



Charity story: Making Sense

Costing a new activity

Making Sense is an artist-led charity on a mission to bring creativity and culture into everyone's lives, from babies in galleries to older adults living with dementia at home and in care homes.

The organisation makes cultural experiences accessible, joyful and meaningful, sparking curiosity, imagination and connection through multi-sensory workshops, events, training, and sensory parcels, helping people engage with memories, stories, and experiences in playful and human ways.

Delivering consultancy and project management, and leading sessions as well as guiding the creation of resources, installations, exhibitions, and workshops, Making Sense has a range of services and activities.

Founder Ticky contacted Cranfield Trust with a question about the organisation's Sensory Parcel Service, which delivers packages of sensory objects, activity ideas and trip inspiration to individuals and families at home or to day centres or schools for children with special educational needs.

Volunteer Simon, who has a background in financial project management helped Ticky to consider what might be needed in developing this service.

Ticky reported:

"I found it very helpful to have someone with very different skills from me to talk through the problem and see it from a different perspective. Simon's questions helped me to think through the steps and processes and to formulate a plan, I feel confident that we have a starting point for selling our sensory parcels, by starting small and developing our market."

