



STREETGAMES

FUNDRAISING & SUSTAINABILITY SUPPORT

Since July 2018, StreetGames has employed Sustainability Leads to cover five geographic regions: London & South East, North East, North West, Midlands and Yorkshire & Humberside.

StreetGames Sustainability Leads support Locally Trusted Organisations (LTOs) to identify and secure new funding. This includes supporting LTO staff to submit a bid for external funding or take the lead themselves to secure new funding which is then distributed to LTOs to support delivery costs, training or capacity building etc. They provide this support through: one-to-one meetings, funding clinics, group training workshops, regular telephone and email contact.

Sustainability Leads also signpost LTOs to potential sources of funding that they can apply to themselves without direct support. Increasingly, where direct support has previously been offered by Sustainability Leads to apply to certain funds (for example, the Tesco Bags of Help scheme), LTOs are able to apply independently for the second or third time. This develops the skills of the LTO and frees Sustainability Leads to source new or pursue more involved funding sources.

Having the 'right' people in the 'right' place who know the local area, understand the LTOs and have good relationships with local partners has been key to the success of the Sustainability Leads. It is very much a tailored approach and the breadth and variety of funding secured to date demonstrates this.

This document provides examples from each of the five regions of how StreetGames Sustainability Leads have been able to support LTOs throughout 2020.

£10.6m

OF EXTERNAL FUNDING SECURED

Between July 2018-October 2020 over £10.6m of external funding has been secured for LTOs in the StreetGames network (including £9m - 86% from non-sports sources). This has been achieved through a combination of StreetGames Sustainability Leads and our central Fundraising Team directly applying for grants and assisting LTOs to apply for funding. Sustainability leads also sign-post LTOs to potential funders and deliver funding bulletins of new opportunities.



WESTMINSTER CLUSTER

Westminster is a London Borough with pockets of extremely high deprivation, ranked 6th in the top 25 local authorities with highest levels of child poverty across the UK, with 41.29% of children in poverty in 2017 (after housing costs). Given the scale of the problem, many exceptional charities operate in the local community to support young people who face these extremely challenging conditions on a daily basis.

A negative aspect to the close proximity in which these charities operate in the borough is that with funding opportunities so limited, they would often find themselves competing against each other for each and every pot. With only one winner on these occasions, the majority of organisations would have to look elsewhere in the continued struggle of trying to source funding in order to provide provision to those most in need.

The StreetGames London & South East Partnership Sustainability Lead, Emma Tugby, and Community Development Manager, Jack Barber, brought four of these Locally Trusted Organisations (LTOs) together in the Westminster cluster to encourage partnership working which previously, had been very limited. Those LTOs are The Fourth Feathers Youth and Community Centre, London Tigers, MBS Youth Project and North Paddington Youth Club.

The four LTOs are all youth providers in the Westminster area, so straight away their common values and interests are aligned in that they all want the same thing for the young people – opportunities to play sport on their doorstep.

Together, the LTOs applied for funding from both the Euro's (£10,000) and also the Westminster Foundation (£20,000) – which were both successful! The projects aimed specifically at reducing serious youth violence and coming together for bi-weekly football tournaments.

Unfortunately, during lockdown these projects haven't been able to commence. However, these organisations have still been working together to support young people in their communities by sharing one LTOs minibuses, sharing equipment and referring young people to other provisions that are on at different nights.

By coming together, the organisations involved in this cluster have been able to strengthen their ability to attract funding, as by pooling their resources in terms of time, spaces and most importantly, individual expertise – they now offer a much more attractive proposition to prospective funders. This benefits both the LTOs, who no longer have to compete for funding, but also the young people themselves, who with more funding coming into the area have more opportunities to take part in sport in their community.

StreetGames helped us come together to plan a collaborative project with other local organisations and access some funding that we wouldn't have got on our own. Unfortunately we haven't been able to start the project yet because of COVID-19 but we are excited to start after lockdown.

Project Leader, North Paddington



A NEW WAY OF WORKING

First launched in 2019, 'Newcastle's Best Summer Ever' (NBSE) is a holiday activity scheme aimed at supporting the city's 5 to 18-year olds through a combination of sport, play and nutritious meals. Funded by the Department for Education, the project brought together more than 70 local partners, to empower more young people than ever before to remain Fit and Fed through the summer.

Due to the large scale of NBSE over the past two summers, there have been an abundance of opportunities in the region for new organisations to become involved in the programme and as such, become involved in the StreetGames model of Doorstep Sport.

One such organisation is Dance City. Established for over 30 years, Dance City is the North East's leading development organisation for dance, which exists to lead and support a thriving dance ecology in the region.

North East Sustainability Lead, Donna Stubbs, played a key role in bringing Dance City into this project, firstly supporting them through the bidding process to access the funding, then by working closely with Helen Kumar (Dance City) advising how best to develop an offer that would work for young people in disadvantaged communities.

Now involved in NBSE for a second year, Dance City are a great example of an organisation who have truly embraced the Doorstep Sport approach for working with young people from disadvantaged areas, who traditionally wouldn't have been engaged in Dance City's activities.

A key part in the success for Dance City, and the programme as a whole, has been the partnership working element. Donna has worked closely with organisations in this regard, encouraging LTOs to work with new and different partners. One such example of this has been Dance City's new partnership with PlayInNewcastle, who themselves are rooted in disadvantaged communities. This new relationship has allowed Dance City to adapt their offer and enable them to take their sessions out into the community to places they wouldn't previously have been and with young people they wouldn't previously have reached.

Going forwards, Dance City are committed to continuing their support for young people from disadvantaged communities. The success of this programme has meant that Dance City will be employing this partnership approach as the foundation upon which they build their new community offer, putting them in a strong position with a wider variety of funders going into future school holidays.

Furthermore, Dance City are working with Donna to look at ways of making their own in-house dance projects more accessible to young people living in poverty, for whom the chance to partake in these sessions has added some much needed fun into what could otherwise have been a very difficult summer holiday in 2020.

■ The partnership worked because it supported the already fantastic approach by PlayInNewcastle and enhanced their offer. They already worked with these young people and Dance City were able to offer something new which we hope to build upon in the future ■

Helen, Dance City



OUTSIDE THE BOX

PingPong4U are a community organisation based in Leeds, dedicated to providing varied and inclusive activities that everyone can access. Coming from a professional table tennis family, founder Peter is passionate about his work and focuses his knowledge and enthusiasm not only on coaching, but also adapting the sport and devising new ways to improve the lives of less fortunate people in the community.

When coronavirus halted all face to face delivery, PingPong4U faced real financial difficulties due to loss of income from session delivery, the added uncertainty of how long this would go on for made the short/medium term outlook quite bleak – as it was for many organisations.

With the support of the StreetGames Yorkshire & Humberside Sustainability Lead, Peter reacted pragmatically in the face of adversity to come up with a way of adapting delivery to firstly, allow people to continue to play Table Tennis at home, but to also raise much needed funds.

PingPong4U set about making small bags of good quality equipment (PingPong4U Starter bags) and applied for grants to make it possible to distribute to needy families in the area. The idea soon took off thanks to grants from Sport England, Leeds Community Foundation, Leeds City Council, JUMP Bradford). The popularity of the idea has since spread further than just the local area, with kits distributed across Yorkshire as well as the North East. In total PingPong4U have distributed over 600 starter bags since mid-March.

The kits were incredibly well received and have allowed participants to continue to play within their own home. Despite the challenges of the coronavirus pandemic, PingPong4U encouraged regular activity further by uploading videos made by top England internationals and coaches each week, for people to try out and improve their skills. All of this supported their own sessions, which were adapted to run virtually and their transition to online delivery has been met with praise from parents of the young people.

PingPong4U have shown great tenacity and entrepreneurial spirit in what has undoubtedly been one of the

toughest spells for small charities in recent history. By recognising the assets they possess and using these to their advantage, PingPong4U have managed to secure funding via new streams, going on to provide what would be a very valuable initiative to the young people who received a kit bag, for many this was the only sport they could play in lockdown.



- The students have come on remarkably during the project and this has been visible for all to see. The young people have now created a sporting habit which they are sustaining via their 'at home' table tennis kits delivered by PingPong4U. Kate Roberts from StreetGames was the main contact and provided great support throughout the project. StreetGames 50% funded the at home table tennis packs which have been exceptionally well received across Leeds and Bradford to bring table tennis to a wider audience. ■

Peter, PingPong4U

LONG TERM SUSTAINABILITY

Over the last 10 years, StreetGames is very fortunate to have worked with some incredible Locally Trusted Organisations (LTOs), forging strong partnerships and networks all across the country. The StreetGames Sustainability Leads play an important role in the formation of these networks as well as linking these local community organisations into the national picture and the opportunities that come with that.

One such LTO is Daisy Inclusive UK. Daisy Inclusive UK is a disability led charity based in Liverpool that supports vulnerable and disabled young people, adults and their families through strands in the Daisy chain which includes, sports, music, education, employment and support. The Daisy Chain is a strategy put in place that is designed to give vulnerable and disabled people support and personalised pathways, leading to social readiness and the opportunity to become active members of their community.

Daisy Inclusive UK is a long-term member of the StreetGames network, initially coming on board as part of the Doorstep Sport Club programme in 2013. Now in their 7th year as a network member, they have gone on to become a very active member of the Liverpool Neighbourhood Activity Pilot (NAP). Current joint work with the NAP group includes the Doorstep Sport Project funded by the London Marathon Charitable Trust, Fit & Fed, training delivery and Community Safety programmes.

Supported by the North West Sustainability Lead, Gary White, Daisy Inclusive UK have worked hard to focus on their long-term sustainability through fundraising. Gary has worked in close partnership with Nikki Clare, the Engagement Officer at Daisy Inclusive UK, in this regard and together they have gone on to enjoy great success in this area. Funding has been secured recently from the National Lottery Community Fund (£240,000), Sport England Small Grants (£9,797), ESF Community Grants (£19,883). Funding has also been received via Street Games: Fit and Fed (from Big Give) £2,600 and Satellite Clubs (£2,500).

Sustainability has taken on a new and even more important role in 2020, a year which has rocked the charitable sector across the country and beyond. The fundraising skills developed through this relationship between Gary and Daisy Inclusive UK over a long period of time have become crucial in the current climate. A reflection of this has been the success Daisy Inclusive UK have had in securing funds in recent months. Since the start of the Covid-19 pandemic, Daisy Inclusive UK has secured emergency and recovery funding from several sources: Sport England (£10,000), Steve Morgan Foundation (£10,000), Charities Aid Foundation (£10,000), Children In Need (£3,000), Liverpool City Region Cares (£15,000), Awards for All (£10,000).

The StreetGames Sustainability Lead provides regular support to Daisy Inclusive UK, which has helped them to access the funding detailed above. This support includes signposting to funding opportunities, producing fundraising plans, webinars/clinics for specific grant programmes, reviewing draft bids and acting as a named referee within funding applications.

It can't be underestimated just how important time has been in building such a strong relationship between StreetGames and Daisy Inclusive UK. The opportunity over the years to be involved in a wide variety of interventions has broadened the fundraising horizons for Daisy Inclusive UK, putting them in a great position to continue to go from strength to strength in the future with the continued and dedicated support of the StreetGames Sustainability Lead helping them on that journey.

“ I can't thank you enough for all the support from Gary, Jane and the StreetGames team at this challenging time. Gary has been a great mentor and support and I am excited to continue this partnership work in the future. ”

Nikki, Daisy Inclusive UK



The Midlands

PREPARATION IS KEY

Fundraising and sustainability have always been integral parts of the management and running of charities, but never has this been more apparent than in 2020. Operating against a rapidly changing social, economic and political backdrop, the ability to adapt is vital in order to 'sustain' delivery through incredibly difficult times.

Securing a long-term future for a charity means being open to change and making adjustments into how things are done in the short term. In Birmingham, StreetGames Sustainability Lead Sarah Clarke has been working with five Locally Trusted Organisations (LTOs) to do just that.

With the funding landscape having changed so drastically in 2020, with more organisations now competing for funding after having seen traditional income streams that they have relied on for years dry up overnight, the importance of securing money through bidding has become essential to many LTOs.

Recognising the importance of improving their ability to compete for these pots of money, the five LTOs in Birmingham are now actively working with Sarah in Business Planning. A key part of this has been the development of a calendar with the sole purpose of looking at how they structure their funding throughout the year.

Whilst this may seem obvious, to some smaller LTOs where actual session delivery takes up the vast majority of their time and energy, planning for funding well in advance can sometimes take a back seat in terms of priority. In other years where funding has been more easily accessible this hasn't been too much of a problem, with LTOs often able to secure funding for a holiday period for example only a short time ahead. In 2020 this isn't possible, with money drying up across the board it is crucial to be prepared well ahead of time.

Sarah's practical work and support with these LTOs will enable them to plan and prepare their funding cycles in a more organised and structured way, allowing them to better predict income throughout the year, highlighting periods where they are well funded and also times when it looks like there might be a pinch. Having this information allows them to then focus their energy in a more efficient way on these times where funding is yet to be secured.

Another important aspect of this work is that by working directly with the LTOs, Sarah is sharing her fundraising expertise with staff at the LTOs, developing their own skills and confidence around funding and financial planning and ultimately putting them in a much better position going forwards. Ultimately allowing them to sustain their delivery on the ground for those that need it the most – young people in deprived communities.

“ The support that we have received from Sarah has really helped us to think in a more business like way. We are starting to plan our income generation cycle and think wider than just bids and applications to get money for our work. ”

Project Leader, Empower U

