



... helping to raise funds for the

THAMES VALLEY ADVENTURE PLAYGROUND

→ **for children & adults with special needs**

Registered Charity No. 278336

Bath Road, Taplow, Maidenhead, Berkshire, SL6 0PR

Tel: 01628 628599

IMAGINE...

- ... if every family outing involved having to leave out a member of your family, because it is just impossible to do it together ...
- ... if, when you finally get to the local playground, people stare at you, or ignore you, or keep their children and a 'safe' distance, just in case ...
- ... if most of the play equipment is not accessible or suitable, and all your child can do is watch the other children playing on it ... wishing ...

For families of children with special needs the opportunities for fun and recreation can be very limited - just going to the local park can be a distressing and fraught experience, going to the leisure centre, a military operation. Bowling - difficult! Cinema - forget it! Out for a birthday meal - afraid not!

NOW

IMAGINE...

- a place where the whole family, whatever their individual needs, can spend a whole day of fun, playing and laughing together - not just a great day out, but an important part of the family coping mechanism.
- a place where they can relax, meet other parents 'in the same boat', recharge their batteries.
- a place where they know that their children are supported, safe and enjoying themselves.
- a place where they are learning important life skills and making friends.
- a place where everyone is accepted, everyone equally valued and everyone has a chance to join in and play, regardless of their abilities.

You are imagining the

THAMES VALLEY ADVENTURE PLAYGROUND

**As a PLAYGROUND GUARDIAN
YOUR COMPANY could make
ALL THE DIFFERENCE!**

THE FACTS

- A registered charity, the Thames Valley Adventure Playground provides a safe and stimulating environment for those of all ages and with all types of special need AND their families, allowing them to experience all the fun and freedom of adventure play, which most of us would take for granted.
- The cost of running the Adventure Playground is now in excess of £320,000 a year. Last year 13,652 visits were made by children and adults with all types of special need. They travelled from all across the Thames Valley as well as from Hertfordshire, Hampshire and all parts of London, and from as far afield as Sussex and Cambridgeshire, as there are few places closer to home offering such special facilities.
- Only 5% of the money the Playground needs during 2010/11 will come from the Local Authority funding, and this is in the form of grants, not statutory funding. Users make a small contribution where possible and for the remainder we rely heavily on the support of our fundraisers and charitable donations from the local community. Sadly, these alone are not enough!

THE DEAL

As a business, we know that you understand how crucial 'running costs' are to any organisation, which is why we are approaching you: we urgently need your support to help to raise the funds vital to maintaining this important facility, which is such a lifeline to so many people with special needs and their families.

We hope your company will consider "buying" a week, or more, helping with the Playground's running costs by becoming a **PLAYGROUND GUARDIAN**. For a donation of £1000, we will:

- acknowledge your generous support, by branding your name across the billboard in front of the Playground for your Guardianship week *and* the following week. The billboard is placed right on the main A4 (Bath Road), giving your business the maximum publicity on this busy route between Slough and Maidenhead. All we need from you is an electronic version of your logo so we can produce the inserts for the board.
- place an advert in the Maidenhead Advertiser for the week of your Guardianship, thanking you for your support.
- invite you to corporate receptions at the Playground, enabling you to network with other Guardians.
- publicize your Guardianship during your Guardianship week, with a link from the home page of our website (www.tvap.co.uk) to your website. The Adventure Playground is in touch with the Maidenhead Advertiser and other local papers on a regular basis and we continue to publicize our Guardianship appeal and inform them of the companies involved. You will also receive a mention in our newsletters, which are distributed widely to families, friends and contacts of the Playground and all supporters.
- provide you with the opportunity to visit the Playground during your Guardianship week with your chosen guests or staff.
- provide any background information you may require for your own internal and external publicity of your Guardianship.

THE PARTICIPANTS

The opportunity to become a Guardian is being offered to businesses and organisations across the Thames Valley and beyond. Since the scheme launched in 2004, we have been fortunate to have attracted some strong corporate names, including SEGRO, Mars, Summerleaze and Mattel UK. We would like you to become part of very special group who are proud to support the Playground and the communities it serves.

THE NEXT STEPS

As a Guardian you will be able to support as many weeks in the year as you wish. Weeks are available on a first come, first served basis. Should you decide to proceed we will be in touch to discuss how you can maximise your advertising and PR opportunities.

We do understand that circumstances can change and should you be able to help us just on this one occasion, it would be the most tremendous help. Once you are a Guardian you will remain on the list, but by signing up you are not committing yourself to contribute further. Obviously, our hope is that your Guardianship is successful and that you *will* wish to continue it in the following year, and we will approach you with plenty of notice, so that you will be able to exploit your involvement to best advantage.

Thank you for taking the time to consider both our proposal - and those special children and adults on whose behalf we make this appeal.

We do hope you decide to become a Guardian of the Adventure Playground and if you would like to know more, please visit our website, www.tvap.co.uk or contact Nicky Hutchinson at the Playground on 01628 628051, or by email, nicky.hutchinson@tvap.co.uk.

PLAYGROUND GUARDIANS - PAST & PRESENT



Maidenhead Athletic Club



Ross & Linda Niven



TAPLOW LAKE SAILING CLUB



SEIKO U.K. Limited



The Oak & Saw
Taplow Village



WaitroseMaidenhead

Wyeth