



# Raising funds for school gardening

**SCHOOL/NURSERY INFORMATION PACK**



# About the pilot



## Overview

We'd like to invite your school to take part in a pilot study of an scheme aiming to help promote school gardening and raise funds for schools and nurseries. It works by giving parents and guardians a 5% discount on what they spend in garden centres, whilst 5% of their spending is allocated to their child's school funds.

## How it works

Parents at your school would register for a payment card for use in garden centres. They would 'load it up' with funds to spend in the garden centre, and a 5% discount would be applied. For instance, they could add £100 to their card, but pay £95 for it. When that £100 is spent in garden centres, then 5% of it (£5) goes to your school. The steps involved are:

1. You register your school on the pilot
2. We create a portal for your school from which parents/guardians can order their cards
3. You send parents information about the scheme and ask them to take part – we provide all the information to send
4. Parents order their cards through the portal
5. We handle all the logistics of setting up and sending the cards to parents, and parents can top up their cards on the portal

## Taking part

If you take part we'll do everything we can to make it as easy as possible. We'll provide you with:

- › an online portal where parents/guardians can order and top up their cards, and where you can see how much funds have been raised
- › an information pack to send to parents/guardians all the information about the pilot, including the benefits for them and your school, as well as how they can get involved
- › a support line for parents/guardians to call with any questions about the portal or cards – they won't be coming to you for technical support!

As part of the research we'd like to get your feedback on how the scheme worked, and what could be improved to make it as useful as possible for schools. This would involve us coming to the school at the end of the pilot to talk to any staff at your school who have been involved in running the scheme.

For the pilot we'll provide the direct line of someone here that you can contact with any issues or questions.

# What's next



## About us – the HTA

The Horticultural Trades Association (HTA) is a not for profit body founded in 1899. We work on behalf of the garden trade and promote the benefits of gardening to the public and to government. For example we organise National Children's Gardening Week and published research earlier in the year highlighting the benefits of school gardening to pupils. In fact it was the findings of this report that prompted us to develop this pilot to see if gardening can be used to support schools.

## Next steps – how to take part

If you are interested in taking part in the pilot please follow this link and fill out our short form to register your interest.

[Click here to register interest](#)

We will then follow up with you to discuss you getting involved, answering any questions you may have.

Once you're happy with everything, it's easy to sign up through a simple form that gets everything moving.

If you want to email through any questions please feel free to do so at [schoolgardening@hta.org.uk](mailto:schoolgardening@hta.org.uk)

## Frequently asked questions

### > How long is the pilot?

The pilot will start at the end of October (after half term) and will end in January 2019

### > Is the card a credit card?

No. There are no interest charges or credit risks or anything like that. The card is a National Garden Gift Card, which is part of the Mastercard debit card network.

### > How do we claim our funds?

You will be able to log onto your online portal and see options for how to claim the funds raised at the end of the pilot

### > Where can the cards be spent?

Almost 800 garden centres across the UK accept National Garden Gift Card, and the nearest redeeming garden centre can be found via: [gardengiftcard.co.uk/where-to-spend/](http://gardengiftcard.co.uk/where-to-spend/)

### > Can staff use the cards the same way as parents do?

Yes! Staff can also register for a card to receive discount and raise money for school funds.

### > How much could be raised?

It depends how much your parents spend! The average family spends around £250 a year on gardening, so if 50 families spent this on their cards it would raise £625 for school funds. Clearly it mightn't be this much over the pilot period, but given that many families buy Christmas trees from garden centres we'd still expect a good amount of funds to be raised.





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