

SUCCESSFUL FUNDRAISING

BARRY ATHLETIC F.C.

THE CHALLENGE

In 2012, the club only had one junior team, a derelict clubhouse and a pitch with poor drainage. The club knew that to survive, they needed to grow their team numbers to not only help bring in extra funds but more importantly develop a full playing pathway. That, alongside having a fit for purpose pitch and indoor facility which those players could call home, was a must. To support with this vision, the club quickly appointed a fundraising officer to raise those much-needed funds.

THE SOLUTION

The appointed fundraising officer had no previous experience or expertise of the role but was keen to support his local club. By completing regular online searches, funding pots were discovered, ranging from large global retailers and confectionary companies to the local parish council.

Several avenues have been explored along the club's journey, including maximising expertise in local authorities' sports development teams as well as signing up to the local voluntary newsletters to gain first-hand insight of upcoming funding opportunities.

The club quickly discovered that to be 'funding ready' they needed not just someone dedicated to apply but they also needed the right foundations in place. These foundations included ensuring that the constitution was reflective of the club, the game and modern society and a committee that had an array of skill sets and experiences. This was crucial in order to demonstrate to funders that the club was fit for funding.

THE IMPACT

1946

Club played an integral role within the community offering adult male provision.

2021

240 players registered. 12 teams from U5 – Open Age and a progressive committee

2003

Club withdrew from South Wales Amateur (now Alliance) League due to no volunteer infrastructure or player pathway

The journey continues...



- Athletic Ground, Barry Island
- FAW Platinum Accredited Club
- 12 teams from Under 5s right through to Under 15s plus a men's adult section



2012

£500 funding secured from a confectionary company and a further £300 from a local construction company.

2014

Guidance from the local Sports and Play Development Team enabled the club to gain funding to support with coach education, winter training costs and equipment for their sides.

2016

Funding obtained from an insurance company and convenience store, along with some internal fundraising events (race night, quiz night, raffles, etc.) enabled the club to install a gas central heating system in the facility. The building had no heating for about 20 years!

2018

A successful bid was made to the National Lottery Awards for All programme for £10,000! Due to the size of the grant, a lot more evidence and justification was needed but it was all worthwhile. This funding enabled the club to refurbish the toilets as well as add a disabled toilet into the facility. In addition the club was able to relocate the kitchen, freeing up space to extend the changing rooms.

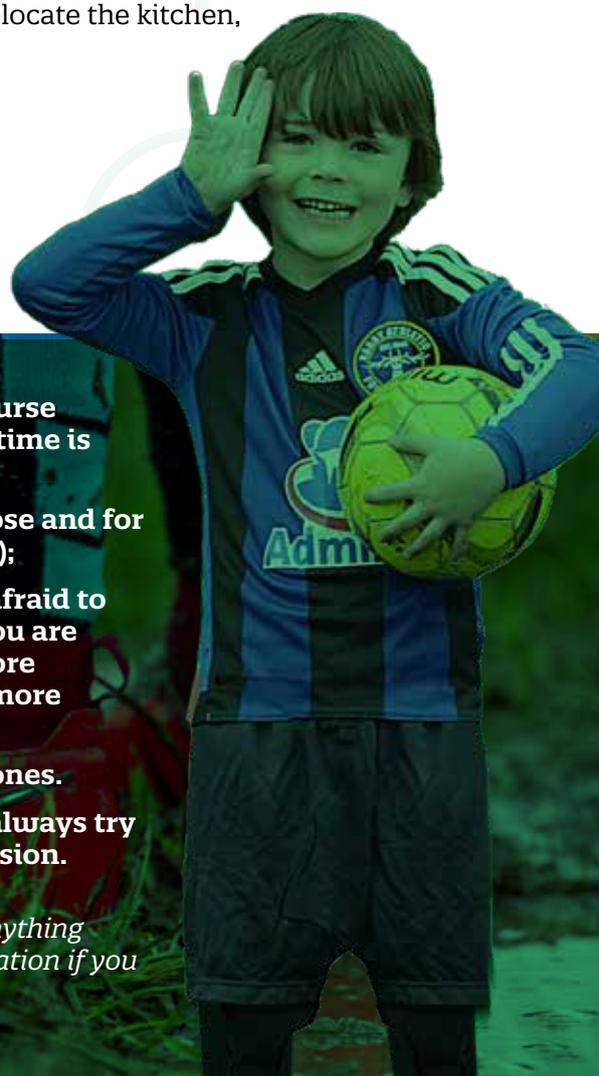
2022

Over £95,000.00 worth of funding has been generated to date.

Top Tips

- 1. Appoint a fundraising officer. Previous experience is of course helpful, but just finding someone who can dedicate some time is crucial.**
- 2. Review the club constitution. Ensure that it is fit for purpose and for future funding applications (needed for most applications);**
- 3. Establish what is needed now and in the future. Don't be afraid to share with funders where you are going and what steps you are taking to get there. You never know this could result in more funding that you originally applied for or information on more suitable funding avenues.**
- 4. Start off with small funding pots and then explore larger ones.**
- 5. Be persistent – you won't always be granted funding but always try and ask for feedback to support with learning and progression.**

Always read the criteria before applying. If you're not sure about anything contact the funder and ask. Don't waste time completing an application if you are not eligible



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