



A THRIVING LOCAL GAME

SUPPORT FOR SUFFOLK CLUBS

Grants, Fundraising and Partnerships

December 2020

“A challenging time...”

With the ramifications of COVID-19 impacting us all both personally and professionally, it certainly is an unprecedented time we find ourselves in. There's no doubt it's going to pose unique and significant challenges for the network of grassroots football clubs in Suffolk.

There's likely to be a series of direct and indirect effects that clubs will feel in the coming weeks, not to mention the players, club officials and spectators who take so much enjoyment from being part of the game on a regular basis.

The most obvious concern is the reduction in income and cash-flow as the use of club facilities reduces dramatically, which will not be reflected by reductions in outgoings. Clubs will be at risk of needing to use reserves or asking for extra help where available, reducing any contractual staffing numbers, exploring costly loans or banking measures, or entering in to significant and potentially terminal debts.

For our grassroots clubs, their forecasted income and expenditure for the season may face significant imbalances. This may include clubs who have paid for pitches upfront, were relying on match day income and the money saved in their upcoming away fixtures to balance out their costs for the season.

This makes it a very important time for the grassroots community, its members and all football organisations to come together to offer as much flexibility, collaboration and support as we can to safeguard the game and its members.

Find up to date information on Covid-19 via our dedicated website page [HERE](#)



We hope this guide provides our clubs with some avenues available to support them during this challenging time.

Contents

Suffolk FA Support

- Suffolk FA Emergency Grant Scheme
- Suffolk FA Loan Scheme
- Suffolk FA Safe Youth Eyewear Fund
- FA Charter Standard

External Support

- Government Business Aid
- Muckle LLP Legal Support

Fundraising Tools

- GiveToLocal
- easyfundraising

Football Foundation Revenue Investment

- The Grass Pitch Revolution

Football Foundation Capital Investment

- Football Foundation Grassroots Funding (non-NLS teams only)
- Football Stadia Improvement Funding (NLS teams only)

Local Partnerships

- Suffolk FA Club Affiliation Pack 2020-21



The background of the image features a stylized crest on the left side. The crest includes a rampant lion, a flag on a pole, and a castle tower. The entire image has a dark red background.

Suffolk FA Support

Suffolk FA Support Emergency Grant Scheme

Suffolk FA have committed a focused funding pot which will be made available to clubs in immediate danger of ceasing because of financial reasons. Any club affiliated to Suffolk FA for the 2020-21 season or community facility that hosts Suffolk FA affiliated clubs, are eligible to apply so long as they meet the following funding criteria:

- Applicant must be in immediate danger of ceasing due to financial reasons
- Applicant does not have assets that could be used (e.g. financial reserves or expendable assets).
- Measures have been exhausted to reduce expenditure.
- All government and local authority assistance has been exhausted.
- Applicant has applied to the Sport England Community Emergency Fund (if applicable).
- Applicant has looked to increase income by other means (ref: Suffolk FA 'Support For Clubs' guidance).
- Applicant is prepared to action any governance or financial management advice offered by Suffolk FA.

We welcome applications for any amount but expect awards to be up to £3,000. The basis of assistance will be agreed on a case by case basis.



For more information, and to make an application contact Suffolk FA CEO
Richard.Neal@Suffolkfa.com

Suffolk FA Support

Suffolk FA Loan Scheme

The Suffolk FA Loan Scheme offers support for applicants experiencing cashflow concerns. We welcome applications for any amount up to the maximum loan of £3,000 per applicant. The basis of assistance will be agreed on a case-by-case basis with repayment terms subject to agreement by both parties but will not extend beyond 31st May 2021.

This scheme is designed to help affiliated clubs and community facilities which host football activity with their cashflow so that football can restart and continue in accordance with the latest FA guidelines. The use of the loan could include:

- Purchasing of catering and bar stock
- Groundworks to allow football participation to restart (E.g. preparing the pitch to be able to restart)
- Signage and hygiene provision (E.g. installation of hygiene stations)
- Payment of any staff for a limited period of time (E.g. bar staff, catering staff)
- Additional insurance / security costs beyond those included during affiliation
- Matchday expenses (E.g. floodlighting, match officials)

Suffolk FA will take each loan application and supporting documentation as detailed above into account when assessing each application.



For more information on the Suffolk FA Loan Scheme, contact Richard Neal on Richard.Neal@Suffolkfa.com

Suffolk FA Support

Safe Youth Eyewear Fund

Suffolk FA are pleased to open the Safe Youth Eyewear Fund for the 2020-21 season. This fund is open until the £2,500 allocated funds have been exhausted.

The fund has been introduced to safeguard ≤18 year old players and help to reduce risk of injury to all participants. Applications will be assessed against the following criteria:

- Applications must be received from an affiliated Suffolk football club on behalf of a player ≤18 years old at time of application.
- Applications should be received prior to purchase.
- Applications must detail how the remainder of the purchase price will be met.
- Successful awards will be paid upon receipt of a purchase receipt.
- Awards will be made to support the purchase of safe sports eyewear only.
- Clubs submitting an application must have contributed to the Suffolk FA Benevolent Fund during the previous (2019/20) or current season (2020/21).
- Clubs may submit multiple applications over the course of a season. Each should be made separately.

The maximum award available to clubs is proportional to the amount the club has contributed to the Suffolk FA Benevolent Fund. Individual clubs will have a maximum total award value per club over the season.



For more information on Suffolk FA's Safe Youth Eyewear Fund, including the amount of funding available, visit the Suffolk FA website [HERE](#)

Suffolk FA Support

FA Charter Standard

The FA Charter Standard Programme is The FA's accreditation scheme for grassroots clubs and leagues. Its goal is to raise standards in grassroots football, support the development of clubs and leagues, recognising and rewarding them for their commitment and achievements. It is also an important tool in supporting clubs to become more sustainable.

The Charter Standard Programme recognises clubs who strive to provide safe and inclusive environments for their players. The benefits involve getting an FA qualified first aider and qualified coach (youth) with each team which has a clear impact on the protection of players. In addition to this, clubs will receive:

- Both new clubs, and those completing their Annual Health Check, will receive Nike Strike balls each season.
- Qualifying adult teams will receive a £100 Kit Voucher to be redeemed at www.faadultkitscheme.com.
- Suffolk FA will also be providing 100% bursaries for FA Level 1 Emergency First Aid in Football for any adult club wishing to become Charter Standard.
- Charter Standard clubs will receive FREE affiliation for the 2020-21 season.
- Most leagues offer a reduced affiliation rate for Charter Standard Clubs.
- Charter Standard clubs are eligible for 30 minutes of free legal advice.
- A Welcome Pack containing covering letter, stickers, framed certificate, and further promotional resources.



For more information on the FA Charter Standard framework and what your club needs to do to apply to become accredited, please contact charterstandard@suffolkfa.com

External Support



External Support

Government Business Aid

The Chancellor has set out a package of temporary and targeted measures to support public services, people and businesses through this period which may be suitable for some clubs including:

- Paying your employees
- Paying sick pay
- Paying tax
- Business rates relief
- Support for the self-employed
- Support for small and medium-sized businesses
- Support for large businesses
- Support for businesses affected by coronavirus restrictions

For more up-to-date information, visit the government guidance website via the link below:

[Government Guidance Website](#)



External Support

Muckle LLP Legal Support

Muckle LLP are the FA's chosen legal support for The Football Association and its County FAs and Chartered Standard Clubs across England and Wales.

All Charter Standard clubs are entitled to 30 minutes of **FREE** legal advice through Muckle. They have also released a handy Q&A for clubs to support them to navigate through the challenges of Covid-19. Please access these via the website links at the bottom of this page.

If you are an FA Charter Standard club and require further help they have two dedicated helplines to get in touch:

Call 0191 211 7799;
or email them at CSLegalHelp@TheFA.com

You'll find we can offer advice covering a full range of legal areas, such as contracts, organisational structures, landlord and tenant, property construction projects, employment, health & safety, freedom of information and resolving disputes via their website.

A link to the FA section of their website can be found [HERE](#).



Fundraising Tools



Fundraising Tools

GiveToLocal

GiveToLocal aims to connect clubs with more sponsors and also help those sponsors find customers and encourage those customers to support clubs through small regular donations.

They offer a free service for all FA Charter Standard clubs. They provide clubs with a free “incentivised giving” platform which provides great benefits for all involved.

GiveToLocal provides clubs with an app which can be used to recruit and reward donations from the local community, helping them to receive a new and regular monthly income.

Local sponsors can support clubs from just £8 per month and then signpost specific offers into the club’s members. Local Donors can also support clubs from £3 a month. These donors can see the impact their support has and also access offers from sponsors and partners.

GiveToLocal also runs incentives and competitions for users via their website. For more information visit:

[GiveToLocal Website](#)



Fundraising Tools

easyfundraising

We've teamed-up with easyfundraising, a free fundraising stream that can help your club or team raise free cashback donations, simply by shopping online.

Thousands of clubs and teams just like yours are using the website to top-up their funds and have already collected over £500,000 to date!

Raise free donations when staff, players and supporters use the easyfundraising website to shop online with over 3,600 big-brand retailers such as Amazon, eBay, Just Eat, Groupon, Booking.com Argos, Next, Halfords & Sports Direct.

Every time you, staff, players and supporters shop using the site – your club or team will receive free cashback. It doesn't cost anyone anything extra to shop this way, it's completely free.

Clubs and teams like yours are already seeing the benefits of shopping online – Leiston FC have successfully raised over £315 easyfundraising!

Take advantage of this fast and free fundraising opportunity for your club or team, register now via the below:

[easyfundraising Website](#)



Football Foundation Revenue Investment



Revenue Investment

The Grass Pitch Revolution

The Football Foundation has earmarked new funding from the FA to improve grass pitches. The funding scheme is linked to the FA Pitch Improvement Programme (PIP) which costs clubs £100 to enter.

For more information on the support and benefits of the PIP scheme [click here](#).

Sites which have been identified as 'poor' or 'basic' against the IOG's Pitch Quality Standards grading during their PIP report may be eligible to apply for grants to cover three kinds of pitch improvement works:

- Pitch maintenance contractor – Contractor to carry out enhanced maintenance e.g. slitting; fertilising; selective herbicide; scarification; aeration; over seeding.
- Pitch improvement materials – Grass seed, fertiliser and storage containers.
- Pitch improvement machinery – Machinery and storage containers.

Please note that if you are not the freeholder, and do not have a ten-year lease, you will need written permission from the landowner to make an application.

Pitches used by teams NLS Step 6+ will not be eligible. Step 7 pitches will only be eligible if their pitch is predominantly used for grassroots football.



For more information, including details on how to apply please contact Jodie.Allard@Suffolkfa.com

Football Foundation Capital Investment



Capital Investment

Football Foundation Grassroots Funding

Clubs with grassroots teams (non NLS) are eligible to access financial support through the Football Foundation's single fund.

As part of the new Football Foundation funding matrix clubs can now apply for up to £25,000 for smaller projects, which is funded up to a 75% basis from the Foundation. Clubs can now go back to this pot as often as they wish, which was previously restricted to every two years. The projects you are automatically eligible for are:

- Storage Containers
- Portable Floodlights
- New or replacement goalposts
- Fencing
- Clubhouse Refurbishment Works
- Pitch Maintenance Equipment

Any large scale capital investment would require further discussion with Suffolk FA and our Football Foundation Engagement Manager.

Clubs can complete an application via the Football Foundation's new website: <https://footballfoundation.org.uk/>



Capital Investment

Football Stadia Improvement Fund (FSIF)

Clubs with a teams who play within the National League System (Step 7 and above), may be eligible for financial support through the Football Foundation's Football Stadia Improvement Fund (FSIF).

The maximum grant available depends on the level the team plays within and clubs are eligible for a maximum grant of 70% of the total project cost.

- Step 3-4 = £150,000
- Step 5-6 = £100,000
- Step 7 = £20,000 (up to £50,000 for changing room projects)

The purpose of the FSIF fund is to support clubs across the three following areas:

- To meet the FA ground grading criteria of their league
- To ensure the club complies with health and safety requirements
- To promote club sustainability

For more information on FSIF, including what your club may be eligible for, please visit:

www.footballfoundation.org.uk/grant/football-stadia-improvement-fund





Local Partnerships

Local Partnerships

Club Affiliation Pack

Suffolk FA have produced an Affiliation Pack for the 2020-21 season. This pack outlines a list of potential benefits to clubs affiliated to Suffolk FA.

Suffolk FA affiliated clubs can benefit from partnerships with suited businesses including:

MH Goals	Parkers Pitches
British Sugar Topsoil	Ball Launcher
Replay Maintenance	Total Football
Koolpak	Globex Freight Management Ltd
Rushmere Golf Club	Easyfundraising
GiveToLocal	Duralock
Ipswich Town FC	Days Sports
Printsave Ltd	HomeStore Self Storage
Haven Power	Wel Medical

For a full list of Suffolk FA's partners and sponsors, please click [here](#)

To view and download the Suffolk FA affiliation pack click [here](#)





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#AThrivingLocalGame