

TFN Impact Report

Name of your Organisation:	Prison Radio Association
Date of TFN event which you pitched at?	4/7/2018
Name of the project TFN funded:	Straightline
Were you able to undertake your project as you outlined in the application?	Yes
Can you describe and/or demonstrate the specific impact that TFN funding has had against your initial objectives?	<p>Support from The Funding Network has enabled us to build Wearestraightline.com - the world's first online digital media channel for people leaving prison. Wearestraightline.com (referred to as Straightline) is a hub of audio and video content aimed at prison leavers. The stories, debates, conversations, practical advice and general information hosted on Straightline has been produced in conjunction with people who have experience of prison, for people who are leaving prison.</p> <p>Since receiving support from TFN, we have been able to create the website and spend nine months testing various forms of media. These include podcasts, radio programmes and films. Through the promotion of Straightline on National Prison Radio, we have also been able to begin to build an audience.</p> <p>During the funding period, we have been able to upload 39 pieces of audio, 24 films and 16 blogs, all produced through the Prison Radio Association. Furthermore, we have been able to promote the work of 48 other organisations who specialise in supporting people facing serious disadvantage. We have had over 4,000 unique visitors to the site since we received funding.</p>
What portion of the project did TFN fund?	50%
How many direct beneficiaries did the TFN funded project reach?	4000
How many indirect beneficiaries did the TFN funded project reach?	N/A
Were you able to leverage further funding as a result of TFN support?	Yes
If yes, how much were you able to raise and from whom?	We haven't yet secured the funds, but we have been able to approach the Big Lottery Fund - Reaching Communities - for support. We have successfully made it into the final round of funding and we are now developing our application for consideration. Without support from TFN we wouldn't have been able to approach Big Lottery, let alone have a high chance of success. Should we be successful, we will

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	<p>receive around £350,000 over three years to build a team of multi-media producers to specifically create content for Straightline. One of these producers will be a former prisoner who has previously worked with us on National Prison Radio.</p>
<p>Did you receive any pro-bono support, volunteer offers or introductions as a result of the event?</p>	<p>No</p>
<p>How important was TFN funding in helping you achieve your objectives?</p>	<p>We would have found it difficult to achieve our objectives without TFN funding</p>
<p>Since presenting at TFN, has your organisation undergone any other significant changes?</p>	<p>N/A</p>
<p>Do you have any other comments or feedback on the experience of the TFN process?</p>	<p>We have benefited hugely from being involved with TFN. Straightline will revolutionise the way prison leavers and other members of society facing acute disadvantage will understand about support services, as well as enable them to self-support more confidently. Straightline has the power to alleviate the pressures that our probation services are currently struggling with, whilst creating better partnership opportunities for the penal voluntary sector. Without the funding from TFN, we would not have been able to move the project forward so positively in the last 12 months.</p> <p>On a personal level, I benefitted massively from being involved in the TFN process. I really enjoyed the pitching process and have certainly gained confidence as a consequence of participating in the event last July.</p> <p>Thank you once again for the opportunity. We would welcome the opportunity to understand how we can continue to work with TFN in developing Straightline further.</p>