

Case study

The Attlee Foundation



Capital Appeal for a Youth and Community Centre

The Attlee Foundation Centre was established in 1982 to provide a children's playground and youth and community centre in the London Borough of Tower Hamlets, an area ranked by Government as one of the most deprived in the country. By 2003, the Foundation faced the challenge of re-developing the site to meet the changing needs of the young clientele.

Plans were drawn up for the site to become a multi-purpose Youth and Community Centre, which would include sports facilities, school and holiday play schemes for local children and a youth club. The Centre would be run by and for the local community with the Attlee Foundation facilitating.

The Appeal target was to raise **£2.75 million**. An Appeal Committee was formed with the Chairman and some of the trustees of the Foundation, supported by Action Planning. Tailored applications were made to each audience of donors; individuals, trusts and foundations, corporate, statutory and Lottery funders.

Taking potential funders on a tour of the original Centre and showing them the lack of existing facilities was the key to securing major gifts. Some of the larger Trusts made significant donations which got the appeal off to a good start. In April 2005, with over £2 million in the bank, construction began on the site and the new Centre eventually opened at the end of 2006.

Action Planning was involved with the Appeal in the earliest stages of planning, carrying out a feasibility study in 2000 to identify sources of funding and test levels of support among potential donors. The report enabled the trustees to decide on a feasible target figure of £2.75 million.

Action Planning was asked to support the work of the Appeal Committee and provided extensive research into potential funders, with detailed information to support the prospect cultivation process. They also prepared funding bids for submission by the Foundation.

Perhaps inevitably the projected costs rose and a further £500,000 was required. Action Planning devised creative strategies to deal with this, including fresh approaches to existing donors and reaching out to local business and Asian communities.

A programme of receptions was planned for the final months, with the emphasis on community, City and individuals with links to the project. A major trust who had already given earlier in the project gave a further boost to the new appeal with a second donation of £100,000.

The Attlee Foundation's appeal progressed well, with over £3.2 million eventually realised. By 2006 the local community and young people had a new Centre and for the local children - a place to play.



Launch evening at the Centre

"Action Planning have provided excellent support and expert guidance through our Capital Appeal, from feasibility study, through strategic planning to practical help with research and preparation of applications."

**Helena Holt, Director,
The Attlee Foundation**

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