ENGLAND FOOTBALL

NLS Funding Series – Session 1

Neil Bardsley and Steve Hobson

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Session Overview

1. Introductions – 5 mins
2. Governance – 15 mins
3. Simple steps to success – 15 mins
4. Useful resources – 5 mins
5. Open floor discussion – 15 mins
6. Summary and close – 5 mins

1/7/24

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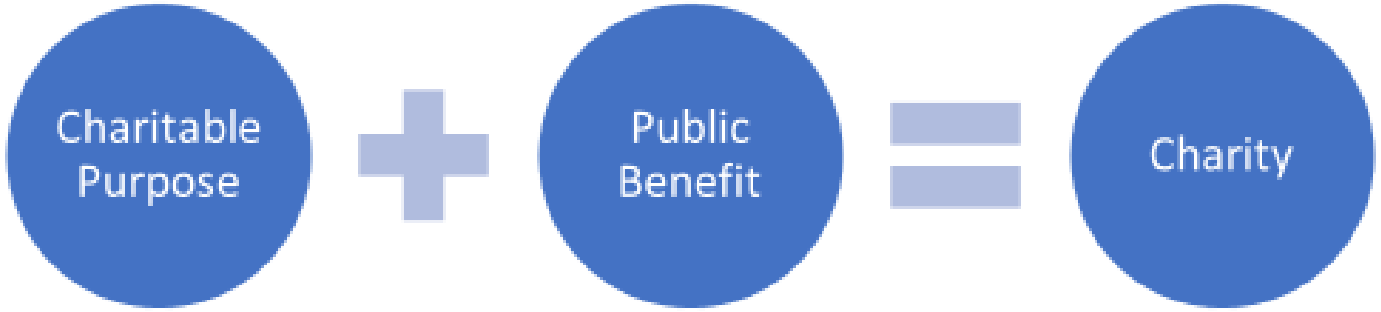
1. What is a "Charity"?

- Is this your Club's community arm?



2. The 13 Charitable Purposes/Objects

- Prevention or relief of poverty
- Advancement of education
- Advancement of religion
- Advancement of health or saving of lives
- Advancement of citizenship or community development
- Advancement of the arts, culture, heritage or science
- Advancement of amateur sport
- Advancement of human rights, conflict resolution…
- Advancement of environmental protection or improvement
- Relief of those in need by reason of youth, age, ill-health, disability, financial hardship or other disability
- Advancement of animal welfare
- Promotion of the efficacy of the armed forces, police, fire, rescue, ambulance etc.
- Any other purposes… within the spirit of existing charitable purposes

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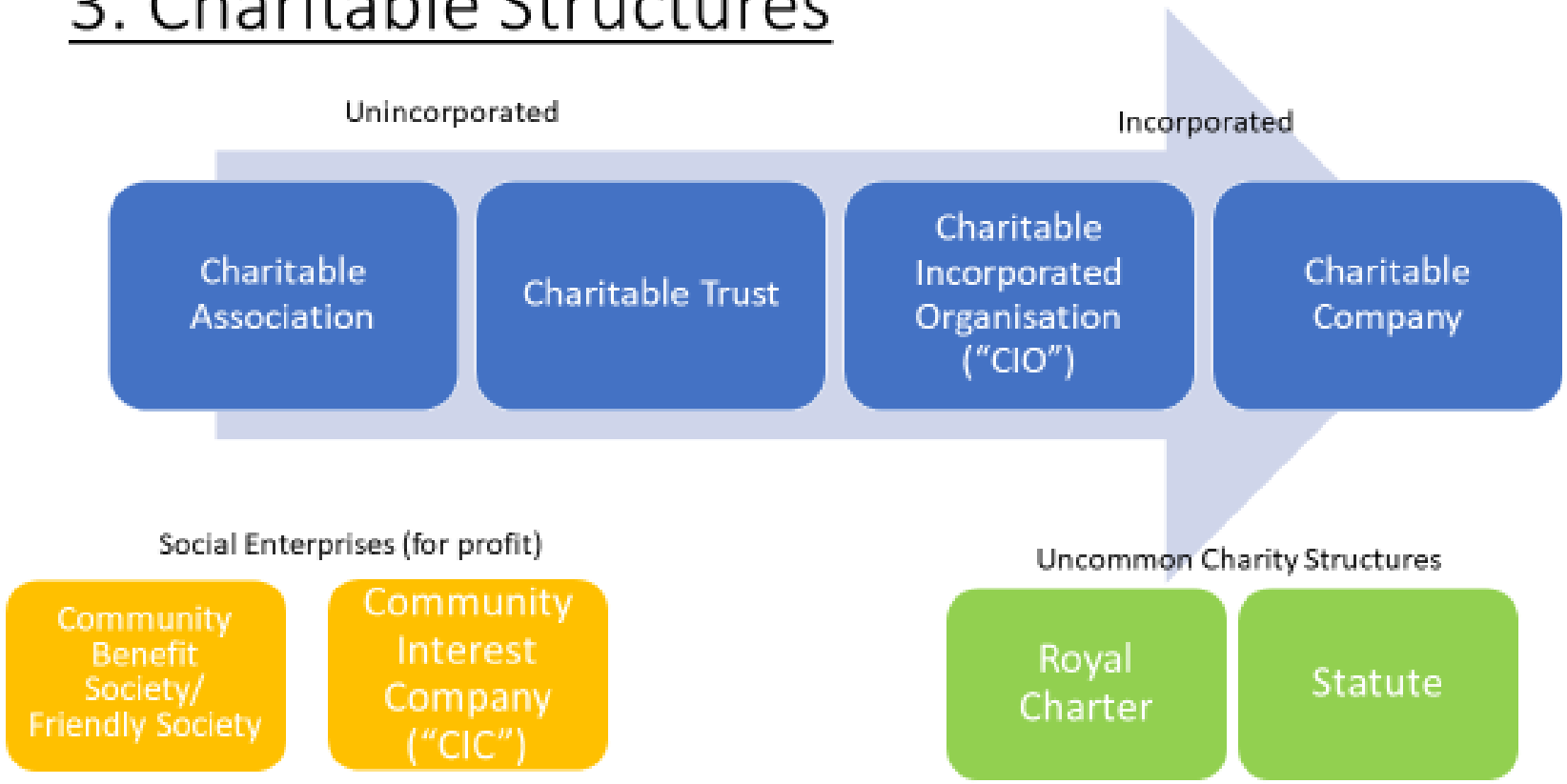
3. Charitable Structures



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4. Charity Commission Registration

- When do you need to register?
  - With the exception of a CIO, all charities "exist" prior to registration.
  - When you have an income of £5,000+ UNLESS:
    - You are a CIO (£0)
    - You are an "excepted" charity (historic, £100k) e.g. schools, scouts, churches, etc.
    - You are an "exempted" charity (different regulator) e.g HE institutions, some churches
- Even small charities (under £5,000) who are not required to register are subject to charity law and regulated by the Charity Commission.
- Less than 1% of charities have an annual income of over £10million, just under 40% of all registered charities have an income of £0-£5k.
- What does the Charity Commission do? Provides guidance and advice AND regulatory enforcement.

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Things to think about

- What is it that you want to achieve?
- Where do you want to operate (any geographical focus)?
- Where do you see the Club in 5, 10, 50 years time etc?
- Where will you get your funding from? (institutional donors, grant makers, trading (charity shops etc.), public fundraising, investments?)
- Do you want/need to be a charity?
- What level of regulation/ scrutiny are you comfortable with?
- Who would be the first trustees? Who would be future trustees? Open applications v ex officio trustees v appointed trustees (or a combination).
- Draw up a business plan.
- https://www.gov.uk/setting-up-charity/register-your-charity (take a look at the online charity registration application form, its free and quick to register)

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Community Amateur Sports Club

Community Amateur Sports Club or CASC is a possible charity alternative for the sports club.

Once registered as a CASC, a club cannot apply to be recognised as a charity. To convert a registered CASC to a charity involves closing down (winding up) the CASC and transferring over the assets and activities to a new charity.

If your club is already a charity then CASC status is unlikely to be of any additional benefit. You may still apply for CASC status, but if your club meets the requirements of the scheme and is registered as a CASC, then it would no longer be entitled to be a charity.

Further information on CASC's can be found here- https://www.gov.uk/topic/community-organisations/community-amateur-sports-clubs

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Links - Charity

- https://www.ncvo.org.uk/about-us/our-services/support-small-charities-voluntary-organisations/#/
- https://www.gov.uk/set-up-a-charity
- https://www.lawworks.org.uk/legal-advice-not-profits/links-other-providers-legal-advice-and-information

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Links – Social Enterprise

- https://www.socialenterprise.org.uk/
- https://www.gov.uk/government/organisations/office-of-the-regulator-of-community-interest-companies

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Governance structure

What structure is best for your club

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Building Blocks of success

1. *Need*
2. *Impact*
3. *Community engagement*
4. *Outcomes*
5. *Sustainability*
6. *Finances*

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Need

Need

Targeted Resource Allocation: Grant providers have limited resources, and they want to ensure that their funding goes to projects that will have a meaningful impact. Demonstrating need helps

Community Impact: Grants are typically awarded to projects that have a positive impact on the community. By highlighting the specific needs within a community or population, applicants can show how their proposed activities will contribute to addressing those needs and ultimately enhance the well-being of individuals involved.

Alignment with Grant Objectives: Grant programmes usually have specific objectives or focus areas. Demonstrating need helps applicants align their proposals with these objectives.

Evidence-Based Decision-Making: Grant providers are more likely to support projects that are grounded in evidence and data.

Competitive Edge: In competitive grant processes, where multiple applicants are vying for limited funding, demonstrating need can give an applicant a competitive edge. It helps distinguish one proposal from another.

Impact

Impact

Social and Community Impact: Highlight the broader social and community impact beyond individual participants - Showcase how increased physical activity positively affects community engagement, social cohesion, and overall well-being.

Long-Term Sustainability: Demonstrate how the project is contributing to long-term sustainability by promoting ongoing physical activity and well-being - Emphasise any plans for continued community support, partnerships, or funding beyond the grant period

Quantitative Data: Use quantitative data to demonstrate numerical evidence of impact. This may include increases in the number of participants, improvement in fitness levels, or changes in health indicators. - Utilise surveys, assessments, and tracking systems to collect relevant quantitative data.

Impact

Qualitative Data: Gather qualitative data through participant testimonials, stories, and interviews to provide a more comprehensive understanding of the impact. - Capture qualitative data that speaks to the personal experiences and positive changes observed by participants

Case Studies and Success Stories: Share individual or community success stories that highlight the transformative impact of the grant. - Include testimonials, quotes, or anecdotes that showcase real-world examples of positive change.

Community engagment

Community Engagement

Identify Stakeholders:

Identify key stakeholders within the community who would be interested or affected by the proposed sport and physical activity project. This may include local residents, schools, sports clubs, community organisations, and local businesses.

Build Relationships:

Establish strong relationships with community leaders, influencers, and organisations. Building trust and rapport is essential for successful engagement.

Methods of engagement

You can develop surveys and questionnaires to gather input from the community. Keep questions clear, concise, and focused on understanding the community's needs, and potential barriers and enablers to participation.

Questionnaires have their place, however also consider supported conversations and directly speaking to potential beneficiaries.

Also consider who is conducting the engagement – are they locally known and trusted or are they new to the community?

Community Engagement

Cultural Sensitivity:

Be culturally sensitive and inclusive. Understand the cultural dynamics of the community, and tailor your approach to be respectful and accommodating of diverse backgrounds and perspectives.

Feedback Loops:

Establish feedback loops to keep the community informed about the project's progress. Regular updates and opportunities for ongoing input help maintain engagement and transparency.

Remember, successful community engagement is an ongoing process. By actively involving the community throughout the grant application process, you increase the likelihood of creating a project that truly meets the needs and desires of the community

Outcomes

Outcomes

Define Clear Objectives: Clearly articulate the project's objectives and desired outcomes. These should be specific, measurable, achievable, relevant, and time-bound (SMART). For example, increasing community participation in physical activity by a certain percentage within a specific timeframe.

Alignment with Grant Criteria: Ensure that the proposed outcomes align with the criteria set by the grant provider. Review the grant guidelines and requirements to ensure your project's goals meet the expectations of the funding organisation.

Consider Community Needs: Base your outcomes on identified community needs. The goals should address specific challenges or gaps that you have identified

Measurable Indicators: Establish measurable indicators to track progress and success. This may include metrics like increased participation rates, improved fitness levels, enhanced community engagement, or positive changes in health outcomes.

Baseline Data: Collect baseline data before implementing the project to understand the current state of the community. This data will serve as a reference point for measuring the impact and success of the project.

Sustainability

Sustainability

Long-Term Impact: Highlight the lasting effects of the proposed project. Discuss how it contributes to the community's overall sustainability goals and how it can be maintained beyond the grant period.

Partnerships and Collaboration: Demonstrate partnerships with local partners, stakeholders and community organisations that share a commitment to improving lives through sport and physical activity. Collaboration can enhance the project's reach and impact.

Inclusivity and Accessibility: Ensure that the project is inclusive and accessible to all members of the community, regardless of age, ability, or socioeconomic status. Sustainability should be integrated into the project's core values.

Financial Sustainability: Discuss how the project plans to be financially sustainable in the long term. This may include revenue-generating components, partnerships, or strategies for securing additional funding beyond the initial grant period.

Case Studies and Success Stories: Provide examples or case studies of similar projects that have achieved sustainability and positive community impact. Real-life examples can strengthen your argument for the effectiveness of your proposed approach.

Finances

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Questions and open floor

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Summary

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