

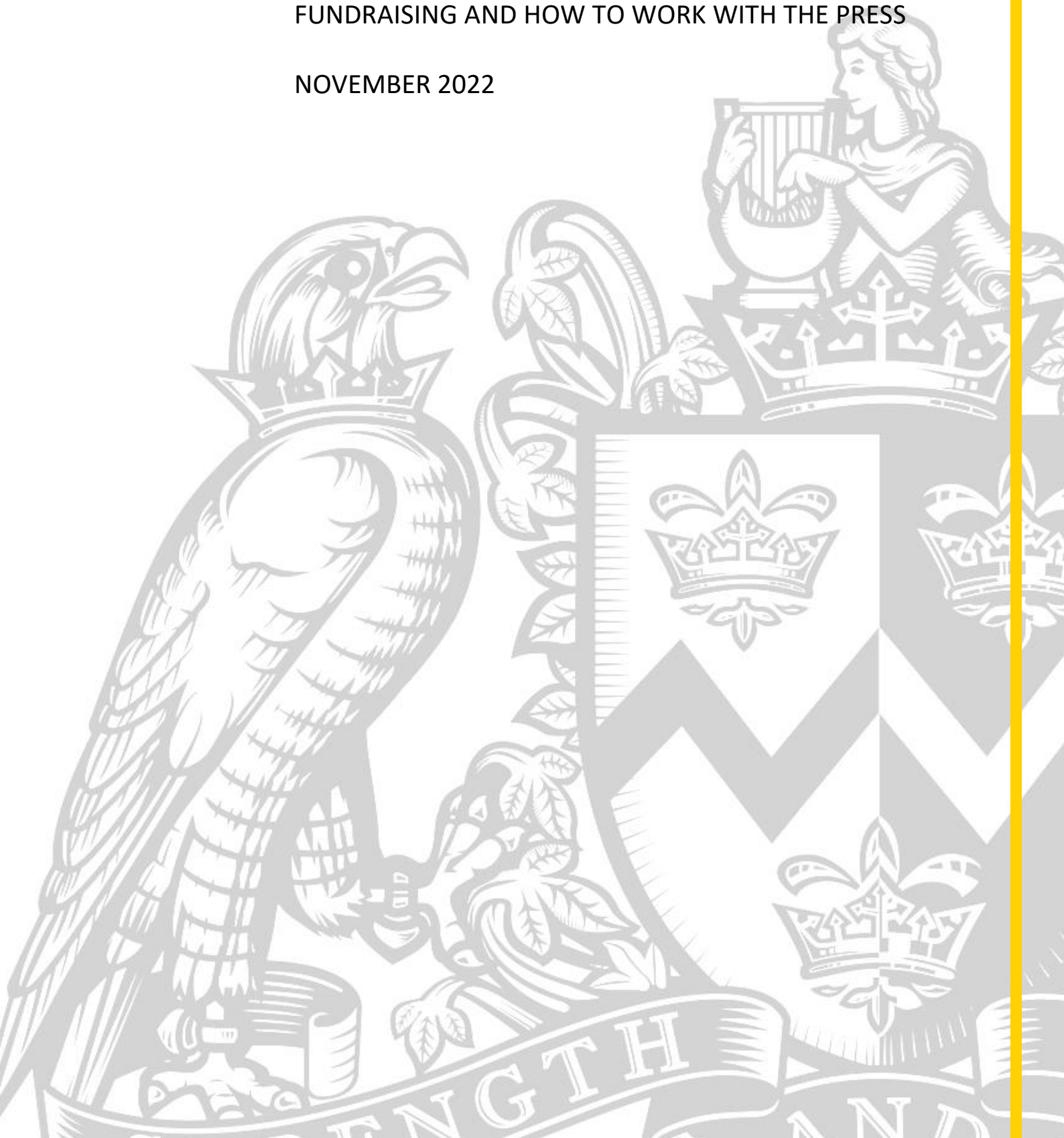


ROYAL
BALLET
SCHOOL

SETTING THE STANDARD

INFORMATION FOR PARENTS FUNDRAISING AND HOW TO WORK WITH THE PRESS

NOVEMBER 2022



FUNDRAISING

Although many parents are eligible for bursaries or means-tested financial assistance through the Music and Dance Scheme, it can still be a struggle to pay the remainder of the School fees and other associated costs. Many parents are successful in raising funds themselves to help meet these costs. This document sets out some avenues that you can explore. It is primarily aimed at parents living in the UK.

CHARITABLE TRUSTS AND FOUNDATIONS

There are several charitable trusts and foundations which support arts organisations and individuals who are training in the arts. Each one publishes its own criteria and process for grant-giving and this document highlights a few which have been researched recently by the Trusts Coordinator at the School and may be worth approaching.

Trustees of a charitable trust meet regularly to review new applications for support, but some meet only once or twice a year, so ensure you follow the guidelines given and submit the application on time. You can sometimes speak with a grants administrator or email the trust with any questions you have before making an application – the personal approach can be effective. Support from Trusts and Foundations is usually for a specific length of time, so you may need to reapply every year.

The Directory of Social Change publish an extensive list of charitable trusts online and in books, which can usually be accessed, often free of charge or for a small fee, in local libraries or community centres. Here is the link for the online directory if you wish to invest more time and resources into your charitable trust fundraising: <https://fundsonline.org.uk/>.

It can be useful to check the annual accounts of a funder to see the value of bursaries which have been awarded in past before making your application. This information is usually listed in the funder's annual accounts, which can be viewed through the **Charity Commission** website. Here is their link: www.charitycommission.gov.uk.

Another avenue which may be worth exploring are the 51 **Lions Clubs** across the country – simply type in your postcode to this link: <https://www.lionsclubs.org/en/start-our-approach/club-locator/results>. Many of these clubs also offer grants and individual scholarships to assist young people with the training and travel costs of pursuing specialist vocational training.

POINTS TO INCLUDE IN YOUR APPLICATION:

- The Royal Ballet School is recognised as one of the world's leading ballet schools and is the official school of The Royal Ballet and Birmingham Royal Ballet.
- Places are very limited and only offered to the most talented students who have been selected through an extensive audition process. There are approximately 750 applicants to The Royal Ballet School every year. Only 24 places are offered in Year 7 at White Lodge in Richmond Park, and a further 25-30 places in Year 12 at the Upper School in Covent Garden.
- The cultural benefit of attending The Royal Ballet School and the opportunity to learn alongside young dancers from other countries. This is particularly relevant in the Upper School, where there are currently students from 17 different countries.
- The Royal Ballet School provides an outstanding academic education. Your child is likely to graduate from White Lodge with 7-8 GCSE's, an 'A level' and a Degree in Classical Ballet and Dance Performance if they progress to the Upper School.

- Illustrate the special talent of your child by including photographs, photocopies of ballet exam certificates and letters of commendation.
- Explain the commitment and passion of your child and that this is a vocational choice with a view to progressing to a professional career in dance.
- Explain your background, outlining your financial position and how many dependents living at home.
- Provide details of the tuition fees and maintenance costs and list the additional costs, such as uniform, shoes, music lessons, travel etc. The Finance Department can give you a letter confirming the costs of your child's place at The Royal Ballet School, which will have been means-tested.
- Explain which year your child will be entering and how long they hope to be at the White Lodge and/or the Upper School before graduating as a professional dancer.
- Point out that places in the School are only offered for one year, with an annual appraisal determining which students graduate to the next year.
- Some Trusts distinguish between different school age-groups:
 - 11-15 years old – when the focus is on academic qualifications, so it is important to stress the GCSE component of the School education in addition to ballet training.
 - 16 – 19-year olds – where students are viewed as vocational applicants – i.e. the young person is attending the School in order to pursue a career in dance.
- It might be worth quoting some of the ballet companies that The Royal Ballet School students graduate to: The Royal Ballet, Birmingham Royal Ballet, English National Ballet, Northern Ballet, Scottish Ballet, Stuttgart Ballet, Vienna State Opera Ballet, American Ballet Theatre etc, with some of The Royal Ballet School alumni, such as: Margot Fonteyn, Anthony Dowell, Antoinette Sibley, Wayne Sleep, Darcey Bussell, Jonathan Cope, Edward Watson, Stephen McRae, Lauren Cuthbertson – to name but a few.
- Always thank trustees for taking the time to read your application and ask, should your child not meet their criteria, whether they might suggest other organisations which might support your application.

ENCLOSURES THAT SHOULD ACCOMPANY YOUR APPLICATION:

- A copy of the letter offering a place at The Royal Ballet School for the relevant year.
- A copy of your response to The Royal Ballet School accepting the place for your child.
- A copy of recent RAD results and / or an appraisal report from your child's current ballet school.
- An outline of your contribution to the school fees for the relevant year.

IF YOU ARE SUCCESSFUL:

If you are offered funding from a Trust or Foundation, it is important to thank them (ideally with a letter from your child). Please keep them informed of your child's progress. This will encourage further support and also promotes the School which might help other students applying for funding in the future.

Some charitable trusts can only make grants to a charitable organisation and will therefore insist on sending your grant direct to the School. This is not a problem, as long as the Finance Team is made aware that this is taking place. When the grant is received by the School, it will be deducted from your termly bills.

Please inform the finance team if you are successful with a funding application. (email: parentfinance@royalballetschool.org.uk). Thank you.

The following list of **newly registered charitable trusts** is by no means exhaustive, but provides outline information on a selection of prospective funders for students of the creative arts, including dance. Many, but not all, are regional funders and so may not be relevant for your child.

The BLP Charitable Trust (throughout London)	Buckles Solicitors LLP, Grant House, 101 Bourges Boulevard, Peterborough, PE1 1NG, tel: 01733 888874, duncan.jackson@buckles-law.co.uk
The Malcolm Bradbury Trust (throughout England and Wales)	c/o Taylors Vinters LLP, Merlin Place, Milton Road, Cambridge, CB4 0DP, tel: 01223 423444, email: malcolmbradburytrust@icloud.com
The PFC Trust (Hartlepool)	PFC Trust, PO Box 367, Stockton Street, Hartlepool, TS24 4FZ, 07942 207499, email: pfc.trust@outlook.com
Deo Duce Foundation (Brent, Harrow)	Salvatorian College, High Road, Harrow, HA3 5DY, 0208 8632706, email: deoducefoundation@gmail.com .
Redbrik Foundation (Derbyshire and Sheffield city)	Redbrik Estate Agents, 987 Abbeydale Road, Sheffield, S7 2QD, tel: 01143 990567, email: david.cooper@redbrik.co.uk
Barbara O'Rourke Arts Foundation (Warwickshire)	74 Leicester Lane, Leamington Spa, Warwickshire, CV32 7HH, tel: 01926 334865, email: info@boraf.org , http://www.boraf.org
The Ulrike Michal Foundation for the Arts (throughout England and Wales)	Tel: 07939 8613604, email: umffta@gmail.com

The following list of charitable trusts were provided to parents in November 2019 and which are all still accepting applications as far as we know. Please take note of any regional preferences they might have.

Name	Contact Information	Key Information
The Alf and Hilda Leivers Charity Trust Tel: 01276 58575	Alf & Hilda Leivers Charity Trust Rosewood End Windsor Road Chobham Surrey GU24 8NA	Annual grant total £18k, with a focus on Merton and Surrey . <i>Aims to assist young people under the age of 18 by the provision of grants for the advancement of education, the arts, health promotion, sports, recreation and the relief of need.</i>
Anguish's Educational Foundation Tel: 01603 621 023 david.hynes@norwichcharitabletrusts.org.uk www.norwichcharitabletrusts.org.uk	David Walker 1 Woolgate Court Street Benedicts Street Norwich NR2 4AP	Annual grant total £894K, with a focus on Norwich and Norfolk . <i>To assist children and young people, with further preference to those who have lost either or both parents.</i>

Ann Beaumont's Educational Foundation rosewelham55@aol.com	Mrs Rose Welham 55 Castle Road Hadleigh Ipswich IP7 6JP	Annual grant total £26k, with a focus on Suffolk . <i>Aims to help people under age 25 who need financial assistance either for their education or who are "preparing for, entering or engaged in any profession, trade, occupation or service by such means for their advancement in life or to enable them to earn their living as the Trustees think fit". The Foundation has a Christian ethos.</i>
The Bearder Charity Tel: 01484 710 571 bearders@btinternet.com www.bearder-charity.org	Mr Richard Smithies Chairman 5 King Street Brighouse West Yorkshire HD6 1NX	Annual grant total £209k, with a focus on Calderdale and the local area . <i>Aims to help (young) people in financial difficulty.</i>
The Brownsword Charitable Foundation Tel: 01225 339 661	4 Queen Square Bath BA1 2HA	Annual grant total: £293K, with a focus on Bath and North East Somerset . <i>To support young people with artistic talent in music, dance and theatre to follow their dreams. National reach.</i>
Chloe and Liam Forever Together Trust Tel: 0191 455 2292 www: togetherforevertrust.co.uk	c/o Westoe Travel 120 Westoe Road South Shields Tyne and Wear NE33 3PF	
The Freshgate Trust Tel: 01142518850 www.freshgate.org.uk	The Hart Shaw Building Europa Link Sheffield Business Park Sheffield S9 1XU	Annual grant total: £137K, preference for S. Yorkshire . <i>Education (including travel & training); heritage, restoration & environment; music & the arts; recreation (including holidays & sport; welfare, health & social care.</i>

The Gordon Edwards Charitable Trust Tel: 07813877737 cillablundy@gmail.com	Mr Alastair G B Scott 72 South Street Whitstable CT5 3EA	Annual grant total: £13K. <i>To make grants, contributions and payments including scholarships and prizes for education, maintenance and assistance of students of the art of dancing.</i>
The Horne Foundation hornefoundation@googlemail.com	The Horne Foundation Po Box 6165 Newbury Berks RG14 9FY	Annual grant total: £61K, with a focus on Northamptonshire . <i>A variety of projects, including student bursaries for higher education.</i>
The Ingram Trust Tel: 02078422000 theingramtrust@rawlinson-hunter.com	The Ingram Trust Eighth Floor 6 New Steet Square London EC4A 3AQ	Annual grant total: £685K, with a focus on Surrey . <i>To charitable organisations and individuals in need</i>
Lumb's Education Trust (now dealing with applications which had been dealt with by the Summerfield Charitable Trust)	Mrs Margaret Wanless Lumbs Education Trust 4 Manor View Cold Pool Lane Up Hatherley Cheltenham Glos GL51 6HZ	Annual grant total for individual applications varies, but the focus is on the six district councils of Gloucestershire (i.e. Cheltenham, Gloucester, Stroud, Tewkesbury, Cotswolds or Forest of Dean
Mayflower Theatre Trust Tel: 02380 711800 www.mayflower.org.uk	Catherine Jones Mayflower Theatre Commercial Road Southampton SO15 1GE	Annual grant total: £18M, with a focus on Southampton . <i>To encourage the arts, the promotion and advancement of education and the cultivation and improvement of public education in drama, mime, opera, singing, music, dance, painting, and sculpture, cinema, literature, etc</i>
The Nani Huyu Charitable Trust Tel: 01275 474 433 maureensimonwhitmore@btinternet.com	Rusling House Butcombe Bristol BS40 7XQ	Annual grant total: £166K, preference for Bristol . <i>Give in the main to charities whose primary object is to help people who are under privileged, disadvantaged, suffering or ill; young people in matters of accommodation or training</i>
The Norton Educational Foundation Tel: 01142 747 562 nortoneducationalfoundation@gmail.com www.integer.org.uk/net	252 Norton Lane Sheffield S8 8HD	Annual grant total: up to £2,100 preference for Sheffield . <i>The provision of assistance for higher education to enable beneficiaries to prepare for, or to enter, a trade, profession or calling</i>

The Royal Merchant Navy Education Foundation Tel: 01488 567890 office@rmnef.org.uk www.rmnef.org.uk	1A CHARNHAM LANE HUNGERFORD BERKSHIRE RG17 OEY	<i>For students whose families serve in the Royal Merchant Navy.</i>
Sydney Dean Whitehead's Charitable Trust Tel: 01225 486 100 mark.burnett@moorestephens.com	MOORE STEPHENS CHARTERED ACCOUNTANTS 30 GAY STREET BATH BA1 2PD	Annual grant total £69K. <i>Encouragement of the arts, the promotion and advancement of education, and the cultivation and improvement of public education, etc</i>
The Valentine Trust Tel: 01202 292 424	HINTON HOUSE HINTON ROAD BOURNEMOUTH BH1 2EN	Annual grant total: £1M, preference for Dorset . <i>A variety of charitable purposes</i>

COUNTY COUNCIL FUNDS AND COMMUNITY FOUNDATIONS

At the time of writing, many Councils are under considerable additional strain due to Covid-19 and have no spare funding to assist individual applicants with the costs of vocational training. There appears to be regional differences across the country as to whether they can fund individuals or not, but if you wanted to find out more, you can access information about your local council by typing in your postcode to this link: <https://www.gov.uk/find-local-council>

It may also be worth contacting your local **Community Foundation** who have a variety of funds available, depending on the area concerned. Here is the national link to follow where you can find your nearest Community Foundation in the 46 across the UK by typing in your postcode: <https://www.ukcommunityfoundations.org/our-network>

GUIDELINES ON WRITING YOUR OWN PRESS RELEASE

You may wish to tell your local community about your child winning a place at The Royal Ballet School, this can also be an opportunity to ask for financial support. Parents often ask us about how to send information to the local press. One way of doing this is to write a press release. Here are some guidelines and a sample press release.

FIRST PARAGRAPH - KEEP IT BRIEF AND TO THE POINT

Summarise your story in the first paragraph and make sure you include the following: Who? What? When? Where? Why? Remember it is not a letter, but a tool in which to report bold facts. Therefore, the story will be about 'a girl' or 'a boy' not 'my daughter' or 'my son'.

SECOND PARAGRAPH - EXPAND

The second paragraph should offer a little more information about how your child's dance training led to them joining The Royal Ballet School. Avoid too much detail and try to distil your story into a few lines. Just ask yourself – what are the basic facts that sum it all up?

THIRD PARAGRAPH - GET PERSONAL

If you wish to share some personal information, this is where to do it. This could be describing the rest of the family, where you live, what you do for a living, how many in the family, any others with an interest in ballet. This helps give the journalist a fuller picture.

QUOTATION

This is where you can add a statement. This can be very useful for the journalist as it enables them to 'personalise' the story, make it more immediate and look as though he/she has actually interviewed you.

FINAL PARAGRAPH

This is where you should provide information about the costs of attending The Royal Ballet School and invite members of the public to help, should you wish to do so.

NOTES FOR EDITORS

This is a device that provides the journalist with background information in order to contextualise his/her article. Journalists are writing many stories in the course of a day so this helps speed up the process by not having to do the research themselves. Please copy and paste the *Notes to the Editor* below to the end of your press release.

PROOF READING

Before sending out your press release, we would be happy to proof read it for you and check it for factual accuracy. Please email your release to our Communications team at pressmedia@royalballetschool.org.uk.

A press release like this should not exceed one-page A4 and, if sent as an email, should be within the body of the email, not as an attachment. It is always worth sending a photograph of your son or daughter, in case the journalist does not have time to send their own photographer to take a picture.

SAMPLE PRESS RELEASE - MANCHESTER BOY WINS PLACE AT THE ROYAL BALLET SCHOOL - [DATE]

A 10-year-old Manchester boy, Jim Morton, has won a place to train at The Royal Ballet School. Each year, The Royal Ballet School auditions young dancers at venues across the UK, with more than 750 young people competing for just 24 places.

Jim first started dancing at the age of three at the Sinead Crawford Dance Centre in Prestwick, then joining The Royal Ballet School's Junior Associate Programme in Leeds. Jim will start at The Royal Ballet School at White Lodge in London's Richmond Park in September 2019.

Jim's mother, Agnes, works as a part-time shop assistant at Samuel Jewellery in Bolton and his father is a local taxi driver. Jim has two brothers and a sister.

Mrs Morton comments: *'We are absolutely delighted. Jim has always worked so hard at his ballet and to have that recognised by one of the world's greatest ballet schools means everything to him and makes his whole family very proud. It will be hard to get used to Jim living away from home but to think that he will be training at the school where Margot Fonteyn, Darcey Bussell and Wayne Sleep trained is just thrilling. We are extremely thankful for the financial assistance we have received from the DfE but if anyone would like to help us further we would be so grateful.'*

COULD YOU HELP SUPPORT JIM?

A place at the Royal Ballet School costs over £35,000 per year. The Government's Department for Education (DfE) offers UK students means-tested support through its Music and Dance Scheme. There is, however, a substantial sum that has to be met by parents, the grant does not cover all of the School's fees nor items such as ballet shoes, uniform, music lessons or trips home. If you could support Jim and help him realise his dream to train at The Royal Ballet School, please email parentfinance@royalballetschool.org.uk.

For further information, interviews or images please contact: Dorothy Greenfield, Communications, PR & Marketing Manager for The Royal Ballet School by email pressmedia@royalballetschool.org.uk.

NOTES TO THE EDITOR

The Royal Ballet School is one of the world's greatest centres of classical ballet training which for generations has produced dancers and choreographers of international renown. From Margot Fonteyn, Antoinette Sibley, Anthony Dowell, Anya Linden, Darcey Bussell and Kenneth MacMillan, to a new generation currently making its mark on the world stage – Matthew Ball, Lauren Cuthbertson, Francesca Hayward, Steven McRae, Yasmine Naghdi, Edward Watson and Christopher Wheeldon to name but a few.

Admission to the School is based purely on talent and potential, regardless of academic ability or personal circumstances. Approximately 93% of current students rely on financial support to attend the School.

The School's mission is to nurture, train and educate exceptional young dancers for the Royal Ballet companies and other leading UK and international companies and to inspire the future of classical ballet training.

Its extensive Training & Access and on-Demand programmes aims to broaden access to The Royal Ballet School's unique resources for primary school pupils, dance teachers and the general public.