



**Rathkeale Old Boys'
Association
Strategic Funding Outline
SGM,
2.pm 7 November 2020
Archives Room, School House**

Pride in belonging

Proposal

To raise minimum \$200,000 towards the purchase of the School House Bush (if \$80,000 of current cash reserves were not - used otherwise \$120,000 to be raised).

Tier One Sponsorship – Up to \$100,000

Up to five individuals to donate \$20,000 each. A list is being put together of potential candidates, which will be led by Grant Harper. This will comprise higher net worth individuals and those with a long and deep association with the School.

Tier Two Sponsorship – Up to \$50,000

Up to fifty individuals to donate \$1,000 each. A list is being put together of potential candidates, which will be led by Blair Ewington, Stuart McKenzie & Richard Donworth. This will comprise active Old Boys, involve Year Group Reunion organisers and other engaged and vocal supporters of the School. Groups of Old Boys to be encouraged to form syndicates to raise a fixed amount amongst their group, say \$5000.

Tier Three Sponsorship – Up to \$50,000

Uncapped number of individuals who will have the opportunity to donate \$500, \$250 or \$100. This will be primarily driven via social media, Gravel, ROBA website and word of mouth.

Tier Four Sponsorship – Contingent uplifts

Made up of Tier Two & Tier Three individuals who would be prepared to donate a further sum up to a fixed maximum, if called upon, as a contingency, if the Tier 1-3 strategies were not fully subscribed.

Borrowing

This is not an option for ROBA as we have variable income and no assets to offer as security.

Initial purchase

An interim purchase by a third party would be welcome support. However, a fixed date by which ROBA has to raise its contribution creates an incentive to complete the fundraising.

Tristan Armitage

Committee member & fundraising coordinator