

Impact

Spreading the Wealth

wsa
Welsh Sports Association
Cymdeithas Chwaraeon Cymru

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.

INDIVIDUALS AS PARTICIPANTS & EMPLOYEES

CLUBS & COMMUNITIES

DELIVERERS

INVESTMENT

IMPROVED PHYSICAL & MENTAL WELLBEING

RESEARCH, MEASUREMENT & INSIGHT

COLLABORATION, SHARED LEARNING & JOINT OUTCOMES

IMPROVED ECONOMIC & SOCIAL DEVELOPMENT

BENEFITS TO BUSINESS

Help to deliver aligned business objectives and brand values through improved social outcomes.
Brokering service to help identify organisations that can amplify strategic objectives.
Opportunities to be part of a positive social change journey and impact on the communities of your customers and employees.
Career enhancing continuing professional development through volunteering.



Investment of
Time

Volunteers
Coaching
Committees
Boards

Investment of
Talent



Ideas
Business development
Strategic thinking
Corporate experience

Investment of
Treasure



Money
Equipment
Facilities
Services

wsa.wales

Why?

wsa
Welsh Sports Association
Cymdeithas Chwaraeon Cymru

Thrive or Survive?

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**

-43%

100%

80%

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.



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

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

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

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

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

Less than half
of sporting bodies

...are satisfied with their level of knowledge & skills to make the most of events

9/10

Welsh sports bodies say **less than 10%** of their income is from fundraising*



Only 1 in 3

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

wsa.wales

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

What?

wsa
Welsh Sports Association
Cymdeithas Chwaraeon Cymru

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 2014/15ⁱ

£750m+
Raised by UK charitable activity events in 2015ⁱⁱ

£2.5m+
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.^{iv}

£3.2 Billion
The value of the UK sponsorship market in 2016ⁱⁱⁱ

700%
The increase in fundraising events using online platforms from 2012-2016^v

Grants & Foundations Total Giving 2014/15
2% Sport & Recreation
98% Other Sectors

In 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

wsa.wales

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 return in as little as

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

How?

wsa
Welsh 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 harness the potential for philanthropic giving, and establish a mechanism for more effective fundraising – helping to ensure the continuity of investment across the sector.

wsa.wales

INVESTMENT