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St. Andrew's Church of England VC
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28th January 2020

Re: Change in school policy concerning leaflets from external companies

Dear Parents

Schools across the country are being encouraged to look beyond their usual means to source additional funding to help aid their finances. We are looking at many different options and are exploring how we can best take advantage of various initiatives.

In previous years the school has maintained a policy of not forwarding advertising materials from outside providers, predominantly as this could be seen as the school's endorsement of a product with which the school has had no affiliation.

This year, however, we are changing our stance and we are now going to start accepting and distributing selected marketing materials, in exchange for a small donation to the school. Our standard suggested amount for donation will be £30, equating to a payment of £1 per child in one class, meaning that distribution costs and marketing access to the rest of our school will be free.

We wish to make it absolutely clear in distributing any leaflets, that the advertising is not through an affiliation but to help support the school on a financial footing.

We also understand that this will create a potential 'junk mail' issue. If you do not wish to keep any leaflets or recycle them at home, you are very welcome to return them to school where we will recycle them.

Thank you for your continued support of our school.

Yours sincerely

Mrs H. Gillingham
Headteacher

