FUNDING GUIDE
2017-18
Looking for funding for a club or project? 
There are many ways you can raise money and access different funding pots, wherever you are in the country.

This guide contains useful tips and ask the key questions to help you find suitable funding.

We hope this guide will help you to succeed in finding and raising the funds you need.
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Are you eligible?
Most funders will usually only fund formally constituted not-for-profit organisations and statutory bodies e.g. sports clubs, voluntary organisations, schools, local authorities and governing bodies of sport.

Have a look at pages 3-5 on the Sport England Small Grants Guide found here for more information and examples of what a funder may or may not fund.

Prepare your bid
You’ll find information here to help you consider the things you can do before you begin to apply for funding.

- **Show you’re organised**
  You want to be able to prove to potential funders that your club or organisation is a responsible one with set aims and objectives to show how it is being managed and run.

  Volleyball England has created a flow chart, found here, that will highlight each step you need to take to give you the best possible chance to successfully find and apply for funding.

- **Sum up your finances**
  Finances and financial responsibility are areas that are often most scrutinised by funders. Have a think about the following:

  🍩 Do you have a club/organisation bank account?
  🍩 Can you access at least the past 3 months bank statements?
  🍩 How much funding will you need?
  🍩 How did you come up with the figures?
  🍩 Is it realistic?
  🍩 Is it good value for money?
  🍩 If you already have funds, funders will want to know why you are not spending your own funds first. Can you explain any committed surplus or restricted funds?

- **Know your people**
  Funders will want to know about your club, how you are managed and the people behind it.

  🍩 Do you have a committee or board?
  🍩 Do you employ staff? How many? What are their roles?
  🍩 Do you involve volunteers? What are their roles? How do you look after them?

- **More about your club**
  Funders will be interested to know more about your club and what you are already doing.

  🍩 What is the purpose of your club?
  🍩 What type of club are you? Men’s? Women’s? Juniors? Sitting? Beach?
  🍩 Do you play in any leagues? Which ones?
  🍩 Do you have a vision/mission statement for your club?
  🍩 What are you already doing? How is this funded?
• Identify need
Funders want to know why there is a need for funding. Demonstrate that what you do is important.

- What evidence do you have that funding is needed?
- What is the need you will be addressing? Who will it benefit and how?
- Can you collaborate and combine resources with others for greater impact?
- What difference will you make?

• How will you make it happen? What’s the plan?

- What are the main things you will do?
- How will you do them?
- Who do you need to contact?
- What will it achieve?
- How will you be SMART? (Specific, Measurable, Achievable, Realistic, Timely)

**Volleyball England funding support service - Before you hit the send button on any application, The HUB’s funding support officer can check and provide feedback to give you the best chance of success. Once you have put your bid together, email fundingsupport@volleyballengland.org with your completed application to make the most of this free service.**

• What difference will it make?

- How will you know if it’s made a difference?
- What will you ask?
- Who will you ask?
- What will you do with the information?

• What to expect if you are successful

- It can take up to 6 weeks to hear if you have been successful - be patient.
- How will you make it sustainable?
- How will progress be measured?
- How will you provide evidence that the funding has helped?

Have a look at Sport England’s Small Grants Sample Application form [here](#) to get an understanding of what an application may look like.
Funding Opportunities

Check out the organisations below and read the brief bio about them to determine which funder may be most suited for your club/project. The links to their websites are linked so don’t forget to click for more information.

**County Sports Partnerships**

County Sports Partnerships (CSP’s) are a nationwide network of 44 CSP’s. Their role is to support clubs and organisations within their region through localised funding sources.

Click [here](#) to identify your CSP. Most will have a ‘funding’ page. If they don’t have funding available, we’d suggest still contacting them as they will usually support you in any way they can.

Leicestershire and Rutland Sport have a great page about funding with some helpful documents about how to project plan and key tips to writing a comprehensive funding bid. Find their page [here](#).

**National funding pots**

**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.

**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.

*Check out page 4 with some handy top tips for successful 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.
Fundraising Ideas

Have you looked into fundraising methods? Many clubs and organisations side-step this method as they think applying for funding may be easier. This isn’t always the case as several fundraising methods can not only be great fun for your club and your community, but can be an easy way to bring in funds without filling in lengthy applications!

Fundraising is all about people. Successful fundraising needs to involve the whole organisation, so ask your board, staff and volunteers about their contacts, skills and outside interests. You may be surprised at the list of people, businesses and organisations that can be used to build support.

Check out some of our fundraising ideas:

- **UV Volleyball** - Darken up your hall, UV it up and invite local clubs and businesses to give Volleyball a go. Maybe they will see it in a different light - literally!

- **Crowd Funding** - Raise funds by simply marketing your club and vision online. The crowd funding website can be found here.

- **Bag Packing** - Raise money and the profile of your club by offering bag-packing at your local supermarket.

- **Expert talk** - Arrange for a local sporting hero or volleyball player/coach to come to your club to talk to your members one evening, followed by a Q&A session. Charge an entrance fee.

- **Bring and buy** - A fantastic opportunity to find your old sports equipment a new home. Old tat gone - money in.

- **Coaching sessions** - Open your coaching sessions to involve new beginners. Offer a discount e.g. “Volleyball coaching - Play for 10 sessions for the price of 9!”. 

- **Community Competitions** - You could hold a workplace challenge, a great chance to network for potential sponsorship opportunities.

- **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.
Sponsorship

Sponsorship is a great way of generating income for your Volleyball Club through tangible means. Gaining sponsorship could gain many other benefits such as club visibility, sustainability, networking and club security.

Ideas include, the sponsorship of:

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

How to approach a company:

- Approach companies with a comparable target audience with similar aims and objectives.
- Investigate companies that have a community programme.
- Be clear and specific – what do you want and why do you want it?
- Highlight the need! What would happen if you didn’t get the funding? Give case studies if possible.
- What difference would the money make?
- Highlight previous successes of the club.
- Give examples of who is backing and supporting the proposal (e.g. local council, Volleyball England, other funders).

Make the benefits clear to them:

- Weekly local press?
- Publicity on club website/social media/programmes/kit/events.
- How many people this will get coverage to?

Look internally within your club – who do members/associates work for? Can they help promote the club to companies?

If you gain sponsorship remember to:

- Agree the details of the sponsorship in a simple agreement.
- Invite people from the businesses to the club or events.
- Promote the partnership in the media.

Finally:

- Don’t take the partnership for granted! Keep them updated with results and outcomes to show your appreciation and to thank them- think is a great way to sustain good relationships and make them feel involved.

Good Luck!