

Match funding

Many companies throughout the UK offer employees the chance to boost their fundraising efforts by 'matching' the money they raise, and your PTA could double the amount of cash it raises with very little effort. Want to know how? Read on...

What is match funding?

Match giving or match funding is a simple way of maximising the fundraising efforts of your individual PTA volunteers. It is an informal albeit corporate arrangement between a company and their employee. Not all companies offer matched funding but those that do will pledge a sum of money relating to the amount their employee has raised for or donated to the charity of their choice. Some organisations will match fund on a £ for £ basis, others will stipulate what they are prepared to give. It is likely that an upper limit will be applied along with certain criteria such as the recipient organisation being a registered charity. Some companies will also pledge time and resources instead of money, so enabling their employees to support a cause during their working week, or offering a tangible service such as the opportunity to print posters, programmes, newsletters and so on.

Which organisations will support our PTA?

Generally speaking, banks and building societies, insurance companies, supermarkets, utilities providers, phone companies and car manufacturers are known historically to offer match funding schemes. We would ask our supporters to check with their employers whether a scheme is already in place or if they'd be willing to set one up.

Match funding scheme can be adopted by any company no matter how big or small. Barclays for example offer their employees the opportunity to match funds they raise for their chosen charity up to £750 per year and this is available for three activities a year! And Aviva, in response to feedback from their staff has introduced a '£Plus' matching scheme. This gives Aviva employees the chance to raise funds for any registered charity in which they are interested and to receive matched funds from Aviva in support.

What can you do?

Check with your Human Resources department if this scheme is available and then contact a PTA member or member of staff and we can help arrange the rest. Remember the PTA is set up to help provide resources for your children and your school.