



Dear Parents and Carers,

This is a letter from the PTA about fundraising for our school - please don't ignore it, as it matters hugely to your child (and all the children at Brookfield).

Normally, the PTA raises money through school events, and then spends that money on school trips, special projects (eg Forest School) and other activities that benefit all the children at Brookfield. There are more details at the bottom of this letter.

We now need to do more to raise money. So, we are asking all parents, carers and family members who can afford to do so, to start making a **voluntary monthly contribution**. The voluntary part is important. We know there are very few parents who feel well off at the moment, and this appeal is aimed only at those who are working and feel they can spare a small amount each month.

The reason is that the school is facing a difficult time financially, just like many of our families. The Covid years meant the PTA was not able to raise as much money as normal, and fewer people came to things that were organised. That legacy is now being compounded by rising energy and other costs. In addition, schools across London - in particular in Camden and Islington - are seeing declining school admissions. That can mean smaller class sizes but because the school's funding is largely per pupil it also puts pressure on the overall budget. And all this means we expect to raise a little bit less from our usual PTA fundraising events.

We know many people will feel it is the job of government, both national and local, to step in and make up the shortfall. We want to make clear that parents and carers raising money for the school through voluntary contributions **will not replace** any Camden or Department of Education financial support now or in future. It will be extra money for the school to support the kinds of activities currently funded by the PTA. In addition, because the Brookfield School Association is a registered charity, any money we raise from these monthly voluntary contributions will benefit from Gift Aid. So, the government will add 25% to whatever we raise each month.

A few families already contribute to the PTA in this way, but we know that other local schools rely on direct debits much more widely, and so they can provide a wider range of school trips and extra activities.

We'd like to stress three things.

- 1 - there is NO expectation that anyone should pay
- 2 - all payments will be kept in the strictest confidence
- 3 - there are no consequences if you don't contribute - funds are distributed without any weighting or bias; and obviously there will NOT be preferential treatment for children from families who do contribute.

To give an idea of how we could match our usual income:

If **120** families

↳ gave **£15** per month

↳ (with Gift Aid at **25%**)

↳ We would reach **£27,000** per year,  
(which would allow us to maintain our current activities)

Some families might feel able to pay more - we have had previous donations of large sums, sometimes for specific projects, but also for general expenditure. If you are considering such a donation, please do contact the PTA (details below), or you can always consult with the school directly too (with Laurel or Rosie).

We know this is not a good time to be asking those parents who can afford it to give money. But the only alternative would be to cut back our spending plans drastically.

We realise that this type of fundraising can make people feel a little awkward, but we hope it doesn't. The PTA is a charity after all, and almost all charities ask for donations. In the end, the PTA remit is simple: to benefit and improve the lives of the children at Brookfield. The pros and cons are straightforward. If we raise money in this way, creating a sustainable base of fundraising, we can continue to support projects such as the Fantastic Arts at Brookfield (FAB), Forest School, drumming and others. This rich curriculum offer is not statutory and is not on offer in many primary schools. If we don't manage to raise money, we will have to cut our support and make difficult choices.

You may have heard enough, and want to get started. If so, please go to this page:

<https://cafdonate.cafonline.org/20837>

Or you can scan this QR code with your phone:



If you want to make a one-off donation, fund a specific project, or to discuss any of this in confidence, please contact:

Rob Minto, PTA Treasurer - 07770 890787 / [rob@minto.net](mailto:rob@minto.net)

Sophie Wong & Nick Gentchev, PTA co-chairs / [BrookfieldSchoolPTA@gmail.com](mailto:BrookfieldSchoolPTA@gmail.com)

Many thanks for your support.

Rob Minto, PTA Treasurer

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For further information on the PTA accounts and charity details, please visit the following webpage: [www.brookfield.camden.sch.uk/pta-home/](http://www.brookfield.camden.sch.uk/pta-home/)