

CASE STUDY



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Thank you for the brilliant work, kindness and expert guidance investigating and showing us what Ourschool needs to do to survive and prosper for the benefit of state school students - past and present.

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Caroline Milburn, CEO
Ourschool



Photo by KEN SPENCE

About the Charity

Ourschool creates thriving alumni communities for public state secondary schools so that when you leave your school, your school doesn't have to leave you. It is the only organisation of its kind in Australia devoted solely to this purpose and was established in 2019.

The need identified

- How best to protect and cover the back office costs to enable Ourschool to deliver its core offering to more schools?
- New strategic Plan and considerations.
- Board Performance review.

Advice delivered



SHARPEN STRATEGY



ENHANCE OPERATING MODEL



IMPROVE FINANCIAL MODEL

Probono hours **64**

HOW TO GROW A GREAT IDEA

Ourschool's innovative alumni program is gaining traction. It helps state high schools re-connect with their former students as relatable, inspiring role models and school supporters e.g. career guidance and work experience. In order to sustain the current level of service to schools, become less grant dependent, and to grow the reach, Ourschool asked Tanarra for help.

We performed an in-depth cost review of its core service offerings, provided feedback on its value proposition, posed some thought-provoking questions for its strategic direction, and provided advice on external communications for awareness-raising from the point of view of a prospective donor.

In collaboration with Ourschool, Tanarra built a new financial model and user friendly dashboard to enable an informed understanding of their pricing, costs and future scalability. We recommended a revised pricing structure and product offering that would help sustain the existing quality of services for growth, and advised on the operating model, risks, and execution considerations. Tanarra provided a Board Health Check to highlight strengths and areas for improvement to achieve their vision. The CEO and the Board demonstrated an exceptional grasp and willingness to change the approach and were razor focussed on the desired outcomes for schools.

Charity outcomes

- New financial model (cost recovery and profit of services) that enables us to track and monitor self-sustainability,
- Consolidated and clearly defined service offerings for schools including value proposition,
- Revised definition of impact KPIs,
- Refreshed website and social media strategy to build awareness and support,
- New strategic plan.
- 81% of schools accessing the Foundation service have re-signed at a higher \$ rate.

Community outcomes*

- More than 20,500 students experienced a career pathways session via Alumni,
- 2600 Alumni joined their school Alumni programs,
- 9,318 Alumni were connected back to their schools via social media platforms,
- 18 schools are engaged with Ourschool and 6 new schools have signed up to start their first Alumni programs in 2021.

*Community outcomes are not directly attributable to the work of Tanarra Philanthropic.