

Name of your organisation	Hackney Playbus
Date of TFN event which you pitched at	04/12/2023
Name of the project TFN funded	Hackney Playbus
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>TFN funding has enabled us to meet our initial objectives by allowing us to maintain our services for families with children under 5 in Hackney who are facing significant hardship. The funding allowed us to continue delivering a regular weekly programme of 5 Playbus sessions across the borough, ensuring that families have consistent access to play and support services wherever they live in the borough. This has been particularly important in reaching families who might otherwise have had limited access to resources.</p> <p>The funding has enabled us to provide one-to-one support for families in need, allowing us to allocate staff time to developing relationships and advocating on behalf of families. We have supported families to access a broad range of essential services, like foodbanks, baby banks, and welfare support. This comprehensive support has been possible due to funding from TFN, which has helped us maintain the necessary staff capacity to attend local meetings, build relationships with statutory, health, and voluntary partners, and stay informed about local resources. By forging these connections, we have been able to offer families the most relevant and up-to-date information about services and activities in their area.</p> <p>Ultimately, the TFN funding has been instrumental in strengthening our capacity to provide tailored, intensive support to families, ensuring that they have the guidance and resources they need to overcome challenges and achieve positive outcomes.</p>
What portion of the project did TFN fund?	8.4%
How many direct beneficiaries did the TFN funded project reach?	1,293
How many indirect beneficiaries did the TFN funded project reach?	We are unable to give a number of indirect beneficiaries, but know that other family members in addition to the parent, carers and children who attended sessions will have benefited, as well as the wider community through sharing knowledge of support services widely, and facilitating connections between people and organisations
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	Duchess of Westminster, Natalia Grosvenor: £10,000
Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?	Yes

<p>If yes, please can you provide details of the support you received?</p>	<p>DVS Foundation who attended and provided funding at the event have visited our project and we continue to be in discussions with them. It was via the Chair of the Network and the Centre for Social Justice that our work reached the attention of the Duchess of Westminster.</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We would have found it difficult to achieve our objectives without TFN funding</p>
<p>Has the training you received from TFN better prepared you in pitching your organisation to potential funders?</p>	<p>Yes</p>
<p>Has TFN increased your capacity to raise further funds?</p>	<p>Yes</p>
<p>Can you tell us any personal stories to highlight the value of the project?</p>	<p>NB: The names used in this story have been changed</p> <p>Tiana, a single mother with anxiety, and her daughter Aaliyah, live in a hostel. Tiana faced challenges in Aaliyah's development and socialisation. Tiana struggled with attending community play sessions due to her anxiety and the stigma of homelessness, but the arrival of the Playbus at their hostel made a huge difference. The Playbus brought play sessions right to their doorstep, providing a familiar and supportive environment that encouraged Tiana to participate. This accessibility and proximity helped Tiana feel more comfortable and connected, allowing mother and daughter to play and learn together and leading to a stronger bond between Tiana and Aaliyah.</p> <p>The Playbus also fostered a sense of community, as families from the hostel attended the sessions together, creating a network of support. Tiana felt welcomed and part of something larger, easing her anxiety about interacting with others. The presence of professionals like speech and language therapists, as well as health visitors, allowed Tiana to seek advice and address her concerns about Aaliyah's development, while gaining emotional support from other parents who shared similar experiences.</p> <p>Tiana had concerns about Aaliyah's speech, behavior, and potential developmental issues. The Playbus helped alleviate these worries by connecting her with essential services, like speech therapy referrals, and offering reassurance about Aaliyah's social skills, like sharing. Discussions with the Occupational Therapist, Health Visitor, and other parents helped Tiana feel supported and validated, giving her the confidence to use new strategies, such as positive reinforcement, to manage Aaliyah's tantrums and behaviour.</p> <p>The Playbus also provided access to books and outdoor play, giving Aaliyah new opportunities to develop physical and cognitive skills. Aaliyah, in turn, began making friends and playing confidently with other children, which prepared her for the transition to nursery. The shared experiences at the Playbus not only helped Aaliyah, but also allowed Tiana to connect with other adults, forming friendships that continued beyond the sessions.</p>

	<p>By the end of the project, Tiana felt more confident in Aaliyah's development and readiness for nursery. Reflecting on their journey, Tiana expressed gratitude for the sense of community and support the Playbus provided, saying, "It's great to see Aaliyah playing confidently and nicely with other children. I have noticed she is using more words. Having the Playbus come to our home has helped me get great advice and relieved me of my concerns with my child."</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>No</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>We were initially daunted by the prospect of taking part in the event - it was well out of our comfort zone in terms of fundraising activities, but we are very glad we went for it and appreciated the support along the way. It has given us some valuable experience in presenting our work to potential funders and in developing partnerships with philanthropists and corporate donors.</p>