



# Funding

**Getting more women and girls to participate in sport and physical activity requires both commitment and an innovative approach. It may also require financial investment, so here are a few ideas as to how and where to apply for that all important funding for your project or organisation.**

Finding funding for sport can be a minefield even for sports professionals. There are so many options and categories to choose from; even when you have a great idea for a project you might fall at the first hurdle deciding where to get the money to support it.

## Sources of funding

Funding can traditionally be obtained from 6 different sources:

- Statutory/ Government
- Trusts and Foundations
- Lottery
- Corporate
- Individuals
- Community

In relation to **statutory funding**, the individual country Sports Councils are the obvious choice. However, there is also the potential to apply for funding from other programmes, particularly if the work is targeted at women and girls who find it difficult to access traditional sport. Information on all central government funds can be found on [www.governmentfunding.org.uk](http://www.governmentfunding.org.uk) but the following may be of specific interest:

Section 64 – Funded by the Department of Health, this programme includes in its current themes “promoting health and wellbeing” and will consider proposals that will encourage “children and parents to become more active, by building physical activity into family life, such as active travel and unstructured play”.

Children, Young People and Families Grant Programme – this grant scheme focuses on involving the voluntary sector in delivering the government’s Every Child Matters: Change for

Children programme, with its 5 outcomes; be healthy, stay safe, enjoy and achieve, make a positive contribution and achieve economic well being. Both strategic and project funding is available.

Opportunities for Volunteering – Department of Health initiative providing grants to local health and social care organizations, Volunteering England are one of the distributors of this grant.

The European Social Fund distribute funding via a number of national or regional bodies depending on the programme. The main distributors of sport/ fitness related funding at the Regional Development Agencies and Learning and Skills Councils.

There are also around 20, 000 grant making trusts in the UK. In general **trusts and foundations** will focus on funding work that the government will not. When considering this source for fundraising, focus on those trusts or foundations whose funding priorities are aligned to the work you want to do and also do some research into the types of projects and organizations they have funded previously. This information can be accessed through the “Directory of Grant Making Trusts”. [www.grantsonline.org.uk](http://www.grantsonline.org.uk)

**Lottery funding** may also be an option, whilst for English organisations this may be accessed via Sport England, the Big Lottery Fund and Awards for All provide a significant funding opportunity to all aspects of the sports sector. The Big Lottery has a number of different programmes that address its priorities – reaching communities,

family learning, building and sustaining infrastructure services, advice and research.

Awards for All provides funding for projects that allow people to take part in art, sport, heritage and community activities, as well as projects that promote health, education and the environment at a community level.

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In terms of **corporate funding** a recent survey by the Sports Sponsorship Advisory Service suggested that women's sport actually had more potential than men's to attract commercial sponsorship. But, in what is a competitive market a highly professional approach is required if you are to be successful. There are a number of publications that might assist in the process of identifying which companies to approach, including; Hollis Sponsorship and Donations Yearbook (Directory of Special Change), Sporting GB UK's Guide to the Trade (Sporting GB UK), Search for Sports Sponsorship (CCPR). When thinking about which organisations to approach for funding, consider those with similar "values" to your own and be clear about what you can offer them.

**Individual giving** refers to the money given by members of the public directly to your organisation or group.

The main advantages of receiving money in this way are that;

- there are no strings attached
- it can gain your group publicity
- it can provide a regular income: and
- large amounts of money may be raised

The main disadvantages are that:

- it can take a lot of work to get it started;
- it needs a long term approach; and small local groups cannot compete with the big national household name charities like Oxfam and the RSPCA who are the main beneficiaries of this type of giving.

At a **community** level there are a wide variety of different sources of funding that organisations can access from the likes of Sports Match and Awards for All to the larger Sport England managed Community Investment Fund. Further information on these sources and others can be found on [www.sportengland.org](http://www.sportengland.org) in the section on funding.

Local authorities are also a significant funder of local sports initiatives. Check with your local authority's department of leisure, recreation or sport to find out what funding resources are available for projects in your area.

In addition to obtaining funding through an application process, there are a variety of tried-and-tested ways of raising money from family, friends and neighbours for your sport or club, ranging from the traditional jumble sales to sponsored events.

## Your application

Whether you are a national governing body, a club or an individual seeking funding, once you have identified your potential source there a few simple things you should make sure to do;

- Always read the entire application pack thoroughly before attempting to respond to any questions. It is essential that you are fully aware of what the objectives of the funder are in relation to the grant programme you are applying to.
- Most funders have a clear idea of what they will and will not fund, make sure you are aware of this and that your application is appropriately structured.
- Make sure that your project is able to deliver the kind of results that the funder is seeking i.e. helping more women become involved in sports volunteering or establishing a new activity to engage girls in sport or physical activity etc.
- If possible find another organisation, which has successfully obtained funding from the funder to whom you intend to apply and speak to them about their experience of the process and ask in if in hindsight they would have done anything differently.
- Before completing the application form compile evidence that justifies the need for the project.
- Make sure that your project is clearly defined and list the desired outcomes.
- Ensure that your application complies with the timetable for application if one exists; late applications are unlikely to receive support.



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