



buddle.

Raising money to

sustain your

organisation



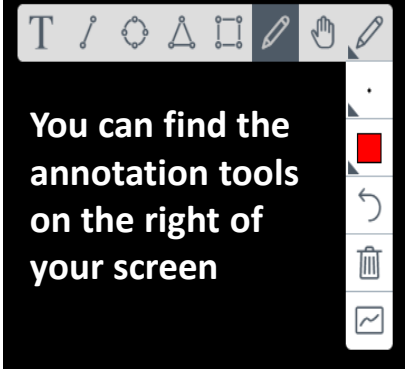
Welcome.

Your session will

begin shortly.

If you are using social media, please tag: #Buddle,
@SportEngland @SportStructures

Use this doodle box to try the annotation tools whilst you wait.



The screenshot shows a toolbar with icons for text (T), line, circle, triangle, square, pencil, and hand. Below the toolbar is a vertical menu with a red square, a circular arrow, a trash can, and a document icon. The text in the screenshot reads: "You can find the annotation tools on the right of your screen".

Before we start, please ensure that:

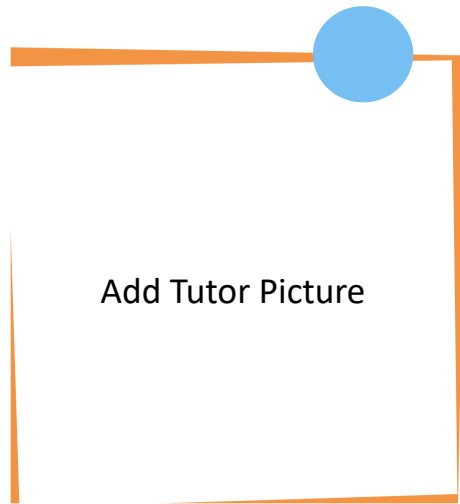


Your microphone is muted



You can see and use the chat box

A little about me...



- Insert name
- Insert Experience
- My favourite ...

... and you!

Add some info about you in the chat box:

- Your Club/Organisation Name
- Where you are based
- What you would like to gain from this workshop?

Learning Agreement

- Respect everybody
- Participate actively
- Use technology responsibly
- Be engaged
- Challenge each other positively
- Put phones on silent and return calls at an appropriate time
- Avoid sharing any personal/sensitive information outside of the session



What we'll cover:

By the end of this workshop, you will be able to:

- Have an overview of different ways to raise money.
- Work through the 'dos and don'ts' of grant funding including what to include in applications.
- Identify where to look for grant funding.

Eligibility for Funding = Good Governance

Check the criteria of the Tier 1 [‘Code For Sports Governance’](#). Check your [‘security of tenure’](#)

- Structure
- People
- Communication
- Standards and conduct
- Policies and processes

How is your organisation doing in these areas?

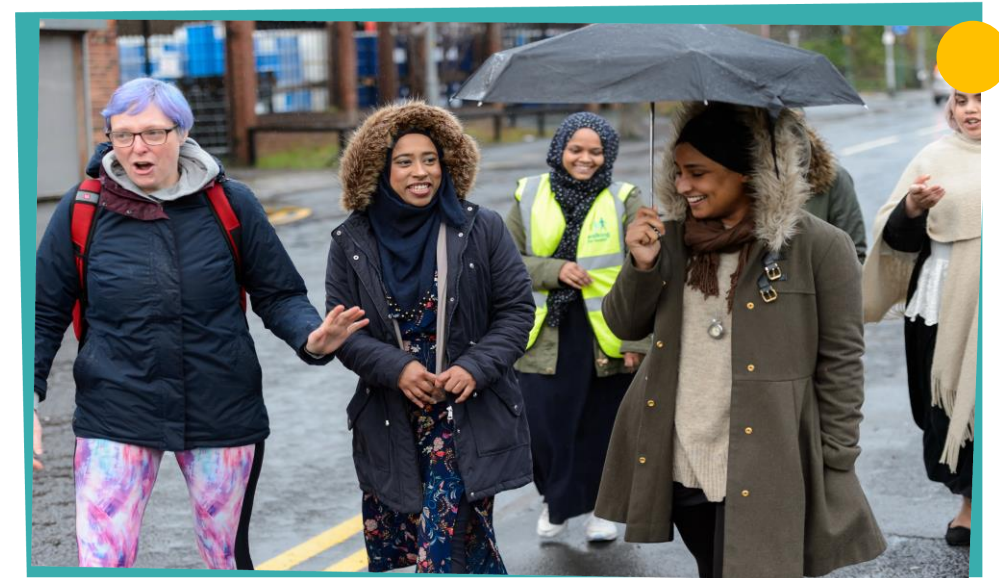
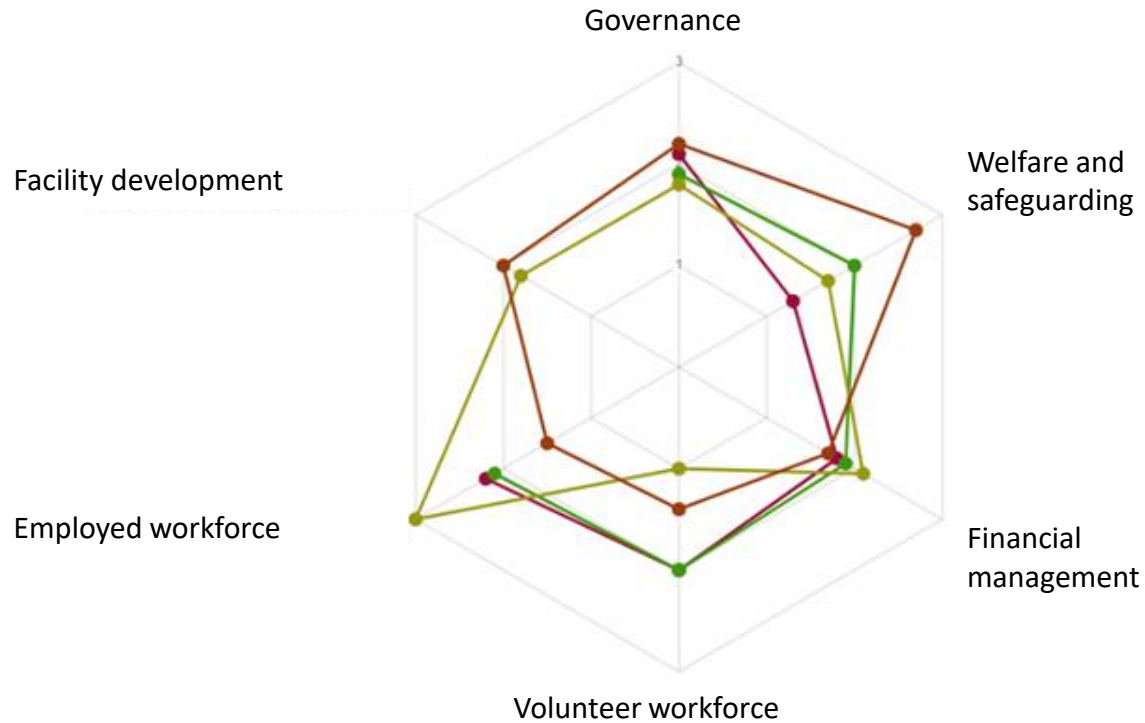
Eligibility for Funding = Good Governance – ‘House in order’

Check the criteria of the Tier 1 [‘Code For Sports Governance’](#). Check your [‘security of tenure’](#)

- Structure – constituted, clear purpose. A body that meets and records decisions.
- People – Diverse viewpoints considered. Decision makers have skills and diversity to operate effectively.
- Communication – shares info on governance, finance, activities and structure so stakeholders understand the position
- Standards and conduct-Conflicts of interest are recognised, managed by the chair and recorded. At least three of the people on the governing committee are neither related to, nor cohabiting with, other committee members.
- Policies and processes - financial procedures and practices are in place. Risks and liabilities are appropriately [assessed](#).

Health Check Tool

A self-assessment tool. Assesses strengths and development areas with signposting to appropriate resources.



How can single site organisations generate additional income?





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Different ways to generate income

CORE

- Membership
- Sessions fees
- Events
- Facility hire/let
- Diversifying the use of your facilities
- Café (if applicable and manageable)
- Vending Machines

ADDITIONAL

- Crowd funding
- Merchandise
- Grant funding (start up or new activity)
- Gift Aid
- Commissioning
- Partnerships
- Additional income streams from members/users
- Fundraisers

What is grant funding?



Grant funding... Ways to approach it



Grant funding: The “Don’ts”

Expect to receive the funding

Rush it

Go “nuclear”

Just start writing

Use jargon or acronyms

Submit the application without checking it

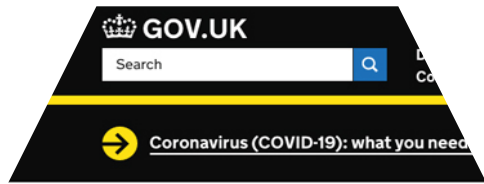
Leave it until the last minute!

Grant funding: The “Dos”



Some things to think about!





Home > Business and industry > Running a business > Bu

News story

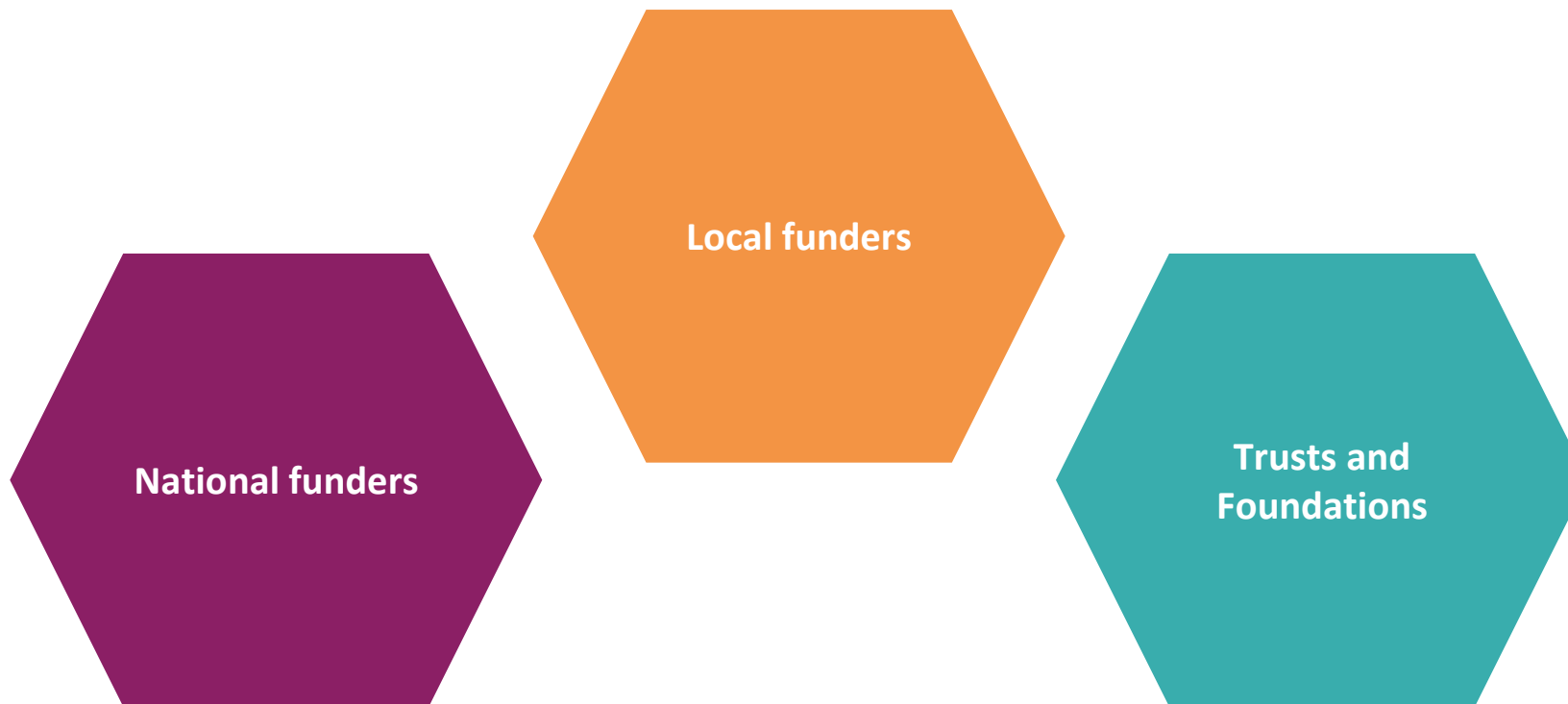
Top-up to local business grant scheme

A discretionary fund has been set up for certain small businesses previously in the business grant funds scheme.

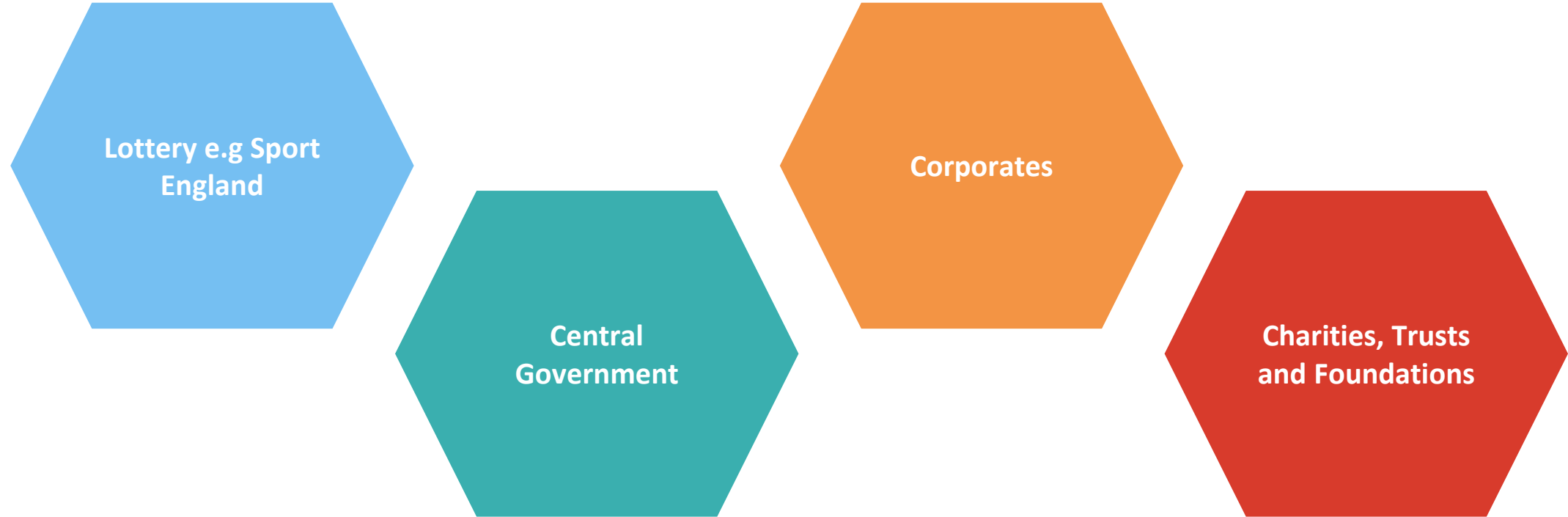


Grant funding:
Where to look...

Where can I find grants?



National Funders



National Lottery Awards for All

- Demonstrate how you connect with community
- Demonstrate the need for your project
- Yes – coaching, volunteer training, service alterations, minor facility alterations, equipment



Movement fund - £300-£15k

- Want to support projects in IMD 1-3
- Demonstrate how you connect with community
- Demonstrate the need for your project
- Yes – coaching, volunteer training, service alterations, minor facility alterations, equipment
- Answer what SE are asking for?



Swimming Pool Support Fund - £63m

- To support Swimming Pools
- Administered by Sport England – developing criteria and application process
- £20m for revenue grants to support increased cost pressures
- £43m for capital investment to improve energy efficiency
- CLUK are engaged in discussions

Local Funders

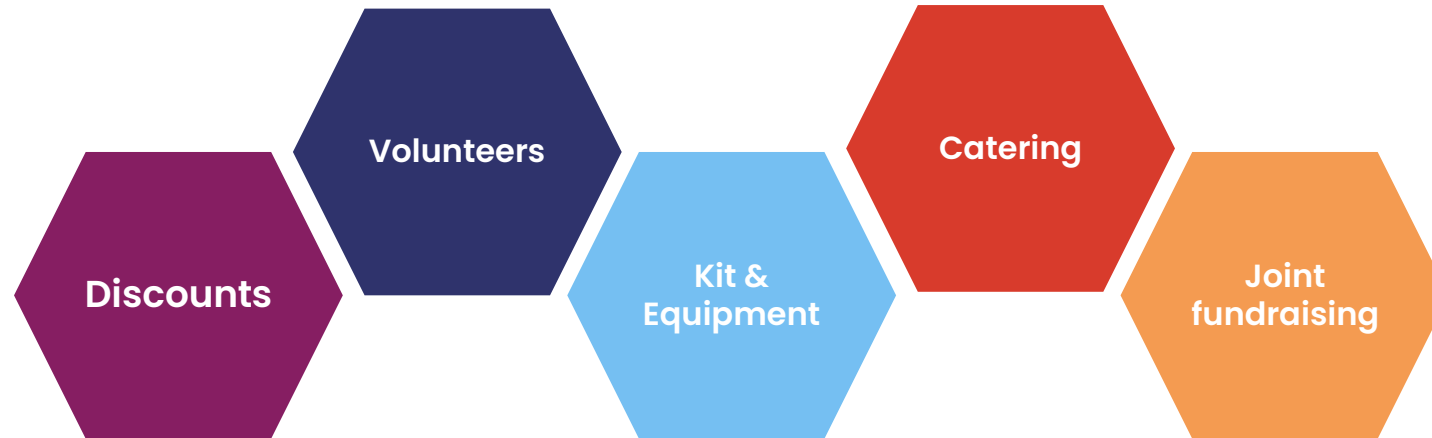


Other ways to generate income?



Sponsorship... or is it really partnerships?

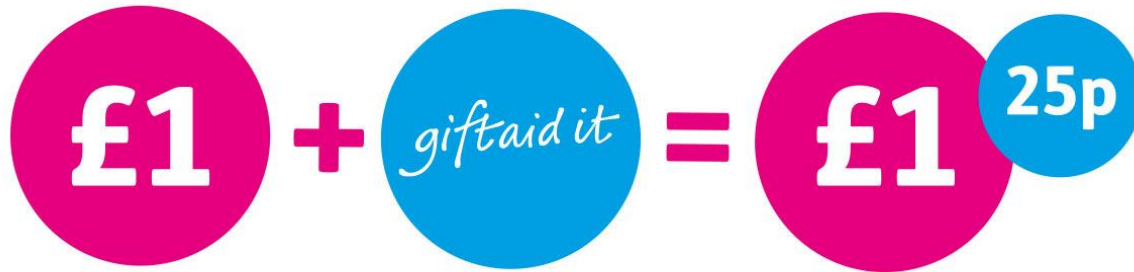
- Sponsors are looking for return on their investment
- Sponsors might be more willing to offer value in kind than cash
- Partners want a transactional relationship with your organisation
- Understand the 2-way relationship such as:



- Manage the relationship carefully with agreements in writing and good communication

Gift Aid - <https://www.gov.uk/claim-gift-aid>

- As a charity, you can claim 25p for every £1 someone donates.



- There are rules on which donations you can claim Gift Aid on.
- You can claim for Gift Aid online – usually paid within 5 weeks.
- You need a Gift Aid Declaration from the donor.

Crowdfunding - <https://www.sportengland.org/funds-and-campaigns/our-funds/active-together>

- Up to £10,000 of match funding.
- Help organisations set up Crowdfunding campaigns to help with energy costs, cost of living or other local crisis like flooding.
- A fund about recovery, reinvention and building resilience.
- In addition to match funding, Sport England are supporting with:
 - free 1-2-1 coaching by experts.
 - advice and guidance on campaign improvements.
 - access to free online courses.
 - free 30-minute webinars, monthly.
- A lot more benefits than the money – increased membership, sponsorship from local businesses, a greater sense of place in the community as well as new skills like social media, marketing and comms

Crowdfunding – Some relevant examples

- Kidsgrove Sport Centre Community Group - <https://www.crowdfunder.co.uk/p/kidsgrove>
- Faversham Pools locker project - <https://www.crowdfunder.co.uk/p/locker-rewards>
- Grove Vale Primary School Swimming Pool - <https://www.crowdfunder.co.uk/p/save-our-swimming>
- Frome Community Bike Project - <https://www.crowdfunder.co.uk/p/fcbp>

Locker Rewards

by Faversham Pools Fundraising for New Lockers in Faversham, Kent, United Kingdom



Love swimming at Faversham Pools?
Then, you are going to LOVE these rewards!

£3,904 *giftaid*
+ est. £11.25

£10,000 stretch target 40 days left

112% 26 supporters

Support Us

Keep what you raise – this project will receive all pledges made by 9th May 2023 at 12:38pm

Project Facebook FavershamPools favershampools

Sports

Share



We are a registered charity and multi-pool complex in the heart of Faversham's town centre offering year-round swimming; committed to supporting our community to improve physical, mental, and emotional health and wellbeing, as well as safety, through swimming and education opportunities. We are the only outdoor pool in Kent to open year-round for family swimming in the summer, cold-water swimming through the winter and are the last remaining outdoor pool in the UK with 1m, 3m and 5m diving boards. Our Pools provide a unique and invaluable service to the local area by providing training and employment opportunities and increasing footfall for other local businesses. The Pools are one of Faversham's biggest tourist attractions with almost 250,000 admissions annually.



condition. Please select a reward below.

£5 or more

One swim at Faversham Pools

This reward offers you one swim at Faversham Pools during public swimming opening hours and sunset swims.

Select reward

£5 or more

0 of 2 claimed

Ladies Toning Table Session

Enjoy at session at Ladies Toning Table Studio @Syndale Park. There are many benefits of using toning tables, they can help build muscle and strength, reduce stress and increase mobility and flexibility! Check out

Crowdfunding – What to do next?

- Sign up to one of Sport England’s Crowdfunder webinars to find out more. They run one every month with examples from organisations who have successfully used Crowdfunder
- Wednesday April 19th 12-1pm – Sign up here <https://www.eventbrite.co.uk/e/crowdfunder-sports-introduction-to-crowdfunding-tickets-526446444487?aff=SEEmail>
- Thursday May 18th 12-1pm – sign up here <https://www.eventbrite.co.uk/e/crowdfunder-sports-introduction-to-crowdfunding-tickets-526447577877?aff=SEEmail>

What will you take away from this session?



Any questions?



Please complete the evaluation



Good luck!

Feedback

Please take the time to fill in the evaluation survey by scanning the QR code.

Alternatively, the tutor will put the link in the chat box for you.

- Thanks in advance, the Buddle Team.



Recap:

By the end of this workshop, you will be able to:

- Have an overview of different ways to raise money.
- Work through the 'dos and don'ts' of grant funding.
- Identify where to look for grant funding.

Getting Organised	Inclusion	Getting Help From People	Money Matters	Develop and Grow
Leadership and Your People	Your Culture and Values In Your Organisation	Maximising Your Volunteers Experience	Raising Money to Sustain Your Organisation	Promoting Your Offer Using Social Media
Exploring Legal Structures	Engaging different People		Financial Management	Creating a Marketing Strategy
Simply Planning	Positive Experiences For All People		Dealing With Increasing Costs	Engaging your community

See future dates at www.Buddle.co

Thank you!

