

FINDING FUNDING:

A guide for clubs/organisations looking to secure partnership funding to improve their facilities

WHO IS THIS GUIDE FOR?

This guide aims to provide clubs/organisations (affiliated to West Riding County FA) with some useful information regarding potential partnership funding opportunities that they may be able to access in order to support their grant applications with the Football Foundation.

WHAT IS PARTNERSHIP FUNDING AND WHY WOULD A CLUB/ORGANISATION NEED IT?

The <u>Football Foundation</u> support the development of football facilities across the country by providing grants to support projects that clubs/organisations hope to deliver in order to grow the grassroots game. This could be for smaller projects such as replacing goalposts, building fencing or improving the quality of grass pitches – to larger projects such as building club pavilions or 3G pitch developments. More information about this can be found <u>here</u>.

Any project that receives financial support in the form of a grant from the Football Foundation would also require the club/organisation applying for the grant to secure additional partnership funding (funding from other sources) in order to deliver the project successfully. The amount of partnership funding required will depend on the size and scale of project that clubs/organisations are aiming to deliver and the outcomes that will come from this.





LOCAL AUTHORITY COMMUNITY COMMITTEE GRANTS

Local Area Community Committees across the county provide a forum for local people to have their say about what happens in their community. The Community Committees also allocate money for local projects and activities.

Each year funds are allocated to projects that will benefit the local area and address local priorities. These funds are available for community groups, charities and other public services.

For details of how to make an application please contact your local community committee (see below):

Key terms to search for when you are looking for funding on a Local Authority website: 'Parish Council' 'Ward Council' 'Community Grants' 'Community Fund'





POPULAR PARTNERSHIP FUNDING OPPORTUNITIES

ORGANISATION: SPORT ENGLAND

Sport England are an arms-length body of government responsible for growing and developing grassroots sport and getting more people active across England.

Each year Sport England invest more than £250 million of National Lottery and public money to help people play sport and take part in physical activity.

QUEEN'S PLATINUM JUBILEE ACTIVITY FUND

The Queen's Platinum Jubilee Activity Fund aims to use sport and physical activity as a means of bringing a community together and tackling inequalities via awards of between £300 and £10,000 from a pot of £5 million of National Lottery funding.

PLACES AND SPACES FUND

A £7 million pot with up to £10,000 available in match funding for Crowdfunder projects, as part of a Birmingham 2022 Commonwealth Games package to help community sport and physical activity groups improve places and spaces across the country.

STRATEGIC FACILITIES FUND (ENDING 31 MARCH 2023)

The supply of the right facilities in the right areas is essential to get more people across the nation doing sport and physical activity.

TOGETHER FUND

This fund exists to help to reduce the negative impact of coronavirus and help community groups working with our target audiences to grow and help more people.

ACTIVE TOGETHER (CROWDFUNDING)

A £7.5 million fund, with up to £10,000 in match funding, as part of a support package to help clubs and organisations set up and run crowdfunding campaigns related to Covid-19, such as for a loss of income due to the pandemic.

GOT A GREAT IDEA?

Tell Sport England your idea - big or small - in four simple questions and they'll let you know if they can help.

OTHER WAYS TO GENERATE FUNDING

Sport England's open funds won't always match what you're looking for, so they have compiled a list of all the other ways you can generate funding, from crowdfunding to Gift Aid.



POPULAR PARTNERSHIP FUNDING OPPORTUNITIES

ORGANISATION: THE NATIONAL LOTTERY COMMUNITY FUND



The National Lottery Community Fund distributes over £600m a year to communities across the UK, raised by players of The National Lottery.

In order to support communities to thrive, the National Lottery Community Fund aim to:

- build strong relationships in and across communities
- improve the places and spaces that matter to communities
- help more people to reach their potential, by supporting them at the earliest possible stage.

You can expect the National Lottery Community Fund to be flexible and responsive to your community's needs:

- whether you need long or shorter-term funding
- whether your request is for a particular activity or to create more fundamental change
- whether the funding is to support a single organisation or to bring organisations together.

Here for you as communities recover, rebuild, and grow following the COVID-19 pandemic. You can apply for funding to deliver new or existing activity or to support your organisation to change and adapt to new and future challenges.



POPULAR PARTNERSHIP FUNDING OPPORTUNITIES

ORGANISATION: THE NATIONAL LOTTERY COMMUNITY FUND



NATIONAL LOTTERY AWARDS FOR ALL ENGLAND

A quick way to apply for smaller amounts of funding between £300 and £10,000.

BRINGING PEOPLE TOGETHER

This funding is for projects that build stronger connections across communities. The Bringing People Together fund is looking for ideas that strengthen these connections by exploring and developing the conditions needed to build better and longer-lasting ways of bringing people together.

REACHING COMMUNITIES ENGLAND

This programme offers a larger amount of funding (over £10,000) for organisations that work with their community to help them thrive. fund projects that work to make positive changes in their community – whether that is for people living in the same area, or people with similar interests or life experiences.

PARTNERSHIPS

This programme offers a larger amount of funding (over £10,000) for organisations that work together with a shared set of goals to help their community thrive – whether that's a community living in the same area, or people with similar interests or life experiences.





PEOPLE AND PLACES: MEDIUM GRANTS

Funding from £10,001 to £100,000 for projects where people and communities are working together and using their strengths to make positive impacts on the things that matter to them the most.

The National Lottery Community Fund are here to help and want to talk to you about your ideas to support communities to adapt, recover and thrive.

PEOPLE AND PLACES: LARGE GRANTS

Funding from £100,001 to £500,000 for projects where people and communities are working together and using their strengths to make positive impacts on the things that matter to them the most.

The National Lottery Community Fund are here to help and want to talk to you about your ideas to support communities to adapt, recover and thrive.

THE NATIONAL LOTTERY GOOD CAUSES FUNDING

If none of the current The National Lottery Community Fund programmes are suitable for your project, one of the other Lottery funders may be able to help.

ORGANISATION: FCC COMMUNITIES FOUNDATION

Foundation

FCC Communities Foundation awards grants to community projects from funds donated by FCC Environment through the Landfill Communities Fund.

FUNDING AVAILABLE:

FCC COMMUNITY ACTION FUND

The FCC Community Action Fund provides grants of between £2,000 and £100,000 to not-for-profit organisations for amenity projects eligible under Object D of the Landfill Communities Fund (LCF).

Only applications for projects sited within 10 miles of an eligible FCC Environment waste facility can be accepted, you can check if you are located near an eligible site by clicking Apply and completing the pre-application eligibility check.

The FCC Community Action Fund can only accept applications from the following types or organisations:

- Registered Charity which operates a community facility
- A Church or Parochial Church Council
- A Parish or Town Council or a Management Committee or User Association acting on behalf of a Parish or Town Council
- A Local Authority
- A CASC Registered Sports Club

The FCC Community Action Fund is oversubscribed, therefore they limit the types of project that they will fund. To help you plan your application please download and read the Guide for Applicants or click on Apply and follow the preapplication eligibility check.

All grants require applicants to secure a contributing third party (CTP) payment. This is a very specific payment required to be paid to the landfill operator and should not be confused with match/partnership funding.

The scheduled funding rounds for the FCC Community Action Fund are as follows:

 2022-4 Round opens 21 September 2022 and closes at 5.00pm on 7 December 2022

The Board make funding decisions quarterly, approximately 3 months after the round closes.



ORGANISATION: VEOLIA ENVIRONMENTAL TRUST



Veolia Environmental Trust support community and environmental projects across England through the Landfill Communities Fund, using money provided by Veolia. They award grants towards projects that make improvements to community facilities and the natural environment.

FUNDING AVAILABLE:

APPLY FOR FUNDING:

To apply for a grant you will need to work through the 'Information', 'Guidance' and 'Apply' sections of the application process by clicking the links below in sequence, and following the instructions on each screen.

- **Postcode Checker** enables you to check your project is located in an area that Veolia Environmental Trust will fund.
- <u>Our Criteria</u> outlines what Veolia Environmental Trust are able to fund and how much you can apply for.
- When to Apply tells you the Veolia Environmental Trust funding round closing dates and helps you to decide when is best to apply.

Guidance: Here you will find further information about Veolia Environmental Trust's application and grant-making process.

Apply: If you think your project meets the criteria, click here to apply for funding.



ORGANISATION: BIFFA AWARD

Biffa Award gives grants to community projects near landfill sites. They build communities and transform lives.

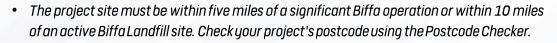
FUNDING AVAILABLE:

RECREATION

Projects under the Recreation theme can include new play equipment; landscaping works, including boardwalks, trees and shrubs; skate parks; woodland walks; nature trails; outdoor gyms; and building works within communal areas of sporting clubhouses (such as kitchen and toilet facilities) which have a wider community use and are not for the sole use of sports club members. It generally includes projects that benefit people within their free time. Under this theme an applicant will have to show evidence of wider community use, involvement and consultation.

COMMUNITY BUILDINGS

Projects under the Community Buildings theme include those which improve buildings at the heart of their communities – such as village halls, community centres and church halls. They can include building refurbishments and internal works to kitchens, toilets, roofs, flooring, window, doors and heating systems. Applications from churches must be able to demonstrate a wider community use and benefit – such as youth groups, special interest groups, exercise groups etc. Under this theme an applicant will have to show evidence of wider community use, involvement and consultation.



- The project site must also be situated within 10 miles of any licensed landfill site. To find your nearest landfill site, telephone the regulator Entrust on 01926 488300.
- The site must be owned by the applicant or there must be a signed lease of more than 10 years in place between the applicant and the landowner.
- The total cost of the project must be less than £200,000 inclusive of VAT.
- The applicant organisation and project must be eligible for enrolment and registration with the scheme's regulator, ENTRUST. Enrolment will be a condition of any grant approved.
- Organisations must be not for profit. Local authorities and schools cannot apply.
- There must be a minimum of 104 days of full public access to the project per year.
- The grant must be used for site-based improvement work, not for movable equipment, storage facilities or staff as core costs.
- Biffa Award is unable to fund retrospectively, so you should only apply for funding for work that will take place in the future.
- Biffa Award is unable to fund sporting related projects including, but not limited to floodlighting, nets/equipment and irrigation systems. However, we do consider applications from sport clubs for the building works or improvements to clubhouse facilities, that can demonstrate multi-usage within the wider community, and that are not for the sole use of the sports club or any other organisation.







The Arnold Clark Community Fund is open to all UK-registered charities and local community groups who fall into their <u>eligibility criteria</u>. The fund is also open to community interest companies, charitable incorporated organisations and social enterprises. Successful applicants will receive up to £1,000 in financial aid.

FUNDING AVAILABLE:

ARNOLD CLARK COMMUNITY FUND

The Arnold Clark Community Fund is now closed, but they hope to reopen applications later this year.

In March 2020, Arnold Clark launched their first ever Community Fund to provide financial help to community groups and charities that had been significantly affected by the coronavirus pandemic. To date, they have received over 20,000 applications from organisations from a wide range of backgrounds.

In the meantime, please check your eligibility <u>here</u>. If you're eligible, all you will have to do is complete the application form and tell them about your charity or community group and how they can help.

The Arnold Clark Community Fund will only accept one application per organisation per round of the Community Fund.





Wade's Charity is one of Leeds best kept secrets - a charity founded in 1530 which owns large areas of open spaces & parks in Leeds. Wade's Charity also provides grants to registered charities and community groups across Leeds, funded by monies held in trust by the charity.

FUNDING AVAILABLE:

Wade's Charity make grants for one of two purposes:

- For recreational activities
- For the preservation of public open space

There is a defined area they can work in – this is the pre-1974 boundary of the City of Leeds (<u>click here</u> to view map on Grant Criteria page) and can only support projects that are working within that area.



SMALL GRANTS (UP TO £300)

The Small Grants Programme is administered by Voluntary Action Leeds and only awards grants to registered charities and constituted community groups with income of less than £10,000 per year. Grants are for a maximum of £300.

MAIN GRANTS PROGRAMME (£300 OR ABOVE)

The Main Grants Programme covers all other applications and awards grants for the provision of facilities for recreation or for the preservation of public open space. Wade's Charity are interested in applications that support Children & Young People, the Elderly, the wider Community, the Arts and Open Space. They will consider applications supporting all or any section of the community.

ORGANISATION: THE BRELMS TRUST

The Brelms Trust is a Charitable Incorporated Organisation (CIO), originally set up as a Charitable Trust in 2007, offering grants to a wide variety of charities operating in the community. Funding is given exclusively to charities based in Yorkshire and directly benefitting only Yorkshire communities.

Priority in their grant giving is given to charities working at the heart of communities to tackle disadvantage and to provide sustainable benefit to the community.



FUNDING AVAILABLE:

APPLY FOR FUNDING

Grants are awarded from £1,000 to a maximum of £6,000 per year, either as a one-off grant or up to a maximum of 3 consecutive years. Therefore, a grant can total between £3,000 – £18,000 per application over a 3 year period.

HOW TO APPLY

Apply via an online application process. Please read ALL sections of the website before completing the Application Form.

The Trustees meet quarterly, usually in March, June, September and December to make grant awards, but the assessment of applications is ongoing throughout the year. All decisions will be communicated by email as soon as possible.

What The Brelms Trust will fund:

- Organisations with charitable status and MUST be registered with the Charity Commission.
- Charities based and embedded in Yorkshire with direct benefit to Yorkshire communities.
- Core costs and specific projects for small and medium-sized charities with a current annual income of less than £300,000, and usually with unrestricted reserves of 6 months or less.
- Charities enabling disadvantaged people to play a fuller role in the community, which may enhance their quality of life and extend their opportunities.





ORGANISATION: THE GEORGE A MOORE FOUNDATION



The George A. Moore Foundation was founded in 1970 by Mr. Moore, initially as a welfare fund for the hundreds of people employed in his factories. This wellrespected grant making charity continues to operate from the monies which were privately invested by the Moore family. Over the years the charity has provided much needed support to thousands of charitable organisations, both large and small, operating in many different spheres – from education to health and armed forces to community and sporting projects.

Grants are now provided exclusively to registered charities based in the North and West Yorkshire area, supporting our local community.



ENGLAND FOOTBALL

FUNDING AVAILABLE:

APPLY FOR FUNDING

The George A. Moore Foundation provides support to registered charities based in North and West Yorkshire.

Please include with your application all relevant details for the funding requested, a contact email address and, if applying for funding for a specific project, include details of the total funding required, funds raised to date and the charity's proposals to raise any shortfall.

The Trustees meet quarterly in February, May, August and November each year. All decisions will be communicated by either post or email as soon as possible.

ORGANISATION: GARFIELD WESTON FOUNDATION



The Garfield Weston Foundation is a familyfounded, charitable grant-making foundation, which supports a wide range of causes across the UK, donating over £80 million annually.

The Trustees have a preference for charities directly delivering services and activities to those in need, and are especially keen to see applications from charities in the Welfare, Youth and Community sectors and also in regions of economic disadvantage.

FUNDING AVAILABLE:

COMMUNITY

The Garfield Weston Foundation makes a significant volume of grants every year to Community projects, many of which rely on the time and goodwill of volunteers.

YOUTH

The Garfield Weston Foundation is proud to fund organisations that support and inspire young people to reach their potential and thrive.

APPLY FOR FUNDING

To find out if you are eligible to apply, take the <u>eligibility quiz</u>.

ORGANISATION: BERNARD SUNLEY FOUNDATION FUND



The Bernard Sunley Foundation are a family grant making foundation which supports charities in England and Wales working to raise the quality of life and provide greater opportunities for the young, the elderly, the disabled and the disadvantaged.

The Bernard Sunley Foundation has awarded over £121 million in grants since it was established in 1960. Each year they give just over £3.5 million to capital projects that deliver a real community focus or provide facilities to support those in need.



FUNDING AVAILABLE:

COMMUNITY

The Bernard Sunley Foundation give grants towards the building or refurbishment of scout huts, village halls, community centres, youth clubs, boxing clubs, outdoor activity centres, farm and outdoor learning centres, sports centres and pavilions, playing fields and playgrounds.

APPLY FOR FUNDING

You will need to complete an <u>eligibility check</u> before you can submit an application.

ORGANISATION: SPORTED BARCLAYS COMMUNITY FUND



BARCLAYS

Community Football Fund

Sported have partnered with Barclays to launch the new Barclays Community Football Fund, offering small grants, training, kit and exclusive ticketing offers to make football more accessible in communities across the UK.

Barclays believe in creating opportunities for all through access to football. The Barclays Community Football Fund aims to grow participation in football at every level.

FUNDING AVAILABLE:

APPLY FOR FUNDING

Grants of £500 are available for groups wishing to start offering football, those keen to expand their existing provision to new audiences or those already delivering football to under-represented young people.

Alongside the grants, the programme will be offering training and support resources to groups to help reduce inequalities in the participation of football.

The programme will focus on including girls and young people from lower socioeconomic and under-represented groups: including racially diverse communities, people with disabilities, and people from the LGBTQ+ community.

ORGANISATION:

SUEZ COMMUNITIES TRUST

communities trust 🧑 suez

SUEZ Communities Trust provides funding awards of up to £50,000 to not-for-profit organisations in England and Scotland.

Projects must be eligible under the rules of the Landfill Communities Fund or Scottish Landfill Communities Fund.

The Trust will consider projects which long lasting physical on focus improvements at a specified site or amenity.

undertake work that is eligible under the Landfill

Applications are considered for work to provide, maintain or improve an amenity that is used primarily for leisure and recreation. The amenity must be open to all sections of the community for at least 104 days a year.

FUNDING AVAILABLE:

COMMUNITIES FUND

Communities Fund (LCF).

SUEZ Communities Trust

provides funds to not-forprofit organisations

to

LANDFILL

ORGANISATION: PETER HARRISON FOUNDATION

Peter Harrison FOUNDATION

The Peter Harrison Foundation are an independent grant making trust that registered charities and supports Community Amateur Sports Clubs (CASCs) in the United Kingdom.

FUNDING AVAILABLE:

OPPORTUNITIES THROUGH SPORT

The Peter Harrison Foundation accept applications for this programme from charities and CASCs throughout the United Kingdom.

The Trustees wish to support organisations and activities that use physical activity to enable disabled people and those who face disadvantage to fulfil their potential and to develop personal and life skills. The Trustees welcome applications for physical activity initiatives that:

- Provide a focus for skills development and confidence building
- Have a strong training and/or educational theme
- Provide sporting equipment or facilities for disabled or disadvantaged people
- Have a high degree of involvement from beneficiaries and those with lived experience
- Have a plan for sustainability

The Peter Harrison Foundation will consider applications for capital, revenue or project funding.





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ORGANISATION: TESCO COMMUNITY GRANTS

Community Grants

Tesco Community Grants fund thousands of local community projects across the UK, helping to fight holiday hunger, tackle mental health, support young people, host community events and much more.

FUNDING AVAILABLE:

APPLY FOR A GRANT

Tesco Community Grants helps to fund thousands of local projects across the country. Since 2016 the scheme has supported over 40,000 community groups with more than £90 million in grants. The scheme aims to make a positive difference – because where our communities thrive, our business and our colleagues thrive too.

Tesco Community Grants is open to charities and community organisations to apply for a grant of up to £1,500. Every three months, three local good causes are selected to be in the blue token customer vote in Tesco stores throughout the UK.

ORGANISATION: SAPCA

SAPCA

Building or renovating a sports or play facility can be stressful. SAPCA is here to support you, with expert knowledge and understanding to help you make better choices.

FUNDING AVAILABLE:

SEE SAPCA'S LIST OF CURRENT FUNDING OPPORTUNITIES

Securing funding for your sports and/or play project can be critical yet challenging. Find out how to access finance opportunities.

Before you embark on a project it is important to know realistically how much funding is likely to be available for your project. In some cases, access to finance could be the difference between a project going ahead or not.

By this point you should have an idea of project cost; remember to factor in maintenance of your facility, plus playing surface or equipment into your budget. Funding to help you meet that cost may be available from any one of a number of potential sources depending on the type of project, any potential employment or wider community benefit, location and other factors.

SAPCA provide a list of current funding opportunities, which covers capital project funding support currently available for projects in the UK. It does not cover local small trusts and local authority grants. Please note that funding opportunities are constantly changing.





ORGANISATION: KEYFUND



Either as a new social enterprise that needs funding or an existing organisation looking to expand new activities, Social Investment might well be the answer you are looking for...

KeyFund offer investment from £5k to up to £300k to community and social enterprises operating in the North of England and the Midlands. KeyFund are committed to providing the right kind of money at the right time, so please don't hesitate to contact them to discuss your needs.

FUNDING AVAILABLE:

NORTHERN CULTURAL REGENERATION FUND

NCRF is a £3.1m blended fund from the Department for Culture Media and Sport.

The fund aims to support the development and growth of creative and cultural businesses across the North, that deliver social impact.

The Fund Offer:

- Investments up to £150k.
- Up to 33% of total investment can be grant, but grant can only be used for capital expenditure (equipment, refurbishment, purchase of buildings/land).
- Loans can only be used flexibly for capital or working capital.

ORGANISATION: THE HENRY SMITH CHARITY



The Henry Smith Charity aims to use its resources to help people and communities at a time of need and to bring about positive change. This is achieved by funding organisations that work with people to reduce social and economic disadvantage.

FUNDING AVAILABLE:

IMPROVING LIVES

Grants for small and medium sized organisations in the UK to support projects and the running costs of organisations.

Key grant details:

- Grant size: £20k £60k per year
- Length: 1-3 years (most grants are
- for 3 years)
- Decision timescale: 6 Months
- Deadlines: None

The Strengthening Communities grant programme aims to support small, grass roots organisations who are embedded in the community, working within the most deprived areas of the UK. Through this grant programme, the Henry Smith Charity want to make sure that their funding reaches organisations that provide services which are widely accessible to the whole community and respond to, and address the needs of the people living in it.

STRENGTHENING COMMUNITIES

They fund established organisations with a track record of delivering services directly to beneficiaries and want to fund work that enables:

- People from across the community to participate in activities which improve connectedness, opportunities and wellbeing
- People who are excluded, vulnerable or facing other forms of hardship to have access to community-based services that support positive lasting change



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OTHER PLACES TO SEARCH FOR PARTNERSHIP FUNDING

FUNDING LEEDS



The free and easy way to find funding. Using Funding Leeds you can:

- Make funding searches to tap into local, regional and national funding sources
- Get regular updates on your funding area of interests
- Take advantage of useful information and local support to help you achieve your funding goals.

Funding Leeds is a public and third sector partnership - helping the voluntary, social enterprise, and community sectors in Leeds find the funds to achieve their vision.

GRANTFINDER





This grant finder, powered by Idox in partnership with Sport England, will help you find organisations offering funding for sport and physical activity projects, as well as wider community schemes. Register an account and then see what funds are available.

CHARITY EXCELLENCE FRAMEWORK – FREE FUNDING FINDER DATABASE



Your personal charity digital mentor, it enables you to easily assess your trustee governance and any area of management in 30 mins. Use your interactive dashboard to identify ways to achieve even more.

CEF is a brilliant "everything in one place" help, for charities, their trustees, staff and volunteers, whether you need 'beginners level' or 'advanced'. It then connects you to a huge range of free resources and guidance, and 100s of organisations that provide help, goods and services to charities.

The <u>Funding Finder database</u> isn't just another trust and foundations directory, it also has links to 100s of other free grant funding databases and online funder lists.

Improve your fundraising and find new opportunities online in 30 mins, using the fundraising health check, with access to a huge range of free resources and help, including 50+ downloadable trust and foundation grant funding lists. Everything is free.

OTHER PLACES TO SEARCH FOR PARTNERSHIP FUNDING

<u>THE FUNDED</u> <u>TEAM</u>

Funded

Whether you're a charity, non-profit or community group, the Funded Team will help you secure the funding needed to continue and scale your work.

Their team of experienced grant funding consultants provide affordable best-inclass writing, consulting and training to significantly improve your chances of securing grant funding.

INDUCT GRANTWAY

Induct grantway

Grantway make it easy to find funding opportunities, so that you can focus on moving the world forward. Grantway is free to use, no restrictions or hidden costs.

Grantway use leading-edge technology to find and compile all the grant opportunities available to you in one place.

START EXPLORING GRANTS

CENTRE FOR SUSTAINABLE ENERGY



VIEW LIST OF AVAILABLE FUNDS

This list has been prepared to help community groups find sources of funding for sustainable energy projects.

<u>YORKSHIRE SPORT</u> <u>FOUNDATION – FINDING</u> <u>FUNDER TOOL</u>



Yorkshire Sport Foundation is a National Lottery funded charity working predominantly across the nine districts of South Yorkshire and West Yorkshire. and part of a network of England-wide Active Partnerships.

Yorkshire Sport Foundation believe in the power of movement, physical activity and sport to improve lives, and are passionate about enabling everyone to enjoy the benefits of an active life.

Use the <u>funding finder</u> to search for sport specific funds.





WHAT ELSE CAN YOUR CLUB/ORGANISATION DO?

SPONSORSHIP

Sponsorship can be a great way to generate income and form a partnership with a local business or organisation.

Sponsorship isn't free money, however. It requires time and resources to be successful and it should be seen as a two way mutually beneficial relationship between your club and the sponsor. Think about the different types of sponsorship a company could offer your club including:

- **Sponsorship fee** (e.g. for sponsoring the club kit, match, equipment etc.)
- **Provision of resources** (e.g. volunteers to help out at your club for the day or at an event)
- **Provision of products or services** (e.g. an electrical company providing energy efficient lighting or a local builder providing some facility maintenance work)

Find out more about sponsorship, including things to think about before engaging with sponsors here.

SNAP SPONSORSHIP

SNAP helps clubs promote their opportunities to a wider audience while sharing best practices when it comes to negotiating and securing sponsorship, all within one easy-to-use platform.



FUNDRAISING

LOCALGIVING

Localgiving's mission is to strengthen UK communities by safeguarding the sustainability of the local voluntary sector.

They do this by supporting local charitable organisations to diversify their income through online fundraising. They provide tools, training and advice to help local groups connect with supporters online, improve their digital skills and develop practical fundraising experience.

Localgiving are also a leading advocate for the sector and work to raise awareness and support for local groups from the public, government and businesses.







WHAT ELSE CAN YOUR CLUB/ORGANISATION DO?

MEMBERSHIP FEES

Many sports clubs rely heavily on income generated from membership fees, so it's important to get these set at the right price.

Ideally your membership fees should cover the day-to-day financial running costs of the club.

Additional income generated can then be used to improve and develop your club and to build up a sinking fund to cover unexpected events. Below are some questions to ask yourself when thinking about your sports club's membership fees:

- Have you researched to see if your subscriptions are competitive with other local clubs or activities?
- Do your fees reflect the value of what your sports club offers? For example, the playing opportunities, coaching, facilities, social activities, etc.?
- Is there scope to increase the fees, or should they be reduced to attract more people?

Remember, raising membership fees can be an emotive issue so make sure your members know exactly what they are getting for their money and also let them know how your club is funded overall. Often a rise in membership fees is more acceptable if members are more informed about the financial position of the club.





CROWDFUNDING

When people talk about crowdfunding, they mean using websites to organise fundraising campaigns.

Crowdfunding sites host campaigns which act as a means to promote the campaign. They usually feature a video, some text explaining what you're seeking to raise and why, and manage payment online via credit or direct debit.

The platform automates the process of getting the money from your funders and getting it all to you in the event of success. There's lots of platforms available to use. Most charge around 5% + VAT of what is raised on a no-success, no fee basis.

Crowdfunding online gives several important advantages. Firstly, moving away from cash makes managing funds easier and less stressful. By using cards, there's no need to have procedures in place to manage theft, danger to volunteers from theft and lots of trips to a bank. And, by using online methods, people aren't restricted to what funds they might have in their wallet at the time you ask, so average donations can be higher.

Secondly, it can broaden the reach of a campaign beyond the immediate users or local people and tap into families, friends and people who might once have had a connection to a club but have moved away and now use social media platforms. Finally, as an online form, people invest and you get their email addresses and other details, so you have a means to keep on engaging with them and build the stronger relationships which can be harder with cash or cheque-based campaigns. Eligible organisations can also claim Gift Aid as part of a crowdfunding campaign.

SPACEHIVE



Spacehive is a funding platform for ideas that bring local places to life: everything from sprucing up the park, or improving a playground, to starting a street market. If you <u>create a page</u> for your project idea it will be matched to funds from councils, foundations and companies that might want to help.

The aim is to provide a powerful springboard for ideas that make communities happy, proud and prosperous.

Fundraising campaigns on Spacehive have the highest success rate of any crowdfunding platform in the UK and we are used by tens of councils, companies and foundations to fund place-based community projects - from the Mayor of London to The Arts Council.

START A PROJECT

As well as raising funds from the crowd, you can tap into the millions in available funding from our partners on Spacehive. Simply upload your project idea and we'll match you to all relevant funds. Easy.

CROWDFUNDER



Crowdfunder have helped over 175,000 projects raise more than £100 million for great causes.

Add your idea to Crowdfunder– Create your unique page. Tell your story and explain your idea. Then set a target and how long you need to reach it.

Get the word out – Spread the word to friends, professional contacts and others in your community. Tell everyone you know about your project.

Get funded – People who like your idea donate or pledge money in return for a reward they'll receive once your project succeeds.

OTHER TIPS AND USEFUL INFORMATION

COMMUNITY MATTERS YORKSHIRE



The Community Matters vision is to provide a sustainable and effective 'hub' of learning, support, advice and guidance, enabling local communities and organisations to grow and achieve through the provision of a high quality service.



CLUB MATTERS



Club Matters is a Sport England Lottery funded programme that provides free resources, support, guidance and workshops to:

- Grassroots sports clubs, groups and community organisations.
- The professional workforce that supports grassroots sports clubs, groups and community organisations.

Club Matters resources are designed to support organisations who are looking to set up, develop, grow, reach out to new communities and maximise their engagement with new and existing members, participants and volunteers. If you are part of a large, small, formal or informal group, or work to support the development of these organisations, Club Matters is here to help you.

GENERATING INCOME AND REVENUE

This section has simple advice, guidance and easy-to-use resources to help you with all aspects of generating income and revenue.

COMPANIES CORPORATE SOCIAL RESPONSIBILITY

Many big corporations will run grant schemes in the communities where their branches, factories or distribution centres are based.

Look at a directory of local businesses and check out their websites for 'community' sections, where details may be listed.

CONTACT US

If you are a club/organisation looking to improve the quality of your facilities and would like to discuss this further, please contact us using the details below:

Andrew Shuttleworth (West Riding FA Facilities & Investment Manager) Andrew.Shuttleworth@westridingfa.com / 0113 282 1222

Daniel Wiseman (West Riding FA Facilities & Investment Officer) Daniel.Wiseman@westridingfa.com / 0113 282 1222







FINDING FUNDING:

A guide for clubs/organisations looking to secure partnership funding to improve their facilities