

# LEVEL 1

## Getting your Club Funding Ready



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# Agenda



- ✓ What you need to have in place before applying
- ✓ How to make a strong case for funding
- ✓ Top tips to strengthen applications
- ✓ Terminology

# Scenario

A funding programme has recently opened with awards of £250k available. Your club committee have highlighted that this could be an option to finance much needed additional changing facilities

***What should your club have in place to ensure you are 'ready to go' with submitting an application?***

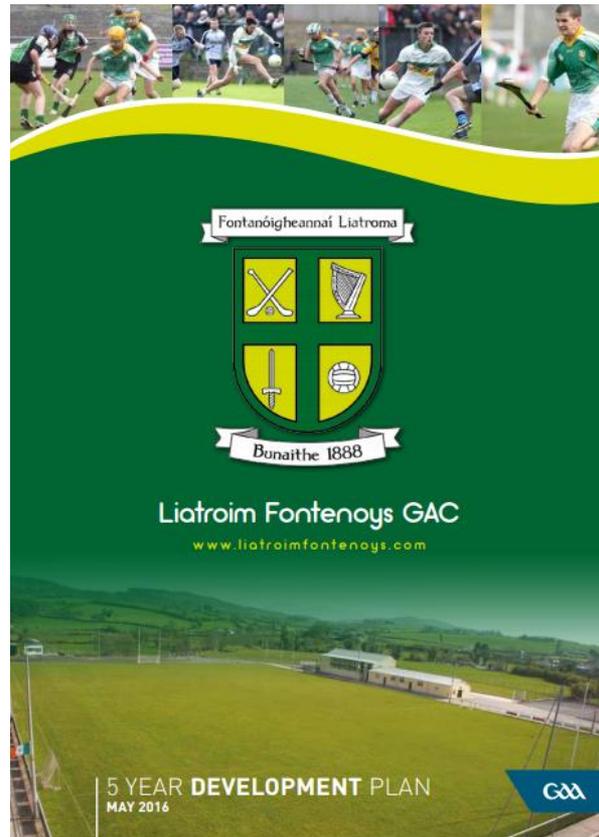


# What needs to be in place?

- Club Constitution
- Land ownership
  - Land Registry Documents
  - Deeds of Trust
- Land Lease
  - Lease Agreement
- Money in the Bank / Approved borrowing
- Planning Permission
- Club Development Plan
- Community Consultation
- Club Maith accreditation
- Demonstration of NEED



# Do you have a plan?



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# Do you have a plan?

Clubs will need to have a clear plan for how the funding will be used highlighting:

- ✓ Why it is needed; i.e. current club situation and needs, priorities for GAA, needs of the local community (with evidence)
- ✓ Who it is for and who will deliver it (including partners)
- ✓ How the funding will be used, how the project will be delivered, how much funding is needed in total, and how much funding is being requested
- ✓ What outcomes will be delivered (tailored to the funder's priorities)
- ✓ When the project will start and finish
- ✓ Where activities will take place



# Know your Statistics

Clubs should also have a good understanding of their membership for example:

- ✓ number of members
- ✓ weekly footfall / usage
- ✓ breakdown of membership by age, gender, ethnicity and disability



# Scenario

Your club are seeking funding for a 4G Floodlit Training Facilities

Outline how:

- a) Contribute to Sporting/GAA and Community Needs
- b) Gather Support for the Project
- c) Develop Partnerships



# Making Your Case



Comhairle Ceantair  
**Lár Uladh**  
**Mid Ulster**  
District Council



**Sporting**

**Community**

**GAA**

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# Making the Sporting Case

**Does your project contribute to Sport NI Priorities?**

**Does your project contribute to your Local Sports Strategy?**

Clubs can strengthen an application by using this information and stating that their project will contribute to achieving these goals

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# Making the Community Case

GAA clubs play a significant role in communities and can have an impact on:

- ✓ Crime and anti-social behaviour
- ✓ Social disadvantage and deprivation
- ✓ Healthy lifestyles (including obesity and healthy eating)
- ✓ Educational attainment and attendance

Many funders will not be interested in how many championships a club has had, and are more likely to want to know how the club contributes to its community.



# Profile of your Community

NISRA websites are excellent for helping clubs to find local data to support applications, including:

- ✓ Demographics (i.e. population figures by gender, age, ethnicity, disability)
- ✓ Levels of deprivation
- ✓ Unemployment rates
- ✓ Health statistics (i.e. obesity, life expectancy)



# Making the GAA Case

GAA clubs are community assets, providing an environment where members feel a sense of belonging and are valued members of a team

GAA educates people in healthy lifestyles by encouraging healthy eating, weight management, good hydration, and discouraging bad habits like drinking, smoking and drug-taking

GAA helps people develop new skills and abilities, bringing self-confidence and self-worth

GAA is a physically demanding sport, bringing enormous fitness and health benefits such as increasing strength, developing anaerobic endurance, and improving cardiovascular function, and decreasing the risk of obesity and other life-limiting conditions

GAA relies on countless hours of voluntary commitment from coaches and club officials who are enormous assets to their communities; clubs offer opportunities for people to give something back to their sport and their community

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# Gathering Support

Ways to canvass opinion and gather support include:

- ✓ Community consultation forums (could be linked to club open days)
- ✓ Questionnaires to local residents
- ✓ Online questionnaires / surveys
- ✓ Consultation with club members and parents
- ✓ A simple form for people to sign to indicate their support



# Building Partnerships

## Benefits of partnership working:

- ✓ Pooling of resources
- ✓ Reaching a new audience of potential members
- ✓ Increased influence / lobbying via a 'joint voice'
- ✓ Other opportunities can be created and accessed via new networks and 'opening doors'

*Letters of support from partners and members of your community can add considerable strength to your application and are essential for larger funding bids.*



# Fundraising



**GALBALLY'S GOT TALENT**  
Sat 29th November  
@ Galbally Community Centre  
Show starts @ 9pm Sharp | Doors open from 8pm

This is a night not to be missed!

Tickets £20 **Who Will Be The Winner** of Galbally's Got Talent? **Voting for best act on the night**

PHOTOGRAPH BY MICHAEL O'NEILL



**THE 20K DROP**  
JUST 8 QUESTIONS BETWEEN YOU & THE CASH!

The thrilling nationwide gameshow experience!

8 PEOPLE SELECTED FROM THE AUDIENCE  
EACH RECEIVES £2500 IN CASH

Simply place your cash on the correct answer to win

**White River Hotel Toome**  
Saturday 22<sup>nd</sup> October 2016 | at 8pm  
Hosted By: Erins Own Cargin GAC  
Ticket Price: £12.50 / 4 for £40  
Tickets available from any committee member or at the door

**SPONSORS:** CORRIGON 1923, GAMEON, Strawberry Fields, GRAN'S Cafe, Kelly's Spar, Toome, GMS, PHILIP McELHONNE CONSTRUCTION, Cut N Image

Promoted by **PALLAS MARKETING** Email: info@20k.ie [www.20k.ie](http://www.20k.ie) Putting the fun into fundraising!



**SHAMROCKS LOTTO**  
This Weeks Numbers Are:  
**9 12 27 29**  
WEEK 13

**THE WINNERS THIS WEEK ARE**  
**Seamus O'Neill**  
**Hester Ferry (Derry City)** £50 each

**JACKPOT**  
**£2050**  
NEXT DRAW TO TAKE PLACE NEXT MONDAY NIGHT 7:30PM

**THANK YOU FOR YOUR SUPPORT**

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# Fundraising

It can be easier to access funding when the club is able to commit funds of its own to the project, particularly with larger funding applications.

This shows that the club generates its own revenue and is not overly-dependent on grants and funding.

This can give funders confidence that the club is sustainable and will continue to exist in the future, and that their funding will have a long-term impact.

*Having a dedicated club fundraising committee can really help you to focus on and drive this vital area; perhaps a parent or group of parents could get involved?*



# Club Maith Accreditation

Achieving Club Maith can improve your prospects of gaining funding by demonstrating to potential funders that your club meets nationally recognised quality standards.



# State Of Readiness

The capacity to 'be ready' for funding opportunities when they appear



# State of Readiness Tip

More and more funding programmes are time-limited: groups have to be 'ready to pounce' when the opportunities arise.

The competition for funding is now so intense that groups simply can't afford to leave applications to the last minute.

Groups that can show a 'state of readiness' tend to be more favourably treated by funders because they present a much more limited risk to those funders.



# State of Readiness Tip

Make sure your Deeds of Trust are in order.

If they're not, it takes time and support from a solicitor to sort them out. So check them and make sure they're in order... and do it now!



# State of Readiness Tip

If you're planning a major capital project you are going to need Planning Permission regardless of who's funding it.

**So when you're in a position to apply for Planning Permission, apply for it!**



# Funding Basics

- ✓ Don't ever just chase a grant because it's there.
- ✓ Funders want to spend money but they don't have a free hand to spend it willy-nilly
- ✓ Being 'worthy' isn't enough to secure funding: projects must deliver the funder's agenda
- ✓ Funders aren't stupid. They've seen it all before. You won't pull the wool over their eyes.
- ✓ Match your needs to their wants
- ✓ That of course means:

**Identifying your needs**

**Identifying their wants.**



# Identify your needs

- ✓ What are you here to do... and Why (in terms of both (a) overall and (b) this particular project)?
- ✓ Who do you do it for and Where?
- ✓ How do you do it (governance; structures; processes; etc): What has worked well/been your successes?
- ✓ Who is central to your delivery?
- ✓ Have you a plan (if not ... why not!)?
- ✓ How does that plan fit with other plans (ie Councils, government, your sector)?
- ✓ Where does the project that you want them to fund fit into the plan?



# Identify their wants

- ✓ What are they here to do... and Why?
- ✓ Who do they do it for and Where?
- ✓ How do they do it (governance; structures; processes; etc): what are they fond of?
- ✓ What do they give money for and what do they not fund?
- ✓ To Whom do they give money and
- ✓ How Much do they typically give?
- ✓ What are their funding criteria? Are they value-driven in terms of how they spend their money?
- ✓ What are their timescales?
- ✓ Where does your project fit with all this?



# Good Projects = Good Applications

- ✓ Spell out Who'll benefit; how Many; Where; When; and How... and will verify all that!
- ✓ Specify what amount of money is needed and why
- ✓ Will highlight the applicant's own (and others') inputs/added value
- ✓ Are clear about how they will be managed and delivered and about user input
- ✓ Tell how performance will be monitored
- ✓ Outline an exit/continuity strategy for when the funder's input is ended
- ✓ Show the funder that the project will deliver for them ... and that the applicant can deliver the project
- ✓ Are planned!

# Terminology

GAA terms	Funders terms
Training Area	Multi Use Games Area
GAA basic skills	FUNDamental movement skills
Inclusive of children and adults	Healthy families
Promoting health in the Club	Health promotion setting
Hurling / Handball Wall	Ball Wall / Reaction Wall
ASAP / Live To Play	Lifestyle education and training
Goldmark	Youth / Volunteer development
Club gym	Health suite
Keeping young people out of harms way	Diversiory activities / Reducing Anti-social behaviour
Providing facilities	Community Hub / Social capital
Including other members of the community	Community Outreach / Good Relations
Club Development Plan / Community Consultation	Village Plan (DARD)

# Contact

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