

# Fundraising and Sustainability Workshop

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- 10 years service
- I believe reading should be encouraged in the home, I don't remember reading very much as a child
- I was made to read a book that was just too big and therefore daunting for someone who had never read very much
- My mother never encouraged reading passed A B C's – I think this was because she was made to feel stupid by a teacher when she was at school (My Mum is dyslexic)
- Education came later for me and I am now the proud owner of NVQ's in Strategic Leadership and Management at the highest level, which is 7
- I am pleased to say I am an avid reader these days even giving up paper for Kindle
- What do I fund?

## Reading From The Start

- Reading Corners in 4 London Boroughs
- 5 xPeabody Estates
- 4 years of delivery
- Growth of all stakeholders
- Award winning
- Source of volunteering
- Engagement with communities
- A real chance to make a difference



## Social Value To Date

- 614 children registered to receive books from DPIL
- 407 families attended sessions to support child's development
- 558 children have attended sessions throughout our community base
- Delivered 11,004 books to children's home across Hackney, Tower Hamlets, Islington, Thamesmead and Chingford since the start of this project
- 240 children report an increase in time spent on literacy/play activities at home AND time spent enjoying books at home
- 128 volunteers have supported the programme



**Approaching business to gain support – what businesses are looking for and what the ‘elevator pitch’ should include**



## What I Look For

- Collaboration, honesty and integrity
- A wide reaching community initiative at grass roots level
- Alignment, both personal and professional
- Core values and contract obligations
- Impact and output – year on year - transparency
- Ease of output with evidence
- Engagement, social media, PR
- Visual
- Staff enrichment
- Legacy

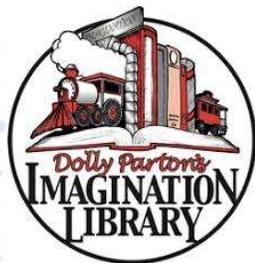
## Why Did I Fund RftS?



- At the time of tendering for a 10 year contract with the social Landlord Peabody I'd written a ring fenced sum of money into the bid for social value. Driven by the new Social Value Act as well as our normal offering for community based support.
- Peabody wanted to use this funding for one project alone, something we'd never done before.
- Peabody had done their research – they offered me fact based research - what we were about to fund was going to make a real difference!

# FACT!

 Peabody



- Reading for pleasure is more important for children's cognitive development than their parents' level of education and is a more powerful factor in life achievement than socio-economic background.
- There is a difference in reading performance equivalent to just over a year's schooling between young people who never read for enjoyment and those who read for up to 30 minutes per day.

## Why Fund?

- The project aligned to my business core values
- I needed assurance that the other elements of the bid would be covered by their existing teams. Such as resident engagement, fun days etc.
- Much discussion and agreement over a period of time and true open and honest collaboration – this is where you make or break!
- Once we were both happy, I gave the go ahead and we commenced the reading corners, DPIL has supported us brilliantly throughout
- The best part of it all is they offer more than just books it's what you don't expect that is a real selling point

## Added Value

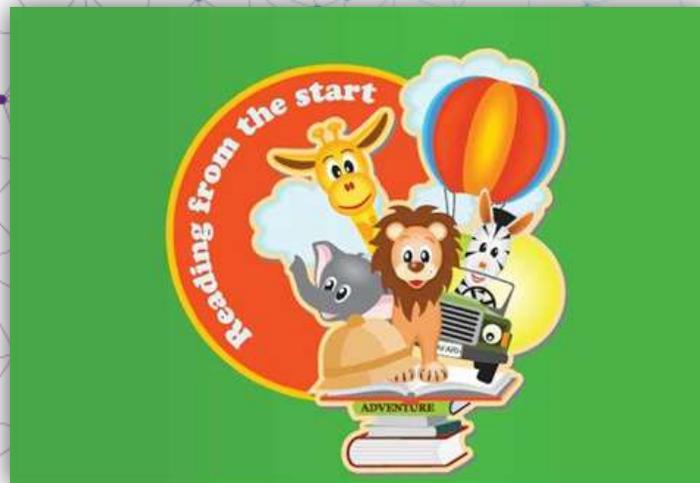
- We've reviewed our scheme - piloting a new programme under the umbrella of the Children's Community Team - receiving support from an Early Years professional
- Neighbourliness, integration and community
- Taking back their space
- Social interaction and inclusion, language development
- Volunteering – sense of worth and value, networking
- Employment opportunities
- Support for parents/guardians/foster families etc.
- **Award winning**

## Securing Further Funding

- The Social Value Act is your friend
- Digital age sponsorship - manufacturers
- The home environment – support from the sector
- Staff programmes of sponsorship
- Local supermarket community options
- Supply chain – house builders - Conferences
- **Bring me a sophisticated pitch with fact based evidence of output, you do the administration and we agree the KPI's. Report annually and give me full access, quote the Social Value Act and highlight the benefits to my business - make it difficult for me to say no.**



Thank you for listening



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