

SOURCES OF FUNDING FOR SPORT

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Sources of Funding for Sport

This guide is intended as a starting point for those seeking funding for sport. In general, financial assistance for individuals is less abundant than for organisations, so those sources which will consider funding individuals have been marked with an asterisk. There are also guides available which are of special interest to individuals seeking funding for sport; these are listed in the publications on fundraising. This booklet briefly outlines funding issues covering the following topics:

- Sport England
- Home country sports councils
- National Lottery*
- Lottery funded programmes and initiatives
- Foundation for Sport and the Arts*
- Sportsmatch
- Sports Aid
- Local authorities*
- Governing bodies*
- European Union
- Football Trust
- Trusts & foundations*
- Fundraising from the community*
- Commercial sponsorship*
- Publications on fundraising

Every effort has been made to ensure the accuracy of information contained herein, however, please note that sources and conditions of grant aid may change rapidly and individuals should check all appropriate conditions prior to application.

• Sport England

The administration of lottery awards for sport is the responsibility of the Sport England Lottery Fund (see National Lottery). Some regions produce their own literature on regional funding sources for sport. Please contact the appropriate regional office for further information:

East Midlands

Serving Derbyshire, Rutland,
Nottinghamshire, Lincolnshire,
Northamptonshire and
Leicestershire.

Grove House
Bridgford Road
West Bridgford
Nottingham NG2 6AP
Tel: 0115 982 1887
Fax: 0115 945 5236

South East

Serving Oxfordshire, Buckinghamshire,
W. Berkshire, Hampshire, Isle of Wight,
E & W Sussex, Kent and Surrey.

51a Church Street
Caversham
Reading
Berkshire RG4 8AX
Tel: 0118 948 3311
Fax: 0118 947 5935

North East

Serving Durham, Tyne & Wear
and Northumberland.

Aykley Heads
Durham
DH1 5UU
Tel: 0191 384 9595
Fax: 0191 384 5807

West Midlands

Serving Staffordshire, Warwickshire,
Worcestershire, Herefordshire and
Shropshire.

No.1 Hagley Road
Five Ways
Edgbaston
Birmingham B16 8TT
Tel: 0121 456 3444
Fax: 0121 456 1583

South West

Serving Cornwall, Devon, Somerset
Gloucestershire, Wiltshire, Bristol,
Dorset and the Isles of Scilly.

Ashlands House
Ashlands
Crewkerne
Somerset
TA18 7LQ
Tel: 01460 73491
Fax: 01460 77262

North West

Serving Cheshire, Cumbria,
Lancashire and Merseyside.

Astley House
Quay Street
Manchester M3 4AE
Tel: 0161 834 0338
fax: 0161 835 3678

East

Serving Cambridgeshire, Norfolk,
Suffolk, Essex, Hertfordshire and
Bedfordshire.

Crescent House
19 The Crescent
Bedford MK40 2QP
Tel: 01234 345222
Fax: 01234 359046

Yorkshire

Serving North Yorkshire, East Riding
of Yorkshire, North & North East
Lincolnshire

4th Floor
Minerva House
East Parade
Leeds LS1 5PS
Tel: 0113 243 6443
Fax: 0113 242 2189

London

PO Box 480
Crystal Palace National Sports Centre
London
SE19 2BQ
Tel: 020 8778 8600
Fax: 020 8676 9812

*may consider funding individuals

• Home country sports councils

Applications for funding in Northern Ireland, Scotland and Wales should be made to the appropriate address as shown below:

Sports Council for Northern Ireland
House of Sport
2a Upper Malone Road
Belfast BT9 5LA
Tel: 028 9038 1222
Website: <http://www.sportni.org/>

Sports Council for Wales
National Sports Centre for Wales
Sophia Gardens
Cardiff CF1 9SW
Tel: 029 2030 0500
Website: <http://www.sports-council-wales.co.uk>

sportscotland
Caledonia House
South Gyle
Edinburgh EH12 9DG
Tel: 0131 317 7200
Email: gen.info@sportscotland.org.uk
Website: <http://www.sportscotland.org.uk>

• National Lottery*

The National Lottery was launched in November 1994. Sport England distributes the funds for sport via the Sport England Lottery Fund. Lottery funded capital projects range across the whole spectrum of sports facility provision; from local to international, with priority given to projects that benefit the whole community. Revenue funding is available to elite-level sportspersons to assist with training, coaching, travelling etc. To date, over £1.2 billion in capital awards and £35 million in revenue awards have been made available for sport in England through Sport England's Lottery Fund.

Community investment

Sport England invests in projects that help people start, stay and succeed in sport. There are two funding streams – community and national.

If you are looking for a grant of between £500 and £5000, you should apply to the Awards for All grants programme.

The nine regional sports boards make decisions about grants over £5000 locally. Eligible projects will be assessed against the priorities laid out in each region's sports plan and the National Framework for Sport in England.

General information including an online application form is available on the Sport England website:

http://www.sportengland.org/index/get_funding/how_funding_works.htm

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Awards for All

Do you want to develop existing opportunities in your community or start something new? The fund is geared towards small groups with a community focus. The programme aims to provide: small grants for small, local groups, grants from £500 to £5000 with priority given to organizations with an annual income of less than £20,000 (schools and health bodies exempt). Applications can be made all year-round with no deadlines. No partnership funding is required in cash and contributions of time, effort or materials will be accepted.

Obtain an application form by calling 0845 600 2040 (local rate) or visit the website at: www.awardsforall.org.uk

• Foundation for Sport and the Arts*

Set up by the football pools promoters, this body has around £60 million annually to donate to sports and arts organisations. Grants have been given to a wide range of projects. Information, including details of the criteria for the allocation of funds, is available from:

Foundation for Sport and the Arts
P.O. Box 20
Liverpool
L13 1HB
Tel: 0151 259 5505
Fax: 0151 230 0664

• Sportsmatch

This is a government initiative, which aims to improve the quality and quantity of business sponsorship at the grass-roots level. Every pound put up by a new business sponsor starting from a minimum of £1,000 has the potential to be matched on an equal basis. For further information contact:

Sportsmatch in England
3rd Floor
Victoria House
Bloomsbury Square
LONDON
WC1B 4SE
Tel: 020 7273 1942
Fax: 020 7273 1981
E-mail: info@sportsmatch.co.uk
Website: <http://www.sportsmatch.co.uk>

• Sports Aid (SAF)*

Sports Aid grant aids elite sportspeople who are of international competition calibre in their sport. Help is given for costs of training, travel and coaching incurred while preparing for competitions. The Sports Aid Charitable Trust offers grants to young people to develop their

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talents and to sportspeople with a disability.

In such cases, applications must be made through the appropriate governing bodies. For further information on the application process, contact:

Sports Aid
3rd Floor, Victoria House
Bloomsbury Square
London
WC1B 4SE
Tel: 020 7273 1975
Fax: 020 7273 1981

E-mail: enquiries@sportsaid.org.uk
Website: <http://www.sportsaid.org.uk>

• Sports Sponsorship Advisory Service

The Institute of Sports Sponsorship and the Central Council of Physical Recreation jointly run the Sports Sponsorship Advisory Service with funding from Sport England. Its primary objective is to help those governing bodies of sport, which at present do not benefit from large sponsorship arrangements.

The sponsorship manual "Making sponsorship a success" is a comprehensive guide to sponsorship for all organisations involved in sport and is currently available for £28.50 from:

Sports Sponsorship Advisory Service
Francis House
Francis Street
LONDON
SW1P 1DE

Tel: (020) 7565 6284
Fax: (020) 7630 7046
Website: <http://www.sponsorship-advice.org/>

• Local authorities*

Local authorities are 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.

If you are interested in finding out about assistance with funding education courses, check with your local authority or local education authority, some of which may donate small sums for such purposes.

Other small grant assistance schemes may be available through your local sports forum

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(usually called a sports council, but not connected with the central government-funded Sport England or our new Regional Sports Boards). To find out if there is such a local sports council in your area, contact your local authority's department of recreation or leisure. Alternatively you may wish to consult your local telephone directory or Yellow Pages. If you have access to the Internet local contacts can be found by searching the sports contacts database on the Sport England website at:

http://www.sportengland.org/gateway/codd_search.asp

• **Governing bodies***

Some governing bodies have their own grant schemes. It is advisable to check with the governing body for your sport to ascertain whether:

- a) they offer grant aid;
- b) they know of other funding sources for your sport.

• **European Union**

European Social Fund

The European Social Fund (ESF) is one of the three structural funds set up to help European Union (EU) Member States combat unemployment and regenerate areas of industrial or rural decline. The ESF is an employment, training and retraining fund. There are no specific schemes for sport. However, the ESF has assisted vocational training schemes with a sporting element. For further information contact the Government Office in your region, the telephone number of which can be found in your local Yellow Pages.

• **Football Foundation**

Based on a partnership of the FA Premier League, the Football Association, Government and Sport England. In the first year alone £24 million will be invested into the game, rising to between £50-60 million per annum for the second year. The Trust provides financial help for football at all levels, from national stadia and FA Premier League clubs down to grass-roots development. Details of the Trust's many grant regimes may be obtained from:

Football Foundation
25 Soho Square
London
W1D 4FF
Tel: 020 7534 4210
Fax: 020 7287 0459
Email: enquiries@footballfoundation.org.uk
Website: <http://www.footballfoundation.org.uk>

• **Trusts and foundations***

Apart from those listed elsewhere in this booklet; there are no major charitable trusts and foundations, which specifically fund sport. However, particular trusts or foundations may

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consider sport-related applications if they also meet the organisation's criteria for financial aid (e.g. the Prince's Trust funds projects which benefit young people).

The following publication is a standard reference work, which may be purchased via the publisher or should be available at any large public library:

ISBN 1-900360-82-9
Charities Aid Foundation
Directory of grant-making trusts 2001-2002
London: Directory of social change; 2001
Price: £75.00

Details are given of the objectives of each trust, their finances, the type of grants and target beneficiaries. Other books on funding and fundraising are noted at the back of this booklet.

• Fundraising from the community*

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. There are publications, which provide help and advice on such projects (see back of this booklet).

• Commercial sponsorship*

There are a number of key commercial sponsorship guides, some of which may be available at your local library. The following publications by the Directory of Social Change will help you to identify which companies to approach and how to go about it:

Company sponsors for good causes.

The guide to UK company giving (covers over 550 large companies).

Another good reference source is the *Hollis sponsorship & donations yearbook* which profiles more than 900 of the UK's top spending sponsoring companies, listing decision-maker, preferred areas of interest etc. This yearbook should be available at your local reference or public library.

Some companies may be more willing to assist with clothing and equipment or other in kind help rather than money. Identify equipment manufacturers for your sport and approach them with requests for free products. *Sporting GB UK's guide to the trade*, (previously known as *Harpers*), is an annual containing addresses and telephone numbers for such companies. It is available from:

Sporting GB UK
Miller Freeman House
Sovereign Way
Tonbridge
Kent
TN9 1RW

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Tel: 01732 377183

It may be worth considering employing the services of a sponsorship agent if you would like a more professional approach to your proposals to the commercial sector, although there will, of course, be a charge for such services. *Sporting GB UK's guide to the trade* also contains a brief listing of sports consultancies.

Sportlink

This organisation is a register of sportsmen, sportswomen and events and looks to link them to business sponsorship partners. They can be contacted at the following address:

Sportlink UK
Orchard House
Lower Street
Pulborough
West Sussex
RH20 2BL
Tel: (01798) 872555
Fax: (01798) 815173
Website: <http://www.sportlinkuk.com/>

• Publications on fundraising

Directory of Social Change

The Directory of Social Change (DSC) publishes a number of useful general guides to fundraising, including the following:

<i>A guide to the major trusts</i>	<i>The complete fundraising handbook</i>
<i>The educational grants directory</i>	<i>The sports funding guide</i>
<i>A guide to grants for individuals in need</i>	<i>The guide to UK company giving</i>
<i>Raising money for good causes</i>	
<i>A guide to funding from government departments and agencies</i>	

A full DSC publications list together with costs and an order form can be obtained from:

The Directory of Social Change
24 Stephenson Way
London
NW1 2DP
Tel: 020 7209 5151
Fax: 020 7391 4804
E-mail: books@dsc.org.uk
Website: <http://www.dsc.org.uk>

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National Council for Voluntary Organisations

The National Council for Voluntary Organisations is another source for publications on fundraising. A full catalogue is available from:

National Council for Voluntary Organisations
Regent's Wharf
8 All Saints Street
London
N1 9RL
Tel: 020 7713 6161
Helpdesk : 0800 2798 798
Email: ncvo@ncvo-vol.org.uk
Website: <http://www.ncvo-vol.org.uk>

Sport England

Sport England
Funding and promoting your club
London: Sport England; 2002

Welch, M
Raising money
London: Sports Council; 1997

Price: £12.00

Price: £2.00

These Sport England publications may be ordered from Sport England's Publications Department either by telephone or online. All orders are subject to a minimum £2.50 postage, packing and delivery charge. In addition, a publications catalogue, which lists all Sport England publications available to the general public, may be ordered from our Publications Department. For further information contact:

Sport England Publications
P O Box 255
Wetherby
West Yorkshire
LS23 7LZ
Tel: (0870) 5210 255
Fax: (0870) 5210 266
Website: <http://www.sportenglandpublications.org.uk/asp/home.asp>

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