

# Finding the Funds!

## An insight into funding opportunities for clubs

**Sports Clubs would cease to exist without financial assistance. This section aims to provide information on available Grant Aid, Sponsorship and Fundraising.**



### Local Sports Council Support

#### What support is offered?

Each local Sports Council in Tayside has a pot of money set aside for distribution to clubs and individuals involved in sport in that area.

#### How do I access these funds?

The first stage is to become affiliated to your local Sports Council. One affiliation per club or National Athlete is all that is required. Once affiliated there is usually a period of time that must elapse before grants can be accessed (approximately 6 months depending on area).

#### What Grants are available?

Each area differs in terms of the grants that are available and the conditions of these grants being awarded. In general, however, the key grants available are:

Start Up Grant / Equipment Grants - to enable new clubs to become viable and cover equipment, kit and other start up costs.

Development Initiative / Special Project Grants - for club initiatives that increase participation or enhances performance at club or community level. For example, open days, junior coaching day, youth development project etc.

Coach Education Grants - for coaches who wish to gain official, nationally recognised coach / instructor qualifications in order to improve the standard of coaching at local, regional or national level.

National Athlete Grants - for individuals from the area who compete in national / international competitions or who are attending national squad training.

#### Are there any conditions?

Grants are not generally awarded for personal equipment, clothing, entry fees, transport or trophies / prizes. In addition, retrospective grants are not acceptable, so an application must be received prior to the event / training taking place.

#### How do I access these grants?

The best way to gain more information and apply for these grants is by contacting your local sports council representative.

- Angus  
Recreation Officer  
01307 473227
- Dundee  
Sports Development Officer  
01382 434602
- Perth and Kinross  
Recreation Officer  
01738 477900

### Awards for All

#### What is Awards for All?

Awards for all is a one door approach for small organisations who are looking to fund projects which help more people take part in sport or improve their performance. *(Continued).*

#### Hot Tip:

**Some of the grant application forms may seem a little complicated. Contact your local development officer for advice and assistance in filling them out. They are happy to help!**

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## Who is eligible?

Any club who is based within Scotland, with an annual income of less than £15,000 and who is well organised and managed.

## How do I apply?

Applications for Awards for All are easy to follow and you can obtain one from:  
Awards for All  
Norloch House  
36 King Stables Road  
Edinburgh  
EH1 2EJ

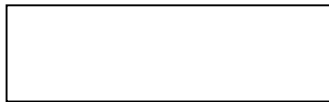
Alternatively you can telephone their special hotline number:  
0845 600 2040  
or visit their website at [www.awardsforall.org.uk](http://www.awardsforall.org.uk)

## sportscotland Lottery Fund

The Lottery Fund has a number of funding programmes for sport and physical recreation. Each programme has different guidelines and therefore it is recommended that you contact the Lottery Hotline on 0131 339 9000 for further information or ask for a copy of their Quick Guide.

## Scottish Sports Aid Foundation

The SSAF awards grants to young sports people who show the potential to, or currently compete at National or International level. For further information contact them at 7/6 Constitution Street, Edinburgh EH6 6RP or telephone 0131 555 4584



## What do I need to consider?

Nobody gives something for nothing and this is particularly true of sponsorship.

Therefore you need to ask the question 'what is it about your club that can make association with a company better for them?'

## Where do I find suitable sponsors?

To research the companies in your local area, check with the Local Chamber of Commerce (01382 201122), the Economic Development Unit within your Local Authority and at your local library.

When you've decided on the company, get hold of their annual report, which they should send you on request. In the report they should convey the corporate approach to the community, how much they gave to charity and to whom, and an indication of their profits. Once you have an image of what they represent you will be able to establish some sort of link between your club and the company.

## How do I Approach a Potential Sponsor?

It is beneficial to compile a club portfolio, which provides information about the club. This can then be submitted together with a covering letter. *(Continued)*.

## Hot Tip:

'Be Successful at Sponsorship: Advisory Pack' is produced by sportscotland. It offers advice on all areas of sponsorship. To obtain a copy contact their publications department on 0131 317 7200.

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Remember you're not writing an appeal. You're constructing a business proposition in which you are going to provide a service in return for money. That service will be image enhancement for the company or something that enables them to feel they are profiting from the relationship.

Identify the marketable qualities you have where the sponsors name or logo can appear, i.e. newsletter, web page, and photograph opportunities. Remember that every time you get them exposure in the press it equates the cost of taking out an advertisement for them.

## sportsmatch

sportsmatch is a scheme designed to improve the quality and quantity of business sponsorship of grass roots sport by matching cash or in kind sponsorship pound for pound.

### Who is eligible?

*The Sponsor-* Any profit-distributing business with a trading or operations presence in Great Britain.

*The organising Body-* any properly constituted non-profit-distributing organisation involved in sport. This includes sports clubs, local authorities, Schools and youth associations.

### How do I apply?

A sportsmatch application form can be obtained by contacting **sportscotland** on 0131 317 7200.

The panel will give priority to applications that focus on one or more of the following:

- Youth participation up to national junior elite
- Coaching and coach education
- People with disabilities
- Recreationally deprived areas
- Ethnic minorities
- Projects encouraging increased participation and development.

## Fundraising

As well as external funding, there are a number of ways clubs can raise money for their activities. Some clubs have found it useful to identify a fundraising committee, to look at what

funds are required and to organise fundraising events and activities.

It is important to consider what it is that makes your club worthy of support and how to tell people of the value of your cause. In addition it must be remembered that 'buyers buy benefits' and people do not tend to give something for nothing.

## Fundraising Schemes

Try to be as creative as possible and think of ways that are fun and innovative. It is also useful to link these with the social side of the club. The top five fundraising schemes are:

1. **Bag Packing** - Contact your local supermarket for more details;
2. **Discos / Social Evenings** - this is an ideal opportunity to run additional raffles or auctions;
3. **Car Boot Sale / Jumble Sale / Thrift Shops** - ask your club members to raid their homes for unwanted articles;
4. **Club Lotteries / 200 Clubs;**
5. **Sponsored Activities** - Runs, Cycles, Marathons etc.

### Hot Tip:

The Web is full of pages on fund raising ideas. Visit [www.fund-raising.com](http://www.fund-raising.com) for some good ideas from around the world!