

Sported

Handy Hints for fundraising

What do you need to raise money for?

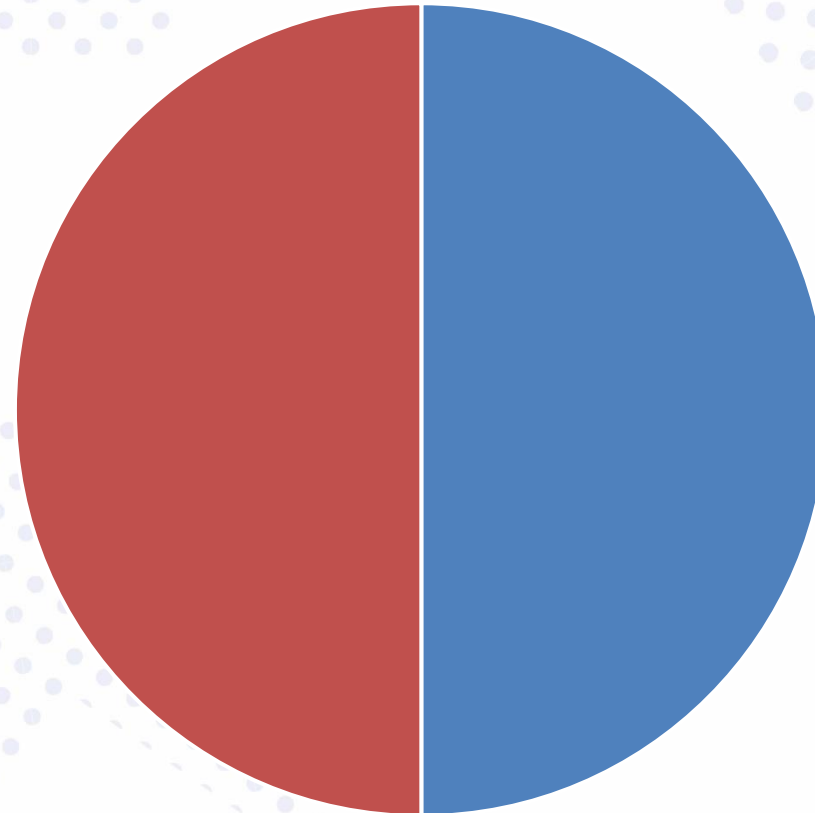
- Capital
- Projects
- General running costs
- ALL OF THE ABOVE??

Restricted

V'S

Unrestricted

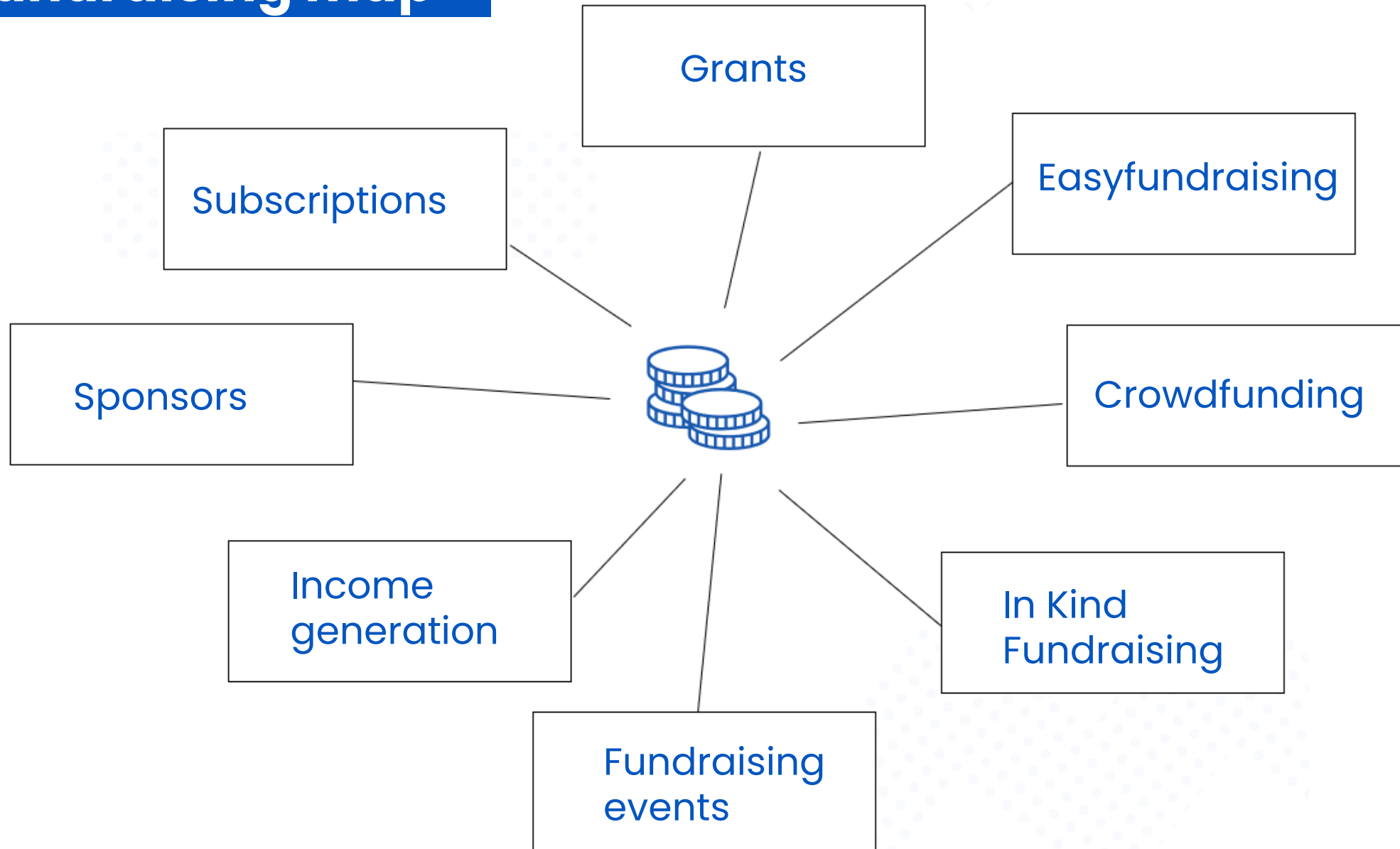
Restricted income generation means that the funds can only be spent in accordance with the requests of the donor



■ Restricted ■ Unrestricted

Unrestricted income generation means that the allocation of funds is **NOT** restricted by the donor.

Fundraising map



Fundraising



Top tips for community fundraising

1. Make everyone a fundraiser
2. Know what / how much to ask for
3. Take the personal approach
4. Understand the donor's viewpoint
5. Fundraising is selling – tell your story!
6. Think about your credibility and PR
7. Say thank you
8. Develop long-term involvement
9. Report back to your supporters

Subscriptions

1. Do you have a graded fees structure
2. Have you researched to see if your subscriptions are competitive with other local clubs or activities?
3. Do your fees reflect the value of what your sports club offers?
4. Is there scope to increase the fees, or should they be reduced to attract more people?

Sponsors



Sponsors

- Do you have them??
- Should you??
- Where can you find them?
- What can they sponsor?



Find your Partners

Search based on objective criteria for perfect partners



Propose and Agree

Refine packages and negotiate contracts



Plan your Activations

Bring your partnerships to life



Manage and Learn

Using SNAP's knowledge library and tools

<https://www.snapsponsorship.com/>

Income Generation

- Your Own Appeal Website
- Facility/Bar
- Selling sessions/lessons/space/time
- Providing services
- Merchandise
- Car parking
- Collection Boxes/Card readers

Fundraising Events

Use your
imagination



100 CLUB



In Kind Fundraising

Donations of

- Goods
- Services
- Time

Crowdfunding

The logo for gofundme, featuring a green sun icon above the text "gofundme" in a bold, lowercase, green sans-serif font, with a small "TM" trademark symbol to the right.

The logo for GoGetFunding, featuring a blue winged icon to the left of the text "GoGetFunding" in a bold, blue, sans-serif font.

The logo for Crowdfunder, featuring a blue icon of a person with arms raised, resembling a crowd, to the left of the text "Crowdfunder" in a blue, sans-serif font.

Crowdfunder

The logo for GlobalGiving, featuring a colorful icon of four interlocking puzzle pieces (blue, orange, green, yellow) to the left of the text "GlobalGiving" in a grey, sans-serif font.

GlobalGiving

The logo for Spacehive, featuring the word "Spacehive" in a bold, yellow, cursive font with a black outline.

The logo for JustGiving, featuring the text "JustGiving" in a bold, purple, sans-serif font, with a small "TM" trademark symbol to the right.

The logo for SPORTED, featuring a blue checkmark icon above the text "SPORTED" in a bold, black, sans-serif font.

SPORTED



Sport England: Active Together

Get up to £10,000

Match funding to help the sport and physical activity sector recover, reinvent and build resilience.

Pledge Criteria

If your application is approved, you'll get match funding of **up to** 50% towards your initial crowdfunding target, up to a maximum of £10,000.

To receive a pledge, you will need to do two things (the 'pledge conditions'):

- 1) raise at least 25% of your initial target,
- 2) raise this from a minimum number of supporters

Following receipt of a pledge you will also need to reach 100% of your initial funding target to receive the funds from Sport England.





easyfundraising feel good shopping



1

Join the online community

Register your club for free, then encourage players and supporters to sign up to support you.



3

Collect free donations

When players and supporters shop online, the retailer sends your club a donation at no extra cost to say 'thank you' for shopping with them.



2

Shop as normal

When shopping online players and supporters need to go to the easyfundraising website or app first, then they can shop as normal with over 7,300+ retailers.

"It's amazing the amount of online shopping you can do through easyfundraising - whether it's every day shopping, buying presents or wine for a wedding, or even booking a hotel for work - and it's so easy to use. I'd recommend it to every club"

"There are no fees and every quarter, easyfundraising put the money raised into you bank account"

Commodore Nigel Austin - Cransley Sailing Club

[Click here to find out more](#)



Basic hints and tips when applying for grants and funds

Where to look for funding sources

Grant Advisor	https://www.idoxgrantadvisor.co.uk/Home
Get Grants	https://www.ukcommunityfoundations.org/our-network
Grants Online	https://www.ukcommunityfoundations.org/our-network
The National Lottery	https://www.tnlcommunityfund.org.uk/funding
UK Community Foundation NI Wales Scotland	https://www.ukcommunityfoundations.org/our-network • https://communityfoundationni.org/achieving-impact/available-grants/ • https://communityfoundationwales.org.uk/grants-overview/ • https://www.foundationscotland.org.uk/apply-for-funding/funding-available
SCVO (Funding Scotland)	https://funding.scot/
Charity Excellence	https://www.charityexcellence.co.uk/

Check local councils and the sources outlined in our funding bulletin

Funder Finders – how to use

It's a search tool and works within the parameters you set

- Works on type of organisation
- What is your area of work
- About the project you want to run
- What costs do you want to cover

The challenge with search tools is

Being specific enough that you find what you want without being drowned in information

Being general enough so you have a wide selection of funding possibilities

Be brave...have a play...you can't break them!

How to choose your funder

Do your research

- Check the kinds of participant the funder likes to support and the outcomes they're interested – look for a good match
- Many funders only fund registered charities
- Some don't fund new organisations
- There may be a minimum or maximum income criterion
- Some funders like their grant to 'make a big difference'
- Others want to see that someone else is willing to invest

How much to ask for

- It's rarely a good idea to ask for the maximum amount – most grants awarded will be for less than this
 - Some funders give guidance on the typical grant size – pay attention to this
- Estimate your costs properly and don't construct your budget around the maximum available
- If you're applying for a large grant, ask yourself whether your organisation is a credible applicant for this sum of money...

How much is too much?

- Would this grant represent a large increase in your annual income? You'll need to convince the funder you're capable of managing a larger grant wisely and delivering on your promises
- Do you have a track record of managing projects of similar size, scope and length?
- Do you have a track record of this kind of work? If not, it may be better to partner with an organisation that has relevant expertise
- Do your accounts and bank statements indicate that your finances are well-managed?

Evidence of need

- Indices of multiple deprivation – [IMD Explorer](#)
- Office of national statistics: www.ons.gov.uk
- SIMD – [SIMD \(Scottish Index of Multiple Deprivation\)](#)
- ONS
- Public health Scotland – <https://www.publichealthscotland.scot/>
- Crime Statistics in Scotland – [Recorded Crime in Scotland, 2019-2020 – gov.scot \(www.gov.scot\)](#)
- Other overarching strategies – Childhood obesity, Mental Health etc...

- **Questionnaires** distributed to the local community / existing members
 - Survey Monkey
 - Facebook or twitter polls
- **Focus groups or interviews** discussing the project with your target audience
- **Letters of support** from partners who can support your work and approach
- Generating a **waiting list** to demonstrate the level of demand
- **Piloting** or trialling a concept/project/way of working – e.g. taster
- Creating a **case study** on an individual or community that shows impact

Top tips for your application

- 1. Ensure your eligibility**
- 2. Understand the funder's perspective**
- 3. Match your aims and objectives with funder's criteria**
- 4. Be clear & concise**
- 5. Be honest & accurate with Information**
- 6. Reference documents / enclosures**
- 7. Recruit helpers, delegate tasks**
- 8. Schedule time!**

How to write a strong application

Remember

The only information a funder will have is what you tell them on the application form!

You need to persuade the funder that:

- Your project is a great way to deliver the outcomes they're interested in
- Your project is needed in your area
- Your organisation is well-placed to deliver the project

Have everything in one place



Have template statements ready

Background information, including:

- How and why your group was set up
- How it is run
- What geographical area it covers
- What ethos it is based on
- What support it has within the community.

Tips and Strategies

- Imagine a specific person
- Write in plain, simple English
- Assume your reader knows nothing about your organisation.
- Avoid using jargon
- Draft your answer in a word document, or similar – keep to word count
- Make sure your most important sentences are at the beginning.
(should this go at the top??!! 😊)

Top mistakes made

- Not meeting the deadline
- Asking for too much money
- Asking for total turnover amount – not sharing risk
- Not meeting the criteria/ applying to a funder for something that doesn't clearly align with their priorities
- Not completing the form in its entirety
- Not signing it off
- Figures not adding up
- Not providing the attachments
- Group cannot do project as not in constitution
- Using the kitchen sink approach!

A photograph of a basketball game in progress. In the foreground, a player in a white jersey with blue accents is dribbling a basketball. He is being closely guarded by another player in a similar white and blue jersey. In the background, another player in a light blue t-shirt is visible, and there are red and yellow banners with the word "THUNDER" on them. The scene is set on a wooden basketball court.

Questions



THANK YOU