

FUNDING FOR CLUBS

Funding is essential to the survival and growth of clubs. It provides additional funds over other income such as memberships and is often the main source of income for many clubs. There is often money available through various agencies but remember other clubs and groups also compete for it so it's worth putting in the effort to do it well.

To begin, it's a good idea for clubs to consider appointing a dedicated fundraising person or establish a fundraising committee. Their role is to:

- Decide which of the club's projects or activities require additional funding
- Develop a fundraising plan
- Identify potential sources of funds, eg, sponsorship or grants
- Write the grant application or sponsorship proposal
- Ensure the funds raised are used the designated purpose
- Maintain relationships with donors, grant agencies and sponsors

GRANTS

The most common grant agencies are the government (local & regional councils), charitable trusts, foundations, and businesses. These agencies are established with the primary purpose of giving grants and these grants must meet their own objectives and strategies.

Grants typically have strict criteria that an organisation must meet to qualify for that grant. It is therefore important to complete any application correctly with as much detail as has been requested.

Planning goes a long way. Most funders will not grant money to something that has already started or starts before funding is received. Funding agencies don't usually fund activities that have been run previously by your club – it often needs to be a new initiative. Given this, it pays to look at funders' criteria closely.

How to find grant agencies

The NZ Department of Internal Affairs website has a list of all societies that make grants in New Zealand, and these are broken down into regions so you can clearly see who to approach in your local community.

Click here to view [Societies That Make Grants](#)

Other websites that can help your search for funding agencies (hold ctrl & click on the logo for link):

[Lottery Grants Board » Community Matters](#)

The Community Organisation Grants Scheme or COGS provides grants to non-profit organisations delivering community-based social services that contribute to achieving locally-determined outcomes.



[Generosity New Zealand](#)

Generosity NZ is the largest digital search facility for funding information in Aotearoa. There is a subscription charge; outside the Auckland region there is free access at public libraries.



GAMING TRUSTS

There is a range of gaming machine societies which distribute grants to community groups. Funds are generally distributed to the region where they are raised. The more gaming machines in your area, the more funds you will have access to.

To access the websites of gaming machine societies in your area and around New Zealand use this link: [List of Society Websites](#)

The largest gaming trusts, in terms of the amount they give, are:

New Zealand Community Trust (NZCT)

<https://www.nzct.org.nz/gaming/>

NZCT is New Zealand's largest gaming trust and biggest funder of amateur sports participation. Best used for big projects when a larger amount of funding is required.

Lion Foundation

<https://lionfoundation.nz/>

The Lion Foundation has established four Regional Grants Committees that meet monthly – Northern, Waikato/Bay of Plenty, Central and Southern. [Click here](#) for details on each region. Each Committee considers grant applications generated from their individual regions. These Committees are made up of local people with local knowledge, to ensure the best possible outcome for their communities.

Foundation North

<https://www.foundationnorth.org.nz/>

To enhance lives, Foundation North provides funding and support to initiatives large and small to respond to their communities now and for generations to come. In doing so, they support community-based initiatives in Tāmaki Makaurau and Te Tai Tokerau.

Pub Charity

<https://www.pubcharitylimited.org.nz/>

Tips for successfully attracting grants

Clubs that are successful in attracting grants usually:

- prepare a yearly calendar of closing dates for all funding sources
- request application forms well before the closing date
- prepare the application in advance
- pay careful attention to the details required and the presentation of the application
- clearly outline the goals and objectives of the project
- describe why the project is needed and support this with facts and figures
- detail the methods used to conduct the project
- indicate the expected outcomes of the project
- consult advisory officers
- submit applications before the closing date.

Additional documents you may need to support your application:

- Certificate of Affiliation to Yachting New Zealand (ask your Regional Development Manager)
- Evidence of non-profit status, e.g. Incorporated Societies Certificate
- A copy of the clubs Constitution
- Audited financial accounts

The link below has a comprehensive funding application checklist & contents checklist.

<https://community.net.nz/resources/community-resource-kit/applying-for-funds/>

WHAT ELSE IS IMPORTANT:

- **Create a funding plan** - funders want to know your project is going ahead and how you plan to raise additional funds (if necessary). Create a funding plan which outlines how you plan to raise the funds and where, when and how their contribution will be spent.
- **Big projects** - if you have a big project, it may be better to split the project into a number of small increments and apply to different small trusts for each increment. Do not apply to more than one trust at a time for any increment or project as the trusts communicate and will reject you.
- **Follow up** - one very important factor than clubs often forget is to follow up with the trusts, don't take the money and run! Once you have either finished a project, make sure that the club writes to the trust thanking them for their support and send them pictures (very important) of what they

helped fund. This will help hugely when approaching the same trust for further support (especially for major projects). Trusts often comment how much they appreciate this feedback and contact. This will help the club generate long term relationships and much better access to funding.

- **Regular contact** - remember to keep in regular contact with your local council. Meet with them once a year to present how the club is going and what plans are in place. Do this even if you are not approaching them for money. They will like that you are keeping them up to date with the club activities and appreciate that you are doing this without the tie of requesting funding (at that point). Building this relationship will help significantly when you do approach them for funding.
- **Affiliation** - being an affiliated Yacht Club or member with Yachting New Zealand helps clubs and associations with their application. Yachting New Zealand are happy to provide letters of support for club funding applications and certificates of affiliation. For these contact your Regional Development Manager.
- **Ask** - if you don't get the funding you applied for, it's a good idea to ask the funders why - they are often happy to discuss this if it is an application issue.

SPORT NEW ZEALAND

Sport NZ have some great resources available on their website to help clubs with funding ideas. <https://sportnz.org.nz/resources/fundraising-and-sponsorship/>



Sport NZ also have funding opportunities available which clubs may apply for. They align their investment to their strategic priorities which are focused on the vision of getting Every Body Active in Aotearoa New Zealand.

For further information and a list of funding packages that are available, follow the link:

[Sport NZ Funding](#)

TU MANAWA FUND (Sport NZ)

Tū Manawa Active Aotearoa is a Sport NZ initiative that provides funding for programmes or projects delivering play, active recreation and sport experiences for tamariki and rangatahi. These may be new or already operating.

We know from research that there are some groups who are more at risk of missing out or being less active, including girls and young women, disabled people and those living in higher deprivation communities. Programmes or projects that reach these groups will be prioritised for funding.

<https://aktive.org.nz/tu-manawa-active-aotearoa/>

Regional Sports Trusts (RST)

There are 17 Regional Sports Trusts across New Zealand. The goals of an RST are to increase regional levels of physical activity and to strengthen regional sport and physical recreation infrastructures (which includes clubs).

Regional Sports Trusts often run training for club administrators, volunteers and coaches. They have access to funding sources and in some cases can provide direct funding for projects and programmes directly.

RSTs are a good link to schools as they work closely with schools in the region to promote opportunities to get involved with different sports. They can be a good way to promote what opportunities your club offers if your club is looking to grow your young membership.

RSTs foster links with local business, which can help connect you to that group to build financial support or simply grow your membership in the community.

Get in contact with your local RST and ensure they know about what your club does, and how your club can benefit from the work they do. They can also provide advice on the local funding agencies in your region.

To find your local RST and for contact details click [here](#).

SPONSORSHIP

Sponsorship is when businesses and companies provide funds, resources or services to a club in return for rights and/or associations with the club. These rights or associations help the business commercially. This may take the form of a logo on clothing, signs at the club, or free advertising in a newsletter.

Sponsorship links a club with a sponsor in a mutually beneficial relationship and it is not just about money. A good sponsor can add considerable value by, for example, becoming the club's primary promoter. In the longer term, this may be of more value than the sponsorship income initially received.

Who to approach:

- **Club members, family and friends** – before looking elsewhere, ask club members, family and friends if they have any contacts with potential sponsors.
- **Local businesses and suppliers** – research local businesses and target those who could benefit from a partnership with your club.

- **Larger organisations** – larger organisations have more resources available but are often inundated with requests. They can be harder to connect with unless you have a contact in the company.

Sponsorship proposals:

Before starting your proposal, your club needs to identify:

- The type of support your club needs, eg, cash or in-kind services.
- Identify businesses that could provide appropriate support
- What types of benefits your club can provide the sponsor

Below are examples of typical contents for sponsorship proposals:

- **A cover letter** - address the proposal to the most appropriate person in the sponsor's organisation.
- **Overview** - provide an outline of the project and/or the club. What are you asking sponsorship for? What and where does it happen? Relevant statistical information in sponsorship proposals can help the assessor get a picture of the club or event and identify cost benefits. Market demographics define your membership, public and audience. Identify niche markets the club can deliver to, as this makes it easy for a product or company to be matched to a particular audience.
- **Objectives** - outline the objectives of the project and/or the club.
- **The investment** - outline the funding amount or in-kind support being sought. What is it going to cost the sponsor and for how long, that is, what is the period of the agreement?
- **Sponsorship benefits** - this is a critical component. Look to include benefits such as naming rights, promotion strategies, signage, media, brand awareness opportunities, articles in newsletters or websites etc. For 99% of companies, media exposure is an important part of sponsorship. Wherever possible outline how you can get radio, TV and newspaper coverage, as well as community access in the sponsorship proposal.
- **Target market** - outline who the project is aimed at or provide a membership profile. Identify how it matches the target market of the proposed sponsor or how it could benefit them. A successful outcome is more likely if you tailor the proposal to a specific sponsor.
- **Exclusivity** - detail other sponsors and/or supporters of the project or the club. Make sure sponsors are not in competition with each other.
- **Servicing the sponsor's needs** - outline how you will cater to their needs. Identify a designated employee or volunteer to be the contact for the sponsor.

- **Evaluation strategy** - outline how you plan to evaluate and measure the success of the agreement.
- **Conclusion** - summarise the proposal, identify a follow-up procedure, and supply contact details.

Finally, don't do it at the last minute. Give the club and your potential sponsor plenty of time. The assessment, negotiation and planning involved in managing a sponsorship can take a while. Allow plenty of lead-in and planning time.

FUNDRAISING

Fundraising is a cost-effective way to make money for your club. Your greatest supporters are your members, their families, friends and the local community.

Bear in mind that fundraisers can be hard work and involve a lot of planning and resources. It's a good idea to gather committed volunteers who will support the project through to the end.

Fundraising shouldn't be considered in order to pay for the everyday operational costs of the club. Rather it should fund special activities such as new buildings, special events, overseas team trips, and new programmes or projects.

The internet is full of websites with some great fundraising ideas so get searching.

Ten fundraising principles to remember:

- The 80/20 rule applies to fundraising - 80% of your income usually comes from 20% of your supporters. Identify who your supporters are and develop a long-term relationship with them.
- People give to people. Ensure your potential donors know the faces behind the names, understand your cause, and can relate to the purpose of your project. Can you identify some patrons who would be prepared to become the public face of your project? Patrons may be high-profile and respected sports people, business people or other community figures.
- Always say "thank you". Acknowledge donors in numerous ways such as honour boards, annual reports, certificates of appreciation, phone calls and letters from your members.
- Always let people know how much you would like them to give. It makes them feel comfortable and makes you look competent.
- Explain what the donor will receive for their donation, for example, a tax deduction and knowing that they are helping the local community.

- Until you try something, you won't know whether it will work. Be prepared to test an idea on a small scale and assess its success before going to a lot of expense.
- Try something different. All products go through cycles. Fundraising activities need modifying from time to time. Look at how you can make some simple changes. Your idea might be good but may need refreshing.
- Do not confuse the donor – keep everything simple, clear and easy to understand.
- Fundraising is not easy. Gather committed volunteers who will support the project through to the end.
- Always tell the truth. Don't be tempted to make your case stronger than it is.