



Birkenhead Primary School Learning Trust

STRATEGIC PLAN 2018-2020

The Birkenhead Primary School Learning Trust Strategic Plan conveys the mission and vision of the Trust for the next 3 years. It should also present a level of clarity for key stakeholders, i.e. current and potential Trustees, the Birkenhead Primary School Board of Trustees and PTA, and the wider school and local community.

1.0 VISION:

Building relationships, long-term resources, and brighter kids.

2.0 OUR PURPOSE:

The primary goal of the Trust is to provide an enduring benefit for both present and future generations of Birkenhead Primary School students, through the development of a capital investment fund.

3.0 STRATEGIC FOCUS:

1. Develop the investment fund.
2. Provide Birkenhead Primary School with ongoing financial support for resources that enhance learning opportunities.
3. Build ongoing positive relationships with the school, local community and alumni.



4.0 FINANCIAL GOALS OF THE TRUST:

Three Year Financial Targets of the Trust:

2018	\$10,000
2019	\$20,000 (this is higher as we would anticipate sponsorships to increase and as it is the school centenary we anticipate higher Tile donations)
2020	\$15,000

The aim is to have \$50,000 in the investment fund by end of 2020

The main sources for this will be PTA donation (5% or \$2,500 whichever is greater – accounted for as cash received even though it is calculated on the amount the PTA raise the year before), tile donations and strategic partnerships.

5.0 BACKGROUND:

Birkenhead Primary takes children from Years 0 to 6. We have a diverse student population - predominantly Pakeha/NZ European, but with about 20% Asian/Indian/Middle Eastern, and many other smaller groups including New Zealand Maori, Japanese, African, Samoan and Tongan. The school roll is approximately 400 students.

We have almost 30 teachers, teacher aides, administration and property staff. The school is managed by the Principal and management team and governed by a Board of Trustees. School activities are well supported by the Parent/Teacher Association committee.

The Birkenhead Primary School community encourages each child to reach their personal best. We provide a great learning environment, with wonderful teachers and a range of opportunities for children to take responsibility and challenge themselves. We offer a full curriculum, with strong tuition in numeracy and literacy, along with plenty of additional activities.

The goal of the school is for our students to “reach their heights and look to their horizons.”



The Learning Trust

Established in 2010, the Birkenhead Primary School Learning Trust is a Charitable Trust that aims to provide additional resources and learning opportunities for both current and future students.

6.0 CHARITIES COMMISSION:

The Trust Deed was established on 24th March 2010. The Development Trust is a registered charitable trust.

Charities Commission No. CC44893, registered on 13 August 2010
Companies Office No. 2486949, incorporated on 12 May 2010
Charitable purpose is the sector of: Education, Training and Research
Beneficiaries being Children and Young People

Decisions are made by the Trustees in accordance with the Trust Deed.

7.0 THE INVESTMENT FUND:

Contributions to the Learning Trust are not used for the day-to-day resourcing of the school. They are put into an investment fund comprising secure bank deposits.

The amount offered to the BOT will exclude an amount to cover inflation, so the true value of the investment fund does not decline.

The Trust intends to make payments from the interest income to the Board when the fund reaches a capital amount of \$25,000. See Trust Deed for details of permitted expenditure for this money.

8.0 MANAGEMENT OF THE TRUST:

The Learning Trust operates independently to the Board of Trustees and the Parent Teacher Association. The Trust is self-governing and comprises of volunteers from the school community. They are dedicated to the long-term success of this progressive initiative and are guided by professional legal and financial advice. The funds held by the Learning Trust are managed and allocated by the Trustees.



The number of Trustees shall be maintained at not fewer than four and no more than seven.

The current Learning Trust Trustees are:

Nigel Bioletti (Chair)
Maria Tyrrell (Secretary)
Thomas Bendall (Treasurer)
Kirsty Campbell (Trustee)
Melanie Kenrick (Trustee)
Geordie Lindsay-Russell (Trustee)
Jonathan Day (Trustee)

9.0 FUNDING:

The main income streams for the Learning Trust fund are:

Direct Income:

- (a) PTA: Contribute 5% of total net income after expenses or \$2,500 whichever is greater.
- (b) Donations of the Alumni Legacy wall tiles to alumni/Year 6 leavers
- (c) Strategic sponsorships with local businesses
- (d) Direct donations to the Learning Trust from the school community via the annual donations request.
- (e) Direct donations to the Learning Trust from the school and local community, and from alumni.
- (f) Givealittle donations
- (g) Bequests/Legacies.

Donations are generally tax deductible under New Zealand tax law (receipts will be issued).

10.0 RECOGNITION FOR DONORS:

Contributors (strategic partners, direct donations, bequests, Alumni Legacy Wall donations) will receive a personal acknowledgement in the form of a letter from the Learning Trust Board, together with a receipt for their contribution. Those who have contributed through the purchase of a tile will have their contribution recognised as part of the Alumni Legacy Wall (both on the actual physical tile



wall and online on the Trust website.

Learning Trust contributions will also be acknowledged on the Learning Trust website and in the annual report to the school community at the time of the AGM in April each year, unless the donor requests their identity remains private

Requests for acknowledgement can be made in the name of another person, for example a son or daughter.

11.0 COMMUNICATIONS AND STAKEHOLDER RELATIONSHIP STRATEGY:

Stakeholders to Communicate with:

- School Principal and Chair of BOT
- PTA Chair and Committee
- School Community: Children/Parents/Teachers
- Alumni
- Strategic partners
- Local community: residents and businesses
- Donors

Forms of Communication

- A Memorandum of Understanding is in place with both the Board of Trustees and the PTA
- Annual Financial Agreement with the PTA determining the exact contribution for that specific year
- Learning Trust brochure
- Annual report to the school and Alumni community (generally around AGM time each year – March/April)
- Learning Trust website plus link from school website
- School facebook page as relevant
- Presence at relevant school functions e.g. meet-the-teacher evening, School Fair etc
- Alumni regular newsletter and invitation to key events – ensure alumni are connected to the school
- Year 6 leavers – letter in final year, the Trust organizes the Year 6 Leavers Dinner
- Mentions as relevant in weekly school newsletter
- School welcome packs



Communications with BOT and PTA

BOT (Principal and Chair)

- In-person meetings once per year to discuss Learning Trust initiatives and requirements, and also relevant school matters impacting the Learning Trust.
- Cross representation with a member of the BOT on the Learning Trust.

PTA

- Cross representation with a member of PTA on the Learning Trust.
- Personal meeting with PTA Chair once per year to communicate and discuss Learning Trust and PTA strategic initiatives
- Present to the PTA once per year an update on Learning Trust objectives and development
- Review of Financial Agreement annually.

12.0 REVIEW PROCESS:

This strategic plan will be reviewed annually and fully revised at the end of the three year tenure of this plan.