



# CLUB FUNDING GUIDE

# LOOKING TO RAISE MONEY FOR YOUR CLUB OR A PARTICULAR PROJECT?

There are many ways to secure these funds, regardless of where in the country you are based.

This guide contains useful tips and questions to ask yourself before you begin applying for funding.

We hope that this guide will help you to succeed in finding and raising the funds you need.





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**Trusts & Foundations** – grant makers give donations to different types of organisations that meet their charitable objectives

2

**Sponsorship** – companies will partner with local clubs to engage with their target audiences

3

**Community Fundraising** – putting on your own events and activities to raise money from members of your local area

## TYPES OF FUNDRAISING



# FUNDRAISING FROM TRUSTS & FOUNDATIONS



## WHY GRANT FUNDRAISING?

Over £5bn is distributed each year by trusts and foundations, the National Lottery and the government through grants, in all shapes and sizes, for a variety of different reasons – and this figure continues to grow year-on-year.

## ELIGIBILITY

Every funder has their own:

**Desired objectives** – the impact they want their funding to achieve e.g. better physical health for people with disabilities.

**Eligibility criteria** – the (minimum) requirements organisations must meet to access their funding, e.g. registered with the Charities Commission.

**Application procedures** – the method through which they receive and assess applications, e.g. online application form.

Make sure you know what these are and whether you can meet them before you begin your approach.



## FINDING OPPORTUNITIES

Funders usually work at a national, regional or local level. There are several free online search tools that you can use to find suitable opportunities, such as:

**MY FUNDING CENTRAL** – [Welcome | My Funding Central](#)

**J4B GRANTS** - [Find Funding For Free - J4B Grants](#)

# FUNDING OPPORTUNITIES

To help you get started, here are some funders that may be suitable for your club or project:

## ACTIVE PARTNERSHIPS

Active Partnerships are a nationwide network of 44. Their role is to support clubs and organisations within their region through localised funding sources. Click [here](#) to find your Active Partnership.

## SPORT ENGLAND

Whether you are a local club looking to purchase extra equipment or a facility that hosts high end events, Sport England offer a range of funding programmes that can help. Visit their funding page [here](#) to find out more. Sport England's 'Small Grants' are the most popular award to apply for among the clubs that we have helped support. We are pleased to say that we have helped clubs reach the top end of this award so have a look if you think this award would be helpful to your club or project.

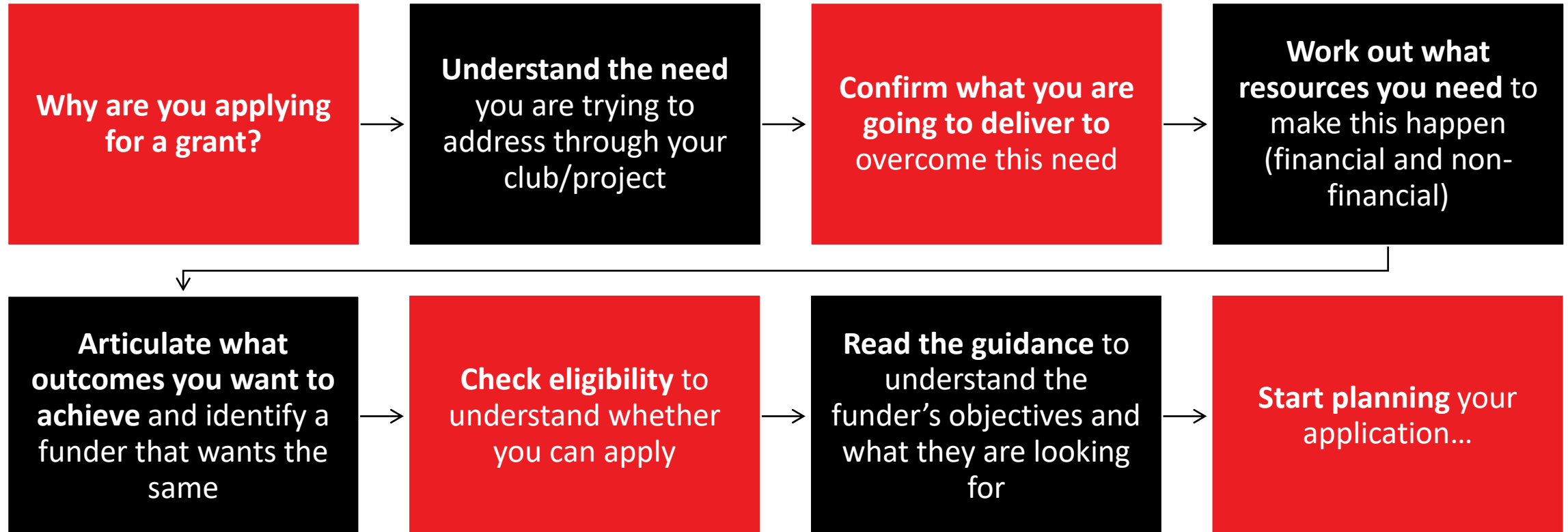
## UK COACHING

Funding Opportunities for Coaching in the UK is one of UK Coaching's most downloaded resources. The guide provides details about the types of funding available locally and nationally to support coaches and clubs. Produced in partnership with the England Coaching Network (ECN), governing bodies of sport and the home country sports councils (HCSC), the interactive PDF will allow you to quickly identify the right funding. To view the document, click [here](#).

## LOCAL AUTHORITY GRANTS

Most local authorities will have a funding/grants page on their website to help you identify suitable funding opportunities within your local area. Please see Charnwood Borough Council's grants page [here](#) as an example.

# BEFORE APPLYING:



# When you apply, make sure you show the:

- **NEED**



- **SOLUTION**



- **IMPACT**



# Evidencing need



**What is the need that your club/project is trying to address? What evidence is there that this need exists?**

- Describe the problem/need as you/the community/target group sees it
- Back this up with first-hand evidence e.g. conversations with players, questionnaires and surveys, interviews and focus groups
- Reinforce this with local and national data e.g. local health statistics, needs assessments and academic studies
- Involve people in the design and development of the project/ideas
- Be confident but realistic

# Showing solutions

**What will be delivered to overcome these needs?**

**Consider:**

- What activities will the club/project deliver? Why these activities?
- Who is going to deliver these activities? Why are they best-placed to do this?
- Where will the project take place?
- When will the project start and finish? How often will activities happen?
- How many people will be involved and how regularly will they be involved?
- Who else will be involved to make the project happen?



# Displaying impact



**What is your club/the project trying to achieve? What difference should it make to the challenges identified?**

**Consider:**

- The changes people will undergo as a result of taking part in your chosen activities
- How will you measure that change?
- The objectives of the chosen funder and what they want to see
- How do the intended outcomes contribute to Volleyball England's overall mission and vision?
- Different perspectives and adapting outcomes for different audiences
- How will learning be used and shared?
- Be realistic!

# What to Avoid



- Don't include 'buzzwords' or other language your audience may not be familiar with – ask a friend or family member to read your application and tell you if anything doesn't make sense
- Big blocks of text – break it up so it is easier to read
- Making big claims you can't back up – e.g. 'this project will transform the local community forever'
- Assuming the assessor has any knowledge of the facility/situation/needs – everything must be clearly explained and rationalised
- Applying for more money than is really needed
- Requests for competitive sport/sports performance – funders are interested in activity that leads to positive social outcomes, achieved through sport
- Being put off by rejection – you will hear no and that is ok!

# When submitting



Once you have done all the hard work, don't forget some final key considerations:

- **Re-read the guidelines:** Make sure that you are eligible and have covered everything the grant maker has asked for.
- **Ask for Support:** Email your application to [fundingsupport@volleyballengland.org](mailto:fundingsupport@volleyballengland.org) and we will look through it for you and give you some tailored support and advice.
- **Deadlines:** Leave yourself enough time – be aware of grant maker closing dates and times
- **Supporting Documents:** Ensure the correct supporting documents are available, some of which you will have to produce e.g. budgets, delivery plans etc.
- **Online Portals:** Be aware that portals can crash, especially in the build up to a deadline – leave enough time to upload everything!
- **Decision Timescales:** Grants can take anywhere from two weeks to nine months for a decision – don't start spending until a decision is made
- **Other Options:** Don't put all of your energy into one grant funding opportunity, consider applying to other trusts and foundations or trying other forms of fundraising

# FUNDRAISING FROM SPONSORSHIP



## WHY SPONSORSHIP?

Many businesses will sponsor a local sports club as a way of giving back to their local community while raising their profile with one or more of their key audiences. In exchange for sponsoring your club or project, you can offer the company tangible benefits, like putting their logo on your kit.

## WHAT CAN BE SPONSORED?

- Match Balls
- Match Programmes (adverts)
- Individual players
- Kit/equipment
- Transport
- Events e.g. annual awards
- Refreshments
- Printing
- Raffle prizes

## WHAT BENEFITS CAN YOU OFFER?

Think about what you can offer the company in exchange for their sponsorship. Be creative! Some examples of the kind of benefits you can offer are:

- Their logo on your club website/programme/kit
- Social media posts
- Invites to events
- How many people this will get coverage to?

# FINDING A SPONSOR

The best way to secure a sponsor is to look at who you already know: who do your club members work for? Who do their family and friends work for? Can they ask their company's Marketing Manager or CSR Manager to help?

Have a look at company websites – most will have a Corporate Social Responsibility policy outlining how they support their local community and promoting what else they have done. Look up press releases for other local clubs to identify companies that have supported them in the past.

What companies are trying to appeal to your club's demographic? Which are active in your local community? Are there any business networking events you can go along to or speak at?



# APPROACHING A POTENTIAL SPONSOR



Make contact via LinkedIn, email or in person



Be clear and specific – what do you want and why do you want it? What can you offer in exchange? What difference would the money make?



Highlight previous successes of the club



Give examples of who else you have worked with and what other support you have received (e.g. local council, Volleyball England, other funders)

A man with dreadlocks and a woman in athletic wear are standing and talking. The man is wearing a dark long-sleeved shirt with 'elent' on it and shorts. The woman is wearing a dark t-shirt and shorts. They are both looking at each other.

# FUNDRAISING FROM THE COMMUNITY



## WHY COMMUNITY FUNDRAISING?

Putting on events is a brilliant way to raise money, connect with the local community, work together as a team and have fun!



## A TEAM EFFORT

Good fundraising is all about people. To be successful you need to involve the whole organization: ask your board, staff, club members and volunteers about their contacts, skills and outside interests. You may be surprised at the list of people, businesses and organisations that want to help out.



## FUNDRAISING SAFELY AND LEGALLY

There are certain rules and regulations you need to follow in order to publicly fundraise in a safe, legal and ethical way. This includes things like having a risk assessment in place for an event, making sure at least two people count any cash donated and drawing a raffle on the same day as you sell the tickets. For more support, see government guidance [here](#) and the Fundraising Regulator's Code of Conduct [here](#).



## FUNDRAISING EVENT IDEAS

- **UV VOLLEYBALL:** Darken up your hall, get out the UV and invite local people and businesses to give volleyball a go. Maybe they will see it in a different light - literally!
- **CROWD FUNDING:** Set up an [online page](#) for your club or project, sharing what you need the money for and why and use the power of social media and word of mouth to raise money online
- **EXPERT TALK:** Arrange for a local sporting hero or volleyball player/coach to come to your club and deliver a talk to your members, followed by a Q&A. Charge an entrance fee
- **BRING AND BUY:** Set up stalls for people to bring in their old items, with all profits going to the club. It's also a fantastic way to find your old sports equipment a new home – win-win!
- **COACHING SESSIONS:** Open your coaching sessions to involve new players. Offer a discount, like 10 sessions for the price of 9
- **BBQ & CAKE SALES:** Have your members bake different cakes to sell after a game or host a BBQ for members, their friends, family or even the public and charge an entry fee/donation
- **CHALLENGE EVENT:** If your club is feeling adventurous and fit there are many sponsored physical challenges you could take on, such as climbing the three-peaks, running the Great North Run or cycling from London to Brighton

We hope that you found this  
fundraising guide helpful.

If you have any questions or need  
further support, please don't hesitate  
to get in touch by emailing  
[fundingsupport@volleyballengland.org](mailto:fundingsupport@volleyballengland.org)

**GOOD LUCK!**