Spreading the

THE DEVELOPMENT OF A MULTI-LAYERED BUSINESS DEVELOPMENT SUPPORT SERVICE FOR SPORT ENABLES THE RADIATION OF POSITIVE IMPACT THOROUGHOUT THE ENTIRE SPORT SECTOR IN WALES.

THE IMPACT OF THE INVESTMENT REACHES OUT TO ALL LEVELS - FROM NGBS TO CLUBS TO PARTICIPANTS CREATING HEALTHY & SKILLFUL COMMUNITIES, AND A VIBRANT, ACTIVE NATION.

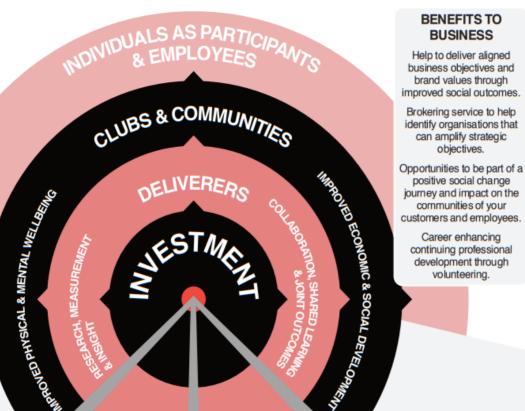
BENEFITS TO SPORT

Capitalising on the corporate expertise within business to improve efficiencies and delivery.

Improved business development skills to diversify incomes and increase sustainability.

Access to fundraising expertise, training and support.

Better engagement with potential commercial partners and participants/customers.





Coaching Boards

Business development Strategic thinking

Equipment Services

BENEFITS TO

BUSINESS

Help to deliver aligned

business objectives and

brand values through

can amplify strategic

objectives.

positive social change

communities of your

Career enhancing

continuing professional

development through

volunteering.

Corporate experience wsa.wales

Thrive

The partnership between sport and public investment has led to a vibrant sector, but increasingly, pressure on public funding mean that sports will have to adapt to face the challenges ahead.

Real terms reduction in Sport Wales funding since 2011*

..said sport in Wales is facing significant funding challenges due to reductions in public funding.

.say there is a need to **improve** their skills and knowledge of generating income in different ways.

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..said collective impact of challenges on the sector will have an impact with 44% saying a major impact

.say that additional business support services would help them be more resilient

say they don't have the capacity to undertake business development, events or fundraising to grow their income.



...that increasing the effectiveness of fundraising would help their organisation to grow and that fundraising expertise including a grants database would benefit their organisation.



...with how effective their organisation is in how it approaches fundraising.



.of sporting bodies are satisfied with their level of knowledge and skills around business development



.with the level of knowledge and skills within their organisation to make the most of fundraising opportunities.

> *Based on a survey of 25 national sporting bodies in Wales 2017
> **Sport Wales Finance Department 2016





Game Changers

SPORT AS A CHARITABLE CAUSE NOT JUST A VEHICLE FOR GIVING

£3 Billion

The amount given away by Trusts & Foundations in the UK in 2014/15



Raised by UK charitable activity events in 2015



Invested by the Arts Council for Wales in their Resilience Programme 2016/2017. Heritage Lottery Fund Wales invests £625K a year in Catalyst Cymru to build fundraising skills for their sector.*

£3.2 Billion

The value of the UK sponsorship market in 201



The increase in fundraising events using online platforms from 2012-2016



2% Sport & Recreation 98% Other Sectors

Grants & Foundations Total Giving 2014/15

it to win it...

SUCCESS

WELSH SPORTS FOUNDATION

Providing leadership, guidance & profile to fundraising for Welsh sport

- Providing a charitable giving platform & recycling scheme enabling Gift Aid & contribution to the challenging poverty agenda.
- · Recipient of Major Gifts, Legacies and Endowments
- Leveraging grants from other charitable funds
- Vehicle to manage fundraising for other sporting organisations e.g. Commonwealth Games

Estimated Return on Investment of additional business development service within Welsh sport sector of

ROI 3:1 within 5 years

Fundraising support services show projected

6 months

i - NCVO Civic Society Almanac 2017 ii - European Sponsorship Association 2017 iii - We Are Massive 2017 iv - Arts Council for Wales 2016 v - The Funding Centre 2017 vi - Charities Aid Foundation 2017



Weish Sports Association Cymdeithas Chwaraeon Cymru

Invest for Success

THIS IS AN AMBITIOUS PROGRAMME TO CREATE LONG-LASTING RESILIENCE. WE KNOW THE FUNDING STATUS QUO WILL NOT REMAIN, AND IN SPECULATING TO ACCUMULATE WE GIVE SPORT THE BEST CHANCE TO THRIVE AND NOT JUST SURVIVE.

Learning to Swim

Changing attitudes and addressing the skills gap. A generic business development support service for all, aiming to help organisations and individuals develop a more rounded knowledge of key competency areas, and help to identify organisations who need or want more tailored services.

Aiming Higher

Giving sporting bodies the capacity and confidence to succeed. A tailored support service to help organisations develop new commercial/event opportunities.

An incubation grant scheme would be offered to provide additional capacity/ resource to help the development process.

Honing Performance

Development of a volunteer mentor scheme to bring additional expertise and capacity into Welsh sport from the world of business.

Achieving through Collaboration

Developing Sport & Business partnerships; focusing on educating business about the potential to work with sport; and honest brokerage service which aims to match sports organisations and businesses together to help explore mutually beneficial commercial opportunities.

Providing the Platform

A Welsh Sports Foundation will hamess the potential for philanthropic giving, and establish a mechanism for more effective fundraising – helping to ensure the continuity of investment across the sector.

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INVESTMENT

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