

MIDLOTHIAN SURE START

APPLICANT

Midlothian Sure Start
www.midlothiansurestart.org.uk

TOTAL PROJECT COST

£68,323

£40,994
(60%)

£27,329

Tyne Esk LEADER Match Funding

PROJECT AIMS

- Employ a dedicated Fundraising and Communication Officer for Midlothian Sure Start and reduce the pressure on management/staff.
- Improve Midlothian Sure Start's longer term sustainability.
- Rebrand Midlothian sure Start and raise the organisation's profile.



PROJECT DETAIL

Midlothian Sure Start is an organisation working with young people (pre-birth to 11) to give them the best start possible. Their vision is "For all Midlothian's children to build the foundations for a happy childhood that serves them a lifetime". They have a 20 year track record, working with the most vulnerable families in areas of greatest deprivation in Midlothian and are externally accredited and multi-award winning. It was with significant cuts in both core and external funding that Midlothian Sure Start sought the help of Tyne Esk LEADER.

The project was strategic: to employ a Fundraising and Communications officer, whose responsibility it would be to build Midlothian Sure Start's profile and ensure continued funding. This was previously the responsibility of the Chief Executive Officer and staff, but had to be done to the detriment of essential strategic/project work. A Fundraising and Communications Officer was also responsible for developing a new marketing strategy and website and rolling out new branding and marketing. They would additionally take forward fundraising activity in the community and harness volunteering capacity from previous beneficiaries who wanted to give back.

Mid-project when the fundraising work was in full swing, it was identified that equipment and furniture was needed for two main centres, to increase the age range of the children they served. This would provide the ultimate fund-raiser – income generation, and make Midlothian Sure Start more self-sustaining, meeting the project's main aim.

RESULTS

The Fundraising and Communications Officer was a cost-effective move. She developed a long-term funding strategy, supporting Midlothian Sure Start into the future. She was also active at securing funding from many sources, including four projects where new staff were taken on. She was very active with fundraising among members and beneficiaries past and present, achieving five times the target number of attendees at events and established 11 volunteers. She lastly led the rebranding campaign, overhauling the website and developing a suite of marketing materials. The centre fit outs were successful and are now used by the increased age range, supplying for much needed demand in a deprived area.

