Review, Restart, Recover: Series 3
Let's get your group playing again!

SMART PLAY NETWORK
Promoting & supporting the power of play

(1) Funding

With COVID restrictions lessening over the coming months, this Guidance Sheet offers some considerations on ways groups can access funding to help start back up.

What's the current challenge?

Many groups may not have been able to run over the past year due to COVID and now hope to start back up. To get going again there may be extra costs involved such as the need to refresh play items, and putting some new protocols in place.

Also over the past year some groups might have found their funding being depleted or unable to access the normal funding streamline. Groups may need to be more tech savvy using new online systems (such as click and collect services for toy libraries) or buying new equipment to deliver online sessions instead of face to face.

Different types / ways to gain funding

There are many ways to gain access to funding. Here we have listed a range of different types of funding options depending on what you need it for.

Grant Funding Body (Big Lottery etc.): This is for a particular project with a specific piece of work and a time frame. Depending on the set of outcomes a larger funder might be appropriate. The list of funds available is continuously changing, so we have included a separate section with a list of links.

Commercial Sponsorship: Gain sponsorship from local businesses to access smaller pots of funding for new equipment, materials or technology. Additionally, national companies (supermarkets, car garages, etc.) may have small community funds to distribute. Find companies located near your group and arrange a meeting ensuring that you can demonstrate how your project helps their customers.

Community Support: Some local community groups (rotary clubs, freemason lodges, religious organisations, community councils, etc.) may opt to specifically raise money to support local charities and initiatives. Consider if your group meets their criteria for local funding or if they might help organise activity or events with you. Contact them directly to arrange a meeting.

Other types of funding:
- Trusts that support particular groups which align to their purposes.
- Technology grants from Local Authority or Software providers.
- Environmental grants for work involving reduce, re-use and recycling projects or events. Many local authorities run such a scheme.
- Local Authorities – many LA's may have small recovery funds available for groups. Check out their websites.

Fundraising: This is different from funding as in there is no application process, instead involves working within the local community. Raising funds for your group can sometimes be a daunting task, so it's a good idea to start by forming a fundraising group - consider inviting some local volunteers and arrange to meet regularly (this could be virtual) to coordinate your efforts, this helps to encourage creative fundraising. Fundraising could take the form of selling off toys or equipment, or using Crowdfunding. It could also include appeals, donations of items from local businesses or items to sell, bake sales, and events with ticket entry. These could be a really good way to meet new people in the local community and recruit new service users and volunteers as well.

Smart Play Network Members Support

Member you have access to telephone and email support. For more information about the topics covered in this guidance sheet, or any other queries you may have about your project, please contact us using: 0131 554 2620 or admin@smartplaynetwork.org

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Case Study: Play Rangers and Community Renewal

Over the last three years we have developed our relationship with the neighbourhood support service Community Renewal. We have identified ways that we can work together to benefit families in the are of Edinburgh that we work in.

This partnership stemmed from an initial discussion with the Community Renewal team when they moved into a building next to where we hold our sessions. When we realised we had common goals, Community Renewal encouraged us to write articles for the monthly newsletter. In one such article Community Renewal read that we were planning to host a Family Fun Day, they encouraged us to apply to their board for funding to support the event (such as activities, provide food and purchase resources etc.). This event was a great success with over 75 families in attendance across two days. The Community Renewal team were on hand to give out information leaflets about local community initiatives, talk to parents about free training courses available and get to know families in a relaxed and fun environment. Meanwhile our team were able to have fun filled, playful days and used the funding to pay for activities that we could not normally offer, such as face painting and circus skills. This funding also paid for advertising and refreshments. Since this first event we have hosted two Family Fun Days each year, funded and in partnership with Community Renewal.

This last year we have been unable to host fun days due to the pandemic; however, we have kept in contact with Community Renewal and worked together to identify need in the area that we could support. This resulted in Community Renewal providing funding for us to purchase helmets, lights and locks for children to safely continue to use their bikes. Additionally, we have held zoom discussions to offer our support to their ambitious new project Lifting Neighbourhoods Out Of Poverty. As part of this we will hopefully be delivering workshops for the Community Renewal Team to use play as a tool to engage with local families.

We are really grateful for how this partnership has developed over the years and continues to grow as both projects expand their services.

Links to External Funding Pages

General Funding

- https://funding.scot/
- https://www.grantsonline.org.uk/region-news/scotland/
- https://www.youthlinkscotland.org/funding/funding-directory/
- https://creativestarlearning.co.uk/grants-outdoor-learning-and-play/

COVID Related Funding

- http://www.foylefoundation.org.uk/how-to-apply/
- https://www.volanttrust.org/how-to-apply-covid-19/
- https://www.arnoldclark.com/community-fund
- https://scvo.scot/support/coronavirus/funding/scottish-government/community-recovery