

# Funding Advice for Clubs and Individuals

## Introduction

Swim England has staged a series of webinars offering advice on funding streams; the following questions were raised during the webinars and are included with replies and funding tips. For further details please click [here](#).

Please note, whilst Swim England cannot make grants directly to individuals or clubs, many have found the following of use.

## What funding options are available?

The best known fundraising options include:

- Charitable trusts
- Corporate backing
- Round tables, lions clubs, rotary clubs
- Lottery funders
- Event fundraising
- Individual giving
- Legacies
- Shopping/every click fundraising
- Crowdfunding

## Tips and advice on charitable trusts

There are many grantmaking charities in England and Wales. Directories which list them by geography and their interests should be available in your local library.

You can also visit the charity commission website and search for funders. It's important you search for funders that might give to your geographic area or to people from your age-range or ethnic background.

## Tips and advice on corporate backing

Google for the biggest employers in your home-city or town; quite often councils, local newspapers, or the Chamber of Commerce will list the big employers in your area. Many businesses do give to charities and individuals, but it's best not to fire off hundreds of letters in hope.

Think about who you – and your family – know. Use LinkedIn to see where your contacts work and then look at those business websites to see if they ever sponsor people or good causes.

Personalise your letter: Tell the story of why you need support and what you can offer in return; can you put their logo on your website; offer regular updates; branding on your kit etc? Try to have an “elevator pitch” ready. If a business owner said “Tell me in 3 minutes why I should help you”, be ready to tell your story and what you can offer in return.

## Rotaries, Round Tables and Lions Clubs

Through the pandemic, the fundraising of community groups like Lions Clubs has been affected. But it's worth looking (through the charity commission and Google) to see if any of these clubs are nearby and making contact to see if they'll help. Offer to speak at their events and to fully involve them.

Always say thank you and stay in touch if they help.

## Lottery Funders

People get excited about lottery funding – but it's not a purse you can dip into for just any need or project.

Use this [link](#) to see which pots you might be eligible for. Some clubs have expanded their work in volunteering or applied for funds to commemorate an anniversary;- options which open other funding streams.

## Staying up to date with funding pots

Unfortunately, many sites that advise on funding pots charge a fee: This [one](#) is good and can be free for smaller groups.

## Event funding and seeking sponsorship

It's been very tricky to put on events over the last 18 months. But as we move forward, event fundraising can hopefully kick in once more.

Ask fellow clubs for advice on this – but key learnings seem to be to build a sub-committee who are prepared to reach out to their networks to secure interest and sponsorship. Reiterate that there are lots of ways members can help; press and PR, phoning businesses, stuffing envelopes etc – it's not all about donating directly.

Remember, “people give to people” so if you spot a link to a business, try to secure an introduction.

## Individual Giving to Clubs

Again, cold calling does not tend to bring results.

Some clubs have reached out to former members who have done well in business and the key fundraising rules apply: Consider who is best placed to make the ask (a former colleague/old friend)? And what is your request – can you link it to the individual's interests?

Think about how much you are asking for – don't aim too high, as if you get a donor on-board you can nurture that relationship and possibly secure more at a later stage.

Deliver on your promises: If you say you will allow them to present trophies or you'll run a social media story about the gift, make sure you do!

## Easy Fundraising

There are a number of ways to turn people's online purchases into funds. A number of clubs use [Easy Fundraising](#) – which works well if you can engage with your community – and at no cost to the members.

## Crowdfunding

Our clubs led the way in crowdfunding with Sport England's [Active Together](#) programme. Key learnings were to secure prizes from a range of sources, so not just swimming lessons – it could be cakes, free haircuts, car washes or massages.

And ask everyone to look to their own networks – to get early interest and to keep promoting the campaign with good news stories.

## Advice for individuals

Much of the above applies to individuals, just as it does to clubs. For an individual seeking funds do look for local grantmaking charities at the charity commission, search for round tables and lions clubs and Google grants in your area.

Consider who you know – and who your family know. If you are looking for prizes or sponsorship, then ask those in your networks first – it might be a building society an uncle works for, a local garage you use regularly or your favourite pub. Again, consider what your ask is – and what you can offer in return. Nowadays, creating a social media moment might seem tricky, but by reaching out through all networks and being creative, you should be able to give the sponsor some much-valued coverage.

If having read the above you'd like further advice, please call Michael on 07583 669352.