

FINDING THE FUNDS

Your partnership funding and
stakeholder engagement toolkit



Introduction

This toolkit is designed to help you to raise partnership funding for your project.

Getting backing from important **local stakeholders** such as the Local Authority is **a game-changer** that will help you to raise funds, secure planning permission and get momentum on your project.

This document **gives you the tools you need** to find out who these stakeholders are and make contact.

This isn't the only way to secure funding though, so we've also provided some **fundraising ideas** that you can have some fun with as well as a **directory of funding sources** that have helped support our projects in the past.



Contents

1

Sources of partnership funding

We explain the people and organisations who may help fund your project.

→ [Slides 4 & 5](#)

2

Identifying your stakeholders

We provide you with a stakeholder map to help you identify your most important contacts.

→ [Slides 6-12](#)

3

Making contact

We provide templates to help you make contact with everyone you've identified in your stakeholder map.

→ [Slides 13-18](#)

4

Creating momentum

We give you some event and press release ideas to keep your stakeholders engaged and maintain momentum.

→ [Slides 19-25](#)



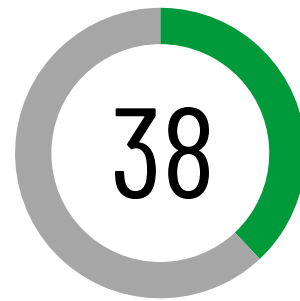
1. SOURCES OF PARTNERSHIP FUNDING



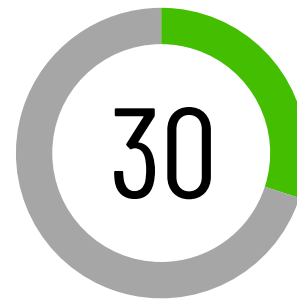
Where does partnership funding usually come from?

Over the years, projects like yours have secured partnership funding from a range of sources.

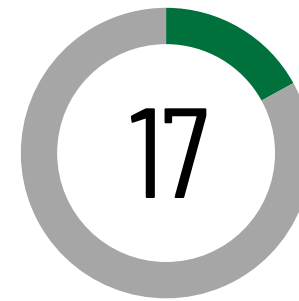
Most secure funds from a mix of external sources, adding their own funds and some community fundraising.



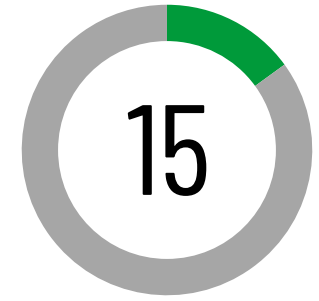
% Local Authority



% Applicant's own money



% Other grants/
charitable donations



% Other community sources

You can see that the largest single funding source is Local Authorities. Getting the backing of your Local Authority is also important for other reasons, such as securing planning permission.

For this reason, we've focused this toolkit on **equipping you to build strong relationships with your Local Authority**, as well as enabling you to **build a network of supporters** who can influence your Local Authority's decisions.

We have included a directory of other funding sources in an appendix at the end of the toolkit. Find it on slide 52 if you'd like to know where else you can look for funding.



2. IDENTIFYING YOUR STAKEHOLDERS

Who are my local stakeholders?

This stakeholder map will help you to **identify the key local influencers** who you may want to contact and let them know about your exciting project.

Some may be able to **fund your project directly**, while others have the potential to be **influential supporters** of your project.

We are recommending three groups of people for you to contact:

1. People within local government in your area
2. Other local elected representatives
3. Key partners for your project

The stakeholder mapping process sets out what you might want to ask each person to do to support your project and partnership funding efforts.

It also encourages you to think about whether they are likely to be in favour of your project and consider how much influence they might have.

IN THE FIRST INSTANCE, WE RECOMMEND YOU MAKE CONTACT BY SENDING A LETTER/EMAIL TO THEM, ASKING TO SPEAK FURTHER ABOUT YOUR PROJECT IN PERSON OR ON THE PHONE. TEMPLATES ARE AVAILABLE FROM [SLIDE 24](#) ONWARDS.



ROLE	ORGANISATION	WHO THEY ARE	WHAT YOU NEED TO KNOW ABOUT THEM	WHAT YOU ARE ASKING THEM TO DO	ENGAGEMENT TOOLS	FILL OUT WITH HELP FROM YOUR ENGAGEMENT MANAGER		
Local Authority officials: key decision makers for funding and planning. Find <u>your Council</u> and <u>how it works</u> .						NAME	EXISTING RELATIONSHIP	ACTION TAKEN?
Chief Executive	Local Authority	<p>The Chief Executive is the head of your Local Authority's paid workforce.</p> <p>For projects involving significant investment, the Chief Executive will be involved in decision-making.</p> <p>Speak to your Engagement Manager at the Foundation to discuss whether it's appropriate to contact the CEO.</p>	<p>What are the priorities in your area?</p> <p>Will your project support them?</p> <p>Is your project significant enough to attract this person's attention?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Directly fund your project-Drive your project through the decision-making and planning process-Support the inclusion of your project in strategic plans for sports	<ul style="list-style-type: none">•Email/letter•Project Factsheet•Face to face meeting			
Relevant Director (e.g. Director of Leisure & Recreation)	Local Authority (District Council or Unitary Authority)	<p>Many local authorities employ a senior Director with strategic responsibility for local services including sport facilities.</p> <p>These people play a key role in setting the strategic direction for provision in your area, and can be a key influencer of funding decisions.</p> <p>If you're in a two tier authority, you need to make contact at a District, rather than County, level.</p>	<p>What are the priorities in your area?</p> <p>Will your project support them?</p> <p>Is there any reason to believe this person will be obstructive?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Directly fund your project-Advise on other local funding sources.-Advocate for your project with elected politicians and officials	<ul style="list-style-type: none">•Email/letter•Project Factsheet•Face to face meeting			
Sports Officer	Local Authority (District Council or Unitary Authority)	<p>Your local authority will usually employ an officer whose responsibility is to encourage sports participation and provision. They play a key role in creating the plans for sports provision, on the basis of which funding decisions are made. If you're in a two tier authority, you need to make contact at a District, rather than County, level.</p>	<p>What are the sports priorities in your area?</p> <p>Do you know if this person has an interest in football?</p> <p>Is there any reason to believe they will be obstructive?</p>	<p>You can ask them to</p> <ul style="list-style-type: none">-Identify possible funding sources for your project-Be a supportive voice for your project within the decision-making process	<ul style="list-style-type: none">•Email/letter•Project Factsheet•Face to face meeting/site visit			

ROLE	ORGANISATION	WHO THEY ARE	LOCAL INFORMATION	WHAT YOU ARE ASKING THEM TO DO	ENGAGEMENT TOOLS	FILL OUT WITH HELP FROM YOUR ENGAGEMENT MANAGER		
Elected Councillors: Not all of them have a direct decision-making role over fundraising but they can all be <u>influential</u> and help you to identify other sources of funding.						NAME	EXISTING RELATIONSHIP	ACTION TAKEN?
Council Leaders	Unitary local government – Leader of City, Borough or County Council. Two Tier local government – Leader of County Council and District Council. Leader of Town/Parish Council if there is one.	The Leader of the Council is the most senior elected representative. If you live in a ‘unitary’ authority area you will have one council, but if you live in a two tier local authority, key decisions about planning and leisure funding are most often made at the District Council level. You may also have a Parish Council responsible for very local decisions.	Will your Council Leader be a supporter of the project? Are they likely to be concerned about a shortage of local football facilities? Do they have a personal interest in football/sport?	You can ask them to: -Directly fund your project -Advise on other local funding sources -Attend events as a supportive stakeholder -Provide a supportive quote to the media	•Letter/email to request a meeting •Project factsheet			
Local Councillors	Unitary local government – Representatives of your ward in City, Borough or County Council. Two Tier local government – Representatives for your ward in County and District Council. Members of Town/Parish Council if there is one.	It is critical to get your local representatives behind your project; they can have huge sway in accessing funding and securing planning permission. If they support your project they can also help to bring the rest of the local community along with them. The website “ write to them ” provides a quick way to find out who all your Local Councillors are.	Do you or anyone in your Club know your Local Councillors personally? Are they likely to be concerned about a shortage of local football facilities? Are they members of the same political party as the Council Leader?	You can ask them to: -Directly fund your project -Advise on other local funding sources -Contact other council decision-makers in support of funding your project -Attend planning or other events as a supportive stakeholder -Provide a supportive quote to the media	•Letter/email to request a meeting •Project factsheet			

ROLE	ORGANISATION	WHO THEY ARE	LOCAL INFORMATION	WHAT YOU ARE ASKING THEM TO DO	ENGAGEMENT TOOLS	FILL OUT WITH HELP FROM YOUR ENGAGEMENT MANAGER		
Elected representatives - other important elected people who can support your conversations with the local authority and help you to <u>raise the profile</u> of your project.						NAME	EXISTING RELATIONSHIP	ACTION TAKEN?
Member of Parliament	House of Commons	<p>Although not directly involved in the decision, your local MP can be one of the most influential supporters (or objector) of your project.</p> <p>The website "write to them" provides a quick way to find out who your MP is.</p>	<p>Will your local MP be a positive advocate of your project?</p> <p>Is your MP a football supporter?</p> <p>Are they an active advocate of sports?</p> <p>What political party are they a member of and is this the same as your local council?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Contact the local authority in support of funding your project.-Attend planning or other events as a supportive stakeholder-Provide a supportive quote to the media.-Advise on local funding sources	<ul style="list-style-type: none">•Letter/email to request a meeting•Project factsheet			
Directly Elected Mayor	Council (Town / Combined)	<p>Like an MP, a directly Elected Mayor can be an influential supporter for a project.</p> <p>Their remit could cover a town (e.g. Middlesbrough) or a combination of local authority areas (e.g. Great Manchester)</p>	<p>Will the Directly Elected Mayor be a positive advocate of your project?</p> <p>Do they have an interest in sport or football?</p> <p>What political party are they a member of and is this the same as your local council?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Directly fund your project-Advise on other local funding sources-Contact the local authority in support of funding your project-Attend planning or other events as a supportive stakeholder-Provide a supportive quote to the media	<ul style="list-style-type: none">•Letter/email to request a meeting•Project factsheet			
Police & Crime Commissioner	Police & Crime Commissioner	<p>Sets strategic direction and priorities for local police force. May be interested in projects like yours that support community cohesion and engaging the community in positive activity.</p>	<p>Could your project support local policing priorities – e.g. helping young people stay away from crime?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Contact the local authority in support of funding your project-Attend planning or other events as a supportive stakeholder-Provide a supportive quote to the media	<ul style="list-style-type: none">•Letter/email to request a meeting			

ROLE	ORGANISATION	WHO THEY ARE	WHAT YOU NEED TO KNOW ABOUT THEM	WHAT YOU ARE ASKING THEM TO DO	ENGAGEMENT TOOLS	FILL OUT WITH HELP FROM YOUR ENGAGEMENT MANAGER		
Key Partners: may be able to raise funds/provide money, or use their contacts and networks to <u>build support</u> for your project.						NAME	EXISTING RELATIONSHIP	ACTION TAKEN?
Owner/Chief Executive / Director Finance/ External Affairs	Large local businesses	<p>Significant local employers can become backers for community projects.</p> <p>Most local authorities publish information about the biggest employers locally and a simple Google search can help you find them. Try “largest employers in [insert local authority area]”.</p>	<p>What are the Corporate Social Responsibility (CSR) priorities of the business?</p> <p>Have they funded any similar projects?</p> <p>Would their employees benefit from the facilities/do they have any other link to your project?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Advocate for your project with other local influencers-Make a financial contribution, perhaps through sponsorship-Donate a prize or item for your fundraising events	<ul style="list-style-type: none">•Email/letter•Project Factsheet•Face to face meeting			
Chief Executive	Housing Association	<p>Housing Associations vary greatly in size and scale.</p> <p>The best starting point is their central team with a request for them to direct you to the appropriate person.</p>	<p>Is there a shortage of sports facilities for their residents to use?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Advocate for your project with other local influencers-Make a financial contribution-Donate a prize or item for your fundraising events	<ul style="list-style-type: none">•Letter/email to request a meeting /conversation•Project factsheet			
Strategic Manager	Active Sports Partnership	<p>There are 43 Active Sports Partnerships across the Country and there will be one that represents your area. They work with the local authority to get people active in their area and are often strong local supporters of projects.</p>	<p>Who are their local partners they can help you influence?</p>	<p>You can ask them to:</p> <ul style="list-style-type: none">-Contact the local authority in support of funding your project.-Make suggestions for local sources of funding.	<ul style="list-style-type: none">•Letter/email to request a meeting/ conversation•Project factsheet			

ROLE	ORGANISATION	WHO THEY ARE	WHAT YOU NEED TO KNOW ABOUT THEM	WHAT YOU ARE ASKING THEM TO DO	ENGAGEMENT TOOLS	FILL OUT WITH HELP FROM YOUR ENGAGEMENT MANAGER		
Key Partners: may be able to raise funds/provide money, or use their contacts and networks to <u>build support</u> for your project.						NAME	EXISTING RELATIONSHIP	ACTION TAKEN?
Club Chair/ Secretary	Other football/sports clubs	Other football or sports clubs (e.g. hockey) who may wish to use the facilities and therefore support your application.	Are you aware of other sports clubs saying they want a new 3G pitch to play on?	You can ask them to: -Contact the local authority in support of funding your project - Support with local events or fundraising you are organising	·Letter/email to request a meeting/ conversation ·Project factsheet			
Club Chair/ Secretary	Local Professional Football Club Trust/ Foundation	Local professional clubs have an interest in supporting football being played locally.	Do they have any community projects that would benefit from the new facilities?	You can ask them to: -Contact the local authority in support of funding your project - Support with local events or fundraising you are organising	·County FA can make introductions			
News Editor/ Sports Reporter/ Community Reporter	Local/ Community newspaper	The local newspaper/s, radio or TV station specific to the area. The local media can print positive stories about your proposed project.	Do you have a relationship with your local newspaper's sports reporter?	You can ask them to: -Write a positive story about your proposed project. (See media relations tools below)	·Press release			

3. MAKING CONTACT



Making contact

Well done, you've now identified all your important stakeholders!

Now you'll want to start contacting them to **let them know** about your exciting plans.

We've created letters, a project factsheet and some posters to help you communicate the key points about your project.

In this section, we introduce and explain **how to use** all of the templates, which you can **find in full** in the 'toolboxes' from slide 24 onwards.



Template letters/emails

We have created templates for you to make initial contact with the stakeholders identified in your map.

HOW TO USE THEM:

1. Tailor the text by filling in the blanks.
2. Personalise by adding in any details about your existing relationship with the individual or your progress so far. You want your passion for your project to shine through!
3. Choose between sending an email or letter.
4. Use your organisation's headed paper if possible.

Dear [insert name],

I am writing to you from [insert your organisation name] about an exciting plan for a [new/improved] football facility in [insert project location].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

These facilities will give our [club/school] a brilliant new place to play and train. The community facility we are proposing will also give young people a place to be active, it will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends. We believe they can make a real difference to the provision of sports facilities in the community.

We know that the Council worked with the Football Foundation to identify priority projects for the area in the Local Football Facilities Plan, and we're very excited that our project is one of them. We are now in the process of turning this into a reality. To secure the investment, we need to raise funding to match the Football Foundation's grants.

We would be delighted to meet with you and give you a tour of our proposed site.

Conscious of your busy diary, would you be able to share some dates and times you would be available to meet?

Yours sincerely,
[insert your name]
[insert your role]
[insert your organisation]
[insert your contact number]

We've created 5 template letters to help you contact people on your stakeholder map. You can find all the templates in Toolbox 1 (slide 24).

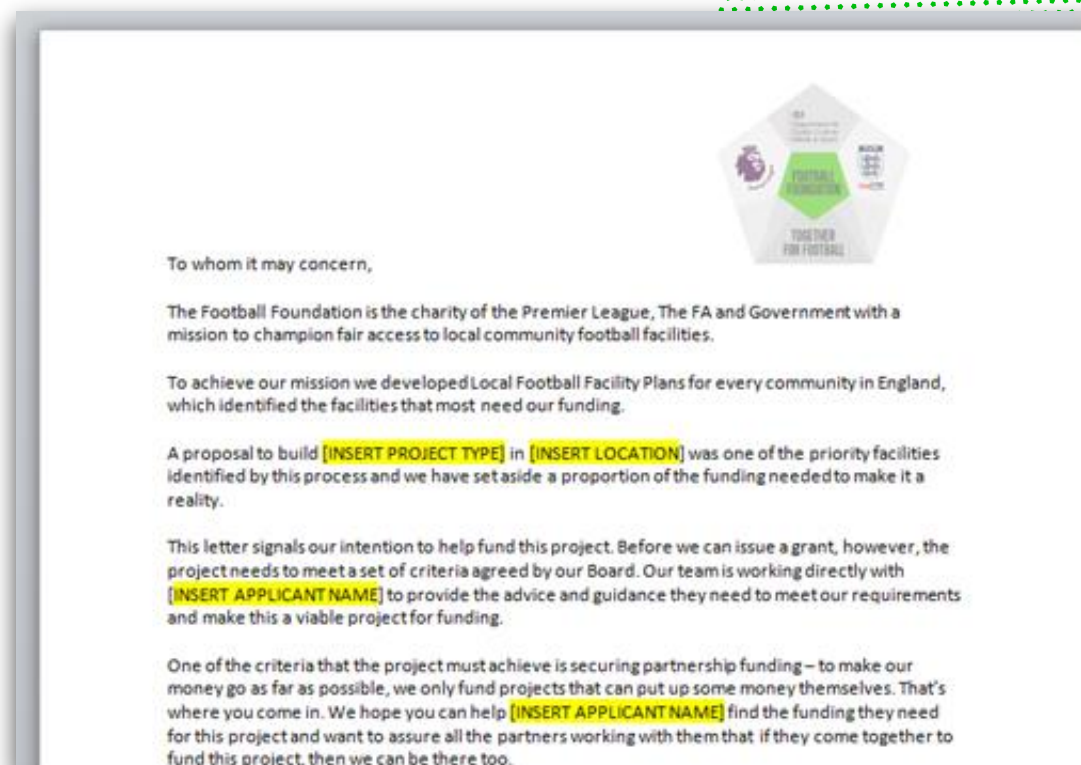


Letter of support

Ask the Football Foundation to provide their letter of support, signed by the Chief Executives of the Foundation, the Premier League, The FA and Sport England.

HOW TO USE IT:

1. Ask your Engagement Manager to send you a localised version of the letter.
2. Enclose it alongside your initial letter to key stakeholders.
3. Or send it alongside your project factsheet to stakeholders who want to know more about your project.
4. Co-ordinate with the Football Foundation to use this letter as the first approach to senior stakeholders such as the Local Authority Chief Executive.



Get in touch with your Engagement Manager to discuss what the Football Foundation can provide.



Project Factsheet

We've created a template factsheet which you can use to communicate the key details of your project at a glance.

HOW TO USE IT:

1. Choose the appropriate template (school/club).
2. Fill in the blanks. You can change which stats you include, but make sure they communicate what's great about your organisation and the potential of your project. (Get in touch with your Engagement Manager if you need help with any of the stats).
3. Print it out and bring it along to meetings with stakeholders.
4. Send it as PDF to stakeholders who want to know more about your project.



You can find the club/school versions of the Project Factsheet in Toolbox 2 (slide 31).



Poster

You can use this poster on your site to let your neighbours know what you are planning. You could even stick these up on community notice boards so that local people get the chance to hear about your project.

HOW TO USE IT:

1. Tailor the text by filling in the blanks.
2. Print out and stick it up wherever you think people will see it.
3. Consider getting the poster laminated or professionally printed if it will be outside.



You can find two poster options in [Toolbox 3 \(slide 34\)](#).



4. CREATING MOMENTUM



Creating Momentum

So, you've reached out to all your important stakeholders and introduced them to your project – great job!

Now, it's time **to increase the momentum** and have some fun with your local community – maybe with a great event or some amazing media coverage?

This section gives you some suggestions to spark your creative juices!

There's **no right and wrong** so take and adapt whatever will work in your context... and make sure you **have some fun!**



Event ideas

A well-planned event can help you raise money, engage your local influencers and secure some media coverage, all whilst having some fun with your community.

Head to [Toolbox 4 \(slide 37\)](#) to find out what you'll need to pull off a charity football match, a warm-up marathon, a sparkly boot camp and more!



We've provided a handy rating for each event to indicate how much money we think it could raise and how useful it will be for engaging the media and your local stakeholders...



Media Relations

The local media can really help you to keep momentum up and to spread the word about your project.

INVITE THEM TO YOUR EVENTS

- Provide a brilliant spokesperson for them to speak to (maybe there's a local person with a great story about the impact football has made on their life?).
- Take some great photos at the event to share with them.

SHARE YOUR NEWS WITH THEM

- Use the template press releases we have drafted or come up with some ideas of your own.



Press Release Templates

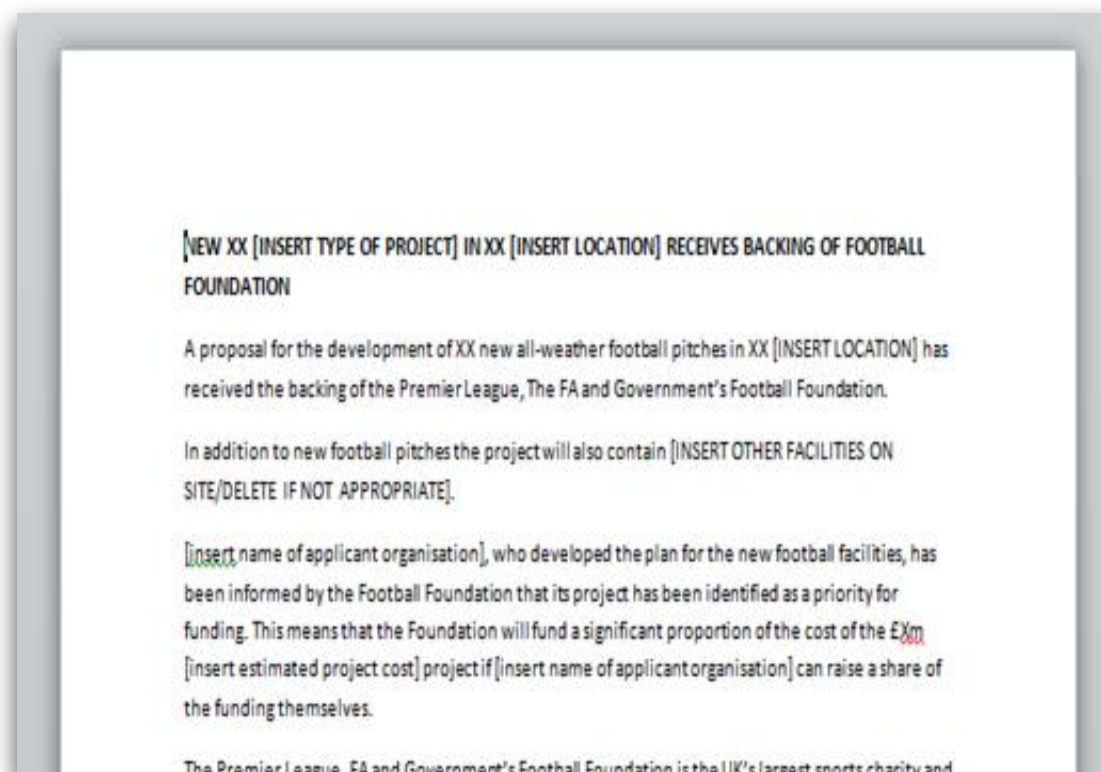
We've created a number of press release templates that will help you to secure local coverage for your project.

TAILOR THE PRESS RELEASE BY:

- Filling in the blanks.
- Edit your quote to explain why the new facilities are important to your club and the community – make sure your passion comes across!
- Ask other key stakeholders whether they would like to contribute a supportive quote.

SEND IT TO THE MEDIA:

- Approach media contacts you know already first, such as the local sports or football reporter.
- Take a high resolution photograph of the site, or of your team/school/club, to accompany the press release.



We have created four template press releases for different moments along your application journey, which you can find in [Toolbox 5 \(slide 45\)](#).



TOOLBOX 1: TEMPLATE LETTERS/EMAILS

[→ GO BACK TO
INSTRUCTIONS](#)

Letter/email to Local Authority officials

Dear [insert name],

I am writing to you from [insert your organisation name] about an exciting plan for a [new/improved] football facility in [insert project location].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

These facilities will give our [club/school] a brilliant new place to play and train. The community facility we are proposing will also give young people a place to be active, will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends. We believe they can make a real difference to the provision of sports facilities in the community.

We know that the Council worked with the Football Foundation to identify priority projects for the area in the Local Football Facilities Plan and we're very excited that our project is one of them. We are now in the process of turning this into a reality. To secure the investment, we need to raise funding to match the Football Foundation's grants.

We would be delighted to meet with you and give you a tour of our proposed site.

Conscious of your busy diary, would you be able to share some dates and times you would be available to meet?

Yours sincerely,

[insert your name]

[insert your role]

[insert your organisation]

[insert your contact number]



Letter/email to Elected Representatives (Local Authority and Others)

Dear XX,

I am writing to you from [insert your organisation name] about an exciting plan for a [new/improved] football facility in [insert project location].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

These facilities will give our [club/school] a brilliant new place to play and train. The community facility we are proposing will also give young people a place to be active, be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends.

We're excited to say we have been informed by the Football Foundation that our project has been identified as a priority project for potential investment in the area. We are now in the process of turning this into a reality. To secure the investment, we need to raise funding to match the Football Foundation's grants.

We are contacting you as [insert role] because we hoped you would be willing to get behind our project and our efforts to raise funds. We have also contacted [insert job roles of anyone at the Local Authority you have contacted] to let them know about our project.

We would be delighted to meet with you and give you a tour of our proposed site so you can learn more about our plans and how they will benefit the local community in your constituency.

Conscious of your busy diary, would you be able to share some dates and times you would be available to meet?

Yours sincerely,

[insert your name]
[insert your role]
[insert your organisation]
[insert your contact number]



Letter/email to Local Business

Dear [insert name],

I am writing to you from [insert your organisation name] about an exciting new community project we are hoping to build in [insert your location].

As an important local employer, we know that you take your role in the local community seriously. [insert if applicable/describe any relationship you have with the business: A number of your employees/employees' children are involved in our club/school and they make a significant contribution to its life./You've been a long-term friend of our club/school and we've very grateful for your support.]

Our proposed community facility will include [insert number of pitches] [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

These facilities will give our [club/school] a brilliant new place to play and train. They will also give young people a place to be active, will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends.

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, to make our project a reality, and we're excited to say that it has been identified as a priority for investment by The Football Foundation. To secure the investment, we need to raise funding to match the Football Foundation's grants.

We are writing to you as we hope that [insert business name] will be able to support us in our fundraising efforts so that [insert local area] can benefit. We'd be delighted to speak to you about our plans and what support you might be able to give.

Please do let me know what the best next steps would be.

Yours sincerely,

[insert your name]

[insert your role]

[insert your organisation]

[insert your contact number]



Letter/email to Housing Association

Dear XX,

I am writing to you from [insert your organisation name], about an exciting new football facility we are hoping to build in [insert your location].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate :all-weather, floodlit] pitches and [insert any other sports or community facilities].

These community facilities we are proposing will give young people a place to be active, will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends.

We're excited to say we have been informed by the Football Foundation that our project has been identified as a priority project for potential investment in the area. We are now in the process of turning this into a reality. To secure the investment, we need to raise funding to match the Football Foundation's grants.

As an important local organisation, we know that you take your role in the local community seriously. [insert if applicable/describe any relationship you have with the business: A number of your tenants/tenants' children are involved in our club/school and they make a significant contribution to its life./You've been a long-term friend of our club/school and we're very grateful for your support.] We are contacting you now because we hoped you would be willing to get behind our project and our efforts to raise funds.

We would be delighted to meet with you and give you a tour of our proposed site so you can learn more about our plans and how they will benefit the local community in your constituency.

Conscious of your busy diary, would you be able to share some dates and times you would be available to meet?

Yours sincerely,

[insert your name]
[insert your role]
[insert your organisation]
[insert your contact number]



Letter/email to Active Sports Partnership

Dear XX,

I am writing to you from [insert your organisation name] about an exciting plan for a new football facility to be built in [insert name of area].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

These facilities will give our [club/school] a brilliant new place to play and train. They will also give young people a place to be active, will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends.

We are contacting you to let you know about our plans and to ask for your support for the project.

We would be delighted to talk to you in person or over the phone to tell you more about our plans and how we think it will benefit the community in [insert local area].

Please do let me know when would be a good time for a conversation.

Yours sincerely,

[insert your name]

[insert your role]

[insert your organisation]

[insert your contact number]



Letter/email to Community Organisation/Sports Club

Dear XX,

I am writing to you from [insert your organisation name] about an exciting plan for a new football facility to be built in [insert name of area].

We are actively working with the Football Foundation, the Premier League, The FA's and Government's charity, on our project to build [insert number of pitches] new [insert if appropriate: all-weather, floodlit] pitches and [insert any other sports or community facilities].

The community facility we are proposing will give young people a place to be active, it will be accessible for people with disabilities, a place for older people to get fit, and will be open to everyone to have fun and make friends.

We are contacting you as an important [community organisation/local sports club] to let you know about our plans and to ask for your support for the project.

We would be delighted to talk to you in person or over the phone to tell you more about our project and how we think it will benefit the community in [insert local area].

If you are interested in hearing more, please let me know when would be a good time for a conversation.

Yours sincerely,

[insert your name]

[insert your role]

[insert your organisation]

[insert your contact number]



TOOLBOX 2: PROJECT FACTSHEETS

[→ GO BACK TO
INSTRUCTIONS](#)

XX[Organisation/project name] Project Factsheet

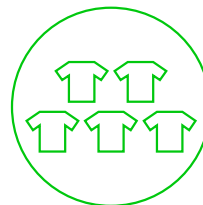
OUR PROJECT

- ▶ New community sports facility in [Location]
- ▶ £Xx Total Project Cost
- ▶ [insert project benefit e.g. new disability/walking football teams]



[XX]

New 3G / grass pitches



[XX]

People will be able to play

ABOUT US

- ▶ Established since XXXX
- ▶ Ages XX to XX
- ▶ XX Women's teams



[XX]

Number of players



[XX]

Number of volunteers



[Football Foundation Ambassador quote:]

"We all know the importance of playing sport for our physical health, but the proven benefits go much wider, especially for team sports such as football. They are good for our mental health, support young people's educational development and bring communities together

High quality facilities and all-weather pitches are critical to securing these benefits because they allow people to play more often and they open football up to more people. In particular, 3G pitches are ideal for walking football and disability football.

That's why new facilities such as those in [insert area name] are so important."



XX[Organisation/project name] Project Factsheet

OUR PROJECT

- ▶ Xx Facility
- ▶ £Xx Total Project Cost
- ▶ [insert project benefit e.g. disability/walking football teams]



[XX]

New 3G / grass pitches



[XX]

People will be able to play

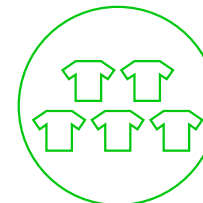
ABOUT US

- ▶ XX Pupils
- ▶ XX Sports teams
- ▶ XX After-school clubs
- ▶ XX Ofsted-rated school



[XX]

Pupils



[XX]

Sports teams



[Football Foundation Ambassador quote:]

"We all know the importance of playing sport for our physical health, but the proven benefits go much wider, especially for team sports such as football. They are good for our mental health, support young people's educational development and bring communities together

High quality facilities and all-weather pitches are critical to securing these benefits because they allow people to play more often and they open football up to more people. In particular, 3G pitches are ideal for walking football and disability football.

That's why new facilities such as those in [insert area name] are so important."



TOOLBOX 3: POSTERS

[→ GO BACK TO
INSTRUCTIONS](#)



A REAL GAME CHANGER



Have you heard about the plans for a new community sports development in [insert local area]?

XX [Organisation name] plans to develop [insert facility type] with backing from the Premier League, The FA and the Government's charity, The Football Foundation.

This will create a brilliant new place for people across the community to come together to play sport, get fit and make new friends.

Get in touch with XX if you have any questions or to show your support!

“ We all know the importance of playing sport for our physical health, but the proven benefits go much wider, especially for team sports such as football. They are good for our mental health, support young people's educational development and bring communities together.

That's why [Organisation name]'s new facilities in [insert area name] will be such a game-changer. ”

[INSERT NAME OF SPOKESPERSON]



A REAL GAME-

XX [Organisation name] plans to develop a brand new community sports facility in [insert area] with backing from the Premier League, The FA and the Government's charity, The Football Foundation.

This will create a brilliant new place for people across the community to come together to play sport, get fit and make new friends.

Get in touch with XX with any questions or to show your support.

// We all know the importance of playing sport for our physical health, but the proven benefits go much wider, especially for team sports such as football. They are good for our mental health, support young people's educational development and bring communities together.

That is why new facilities such as those in [insert area name] are so important.

[insert name of spokesperson]



TOOLBOX 4: EVENTS



[→ Go back to instructions](#)

1. Charity Football Match

Everyone loves a football match, right? This is a chance to raise money and build connections with important local stakeholders by hosting a charity football match between members of your club and players from an influential local organisation such as the police, the local authority or the local media.

Think about getting an important political stakeholder to referee the match so that they feel involved. Do any partner clubs or schools have any celebrity alumni? Or any famous local residents in your area? Invite them along to play or cheer on the side-lines.

Sell tickets to the match and consider putting on some refreshments, fundraisers (like raffles and tombola) and entertainment as well.

Have some information on-hand about your project and perhaps have a few short speeches after the match to get everyone excited about your plans.

Make sure you get the timing right for this activation; you want to make sure you have some local supporters of your plan who know about what you're doing and are enthusiastic to come along and lend their support.



You will need:

- **One team from your club/school.**
- **One team from an influential local group such as the police, the local authority or a local business.**
- **A referee; consider asking the leader of the council or your local ward councillor.**
- **A pitch to play on. Will a local professional club let you use theirs?**



2. Charity Auction

Going, going, gone!

The thrill of an auction can be a great way to raise money for your project.

Think about your connections to local groups and businesses. Who do you know who may be willing to donate something? A local wine shop who can donate a hamper, or a beautician who can donate a voucher? You could enter into footballing culture and auction a signed shirt from your own grassroots club's most successful season.

Do you know any local footballing or sporting VIPs who could donate something themselves? For instance, approach your nearest professional football club – or cricket/rugby – to see if they can give you signed merchandise or stadium tour passes. Perhaps a coach could donate some one-to-one sessions?

The success of an auction often comes down to the auctioneer – think about whether there is an important local stakeholder you can invite to help you on the night.

Make sure you have some information on hand about your project, and take a short moment to introduce your plans and what you hope they will do for the local community.



You will need:

- **Donations from local businesses, club members and any local VIPs to be auctioned.**
- **An auctioneer: consider any local footballing VIP or contacts you have.**



3. Warm-up marathon

No one likes the warm-up as much as the game... but the warm-up can't end until the money is raised to kick-off your project!

Recruit your club members and supporters to keep a warm-up activity going for 24 hours straight and stream it live or get the local news to cover it. Invite down any supportive local stakeholders to take part.

If your proposed project involves all-weather pitches and floodlights, then you can make a point out of the fact that people are warming up throughout the night – ready for their games to kick off under floodlights.

The aim is to raise money by getting participants to raise sponsorship. Consider setting up a team JustGiving page so that any media coverage you receive can let people know how to donate as well.



You will need:

- **Some warm-up kit e.g. footballs and cones.**
- **A sign-up sheet so people can claim slots.**
- **Somewhere dry, safe and well-light for the activity to take place throughout the night.**

4. Boot Camp

Got a pair of spare or tired-looking boots at the back of the cupboard? Bring them along to boot camp and you can give your old boots a complete makeover!

Provide colourful laces, cleaning equipment, colourful boot spray... You can either invite people to donate or to pay for their boots to get a make-over by an expert.

Open this up to trainers and other footwear too, in case other members of the family who don't own football boots are interested and fancy helping out by paying for this service.



You will need:

- **Boot cleaning materials.**
- **Craft materials such as colourful laces, spray paint etc.**
- **Some arty volunteers!**



5. Penalty shootout contest

Let contestants battle it out to be the next World Cup Hero with a penalty shootout contest.

Do you know any famous goalies or local sporting heroes who would be willing to take a stint between the sticks for charity?

Charge for entry or take bets on the winner.

You could build a simple activity like this into other events you are holding. Perhaps you want to bring together people from the local community to learn about your project? Well, entertaining them with a football activity such as a penalty shootout will help lift the energy of the event.



You will need:

- **A goalie.**
- **A football and a goal.**
- **A trophy or prize for the winner.**



6. Football trivia night

Know someone who always gets 10/10 on the sports round at your local pub quiz? Then this event is for them!

Host a quiz night that is entirely focused on the beautiful game and invite all the biggest football fans from your community to take part.

Or if you'd prefer to make sure this appeals to the wider community outside of your extreme football fans, consider running a standard quiz that everyone can enjoy... perhaps with a football round, though!

Charge an entry fee for each team and sell refreshments on the night.



You will need:

- **A quiz master.**
- **A good knowledge of football trivia.**
- **A clubhouse or similar location.**
- **A prize for the winner.**

7. Buy a Brick

This facility will be a massive part of the community for decades into the future.

Give people a chance to immortalise themselves or their loved ones and pals by buying naming rights.

For, say £50, they can have their name featured on a special sign on the 3G fence or in the pavilion forever. Offer it to companies too, maybe charge them £100.

Or emulate [this Norfolk Hospice](#) and offer people the chance to buy a virtual brick, which helps raise money towards building the new facility.



You will need:

- **To ensure there is a space dedicated to the sign in the facility.**
- **Manage expectations of font size of the names.**
- **Ensure someone has the web skills to add a virtual brick page, should you go with that option.**

TOOLBOX 5: PRESS RELEASES

[→ GO BACK TO INSTRUCTIONS](#)

Template press release – first project announcement

NEW XX [INSERT TYPE OF PROJECT] IN XX [INSERT LOCATION] BACKED BY FOOTBALL FOUNDATION

A proposal for the development of XX [INSERT TYPE OF PROJECT] in XX [INSERT LOCATION] has received the backing of the Premier League, The FA and Government's Football Foundation – but needs the support from local funders to make it a reality.

[insert name of applicant organisation], has been informed by the Football Foundation that its project has been identified as a priority for funding. This means that the Foundation could fund a significant proportion of the cost of the £Xm [insert estimated project cost] project if [insert name of applicant organisation] can raise a share of the funding themselves.

The new facilities will include [INSERT DESCRIPTION OF FACILITIES] X new all-weather pitches, new changing rooms, a community café etc.

The Premier League, FA and Government's Football Foundation is the UK's largest sports charity and since 2000, it has awarded £684m in grants to improve football facilities. [INSERT TYPE OF PROJECT], such as the one proposed for [insert area name] are important because they bring local communities together and provide and opportunities for people to get active and gain all the positive health and social benefits this brings.

High quality facilities and all-weather pitches are critical to securing these benefits because they allow people to play more often and they open football up to more people. For example, disability football and walking football for older people are both best suited to playing on these pitches, rather than grass. [INCLUDE FOR 3G PITCH PROJECTS]

Applicant quote: "We are very excited about the opportunity. These new facilities will give our [insert type of applicant organisation e.g. school, club] a brilliant place for us to play and train, as well as providing new sports facilities for the entire local community. Being confirmed as a Football Foundation priority project is a huge boost for us – to have the Premier League, The FA and the Government saying they want to invest in our local community has given us a real lift. But our work starts now and we need to generate some of our own funding to make this happen. We are asking for the support of local stakeholders including the local Council and other any other local organisations out there who can help us get over the finish line."

Football Foundation Ambassador quote: "We all know the importance of playing sport for our physical health, but the proven benefits go much wider, especially for team sports such as football. They are good for our mental health, support young people's educational development and bring communities together. This all starts with good quality community facilities, that's why new facilities such as those we hope to fund in [insert area name] are so important."

INSERT QUOTE FROM OTHER STAKEHOLDER. E.G. LOCAL MP.

ENDS

For more information contact: [INSERT NAME/PHONE NUMBER/ EMAIL ADDRESS].

Notes to editors.

About XX FC/School

Add background details about your organisation, such as your location, size, and history.

XX FC is football club with X members and X teams, playing in X divisions. The club was founded in XXXX and currently trains at [insert location] and plays matches at [Insert location].

At XX school in XX we educate X,XXX pupils aged XX-XX. We provide an exciting and engaging curriculum for our pupils and want to ensure that our sports facilities match the quality of the education we provide.



Template press release – fundraising event success

XX [INSERT NAME] RAISES [INSERT AMOUNT RAISED] FOR NEW FOOTBALL FACILITIES

A community fundraising initiative that involved [briefly describe fundraiser] run by [insert name of applicant organisation] has so far raised £ [insert amount] to go towards new football facilities planned for XX [INSERT LOCATION].

People from [insert name of applicant organisation] took part in [describe fundraiser in more detail]. The fundraising event took place on [insert date] and involved XX [insert number] people from across the [insert area].

The new facilities [insert name of applicant organisation] hopes to build in [insert location] will include [INSERT DESCRIPTION OF FACILITIES] X new all-weather pitches, new changing rooms, a community café etc.

The project has already received the backing of the Premier League, FA and Government's Football Foundation, which has promised to provide a significant proportion of the project funding if the rest can be raised locally.

The [Club/School] is doing its best through its own fundraising activities to raise the remaining money for the project, but needs more support if the project plan is to become a reality. People can make their own donation to the project here [insert link to fundraising webpage].

Applicant quote: "We are delighted to have raised so much money for the new football facilities and had so much fun at the same time. This new project would transform the sports facilities in [insert area] and we are doing our very best to raise as much money as we can. We really hope other people or organisations from across the area will want to get involved to help us create a facility for the entire local community.

INSERT QUOTE FROM OTHER STAKEHOLDER. E.G. LOCAL MP.

The Premier League, FA and Government's Football Foundation is the UK's largest sports charity and since 2000, it has awarded £684m in grants to improve football facilities. [INSERT TYPE OF PROJECT], such as the one proposed for [insert area name] are important because they bring local communities together and provide opportunities for people to get active and gain all the positive health and social benefits this brings.

ENDS

For more information contact: [INSERT NAME/PHONE NUMBER/ EMAIL ADDRESS].

Notes to editors.

About XX FC/School

Add background details about your organisation, such as your location, size, and history.

XX FC is football club with X members and X teams, playing in X divisions. The club was founded in XXXX and currently trains at [insert location] and plays matches at [Insert location].

At XX school in XX we educate X,XXX pupils aged XX-XX. We provide an exciting and engaging curriculum for our pupils and want to ensure that our sports facilities match the quality of the education we provide.



Template press release – local organisation/business pledges funding

XX [INSERT NAME] PLEDGES [INSERT AMOUNT RAISED] FOR “TRANSFORMATIVE” FOOTBALL FACILITIES

[Insert name of organisation/business/individual] has pledged to contribute £ [insert amount] towards a proposal for a new football facility in [INSERT LOCATION].

The new sports facility, that will include [INSERT DESCRIPTION OF FACILITIES] X new all-weather pitches, new changing rooms, a community café etc, has already received a funding commitment from the Premier League, FA and Government's Football Foundation, but more money needs to be raised locally to make it a reality.

Making the pledge, [Insert name of organisation/business/individual] said: “We are really excited to be getting involved with this project. We need to get more people playing sport and being active and this new facility will be transformative for sports provision in our local community. We really hope that others local people and organisations will follow our lead and get behind it”.

Applicant quote: “This pledge from [Insert name of organisation/business/individual] gets us a step closer to securing the funding we need to get this project off the ground. The facilities will provide a wonderful new place for us to play and train that will be accessible to everyone across our whole community. We hope others will follow [Insert name of organisation/business/individual]’s example and help us to build the sports facilities we need in [insert local area].

ENDS

For more information contact: [INSERT NAME/PHONE NUMBER/ EMAIL ADDRESS.

Notes to editors.

About XX FC/School

Add background details about your organisation, such as your location, size, and history.

XX FC is football club with X members and X teams, playing in X divisions. The club was founded in XXXX and currently trains at [insert location] and plays matches at [Insert location].

At XX school in XX we educate X,XXX pupils aged XX-XX. We provide an exciting and engaging curriculum for our pupils and want to ensure that our sports facilities match the quality of the education we provide.



Template press release – fundraising milestone reached

[INSERT APPLICANT NAME] HALF-WAY TOWARDS FUNDRAISING GOAL FOR NEW FOOTBALL FACILITIES

XX has raised a total of £[INSERT AMOUNT] to go towards a new football facility in [INSERT LOCATION]. The new facilities will include [INSERT DESCRIPTION OF FACILITIES] X new all-weather pitches, new changing rooms, a community café etc.

The project is backed by the Premier League, FA and Government's Football Foundation, which has promised to provide a significant proportion of the project funding if the rest can be raised locally.

The [INSERT APPLICANT NAME] announced this week that through a combination of [insert funding sources e.g. fundraising initiatives, pledges from organisations etc] it has secured half of the funding it needs for the project, but it's reaching out to the community in [insert area] to help it raise the other half.

People can make their own donation to the project here [insert link to fundraising webpage].

Applicant quote: "It's really exciting to be able to announce that we are half-way towards funding these new football facilities. We want to thank everyone who has helped us get this far. We are going to be doing our utmost to raise the rest of the funds for this really important community facility and we hope others in [insert local area] will want to get involved."

INSERT QUOTE FROM OTHER STAKEHOLDER. E.G. LOCAL MP. CALLING FOR PEOPLE TO HELP MAKE THE PROJECT A REALITY.

ENDS

For more information contact: [INSERT NAME/PHONE NUMBER/ EMAIL ADDRESS].

Notes to editors.

About XX FC/School

Add background details about your organisation, such as your location, size, and history.

XX FC is football club with X members and X teams, playing in X divisions. The club was founded in XXXX and currently trains at [insert location] and plays matches at [Insert location].

At XX school in XX we educate X,XXX pupils aged XX-XX. We provide an exciting and engaging curriculum for our pupils and want to ensure that our sports facilities match the quality of the education we provide.



APPENDIX: ADDITIONAL INFO ON SOURCES OF FUNDING



[→ Go back to top](#)

Core sources of funding

Together these three sources make up nearly 70% of the partnership funding secured by projects like yours in the past 5 years.

Here's some more detail about where the money comes from.

Speak to your Engagement Manager if you have questions.

SOURCE	DETAILS
Local Authority	Loan schemes, local funding pots, section 106 (*S106) monies. Could be county council, or town and parish council funding.
Applicant funds - club	(1) Financial reserves – Typically contributions from unrestricted reserves up to and excluding six months of operating costs. (2) Financial Loans – High street banks, building societies and Local Authorities are all common sources of secured loans. Historically low interest rates mean this is increasingly affordable.
Applicant funds - school	County Council grants (with an LEA remit), Academy Trust drawdown, devolved capital and reserves. Can be used against multiple financial years.



Other Sources of Funding

Other sources make up around 30% of the partnership funding secured by projects over the past 5 years.

The table gives you some ideas rather than an exhaustive list: there may be specific opportunities in your local area that aren't listed here.

It's always worth doing your own research to see what's available.

SOURCE	DETAILS
Sports funding body	For multi-sports projects, governing bodies such as the ECB or the RFU can contribute to your project. Sport England has several opportunities for multi-sports projects that offer at least 30% non-football usage.
Charitable donations	Lots of organisations award grants for projects that support their outcomes, e.g. Big Lottery Fund , London Marathon Charitable Trust , Playing Fields Associations .
Housing Associations	Housing Associations can be a great partner and source of additional funding. Search for local housing associations in your area and get in touch to see if they can help.
Facility Stadia Improvement Fund (FSIF)	If one of your teams plays in the national league system, you may be eligible for a FSIF grant from the Football Foundation. Contact your Football Foundation technical project manager to discuss.
Landfill Communities Trust	Landfill companies (e.g. Biffa/Veolia) may provide grants in your area. Typically, funding is for recreation projects with total project costs of up to £200,000, but some can be more.
Other sources	Many websites and databases can help you search for opportunities. Funding central is free if your income is less than £100,000. Charity Excellence Framework has a funding finder and website toolkit. Your local Active Partnership provides helpful local sources of funding.





 Department for
Digital, Culture,
Media & Sport



**FOOTBALL
FOUNDATION**



**TOGETHER
FOR FOOTBALL**

Thank you