



Funding for Individuals

A guide to support pathway athletes and their parents



August 2016

Introduction

While there are potentially many sources of funding for clubs and organisations, the vast majority of charities and trusts do not fund individuals. This can be difficult for talented and dedicated young athletes with huge potential but who are limited by their personal finances. It is just as challenging for their families who have to negotiate not just equipment costs, club membership and coaching but also travel, accommodation and all the other expenses which inevitably increase as the athlete improves and progresses towards national representation.

Nevertheless, there are sources available and this guide is intended to help you to improve your chances of success by targeting the most appropriate opportunities and optimising your application.

This guide has been divided into six areas:

1. Making an application: top tips
2. Regional/county funding
3. Sports body funding
4. Charitable funding sources
5. Business sponsorship
6. Crowdfunding
7. Key contacts

This funding guide will be updated regularly.

Further copies of this guide can be downloaded from www.archerygb.org

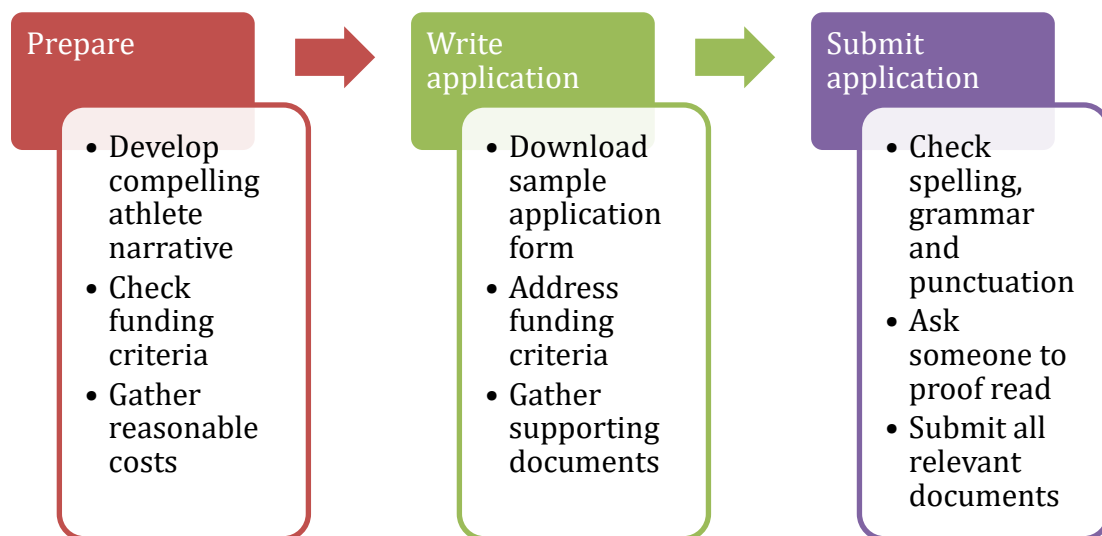
The information in this guide has been put together to assist in the search for funding and sponsorship. It should be used as one source of information rather than a definitive guide. For more information and support, contact your coach, your local Sports/Leisure Development Officer, sports council or County Sports Partnership.

Making an application: top tips

- Read the guidance and eligibility criteria very carefully – funders receive so many requests that they are very unlikely to consider funding an application that doesn't fully meet the criteria. This will save you time.
- Some funders, both charitable trusts and sports bodies, will not consider uninvited applications.
- Read the organisation's funding priorities carefully and ensure you clearly explain how your application meets these aims, e.g. equipment purchases, training, specific age range or geographic area, previous achievement record. Funders often do not have the time or inclination to read between the lines so make sure you clearly outline how your application aligns with their priorities, using headers if appropriate.
- If there is a telephone number or email address, contact the organisation to ensure your proposed application is eligible and something that they might want to fund – this will save a lot of time and effort.
- Find out what the organisation will not fund (often, though not always, travel and accommodation) and ensure that these are not mentioned in the application.
- Do not feel that you have to write an essay; it is better to write fewer words if you can still explain your proposal clearly.
- Find out the minimum and maximum funding amount for the organisation/funding stream. Apply realistically and justify your proposed expenditure (e.g. best price sought for equipment).
- Funders' websites will often give details of previously funded projects/individuals. Study these to gain an understanding of the funder's decision making processes, how likely your planned application is to be successful and how to improve its chances.
- Ensure you make your application in the requested format and adhere to any guidelines specified.
- If available, download a sample application form so you can take time to gather the necessary information.
- To maximise your chances of success: develop a compelling narrative about the athlete, their journey, success so far and their goals. Explain how the funding is crucial to achieving these goals.
- State the obvious – don't expect the funder to understand your sport and don't use lots of technical jargon (except where absolutely necessary and then with explanation).
- Where accepted (and appropriately used), images and video can help to personalise and animate an application.
- Seek advice (e.g. from your local Sports Development Officer, from the Pathways team or the funder). Ask a friend to read the application to ensure the message is clear.
- Always proof read applications before submitting, spelling mistakes do not make a good impression!



Good preparation will hopefully ensure your application's success but not always. Remember that some schemes will be heavily oversubscribed and you may not always hear back. This is quite normal so do not be disheartened.



Regional/County funding

This will vary according to area so you will need to do your own research to find out what is available. Contacting your local club is a good place to start for local knowledge. Your county or district council or local authority may offer funding opportunities with their own particular criteria. Alternatively, there may be local trusts set up to facilitate this. Contact your local council sports development team for advice and guidance on local funding sources.

Check who your local council is by visiting www.oultwood.com and clicking on your country and then your county.

Some councils offer free services such as access to training facilities, physiotherapy and sports science and education services such as nutrition, conditioning, psychology and biomechanics as well as or instead of funding. For example:

- Free Access for National Sportspeople scheme (FANS)
- Free Access for County Sportspeople scheme (FACS)

Some universities operate bursary schemes. Further information can be found on their website or by contacting student services. Applications will usually require a letter of support from AGB.

SOME REGIONAL FUNDING OPPORTUNITIES

Area	Type of scheme	Website
Aberdeenshire	Grant funding	https://www.aberdeenshire.gov.uk/request/sport-grants/talented-athletes-grant-form/
Aylesbury Vale District	Grant funding	http://www.aylesburyvaledc.gov.uk/grants-athletes-and-sports-coaches
Bridgend	Grant funding	http://www.halosportfoundation.org.uk/en/
Brighton and Hove	Grant funding	https://www.brighton-hove.gov.uk/sites/brighton-hove.gov.uk/files/BHYSP%20Grant%20Application%20Form.pdf
Cheshire	Grant funding	http://www.activecheshire.org/news/view/young-athletes-helped-to-the-top-through-big-funding-initiative
Conwy	Grant funding	http://www.conwy.gov.uk/section.asp?cat=8040
Cornwall	Facility & service access	http://www.cornwallsportpartnership.co.uk/cornwall-talented-athletes-scheme
County Durham	Facility & service access	http://www.countydurhamsport.com/Be_Involved/durham_institute_of_sport_athlete_support_scheme
Cumbria	Grant funding	http://www.activecumbria.org/developing-sport/funding/cumbria-talented-athlete-fund/
Derbyshire	Grant funding; Facility & service access	http://www.derbyshiresport.co.uk/icon-applications
Devon	Advice and support	http://www.activedevon.org/page.asp?section=000100010048&sectionTitle=Funding+for+Sport+and+Physical+Activity
East Riding of Yorkshire	Grant funding; Facility & service access	http://www2.eastriding.gov.uk/council/grants-and-funding/sport-play-and-arts-grants/
Essex	Grant funding; Facility & service access	http://www.activeessex.org/funding/talented-athletes/

Area	Type of scheme	Website
Gateshead	Grant funding; Facility & service access	http://www.gateshead.gov.uk/People%20and%20Living/Grants/Sportgrants.aspx
Glasgow	Grant funding	http://www.glasgowlife.org.uk/sport/funding/pages/funding-for-talented-athletes.aspx
Gr. Manchester	Grant funding	http://www.greatersport.co.uk/funding/talented-athletes
Hampshire	Grant funding; Facility & service access	http://www3.hants.gov.uk/shiow/talentedathletes.htm
Herefordshire	Grant funding	http://www.halosportfoundation.org.uk/en/
Hertfordshire	Facility access & programme	http://www.hertssportsvillage.co.uk/htap
Kent	Grant funding	http://kenttrustforyouthsport.org.uk/grants-and-awards/
Lancashire	Grant funding; Facility & service access	http://www.lancshiresport.org.uk/projects/lancashire-rising-star-fund
Leicestershire and Rutland	Grant funding	http://www.lrsport.org/gogold
Lincolnshire	Grant funding	http://lincolnshiresport.com/sport/lincolnshire-elite-athlete-programme/
Norfolk Breckland	Grant funding	http://www.norfolkfoundation.com/funds/breckland-council-gifted-talented-sports-award/
South Norfolk	Grant funding; Facility & service access	http://www.norfolkfoundation.com/funds/south-norfolk-council-community-sports-fund/
Nottinghamshire	Grant funding; Facility & service access	http://www.sportnottinghamshire.co.uk/play-sport/talented-athletes
Scarborough and District	Grant funding	http://www.northyorkshiresport.co.uk/funding/161
Shropshire	Grant funding	https://www.shropshire.gov.uk/leisure/shropshire-schools-sports-athletics-association/pupils-gifted-in-sport/
Somerset	Grant funding Support	http://www.ts5c.org/ https://sasp.podiumpartners.org/
South Cambridgeshire	Grant funding	https://www.scamb.gov.uk/eliteathlete
South Oxfordshire	Grant funding	http://www.southoxon.gov.uk/services-and-advice/community-advice-and-support/grants-and-community-loans/young-achievers-awards
Staffordshire	Grant funding	http://sportacrossstaffordshire.co.uk/funding/#indi
Suffolk	Grant funding	http://www.suffolksport.com/page.asp?section=0001000100390002
Surrey	Facility & service access	http://www.activesurrey.com/funding/elite
Sussex	Facility & service access	http://www.activesussex.org/funding-insight/athletes/
West Yorkshire	Facility & service access	http://www.westyorkshiresport.co.uk/support-training/talent-support
Wiltshire	Grant funding	http://www.fundingfutureolympians.org.uk
Wolverhampton	Facility & service access	http://www.wolverhampton.gov.uk/article/3430/Sports-grants-and-funding
Worcester	Grant funding	http://www.sportworcester.org.uk/recent-grant-awards/how-to-apply-for-a-grant/

Sports Body Funding

Awarding Body or Campaign	Information	Application details and website
SportsAid	<p>SportsAid helps the next generation of British sports stars by giving them financial support and recognition during the critical early stages of their careers. SportsAid works with the governing bodies of more than 60 sports to ensure the right athletes are helped in the right way at the right time.</p> <p>Every athlete who receives the charity's support is nominated by their sport's governing body.</p> <p>If your NGB decides that you are eligible for a SportsAid award, you will receive an email from SportsAid in the autumn - usually in November - asking you to complete a nomination form on this website.</p> <p>The charity tries to support every athlete who is nominated but grants can only be made if sufficient donations have been received from its partners.</p>	<p>No direct application, athletes are nominated via Archery GB</p> <p>http://www.sportsaid.org.uk/</p>
Backing the Best	<p>Supports young, exceptionally talented athletes in the early stages of their careers who face the greatest financial challenges and might otherwise feel competitive sport is otherwise out of their financial reach.</p> <p>BTB works with coaches and NGBs to identify athletes. NGBs are able to make nominations in November.</p> <p>Following this nomination, SportsAid will carry out a basic means test to ensure the funding goes to those who are most in need.</p>	<p>No direct application, athletes are nominated via Archery GB</p> <p>https://www.sportengland.org/funding/our-different-funds/backing-the-best/</p>
GLL Sports Foundation	<p>Supports young people with athletic talent to achieve their full sporting potential by reducing the financial burden of training and competition costs. Athletes must 1) live or 2) be educated (school, college, university) within a Local Authority / Public Sector partnership where GLL or partners manage sport and leisure venues or 3) be affiliated to a club that has a training base at a GLL or partner managed sport and leisure venue.</p> <p>The online application period runs from 20/12 – 20/02 each year.</p>	<p>Apply online via the website</p> <p>http://www.gllsportfoundation.org/awards-criteria/</p>

Nominations are made on the basis of **athlete scores**, **coach feedback** and **financial need**.

Charitable Funding sources

Charitable funder	Information	Application details and website
The Rob George Foundation	<p>The foundation provides financial support to young people who demonstrate exceptional commitment and/or ability in the worlds of sport or the performing arts but may be held back by their financial situation from pursuing their goals.</p> <ul style="list-style-type: none"> • Applications must be made by individuals, not organisations. • Applicants will normally be between eleven and twenty-five years of age. In exceptional cases, the Trustees may consider applications from persons outside these parameters. • The Charity will not normally make individual awards for sums in excess of £3,000. • Applications must be from amateurs, not professionals, and the total number of grants and the total sum awarded in any one sport in any consecutive period of twelve months will not normally exceed three, and £10,000 respectively. 	<p>Applications must be made by using the on-line application form on the website or by sending a hard copy of the application form (downloadable from the website) to: The Rob George Foundation, 4 Henry Villa Close, Colchester, Essex CO4 5XP.</p> <p>http://therobgeorgefoundation.co.uk/</p>
The Jeremy Willson Charitable Trust	<p>The JWCT funds young able-bodied and disabled sportspeople and athletes who are not already well established in their sport.</p> <p>The JWCT supports individuals and projects directly rather than contributing to other organisations' general funds.</p> <p>Note, the JWCT is a small charity and will not be able to fund all applications made however worthy. The JWCT will not normally be able to acknowledge receipt of grant applications due to limited resources.</p>	<p>No application form, email applications to info@jwct.org.uk</p> <p>http://www.jwct.org.uk/Applying.htm</p>
The Dickie Bird Foundation	<p>The vision of the Foundation is to assist young people under 16 years of age to participate, to the best of their ability, in the sport of their choice irrespective of their social circumstances, culture or ethnicity and to ensure that, in doing so, they improve their chances both inside and outside sport.</p> <p>The Foundation recognises the tremendous support and enormous sacrifices parents traditionally have to make to ensure their children can participate in sport, particularly when the youngsters grow up in homes with little or no financial security.</p> <p>Please note that Grants are payable to disadvantaged children aged under 16 for essential sports equipment. Travel or coaching are not payable. Payment is for individuals therefore teams/groups should not apply.</p> <p>The Dickie Bird Foundation considers grants from all recognised sports.</p>	<p>Download an application form from the website. Complete and send to: Grants Officer The Dickie Bird Foundation 23B Rawson Street Low Moor Bradford</p> <p>Include a signed reference with your application.</p> <p>www.thedickiebirdfoundation.co.uk/</p>

Charitable funder	Information	Application details and website
<p>The Joanna Brown Trust</p>	<p>The Joanna Brown Trust provides talented young athletes from across the UK with financial support to help them excel in their chosen sports.</p> <p>Suggestions of what you might include in your application:</p> <ul style="list-style-type: none"> • A breakdown of how much you are requesting (please note that any amount awarded will be in the Trustees' discretion but the Trust does not generally award grants of less than £100 or more than £1,000 to individuals) • Your current level of competition and your recent sporting achievements • Your ambitions in your chosen sport • How the proposed funding would benefit you and help you achieve your sporting goals • Any other funding you receive from other organisations. <p>Please note, The Joanna Brown Trust will not award grants for travel and/or accommodation costs.</p>	<p>Email or write to the Trust outlining why you should be awarded a grant, how you would use it and how it would benefit your archery.</p> <p>info@thejoannabrowntrust.org</p> <p>3 Norham Place, Berkeley, Alford, Worcester, WR4 0JR</p> <p>http://www.thejoannabrowntrust.org/</p>
<p>Caudwell Children Enable Sport</p>	<p>Enable Sport provides specialised disability sports equipment to enable disabled children to participate in competitive sport.</p> <p>At Caudwell Children, we do not believe in waiting lists and we treat families and their children as individuals, and we process all of our applications within one month of receiving them.</p> <p>Eligibility criteria:</p> <ol style="list-style-type: none"> 1. Athlete is aged 18 or under 2. Athlete lives in the UK 3. The household income/salary (not including benefits) is under £45,000 gross per annum <p>If you have any questions, please call our Applications Helpline on 0345 300 1348</p>	<p>Apply using the online application form or download the application form and return by post:</p> <p>Minton Hollins, Shelton Old Road, Stoke-on-Trent, Staffordshire, ST4 7RY</p> <p>http://www.caudwellchildren.com/how-we-help/apply-for-support</p>
<p>The Fletcher's Trust</p>	<p>The main focus of the charity is to provide equipment to archers with disability. The trust awards grants to newcomers to archery as well as to experienced and elite archers.</p> <p>A letter from a Coach stating that the equipment is appropriate for the Applicant's level of archery should be included, and where the equipment is required with a view to participating in national/international competitions, the Coach should indicate the Applicant's potential to do well in such competitions.</p>	<p>Download an application form from the website and send to:</p> <p>Mr M Holden, Honorary Almoner, Worshipful Company of Fletchers, 99 High Street, Linton, Cambs CB21 4JT</p> <p>http://www.fletchers.org.uk/charity.html</p>

Business sponsorship

- Some local businesses or organisations may be interested in sponsoring young athletes. They are probably more likely to sponsor athletes who are doing well in the sport than ones who are not progressing. You should write a letter outlining the background of your request, the assistance you need and why.
- Bear in mind that businesses (particular archery specific ones) will probably receive a large number of requests for funding, so you should spend some time making sure that your letters are well written, interesting and to the point. It may give you an edge if you can show that you have researched the business.
- As with funding applications, try to develop a compelling narrative about the athlete, their journey, success so far and their goals. Explain how the sponsorship is crucial to achieving these goals.
- This might be a time intensive approach; you may have to write to a lot of companies before finding one that is willing to offer sponsorship.
- Some companies may be more willing to assist with clothing, equipment, services or other in kind rather than money. You can identify equipment manufacturers for your sport and approach them with requests for free products.
- If a condition of sponsorship requires wearing the business or organisation's logo on clothing, you should make sure to follow applicable Archery GB and World Archery rules and regulations. AGB is unable to authorise any association between the personal sponsor and Archery GB, which would exclude all association with academy kit and Team GB shirts. There are also specific rules around entering competitions, particularly of national or international standard:

Archery GB's Dress Regulations state:

"307. (c) (iii) Badges, Logos and Wording.

- a. Clothing manufacturers' trade-marks are allowed. The wearer's name is allowed.
- b. Individuals, and members of clubs and other archery organisations that are commercially sponsored may wear sponsors' logos and names during the sponsorship period only.
- c. Other wording or badges on clothing must represent archery organisations."

The World Archery Dress Regulations state "20.1.1. During the Olympic Games, World Championships and World Cup Events ... All members of one team by category shall be dressed in the same team uniform."

The World Archery Eligibility Code for Athletes and Team Officials states:

"2.1. Admission

... 2.1.2. To be eligible to participate in the World Championships, World Record and Performance Award Tournaments and such other events as World Archery may recognise and specify, athletes shall comply with the Eligibility Code.

2.2. Eligibility Code

... 2.2.6. Athletes may wear advertising in addition to the normal manufacturer trademarks of the articles worn. The manufacturer's trademark is the registered mark of the company which produced the item. If a company has an item made for it under contract, the label of the item, if appropriate to the item, shall correspond to its trademark.

2.2.7. Athletes may have advertising on their personal and technical equipment (e.g. bows, bags, etc.) in addition to the item's normal trademark.

2.2.7.1. All advertising referred to Article 2.2.6. and Article 2.2.7. above shall not exceed 400cm² per item. Athletes' numbers are not covered by this article.

2.2.7.2. All trademarks referred to in Article 2.2.6. and Article 2.2.7. above shall not exceed 30cm² except trademarks on bows and stabilizers.

2.2.7.3. The official insignia, flag or emblem of the country or Member Association they represent has no restriction as to size and is not counted as advertising.”

Guidance in the World Archery Judges Guide Book about checking advertising is as follows:

“3.8.2 Advertising on the Athlete.

Limitations still exist except for bows and stabilizers. Remember that the limitations are given in square centimetres per item. It may be one or more signs, but the total size must be within the limitations given. One of the problems that you may meet is the question of whether you are dealing with ‘advertising’ or ‘trade marks’. Look for the little ® or ©, which means that the trademark is registered as such. That is a good indication even if there may be exceptions. Inspect the athletes before the commencement of shooting on each day. Remember that the athlete’s number is the area of the organizers and is not covered by the limitations of the eligibility code for competitors.”

Crowdfunding

- Practice of funding a project or venture by raising monetary contributions from a large number of people, usually facilitated via a website. E.g. <https://hubbub.org/p/emily-diamond-athletics>
- It is common practice, though not essential, to offer a tiered system of rewards for donations. These start very small for low contributions and become more substantial for large donations. Look at existing crowd-funding pages for examples of what you could offer (and remember that these rewards can cost you time but shouldn’t cost you money).
 - For example: no reward offered at lowest support level, a personal thankyou on Facebook/Twitter, a thankyou letter, a signed programme from a competition, a photo of the athlete in action, a one-to-one archery lesson (for substantial donations)
- Build your campaign around a medium-term goal, which is easily-explainable, impressive and realistic. For example, reaching a particular ranking or competing for GB. Explain why you need support and how donations will help you to achieve this goal.
- Consider making a short video to make your campaign more interactive.

Platform	Fees	Website
Hubbub	PayPal fee 3-5%, Stripe fee 2.4% + 20p per donation, no cost from Hubbub	https://hubbub.org/
PledgeSports	Stripe fees 2.4% + 20p per donation, 8% of all funds fee from PledgeSports	https://www.pledgesports.org/uk/
Sponsorise.me	Payment processing fee 2%, 8% fee from Sponsorise.me	https://uk.sponsorise.me/en/home
GoFundMe	Stripe fee 1.4% + 20p per donation, 5% fee from GoFundMe	https://uk.gofundme.com/



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Archery GB

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