

Case Study: Jericho Road Project

The Customer

The Jericho Road Project is a charity supporting women involved in the sex industry in Nottingham. It helps them to make life changing informed choices through befriending, outreach work, a life centre drop-in, prison visits and crisis support.



The charity relies on a fantastic team of highly trained volunteers

Objectives

The work had the following objectives:

- Secure more funding through bids and grant applications
- Increase the number of applications made
- Create written material to draw on in the future
- Update the funders database through finding new funding sources

Approach

- One of our voluntary sector bid writers met with the client to understand their work, and discuss potential funders
- Research was carried out on potential new funding sources
- Applications and bids were submitted to trusts and funding organisations
- Written material was created for use in future bids and applications

Outcomes

- Several different funding applications won
- A stronger, up to date funders database
- Detailed written content available for use in future bids
- A significant increase in the number of applications
- An objective perspective enabled helpful suggestions to be made and implemented - such as gaining endorsement from another agency, adding significant weight to bids



The project's minibus offers a 'safe haven' as well as hot drinks and food

“In times of increasing competitiveness around grant funding, we needed to increase the number of applications made but had insufficient resource to employ a fundraiser. Silverlock enabled us to significantly increase our application level. We have had a positive return on our investment and are looking to work with Silverlock again.”

Kay Wainman, Jericho Road Project Chairman