

TSIC Non-Profit Organisation Case Study: PlayPumps International

PlayPumps International commissioned The Social Investment Consultancy (TSIC) to launch a UK-based fundraising operation which would contribute towards a US\$60m capital campaign. TSIC was responsible for defining and implementing a fundraising strategy in coordination with PlayPumps' biggest UK donor, The One Foundation.

About The Social Investment Consultancy

The Social Investment Consultancy (TSIC) is a strategy consulting firm operating at the intersection of the for-profit and non-profit worlds. We provide businesses, foundations, social enterprises, and non-profit organisations with the advice and support they need to best realise their goals and maximise their impact.

About PlayPumps International

PlayPumps International is a global NGO devoted to fighting water deprivation in sub-Saharan Africa through the use of an award-winning piece of technology – a child's roundabout attached to a water pump. Developed by a South African entrepreneur in 1994, the PlayPump water system is a simple, sustainable solution to the urgent problem of water access in rural African communities. The international PlayPumps alliance was launched in 2000 with branches in the US and South Africa, to help accelerate the distribution of these innovative water pumps. Thanks to the support of the Case Foundation, the Coca-Cola Africa Foundation, and numerous other philanthropists and institutions, PlayPumps International has already managed to install more than 1,250 pumps in South Africa, Lesotho, Mozambique, Swaziland, and Zambia, bringing clean drinking-water to over two million people.

Project aims

The aim of this project was to establish a UK branch of PlayPumps International that would:

- Steward relationships with current PlayPumps donors based in Europe;
- Raise the profile of PlayPumps in the UK and represent the organisation in the media;
- Raise funds towards the installation of PlayPump water systems.

Work undertaken

Within just one year PlayPumps UK has become an established branch of the international PlayPumps alliance. Work has included:

- The creation of a cross-sectoral fundraising strategy focused around corporate partnerships, high net-worth individual outreach and trust and foundation applications;
- Ongoing stewardship of the largest current UK donor;
- The creation of a case for support and model applications for PlayPumps funding;
- Representing PlayPumps at public events and in the media.

Key achievements have included:

- Organising a prestigious launch event at the House of Lords;
- Negotiating a £250,000+ corporate partnership to run a mass-awareness campaign at Heathrow Airport;
- Submitting over £1 million worth of applications to 45 UK-based trusts and foundations;
- Launching a new 12-month campaign to support PlayPump installations in Malawi;
- Raising over £250,000 towards the Malawi campaign;
- Negotiating a fundraising partnership with global investment bank Credit Suisse, which allowed use of its executive boxes at the O2 Arena for high net-worth individual outreach.

What PlayPumps says about TSIC

“TSIC has helped establish PlayPumps in the UK development community. We see TSIC as partners in helping us deliver this stage of our vision. They’ve brought in corporate partners, hosted prestigious events for us, and are leading a major campaign on a variety of fundraising fronts. We’ve been able to pass on contacts in total confidence while also building on many new relationships through TSIC’s work. We have found them particularly effective despite the current difficult economic environment”.

Dale Jones, CEO, PlayPumps International