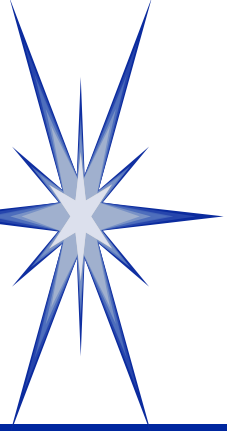


RUNNING SPORT RAISING THE MONEY

Types of funding:

- Grants
- Sponsorship;
- Fund Raising, Social Events
- Increasing Income from
Memberships/Users
- Donations
- Merchandising

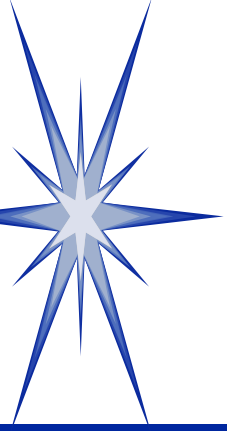


RUNNING SPORT RAISING THE MONEY

Grants

Advantages

- Agreed in advance expenditure can be planned with confidence.
- Available for a range of activities, projects.
- Can be paid in lump sums, or stage payments.
- Do not have to be paid back (under normal circumstances).
- Usually introduce some elements of publicity for the grant making and grant receiving organisations.
- Grant making bodies can provide additional expertise and advice.
- Demand some accountability from the organisation.

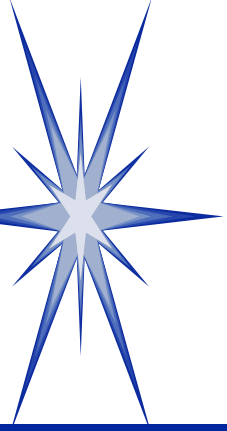


RUNNING SPORT RAISING THE MONEY

Grants

Disadvantages

- Application procedures can be complicated and long winded.
- Limited flexibility - project specific.
- Usually only fund a part of the project costs.
- Terms and conditions are sometimes very demanding.
- The organisation can feel a loss of ownership of the project in order to comply with conditions, review etc.
- Information about grant making organisations is not always readily accessible.

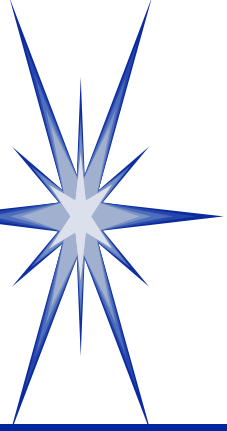


RUNNING SPORT RAISING THE MONEY

Sponsorship

Advantages

- Provides benefits to the sponsor and the organisation.
- Can give access to expertise and advice in addition to financial benefits.
- Can provide a good working partnership between sponsor and organisation.
- Demands a professional approach - the organisation **feels good**.
- Flexible payment methods - lump sum or stage payments.
- Can be developed into further agreements as partnership strengthens.
- Usually associated with increased publicity and profile.

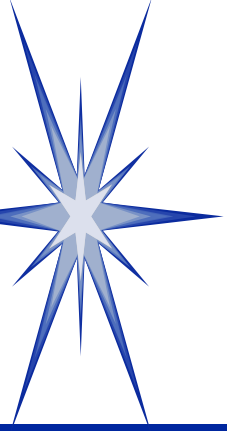


RUNNING SPORT RAISING THE MONEY

Sponsorship

Disadvantages

- Can be a frustrating process, with many more failures than successes.
- Demands a very professional approach to develop a sponsorship proposal.
- Need to be able to match the sponsors needs with the benefits the organisation can offer.
- Sponsor can be very demanding - commitment to servicing the agreement.
- Risk that the organisation may not be able to deliver its side of the agreement.

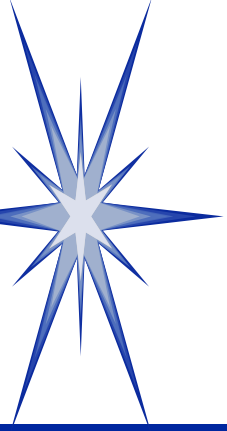


RUNNING SPORT RAISING THE MONEY

Fund Raising, Social Event (including sponsored event)

Advantages

- Within the control of the organisation - no external influences.
- Fun for the organisers and those who take part.
- Scale of the event can be matched to the resources available.
- Social activity, team building.
- Earned income - rewarding for the time and effort invested.

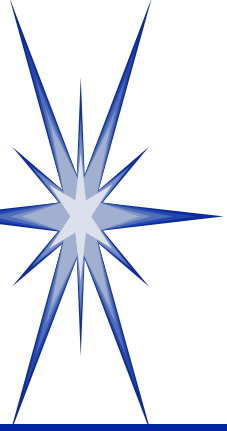


RUNNING SPORT RAISING THE MONEY

Fund Raising, Social Event (including sponsored event)

Disadvantages

- Risky - no guarantee that the event will make money.
- Demanding on volunteers and organisers.
- Difficult to keep coming up with new ideas/to be original.
- Weather etc. can interfere with the event.
- Keep making demands on the same **captive audience.**

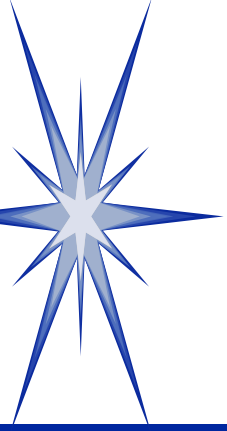


RUNNING SPORT RAISING THE MONEY

Increasing Income from Membership/Users

Advantages

- Easy to estimate the amount which can be raised, and by when.
- Controlled by the organisation.
- Easier to **sell** the benefits to those who will gain directly.
- Members will have a commitment to the success of the organisation.
- Economical on time and effort.
- Gives a sense of self sufficiency within the organisation.

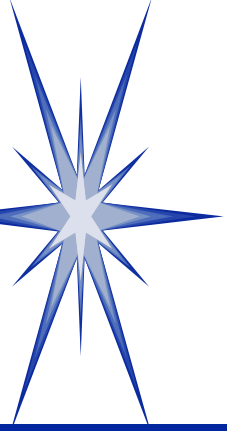


RUNNING SPORT RAISING THE MONEY

Increasing Income from Membership/Users

Disadvantages

- Income is limited to the members' resources and willingness to pay.
- This method should not be used too frequently.
- Members' share issues or loans have to be re-purchased or repaid in the future.
- Not all members will agree with the need for extra funds.
- May restrict membership growth in the future.

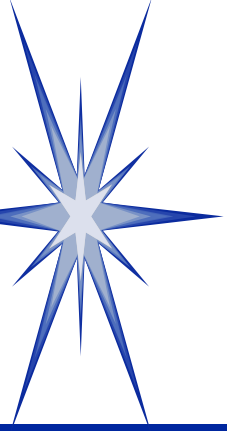


RUNNING SPORT RAISING THE MONEY

Donations

Advantages

- **Feel good** factor for those contributing
- No special benefits or conditions attached
- Flexible - many small donations, or one or two large ones.
- Target approach to a number of potential donors.
- Support **in kind** may be just as valuable as money (e.g. equipment)

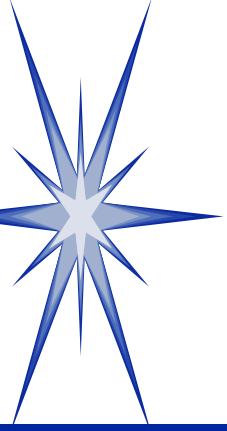


RUNNING SPORT RAISING THE MONEY

Donations

Disadvantages

- An appeal can be time consuming and expensive.
- Likely to be asking the same people each time.
- Requests for large donations need justification.
- Needs high quality support materials to gain confidence of donors.
- Can drag out, particularly if the fund-raising target is unrealistically high.

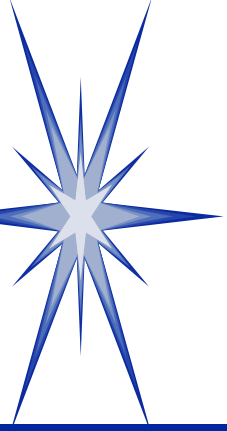


RUNNING SPORT RAISING THE MONEY

Merchandising

Advantages

- Provides an additional service to members/the general public
- Provides some publicity for the organisation

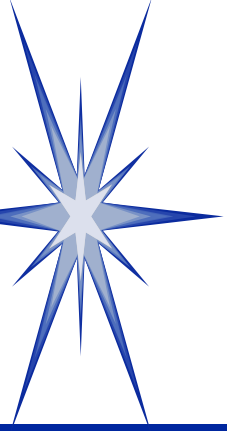


RUNNING SPORT RAISING THE MONEY

Merchandising

Disadvantages

- Stock can be expensive requiring an initial outlay.
- Obsolete stock is difficult to clear and can result in a financial loss.
- Requires time and effort to order, store, distribute, sell and service.
- Additional risks of theft, loss, product liability.
- Market may be limited to members, participants etc.



RUNNING SPORT RAISING THE MONEY

Basic rules for successful grant applications

- Read carefully - information and guidelines provided.
- Ask for advice - before you apply.
- Fill out a photocopy form first - avoid mistakes.
- Complete the form fully and clearly.
- Be concise, but give a clear outline of your project.
- Provide relevant support material - annual reports, accounts, etc.
- Submit on time - allow for queries.
- Keep a copy of the application.