

Club Development

Webinar Series

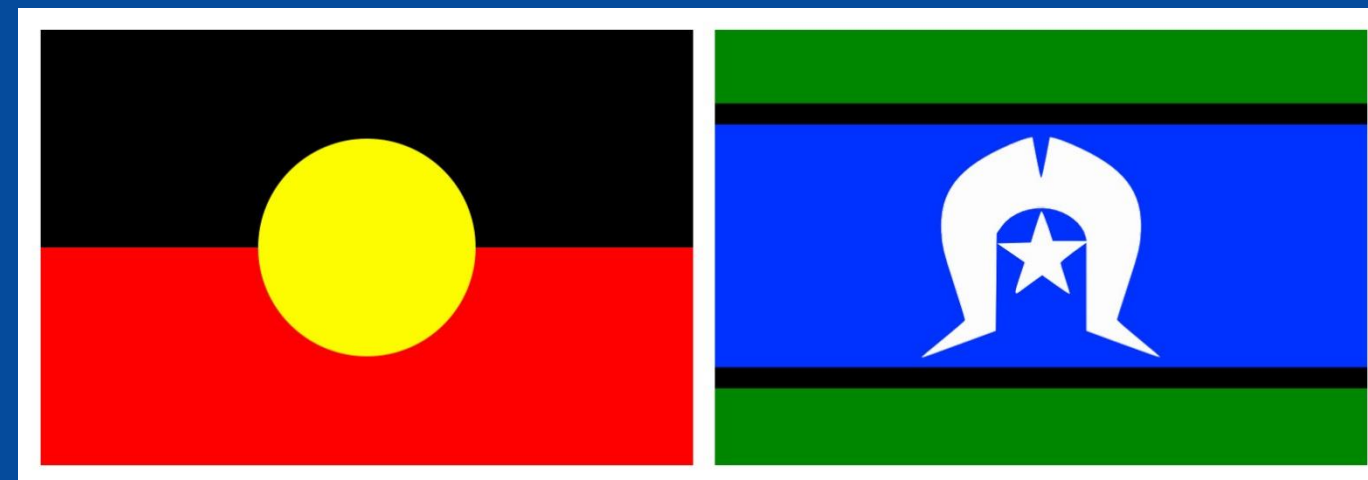
#3 Increasing Revenue





Sports Central acknowledge the Traditional Custodians of the land we live and work on, the Wadawurrung and Dja Dja Wurrung People, and recognise their continuing connection to the land and waterways.

We pay our respects to their Elders past, present and emerging and extend this to all Aboriginal and Torres Strait Islander People.



About Sports Central



Who We Are

Sports Central is the Regional Sports Assembly for the Central Highlands. We deliver a range of programs and services to our members and the wider community to support sport and active recreation in all its forms.

Community Impact Focus

Strong and Inclusive Clubs, Leagues and Facilities Pillar	Active and Healthy Communities Pillar
<p>Development and Support</p> <p>Local sport and active recreation organisations are stronger and more sustainable</p>	<p>Participation</p> <p>The local community is healthier and more active through participation in sport and active recreation</p>
<p>Welcoming and Inclusive</p> <p>Local sport and active recreation organisations offer more environments and programs where everyone in the community is welcome and supported to participate</p>	<p>Healthy and Safe Communities</p> <p>Local sport and active recreation organisations promote healthier and safer programs and environments for their communities</p>

A close-up photograph of a person's hands and arms playing badminton. The person is holding a red and black badminton racket in their right hand and a yellow shuttlecock in their left hand. The background is blurred, showing an indoor sports court with a blue wall and a person in a blue and white striped shirt in the background.

Agenda

1. Grant Writing
with Andrew Eales,
CEO – Ballarat Foundation

2. Fundraising

3. Sponsorship



Grant Writing

Getting Prepared



- Start the process early
- **Read the guidelines** and check your eligibility
- Have your club's details and information available
- Make enquiries to the grant provider
- Consider:
 - Why is the funding needed?
 - Who at the club will manage the project?
 - Who will benefit from the project, and does it align with your club's strategic direction?
 - Will you collaborate with other partners?

Writing a Winning Application



- Describe all aspects of your project clearly and how it will fit in with the program's aims (align with funder's goals)
- Link to your club's strategic plan
- Provide value for money, describe the impact and use evidence to build a case
- Write clearly and use plain English
- Include all mandatory supporting documentation
- Submit your application online and on time
- Don't leave it to the last minute





Grant Writing

Things to consider:

- Grants are highly competitive and often oversubscribed. **Not all applications will be successful**
- Grant reviewers read hundreds of applications, so make your application easy to understand and **tell the full story**
- If you are unsuccessful, **seek feedback** to help you in future applications

Currently Open



Sporting Club Grants

The Sporting Club Grants Program provides grants to assist in the purchase of sports uniforms and equipment, and to fund volunteer skill development and club operational capacity initiatives.



Get Active Kids Voucher Program

A program to help families get their kids involved in sport and recreation by reimbursing the cost of membership and registration fees, uniforms and equipment.



Local Government Community Grants Now Open

Discover a range range of local government grants available to clubs and league from across the Central Highlands.

State & Federal Government Grants

☐ Aboriginal Sport Participation Grant Program

☐ Athlete Pathway Travel Grant

☐ Change Our Game Community Activation Grants Program

☐ Community Sport Sector Short Term Survival Package

☐ Emergency Sporting and Recreational Equipment

Finding Grants

- Sports Central website
- Local, state and national government
- State and national sporting organisations
- Community organisations e.g. Ballarat Foundation, Ballarat Connected Communities
- Online grants hubs



Andrew Eales

CEO, Ballarat Foundation





BALLARAT
FOUNDATION

Who is the
Ballarat Foundation?



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CYCLE OF DISADVANTAGE

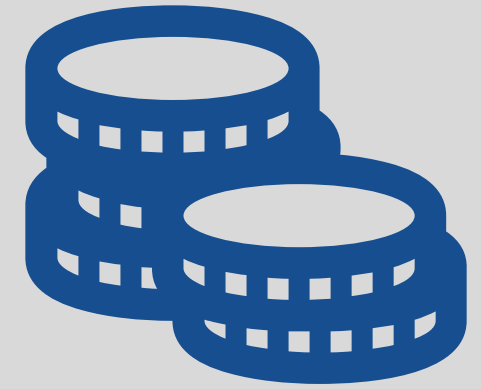
- Adult lacks resources & skills to prepare child for school
- Child starts school "developmentally vulnerable"
- Child struggles to learn and keep up with their peers
- Youth drops out of school early
- Youth lacks the skills to gain steady employment



School Ready



Food security



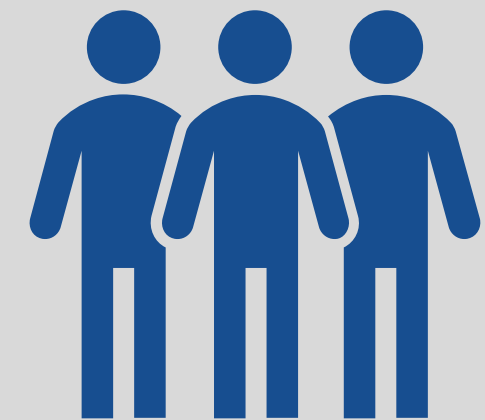
philanthropy



youth success



Secure housing



volunteering

Applying for grants: key tips

Preparation

- Create a calendar for when grants are available (Peter Amor Sports Participation Fund; Ballarat City Council; Bendigo Bank; VicHealth; Sport Australia, State Govt)
- Determine what you need rather than what you want as the priority
- Have projects ready for application – quotes/budgets/approvals. Applications on the run reduce success
- Read the grant guidelines. Then read them again.
- Get proactive. Don't make an application unless you have attended an info session or spoken directly to a rep of the funder/granter
- View previous recipient projects. See if you can obtain a successful application from a previous grant round
- Competition is hot. Don't apply unless you are prepared to undertake the work



Applying for grants: key tips

The application

- What's your vision?
- What's your story?
- Why is it important?
- Why is it different/unique?
- Who will benefit? (try to make this broader than existing club members)
- What evidence supports your application?
- How will you ensure the project/program risks are managed?
- Who can support your application (partners, referees)
- How does your project align directly with the funder/granter's objectives?
- Up to date quotes and budget
- Links to annual reports/websites (make sure these are up to date)

Applying for grants: key tips

The outcome

- Closely review the grant agreement
- Put an emphasis on project and risk management
- Keep records of purchases and payments
- Take photos of progress
- Recognise your funder/granter in social and mainstream media
- Tell the funder/granter immediately if the project is not possible or has to change
- Report on time as per the grant agreement
- Celebrate the outcome

Peter Amor Fund

The outcome

- The Peter Amor Sports Participation Fund was established in 2018 through a donation following the passing of Ballarat businessman Peter Amor
- The Ballarat Foundation manages the Fund on behalf of the Amor Family, who are involved in assessing applications
- The Fund provides grants of up to \$5000 to sporting organisations in the Ballarat region
- Projects/programs must:
 - Have a charitable purpose (12 items defined in the Charities Act)
 - Target improving participation by those aged under 18
 - Focus on disadvantaged groups or initiatives (people from lower socio-economic backgrounds/marginalised-ATSI-CALD communities; people with a disability;). Can have a gender lens however this does not meet charitable requirements alone.
- Applications open in April/May
- Funds available for projects/programs from July 1, 2022
- This is an annual grants program
- Call me if you wish to discuss a project (Andrew 0422 831 185)



Questions?



Fundraising

Why Fundraise?

- A way to gain extra funds for:
 - Equipment
 - Facilities and ground upgrades
 - Coaching and training costs
 - Participation and development programs
 - Participant welfare and support
- Fundraising helps build a strong community
- Engage with members and the wider community



Fundraising Planning



Establish targets for the year based on your overall budget



Clearly define your goals. What are you fundraising for?



Be clear and transparent with members and donors



Align your fundraiser with your club's values



Ensure you have all your volunteers and resources in place

Traditional Fundraising

Traditional fundraising methods:

- Sausage sizzle, raffles, trivia nights, cake sales, chocolate drives etc.

Potential barriers:

- Significant volunteer requirements
- Time consuming
- Require the purchase of resources (food, drinks, prizes, facilities etc.)
- Can require large gatherings



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What are your club's most creative fundraising ideas?

Online Fundraising



Benefits of online fundraising:

- Larger reach
- Less resources required
- Less reliant on one or two volunteers
- Can be done over a period of time rather than a one-day event
- Less handling of cash



AUSTRALIAN SPORTS FOUNDATION

FOR A SPORTING FUTURE

WE MAKE FUNDRAISING EASY

The Australian Sports Foundation has helped sports achieve some impressive results.



\$520+
MILLION

Raised for grassroots organisations, schools, professional clubs and individual athletes.



35
YEARS

The Sports Foundation was established over 30 years ago with a mission to help all Australians participate in sport.



7000+
HELPED

We've helped simplify fundraising for more than 7,000 organisations, athletes and sporting clubs of all shapes and sizes.

- Operate Australia's only Sport-specific and **tax-deductible** fundraising platform
- Help you build a campaign around your fundraiser
- When you start your online fundraiser, you will get a personalised webpage with an online donation form
- Your fundraising portal allows you to track live donation information and gives you access to tools, tips and templates to make your fundraising journey easier

Legal Considerations



Fundraising legalities:

- Raffles can only be conducted to raise funds for community or charitable organisations and may require a minor gaming permit
- You can hold a raffle without a minor gaming permit if the prize value is \$5000 or less
- Reverse raffles are illegal in Victoria
- The Gambling Regulations 2015 state that the first raffle ticket drawn must win first prize

Key Tips



- Start with a clear goal
- Tell your story – let people know why
- Make it personal with images and visuals
- Tell donors the difference their donation will make
- Thank your donors
- Share, share, share
- Don't be afraid to ask again





Sponsorship

Getting Sponsor Ready

- Determine who will manage sponsorship
- Define your club and its story
- Determine what your club can offer sponsors – what can you sell?
- Formulate your story and offerings
 - Sponsorship Prospectus / Proposal



A Sponsorship Prospectus



- Cover letter from President / Sponsorship Coordinator
- Club overview including history, background, values, membership etc.
- Strategic Plan overview
- Sponsorship options:
 - Major sponsor, minor sponsor, junior club sponsor, senior club sponsor, equipment sponsor, uniform (match / training / social) sponsor, venue partner, oval sponsor, oval signage, player sponsorship, in-kind sponsors, multi year/season etc.
- Sponsor benefits:
 - Logos/signage, promotion and communication, events and engagement
- Acceptance form / contract – critical for secured retention!
- Images
- Contact details

Attracting Sponsors



- Identify appropriate sponsors
- Be professional
- Be persistent
- Recruitment methods:
 - Recruit through your members – this is where your club has greatest reach
 - Put the club out there and have lots of conversations
 - Identify good 'salespeople' to recruit sponsors – they don't have to maintain the relationship going forward just get the warm lead

Retaining Sponsors



- Develop a sponsor contact database
- Follow through on agreements in a timely manner
- Promote and acknowledge your sponsors at every opportunity
- Develop a recognition process – make them feel a part of your community
- Engage sponsors in your activities and events
- Keep sponsors informed and provide outcomes of their contributions
- Frequently review and adjust



Buninyong Cricket Club

March 22, 2020 · 🌐

These unprecedented times are challenging for all, but none more so than for small businesses.

Our club is so grateful to have been supported by many businesses over the season and now is a chance to reciprocate that support. ❤️❤️

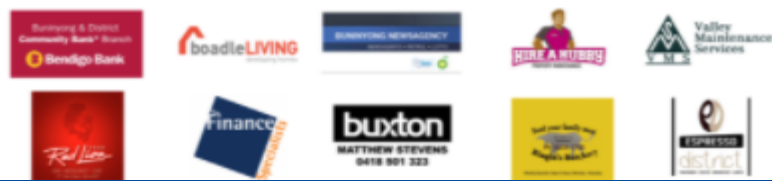


Please do your part by supporting:

- Buninyong & District Community Bank Branch
- Boadle Living
- Buninyong Newsagency
- Hire A Hubby - Property Maintenance
- Valley Maintenance Services
- Red Lion Hotel
- The Finance Specialists (thefinancespecialists.com)
- Matthew Stevens Buxton Ballarat
- Ringin's Butchery
- Espresso District
- Saines Lucas Solicitors (<http://www.saineslucas.com.au/>)
- Tenacious Technologies
- The Bottle-O Ballarat
- McDonald's Bakery Hill
- Icon Sports Ballarat
- Shaddock & Co (<https://www.shaddockco.com.au/>)

BUNINYONG CRICKET CLUB

SPONSORS



Ballarat Bulldogs Football Netball Club

about a month ago

Jesse and Ebony had a great morning visiting our sponsors to thank them for their support this season.

Thank you to our wonderful 2021 sponsors: JG King Homes, McDonald's Bakery Hill, AXIS Employment, Hip Pocket Workwear & Safety, Rix Cars and Hemco Industries.

Let's make sure we support the great local businesses that support us! ❤️



👍 29 💬 5 ➡ 1



Freight Bar - Golden Point Cricket Club

November 19 at 8:27 AM · 🌐

SENIOR TEAM SELECTIONS

With the weather forecast looking ok this weekend, put your best efforts in and let's try and bring 5 wins back to the rooms on Saturday afternoon!

Also, a big congratulations to Kartik Pattani for playing his first, First Grade game. Congrats KP and spin them a web!!... See more

TEAM SELECTIONS

SATURDAY 20/11/2021

PROUDLY SPONSORED BY



GRADE 1 vs

EDAN vs
OVAL

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SECOND GRADE vs

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(WK) Jack and
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TEAM SELECTIONS

SATURDAY 20/11/2021

PROUDLY SPONSORED BY



FOURTH GRADE vs

BROWN HILL
@ SPARROW GROUND

(C) Aled Carey
(WK) Daniel Welch
Jeffrey Chalmers
Steven Venner
Madeleine Ogilvie
Christopher Cleary
Cooper McKenzie
Harry Venner
Thomas Murphy
Mark Van De Heuvel
Ronin Wenn

a Pointie, Always a Pa Pointie, Always a P

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Tell us, how do you recognise your sponsors?

Sponsorship Tips



- Build a relationship with the business not an employee
- Remember, it's far easier to retain an existing sponsor than find a new one!
- Sign agreements for all sponsorship deals
- Have multiple people recruiting sponsors
- Consider a paid sponsorship coordinator

Resources



- Sponsorship Prospectus template
- Sponsorship Contact Database template

Club Development Webinar Series



#1 Club Leadership: Club planning and volunteer management – Recording online

Monday 15th November, 7pm – 8:15pm

#2 Growing Your Club: Marketing and communications – Recording online

Monday 22nd November, 7pm – 8:15pm

#3 Increasing Revenue: Grant writing, sponsorship and fundraising

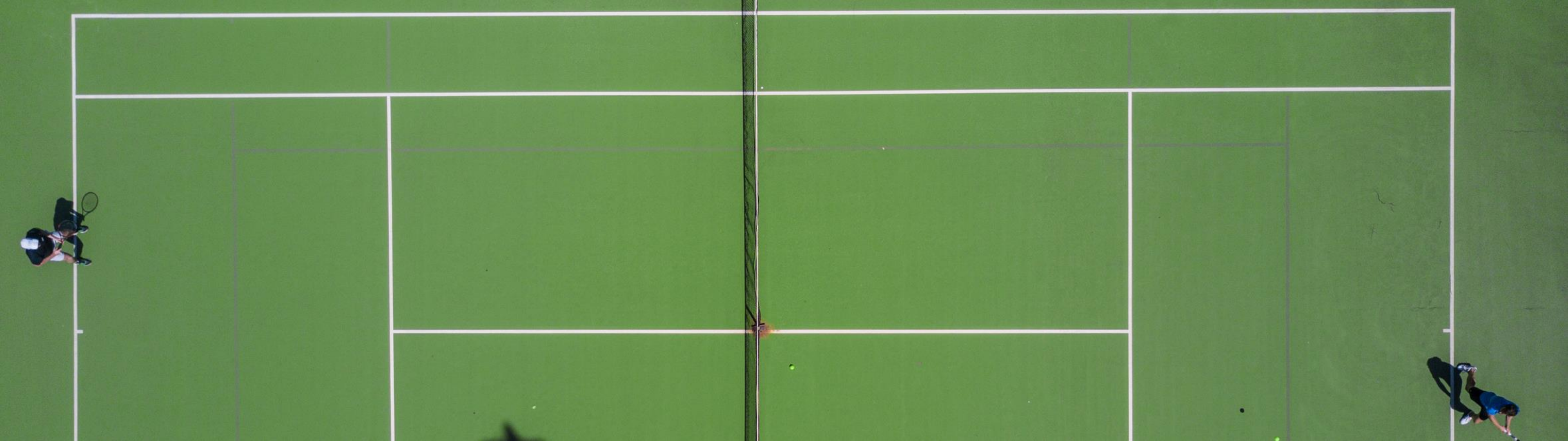
Monday 29th November, 7pm – 8:15pm

#4 Money Matters: Financial systems

Monday 6th December, 7pm – 7:45pm

#5 Committee Basics: Understanding committee roles and responsibilities

Monday 13th December, 7pm – 8:15pm



Sports Central

www.sportscentral.org.au

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