



# thames valley adventure playground

supporting **children & adults**  
with **special needs** and their families

## Corporate Social Responsibility Information Pack

Are you passionate about supporting children and adults  
with disabilities and special needs and their families?

Help us to make a difference to the lives of the  
thousands that request our help.



**fun • respite • opportunities • support • community**

Registered Charity Number 278336

About us

## What do we do ?



- fun
- respite
- opportunities
- support
- community

As children, most of us would take for granted the chance to get out and about, exploring, climbing trees, visiting the park and hanging out with friends, but for many children and adults with a special need, this just isn't possible. If you have a physical disability, the difficulties are more obvious, but, if you have a learning disability or sensory problems, you may find it hard to relate to other people and to join in their games.

Since 1982 the **Thames Valley Adventure Playground** has provided a chance for children & adults with all types of special need to enjoy the fun, freedom and friendship afforded by the opportunity to play and share experiences in a safe adapted and stimulating environment. The **'Thames Valley Adventure Playground experience'** is unique and offers a real life line to many families of children with special needs. Our OFSTED-registered charity enables play and socialising in total safety, offers Respite Breaks, and organises events, workshops and weekly clubs, in addition to the large range of outdoor and indoor activities. We are frequently described as a lifeline for families of children and adults with special needs. Last year 30,000 visits were made to the Playground by children and adults with all types of special need from more than 30 different counties. We strive to support, advise and be a haven for the special needs community. It can be so isolating to have disability in the family and so providing a space where families can have fun ALL together, get information, support each other, feel part of a community that can empathise is vital.

Providing respite is also a very important part of what we do and last year we provided over 500 respite breaks for local families although demand always outstrips what we are able to accommodate. Respite gives families a chance to be together without caring responsibilities, a chance for siblings to be the centre of attention and makes those tasks that are usually impossible possible.

We are a centre of excellence; the value of our work was recently recognised for our Outstanding Service to the Community during the Lions Club centennial celebrations. Additionally, at the Maidenhead and Windsor Business Awards we were chosen as finalists for the Best charity out of 32 other local charities.

There is so much more going on at the playground - we extend an invitation for you to visit us and learn more.

**Please contact us on 01628 628 599 or [theplayground@tvap.co.uk](mailto:theplayground@tvap.co.uk) to arrange this.**



# What does this information pack contain?

- fundraising ideas
- what being a corporate champion involves
- how to help at events
- how to become a tvap champion in your organisation and elsewhere
- committing to our regular giving scheme
- who to contact
- and much more..

## How can you support us?

There are many different ways you can support us here at **tvap**. For example you could help us raise funds, raise awareness, help with on-site management, help with our events and much more! Over the next few pages we will be providing more information about each of these options, in order to help you choose a method of support that suits your organisation and employees.

## First steps

- contact us so we can help you achieve your fundraising and company engagement objectives
- consider us for your charity of the year
- spread the word about us to your colleagues
- download and print one of our posters to hang in your offices or our film to show at company meetings

The why

# Why should you get involved in csr at tvap?



We understand that to have a great CSR relationship means a good, fulfilling and organised experience for your staff that directly helps us to support those that are disadvantaged in our community. For us that is the thousands of people with special needs and their families and carers that seek our support annually. Not only will you be giving back to a local charity and helping them in their mission to make play accessible and provide family wide support but being involved in CSR at **tvap** could also benefit your company and employees. CSR teams at **tvap** can develop and learn new skills themselves in a myriad of ways. Additionally employee volunteering:

- **enhances colleague bonding and builds relationships within teams**
- **boosts morale among employees**
- **allows employees to develop new skills**
- **can improve your company's reputation and make them more attractive to potential candidates**
- **helps with employee engagement and retention**
- **provides an opportunity for employees to interact with each other outside of work**
- **can strengthen your brand creating a better company image and enhancing customer loyalty**

## Why we need your support

Our financial and human resources are limited, all of the people we employ work directly with the children and adults with special needs as this is how we make a difference in the lives of over 30,000 people a year at costs under £350,000 a year. Our volunteer base is dwindling too - it is often difficult for individuals to find the time to enter into longer time commitments. As individuals they have so many other commitments and life just seems to get in the way of their best intentions! We do understand this and are very grateful for the time and help that they do give. However, the simple truth is that we do not have enough people to do all of the things that we need to do, on an ongoing basis.

We are looking for local companies to become Corporate Champions and to encourage their employees to use their CSR time to help us raise awareness and much needed funds on an ongoing basis to share the workload and spread the word.

A group of people, all working together, sharing the load would make a huge and lasting difference to the Playground. As a Corporate Champion you could use your CSR time to spread the workload across your employees broad shoulders. This way it would not always have to be the same person who fulfils your commitment. You could organise a pool of volunteers and a rota, releasing people to fulfil their CSR time, either as individuals or pairs for an hour or so a month or as larger groups to help with the bigger events and activities.



# How you can fundraise?

Only 5% of our costs are provided by local authorities, therefore we rely heavily on fundraising to keep our Playground open and continue to support children and adults with special needs. Here are just a few ways you can help raise funds for us:

- enhances colleague bonding and builds relationships within teams
- boosts morale among employees
- allows employees to develop new skills
- can improve your company's reputation and make them more attractive to potential candidates
- helps with employee engagement and retention
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Take on sponsored fundraising challenges are a great way to push yourself whilst also raising money for our cause. Could you run a half marathon or take part in a swimathon?



Volunteer with us at fundraising events such as bucket collections. You could also hold collecting boxes for us at work - maybe in the canteen or at reception?



You could organise a little (or big!) fundraising event on our behalf, for example a raffle or a ball.



Is the world cup or a similar sporting event all the talk at work? Get people to put some money on their favourite team and set up a workplace sweepstake.



Do you operate a give as you earn scheme or would you consider introducing one? (and / or could you encourage your colleagues and friends to join our regular giving scheme - high five for TVAP)

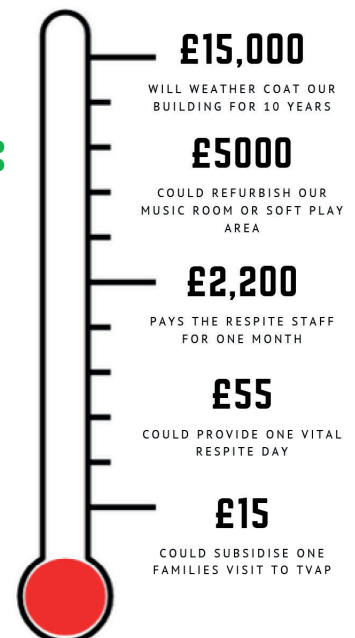


Could you host a dress down day once a month with a donation required for those who take part?



We need people to encourage local retailers to host a collecting box for us. You could organise a rota to check on these boxes and exchange them for new ones when they are full.

## What your fundraising can provide:





Other ways to get involved

## Assist with events, maintenance and development



Do you have green fingers or enjoy manual labour? Helping with maintenance and development of the playground could be an ideal way to volunteer with **tvap**. Becoming a CSR team for **tvap** and assisting with maintenance and development you can help to bring new services to the playground enabling children and adults with disabilities to unlock their potential through play.

You could help keep the playground on top form as well as use your creativity to develop new exciting areas and features of the playground. We have opportunities at the playground for you to:

- **Garden**
- **Carry out ground maintenance and development**
- **Paint and decorate**
- **Create new play opportunities and equipment**
- **Clean areas of the playground**

You could also help out at our events such as fundraising events, barbecues, fundays, Christmas parties and lots more.

## Raise awareness

You can help us here at **tvap** by spreading the word about the work we do. In addition to talking about us with your colleagues and friends why not go one step further and help us spread the word amongst our local community?

We need people to feed the local health centres, Doctor's and Dentist surgeries, libraries and local information points with our leaflets. You could use an hour a month or so to go around and deliver leaflets, check them and restock them if needed. You could also use some of your time to deliver posters about our upcoming events.

Another great way to raise awareness is through becoming a **tvap** champion at local events. You could take a display board and leaflets to events and tell people about how **tvap** support children and adults with special needs.

You could also run a stall or a game on our behalf at your local schools fetes or similar events. We are looking for local companies to become Corporate Champions and to encourage their employees to use their CSR time to help us raise awareness and much needed funds on an ongoing basis to share the workload and spread the word.

## Get in touch

We hope that this guide has sparked an enthusiasm for carrying out your CSR with us here at **tvap**. We would like to invite you to visit us and learn more about the work we do first hand. To arrange this and/or to discuss undertaking CSR with us please contact 01628 628 599 or [gary@tvap.co.uk](mailto:gary@tvap.co.uk). You can also visit us online at [www.tvap.co.uk](http://www.tvap.co.uk).



# Our parents and carers say it best

"I cannot tell you how much we have valued coming to use the facility at **tvap** over the years - you've changed lives and forever friendships have been forged in your magical venue. Thank you so, so much for all your support"

"It is a fantastic place to go for children with special needs and everyone is extremely friendly and are made to feel comfortable without getting stared at. It allows children to express their emotions through sensory, music and specialist outdoor equipment. Our son absolutely loved the soft play area with lights and music I have never seen him so happy calm and safe [we will] definitely go back again"

"It is so nice to have places where families don't judge. Amazing thank you"

"5\* - I go with my special needs play scheme, this place had beautiful views, ample space and activities and lovely friendly staff. This centre can not be faulted :-)"

"My 8 year old is high functioning autistic. (**tvap** is) the only place I can really feel relaxed to let him play without me having a watchful eye on him. I get quality on him. I get quality one to one with both the kids!"

"Amazing place for families with somebody who has Special needs of any sort. My son has learning difficulties, ASD and ADHD and **tvap** provides us with a safe space for him to let off steam without the risks involved in a mainstream environment as he runs off and is non verbal. It also gives his siblings the freedom to have so much fun without stress or judgement. I'd highly recommend it to SEN families and wish my local area had something similar"

"Every local authority should invest in a facility like this as the difference it makes to the lives of it's users is priceless"

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"It really is the most amazing place. Nearly 30 years ago I took my 2 year old son, who has Cerebral Palsy, to the Playground for the first time. He still visits on the rare occasions that he is back in the area because it is an important part of his life and our family's too. What a joy it was to return again with our grandson last month and rediscover the wonderful play opportunities and be welcomed again by the great staff team! Thank you so much Playground for all you mean to families like ours"

"It...  
(Thames Valley Adventure Playground)  
... is a lifesaver"



We'd like to say:

# Thank you

Thank you so much for having an interest in supporting the thousands of local children and adults with special needs and their families and carers that request our help. We are truly grateful for corporates such as yourself for realising the importance of our work and being eager to contribute in order to enhance the lives of disadvantaged children and adults. Your company can make a direct difference in the local community by becoming a **tvap** corporate champion.

However you decide to get involved with our organisation we welcome you with open arms. As a small charity with annual costs of £350,000 and only 5% of what we need coming from local authority funding you can be absolutely certain that your support is greatly appreciated by us and really does make a difference to our playground users. We hope that this CSR pack has informed you of all the different ways you can support all that our charity offers and will enable you to support us in a way that aligns with your skills and interests.

Children as young as toddlers up to adults of 60+ are able to access help due to volunteers, donors and staff that all work hard to make a difference to the lives of individuals affected by disability, Thank you for wanting to be a part of this. We look forward to hearing from you.

## What will you do to **make a difference?**

Get in **contact** on 01628 628051

or [reama@tvap.co.uk](mailto:reama@tvap.co.uk)



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**Bath Road Taplow SL6 OPR**

**[www.tvap.co.uk](http://www.tvap.co.uk)**

Registered Charity Number 278336