
CHANGING LIVES THROUGH GRASSROOTS SPORT

Sported: A Case For Support



Sported exists to make sure **no-one** is left on the **sidelines**, so more people have a better chance in life.

Together, we can
make this possible.



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Join Us Today



1. THE CHALLENGE

A Growing Crisis of Inequality and Inactivity

Across the UK, inequality is widening. It's costing lives, futures and billions of pounds.



14.3m

people are living in poverty (DWP).



1 in 5

young people now has a probable mental health condition (NHS England).



1 in 8

young people in the UK are not in education, employment or training (ONS).



50%

of UK adults say anti-social behaviour is problematic in their area (YouGov).

These pressures damage mental health, breed isolation and encourage crime – and they don't sit in isolation.

They compound.

They amplify each other.

They overlap.



They create a cycle of disadvantage that makes it difficult for individuals to escape. (Sport England)



It doesn't end there. There is one critical driver of inequality that continues to be overlooked:

Unequal access to physical activity.



Being active is not just about sport.



It improves mental health, physical wellbeing and creates connection and belonging.



Yet those who could benefit the most are the ones with the fewest opportunities to take part.



£20bn

The annual cost of physical inactivity to the UK economy and healthcare system (Sport England).

But the **real cost** is felt in communities where many people don't have **safe spaces, trusted support or opportunities** to thrive.

2. THE OPPORTUNITY

The Power of Grassroots Sport

Right at the heart of those same communities lies a powerful solution that is often overlooked: **grassroots sport.**

How can sport make a difference?



Improves health & wellbeing

8 out of 10 people say sport improves their mental health (Mental Health Foundation)



Ensures opportunities for all

68% of people believe sports groups foster a sense of community (Sport and Recreation Alliance)



Empowers communities

Sport and physical activity generates over £100 billion in social value (Sport England)



Grassroots sport is a driver of social change, a key to stronger communities and brighter futures.

**IT'S CONFIDENCE.
IT'S BELONGING.
IT'S PREVENTION.
IT'S COMMUNITY.**



FOR MANY, IT'S

LIFE-CHANGING

FOR SOME, IT'S

LIFE-SAVING

For countless individuals, grassroots sport is often the first time someone believes in them.

It creates the opportunity to **thrive**, not just survive.

The Funding Gap

Despite its impact, grassroots sport remains dramatically underfunded.

"I've accessed some fantastic grants and have a much better understanding of fundraising."

Group Leader for Eat, Sleep, Ride – a Sported beneficiary.



0.5%

of corporate sponsorships supports sport for good.



70%

of government funding for sport and recreation has been cut.



2%

of public donations go to sport – the lowest of any charitable cause.

This life-changing solution is being **left behind.**

7.5m

people could lose access to the activity that keeps them healthy, connected and hopeful, without greater investment.



This is where **Sported** steps in.

3. THE SOLUTION

Sported

We support the UK's largest network of community sport groups.

This includes 5,000 grassroots groups, reaching more than 1 million people each year.



Sported exists to tackle inequality through grassroots sport – at scale.

“

“If it wasn't for the fantastic support from Sported, our group would no longer be in existence.”

Community Group Leader

”



We act as the bridge between potential and opportunity.

We ensure grassroots sport can deliver real, lasting impact in the communities that need it most.

Turning Sport Into Prevention

When properly supported, grassroots sport becomes a powerful tool for preventing social challenges before they occur.

Sported helps make this possible by equipping community groups with the funding, expertise and volunteer support they need to reach more people.

This helps to create:



Opportunities for further education and employment



Safer streets and more robust communities.



Healthier minds and bodies.



Reduced pressure on the NHS.



More resilient local economies.



Your support would help make this possible by strengthening grassroots organisations so they can reach more people in underserved communities, and tackle problems before they escalate.

A Powerful Return on Investment

Your impact would go far beyond the playing field.

£1 → £6

Every **£1** invested in grassroots sport creates **£6** of social value.



Better
health outcomes



Safer
communities



Stronger
local economies

This isn't simply charity.
It is one of the most **cost-effective social investments** you can make.



Your support has the power to create a ripple effect of change – improving futures for communities across the UK.

4. HOW SPORTED MAKES THIS HAPPEN

Our Delivery Model

We aim to ensure that everyone, and every community, has equal access to the life-changing benefits of sport.

This is how we do it, and where your funds could go.



FUNDING

Access to sustainable funding remains one of the biggest challenges facing grassroots sport.

Sported works with partners to deliver that vital funding, unlocking participation and opportunity.

c. £14M

invested directly into
grassroots sport
in the UK and Northern
Ireland.

Our strong track record and innovative approach have made us a trusted and leading grant maker within the grassroots sector.

Capacity Building

Strengthening grassroots groups inside and out.



Most grassroots sport groups are run entirely by dedicated volunteers, who often lack time, resources and expertise.

Sported helps bridge this gap by connecting groups with a highly skilled workforce of professionals – both paid staff and over 250 volunteer consultants – who provide tailored support in areas such as:



Governance and safeguarding



Fundraising and financial planning



Business strategy and sustainability



Marketing and communications



Volunteer and leadership development



This strengthens professionalism, effectiveness and **long-term sustainability** of grassroots sports groups, ensuring they can provide their services for years to come.

Education and Training

Spoted designs learning programmes that help grassroots organisations strengthen their impact.

The programmes help:



Participation growth



Inclusivity and accessibility



Tackle mental health challenges



Reduce crime and antisocial behaviour



Improve employability and youth opportunity

Research and Advocacy

Spoted has unmatched insight into the needs, barriers and potential of grassroots sport.

We use this knowledge to inform policy, challenge inequity and champion the value of sport as a driver of social change.

By sharing evidence and insight with policymakers, funders and partners, we ensure the voice of grassroots sport is heard, and its role in building stronger communities is recognised.



With over

5,000

groups being supported, we create a ripple effect of change in communities across the UK.



5. IONA'S STORY

After struggling with anxiety, Iona found a safe space at Eat Sleep Ride, where she rebuilt her confidence and began to look towards a brighter future.



At 16, Iona stopped attending school.

Struggling with anxiety, she became increasingly isolated and unable to cope with everyday life.



That changed when she found Eat Sleep Ride, a grassroots organisation changing lives through sport, supported by Spotted.

Through sport and time spent in a safe, supportive environment, Iona began to manage her mental health and slowly rebuild her confidence.

“Being around the horses gives me a sense of calm and safety, and over time my confidence began to grow.”



What started as a weekly visit became a place where she could feel calm, connected, and in control again.

Today, she is building a future she once thought was out of reach.



Iona's story shows the powerful role grassroots sport can play in supporting mental health – providing safe spaces where they can grow and thrive.



For too many people across the UK, mental health challenges are taking over their lives.

Your support can help change that.

6. TOGETHER WE CAN CHANGE THE GAME

The Opportunity Ahead

Demand for Sported's support is rising faster than ever.



More grassroots groups
are struggling to survive.



More communities
are losing their safe spaces.



More people
are being left without the
opportunities they deserve.



Sported has a bold and ambitious vision for the future.

By 2029, we will:



Grow from **5,000** to **10,000** community groups.



Deliver **deeper impact** in areas facing the greatest inequity.



Strengthen groups for **long-term sustainability**.



Leverage more than **£8 million** in grants to our sector through effective partnerships.



Achieving this will create **healthier** communities, **safer** neighbourhoods and **brighter** futures across the UK.

But we need your support to make this happen.

Why Partner with Sported?

By partnering with Sported, you are investing in a solution that is:



Preventative, not reactive



Tackling issues early



Proven and scalable



Delivering impact at national scale



Deeply rooted in communities



Reaching those most in need



Highly cost effective



Significant social return on investment



Your support doesn't just fund programmes. It strengthens communities beyond what we could deliver alone.

7. WHAT MAKES SPORTEDE TOP OF THE LEAGUE?

In a crowded charity landscape, Spotted stands out.

We're not just another grassroots funder – we're a grassroots sport enabler. This is what sets Spotted apart.

Scale with Depth

We support the UK's largest network of community sport groups including 5,000 grassroots groups, while providing tailored support to each organisation.

Deep Community Reach

We work directly with the communities most affected by inequality, reaching those who are often excluded from traditional systems.

More Than Funding

Many organisations provide grants. Spotted goes further. We combine funding with expert consultancy, training and long-term support, ensuring groups don't just survive, but grow and succeed.

Insight-Led Impact

With unmatched insight into grassroots sport, we don't just deliver change – we influence policy, shape the sector and amplify the voice of communities.

A Proven, Cost-Effective Model

Every £1 invested generates £6 of social value. Your support delivers measurable impact across health, crime reduction, employment and community cohesion.

Our Community Pulse research found...

82%

...of group leaders say funding is their top priority.

JOIN US TODAY



Everyone deserves the chance to be safe, healthy and free from poverty.



Everyone deserves a place to belong.



Every community deserves spaces where people can connect and thrive.


Grassroots groups make this possible.
But they cannot do it alone.



Your partnership will keep thousands of groups alive and help millions access the life-changing power of sport.

This is your opportunity to **create lasting change.**



One group



One person



One community

Together, we can change the game.