

Avoiding the Bin

A practical Guide to Raising
Funds

Sensory UK Ltd
Kevin Wheatley

Where's the Money?



The Play Providers
Association

www.sensoryuk.co.uk

Market Background

A Bumpy Ride!



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Good news!!!!

Government Invest £235 million in Play



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Bad News

**Just as much fun now
as when you were young!**



Making mud pies, climbing trees, building dens... Kids love playing outdoors.

We've built a new, safe and exciting play area in [Anypark] with children (and you) in mind. It's opening on [Date] - so why not take the kids and see for yourselves?

To find out more about the new play area in [Anypark], and other play areas in [Anytown], visit [[www.yourwebaddress.co.uk](#)] or phone us on [[groupnumber](#)].

Take them out to play today.

Supported by
Department for
children, schools and families

play4life

PLACE YOUR LOGO HERE

www.sensoryuk.co.uk

The Big Lottery Fund

Big thinking



Our Strategic Framework to 2015

BIG LOTTERY FUND

www.biglotteryfund.org.uk

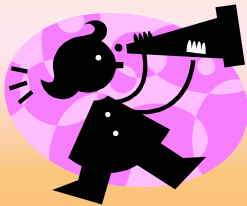
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BIG for Business?

“It is likely that many of the projects we fund will aim to deliver their outcomes through working in partnership. In most cases this will involve VCS-led projects partnering with other VCS or public sector bodies.

On occasion they might also chose to **work with private sector partners** and, as long as it is appropriate to the delivery of the outcomes **we are keen to explore this”**

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So where's the money?!



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Case study

Rumble in the Jungle Playcentre Ltd

Funding for Sensory Room

Thank you to PPA Member

Claire Miles

www.sensoryuk.co.uk

The Project

Business need:

- Develop unused area of play centre
- Freshen up customer offer
- Increase accessibility

The plan:

- Build and fit out Sensory room
- Take advantage of available grants

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Step 1

Research

- Find a funder
- What do they fund?
- How much do they normally give?
- Who've they supported before?
- What will appeal to them?

- Read their guidelines & reports

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Claire's experience

- Difficult to navigate
- Difficult to understand
- No Charitable funding for private business

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Applying for Funding

3 Rules for Success

- **Understand their priorities**
- **Well thought out project**
- **Don't send a circular**

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Tell them a story

- Engage them
- Write about people not things
- Paint a picture
- Differentiate yourselves
- Make them WANT to fund you

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Avoid the Bin!

- Some applications are rejected because they contain poor ideas
- Most applications are rejected because they contain good ideas poorly presented

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Three Golden Rules

1. Write in plain English
2. Use active language
3. Strong visual **impact**

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Remember...

- Funding administrators read 100s of appeals
- Success sells – not sympathy
- Write for a person, not a computer
- Check & Proof read

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What Claire Did

- Council grants department
- Proved community need
- Listened to advice & acted upon it
- Supplied two quotations
- Paid for all work up front
- Received £8,000 redevelopment grant

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Claire's Conclusion

- Slow process
- Worth it in the end
- Persistence is key
- More projects planned



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New Business?

Think.....

Be Prepared, Be patient, Be PERSISTANT

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Can PPA Members Access
Funding?

Oh Yes!!!

(But it's not easy)

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Fund Raising Skills UK Ltd

10% LIW Discount

Certificate in Fund Raising
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Open College Network Level 3 accredited

www.fundraisingskills.co.uk

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Thank you

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LIW Stand A166

Kevin Wheatley