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Funding your Playday event

The Playday campaign promotes free play opportunities for all; therefore events should be free of charge to enable all children and young people to attend. The sooner you start to think about funding your event, the more opportunity you have to take advantage of funding that may be available to you.



Fundraising and sponsorship

Playday events don't have to cost a lot of money. The average Playday event in 2009 cost £500 or less to coordinate. For financial help, you could think about applying to local trusts and grant giving bodies, your regional arts council, charitable trusts and foundations and private companies. You could also consider sourcing a sponsor for your event. Sponsors are often keen to be associated with positive community events, especially those benefiting children and young people.

The Charities Information Bureau's *Fit4Funding* website has lots of tips and practical advice on obtaining funding from a wide variety of sources. The website also holds a list of funding policies of high street shops. The list includes details of shops that give specifically to projects in the communities in which they operate. Go to the Funding page at www.fit4funding.org.uk.

Comprehensive advice is also available at How2Fundraise.org – a website provided by the Institute of Fundraising, www.how2fundraise.org.

The National Council for Voluntary Organisations is a good place to start for an introduction to fundraising – go to the sustainable funding section at www.ncvo-vol.org.uk. Also, your local Council for Voluntary Services (CVS) should be able to provide you with advice on local sources of funding. In Scotland, visit the Scottish Council for Voluntary Organisations at www.scvo.org.uk.

Tips from Playday organisers

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Incorporate the cost of your Playday celebrations into your annual play budget.
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Put together a proposal for local businesses and tap into their networks.
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If one organisation can't fund your event, ask if they know another that can.
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Ask local community groups to share ideas and experiences.
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Try residents associations, housing trusts and registered social landlords.
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If you're holding a public event, you could fundraise on the day to cover your costs by having a raffle and one or two stalls. Organising a draw or raffle in advance which is open to members of the public may need a Lotteries and Amusement Licence; your local authority will be able to advise you on this.

Volunteers and support 'in kind'

Contact your local volunteer centre to see if there are people available who can help you with your event – either setting up beforehand or coming along and helping on the day. Ask local businesses to provide staff volunteers for the day; companies are increasingly realising the importance of local relationships to their business. For more information on employer supported volunteering, check out www.volunteering.org.uk.

It is good practice to obtain Criminal Record Bureau (CRB) checks for volunteers working with children, although this may not be necessary if volunteers are supervised by someone with CRB clearance. For more guidance visit the CRB website at www.crb.gov.uk. Also, remember

to get parental permission for any children and young people that are happy to help at your event. For guidance on the new Vetting and Barring Scheme (VBS) visit the DCSF website at www.dscf.gov.uk.

Many of you that have held Playday events before, are brilliant at getting something for nothing – this doesn't have to be money; it could be time, food, or even furniture! Don't forget, Playday events don't have to cost the earth. Simply providing an environment where children and young people can play freely can ensure they have a day to remember for years to come.

Local businesses or service providers could give or lend resources that are helpful on the day. Offer to give them publicity for doing so, and demonstrate how many local people will be benefitting from their support. Your local recycling scheme may give you cardboard boxes, builders' merchants can provide sand for an urban beach, and straw bales from a local farmer are an instant crowd pleaser. Don't be afraid to ask; as the old saying goes, *if you don't ask, you don't get!*

Top tips for funding your Playday event

- Plan your projected budget and resource needs before you start to fundraise.
- Raise sponsorship from local businesses or ask for donations in kind, for example equipment or staff.
- Some high street chain stores have policies of supporting local community projects or supporting projects in which staff members are involved. Check out the Fit4Funding directory for a list of company policies at www.fit4funding.org.uk.
- Contact your local volunteer centre to see if there are people available who can help you with your event, either setting up beforehand or coming along and helping on the day.
- Your local authority's website may have a free online search facility to explore a range of local funding in your area.
- Check with your local Council for Voluntary Services (CVS) if there are free sources of funding information available in your area (for example at libraries) before paying a fee for funding websites or resources.
- Apply to local trusts and grant giving bodies, or your regional arts council.
- Download the Playday postcard at www.playday.org.uk and use it to inform potential funders/donors.
- Fundraise on the day by having a raffle or one or two stalls.
- If you are approaching local businesses and individual funders, think about what benefits their contribution will make not only to the local community but also to themselves, and don't be afraid to highlight those benefits.
- Consider sourcing a sponsor for your event. Sponsors are often keen to be associated with positive community events, especially those benefiting children and young people. A key bargaining tool is to allow the company's logo to appear in marketing and banners.
- Get partners involved early. Developing contacts with partnership organisations will give you access to more resources and further contacts. Partners can also help with planning, gifts in kind, activities and volunteers. Take a look at the *Working in partnership with your community* section for ideas of who to approach.
- Get everyone involved! Many companies will match fund staff fundraising, so ask everyone you know to get fundraising and ask if their employers will contribute.
- Download the official Playday 2009 magazine and use it to inform potential funders/donors.
- Ask local companies or service providers for freebies that children and young people at your event can play with. Your local recycling scheme may give you cardboard boxes, builders merchants can provide sand for an urban beach, and straw bales from a local farmer are an instant crowd pleaser! You could even ask if they'll collect them back after your event.





Further sources of information

Children's Play Information Service (CPIS) -

Check out the CPIS factsheet: *How to Raise Funds for Children's Play*, available from the CPIS website or call them for further advice on 020 7843 6303.

www.ncb.org.uk/cpis

Fit4Funding - The Charities Information Bureau's Fit4Funding website has lots of tips and practical advice on obtaining funding from a wide variety of sources. Go to the Funding page of the Help and Advice section on their website.

www.fit4funding.org.uk

Council for Voluntary Services (CVS) -

Your local CVS provides information, advice and guidance to voluntary and community organisations, including advice on local funding opportunities. To find your local CVS visit the directory page of the National Association for Voluntary and Community Action (NAVCA) website or call 0114 278 6636.

www.nacvs.org.uk/cvsdir

National Council for Voluntary Organisations (NCVO) - Go to the sustainable funding section of the website.

www.ncvo-vol.org.uk

How2Fundraise.org - Advice and resources for fundraisers from the Institute of Fundraising.

www.fit4funding.org.uk

Finding funding sources

J4bCommunity.co.uk - Free searchable online database available for registered users and fundraising advice.

www.j4bcommunity.co.uk

FunderFinder - A charity producing software and other resources, for grant-seekers. Some resources are free; contact them to find out if there is a local agency offering public access to the resources that cost.

www.funderfinder.org.uk

Government funding - Free database of government funding for the voluntary and community sector.

www.governmentfunding.org.uk

UK Grants Online - Searchable online database available via subscription (or free trial).

www.grantsonline.org.uk

GRANTnet - Free searchable online database available for registered users.

www.grantnet.com

Trustfunding - Directory of Social Change's searchable online database of trust funds available via subscription.

www.trustfunding.org.uk

High street shops and stores listing - List of funding policies of high street shops from Fit4Funding. Includes details of shops that give specifically to projects in communities in which they operate.

www.fit4funding.org.uk/help_and_advice/funding/stores_list

Directgov - Your local authority may provide funding for your community and voluntary organisations, such as Community Chest grants. To find out what funding opportunities are available from your local authority, visit the Directgov website.

www.direct.gov.uk

Playday forum - From time to time we'll post grant opportunities on the Playday forum, or via Playday email updates. If you become aware of a funding source that would help other Playday event organisers, help others by posting it on the forum too.

www.playday.org.uk/forum