

Future rounds of Fair Education and Smart Giving will be open for schools to apply for funding support in 2017.

You can find out more information at the Schools Plus website <https://www.schoolsplus.org.au> or contact the School Relations Team on 02 8880 0296 or email [schools@schoolsplus.org.au](mailto:schools@schoolsplus.org.au). You can also check the MySchool website to see your school's value.