

TFN Impact Report

Name of your Organisation:	Book Clubs in Schools
Name of the project TFN funded:	7/12/2017
Date Funded by TFN:	Alison Palmer
Were you able to undertake your project as planned?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>We asked for £6,000 and received £9,000. In our presentation we said we were going to use the the funding to fund two Regional Managers and involve 12 new schools. We actually managed to fund four Regional Managers, three in London and one in Birmingham, rather than funding 12 schools. We did not need to put the money towards funding for the 12 schools because, on the advice of our Advisory Baord, we are charging schools £650 - which covers direct costs and serves as a commitment device.</p> <p>The reason we decided to spend the money on two additional Regional Managers instead is that it enables the programme to grow more effectively using local knowledge and frees the Co-founders to concentrate on fundraising for indirect costs, growth strategy and product development. Whilst we never want to be a giant organisation with a huge central office, we do want to run the programme in lots of schools, a regional network with both centralised and localised fundraising should allow us to do this.</p> <p>The impact of the TFN funding of four Regional Managers has allowed us to invest in these managers who are now running in 16 schools in four different areas with more hands-on support. TFN funding has allowed us (via our new Regional Managers) to visit the schools more often, which ensures that the programme is embedded in the schools and the bookclubs are of high quality. The Regional Managers are able to tackle any problems in a very timely way, and we believe this will secure school retention. We have received positive feedback on this from the schools.</p> <p>We are also able to form better local links which have led to funding opportunities and recruitment of new schools. For example, Deb Barnes, who is our Manager in Birmingham, is working with the Stoke Opportunity Area to build links with the goal of accessing potential funding. Katy Donnelly, our Regional Manager for Southeast London will be presenting the books clubs to Secondary School Heads at a meeting in Greenwich.</p> <p>Having local Regional Managers has allowed the Co-founders to concentrate on fundraising at a strategic level. With this, we have been able to conduct face-to-face meetings with potential funders which has created opportunities which are currently being pursued.</p>

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What portion of the project did TFN fund?	100%
How many direct beneficiaries did the TFN funded project reach?	320 Book Club Leaders, 2,400 Book Clubbers and 16 School Coordinators.
How many indirect beneficiaries did the TFN funded project reach?	As the Book Club Leaders and Book Clubbers bring experiences and skills developed in the Book Club back to the classroom, we estimate that 16,000 students throughout the schools indirectly benefit from the programme.
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	Ipsos has funded us again at £20,000
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes
If yes, please can you provide details of the support you received?	We have been meeting with TFN members who registered an interest to help us at the event such as Stephanie Brobbey from City Philanthropy and Tim Ramsay from Just Like Us. Stephanie re-introduced us to Alex Smith of the Care Family, who shared his scaling-up strategy and his journey to date, and a teacher at the Oasis Multi Academy Trust. Tim also shared his presentation skills and his scaling up strategy.
How important was TFN funding in helping you achieve your objectives?	We would have found it difficult to achieve our objectives without TFN funding.
Has the training you received from TFN better prepared you in pitching your organisation to potential funders?	Yes
Has TFN increased your capacity to raise further funds?	Yes
Since presenting at TFN, has your organisation undergone any other significant changes?	We have recruited four Regional Managers that have had substantial impact – see above for details.
Do you have any other comments or feedback on the experience of the TFN process?	We think the process is rigorous and the training session for the pitch is incredibly useful; it helps you focus on telling your story and producing a succinct ask.
Can you tell us any personal stories to highlight the value of the project?	Through one of our school book clubs, sixth formers from a secondary school led book clubs for a local primary. This led to links between the two schools that did not exist before. For example, students who

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	<p>were moving from this primary school to the secondary school felt more comfortable because they had formed a good relationship with secondary school book club leaders. One of the leaders was able to secure work experience training at the primary school which helped her gain her place in college to do a childcare course. The younger students call the older sixth formers their 'Big friends' and the opportunity for the younger students to see both girls and boys being enthusiastic about reading is a brilliant mentoring model - it makes reading 'cool'.</p>
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