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A Place for Sport: Crowdfunder

Introduction

- Crowdfunding is a way of **raising money** for good causes and ideas, while also helping a project to **connect with the local community**
- Sport Wales & Crowdfunder U.K. **partnership**
- Match-funding and **amplification of Sport Wales investment**
- A focus primarily on **‘off-field’ capital works**

Eligibility

Who can apply?

Any **not-for-profit** clubs, voluntary or community-based organisations that **deliver or enable sport** and/or physical activity

Who cannot apply?

Education establishments (**schools, colleges or universities**).
Sole traders, commercial businesses or leisure operators

Criteria

Applications will need to align to at least one of the following three priorities:

- **Improve the 'off field' experience**
- **Provide economic sustainability**
- **Environmentally friendly**

Sport Wales Pledge Percentages

Sport Wales will match fund eligible projects between **30% and 50%** of a project's target total, up to a **maximum of £15,000**

- **30%:** If a project is likely to gain support on Crowdfunder
- **40%:** If a project demonstrates how it intends to support tackling inequalities
- **50%:** If a project is based in one of the 30% most deprived areas of Wales, as identified by Welsh Index of Multiple Deprivation data

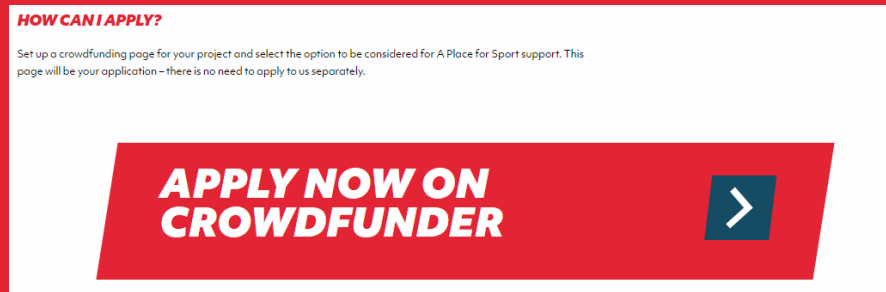
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HOW TO APPLY

The Application

- Set up a Crowdfunder page by visiting the **Sport Wales website** and navigating through to **grants and funding**



- You'll be redirected to Crowdfunder U.K. where you can create your Crowdfunding page

The Application

- The application to A Place for Sport: Crowdfunder, is your **Crowdfunder page** itself
- Tell the **story** behind the project through **video, images, catchy titles** and concise written **text**
- Offer **rewards** in return for people **pledging and supporting** your project

Application Examples

The screenshot shows a Crowdfunder project page. At the top, the Crowdfunder logo is on the left, and navigation links for 'Explore', '+Extra Funding', 'Stories', and 'About' are in the center. On the right, there is a 'My projects' button and a user profile icon. The main heading is 'Help Tonyrefail BGC Change Our Home' in a large, bold, black font. Below the heading, it says 'by Wayne Evans in Porth, Rhondda Cynon Taff, United Kingdom'. The central focus is a video player showing a fundraising video titled 'Tonyrefail Fundraising Video' by 'Fine Rolling Media'. The video content includes the text 'A COMMUNITY FILM BY FINE ROLLING MEDIA' over a landscape of a football pitch. To the right of the video, there is a description: 'This summer, Tonyrefail BGC wish to purchase a new 100-seater stand as well as new dugouts for the home and away teams.' Below the description, it shows '£55,787 raised so far' and '193 supporters'. A prominent orange 'Donate' button is located below the funding information. At the bottom of the page, there are social media sharing options for Facebook (100), Twitter, LinkedIn, and WhatsApp, along with a 'Community, Sports' tag and a 'Share' button.

A catchy title

The video section is the first thing anyone will see when landing on a Crowdfunder page

Application Examples

Community impact

Our town name, Tonyrefail, derives from the Welsh meaning 'the forge on the meadow'. A forge represents energy, fire, intensity and change - just like our club!

Tonyrefail BGC is a place where players, coaches, volunteers, supporters and the community come together to create the energy needed to shape future generations for the better. This is our purpose.



Pictures and written descriptions help paint the project picture

£50 or more

Sponsor man of the match award

Sponsor game day man of the match with social media and match day promotion

£100 or more

Put your name on a seat in the stand

Name plaque on seat in new stand

£250 or more

Pitchside Advertising

Pitchside advertising board

£1,000 or more

Naming of the dugouts

Naming rights for home and away dugouts

Varied rewards to entice pledges from the wider community

£10 or more

Brookmans Electrical

10% discount in store

£10 or more

CollectMyWheels.com

20% off all servicing

£20 or more

£20 Reward

Haircut at Just Lloyd's hairdresser

Submitting the application

Click on the +Extra Funding tab

Crowdfunder

Explore **+Extra Funding** Stories About

My projects

Help Tonyrefail BGC Change Our Home

by Wayne Evans in Porth, Rhondda Cynon Taff, United Kingdom

Tonyrefail Fundraising Video
Fine Rolling Media

A COMMUNITY FILM BY
FINE ROLLING MEDIA

This summer, Tonyrefail BGC wish to purchase a new 100-seater stand as well as new dugouts for the home and away teams.

£55,787 raised so far

193 supporters

Donate

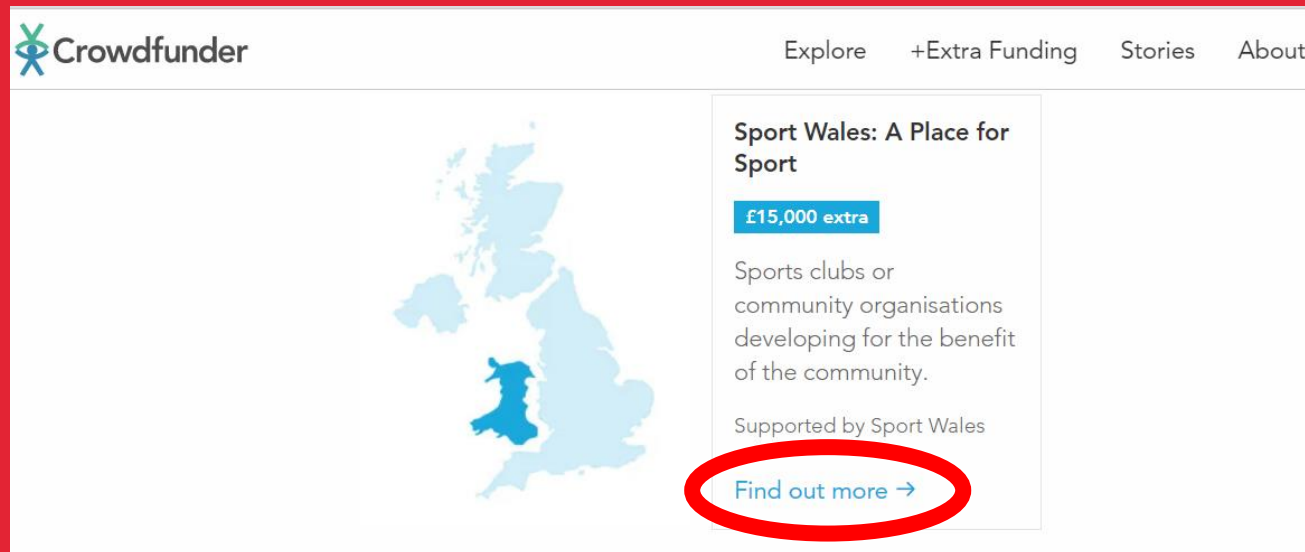
tonyrefailbgc

Community, Sports

Share

100

Submitting the application



- Directed to the above page - scroll down to the Sport Wales Fund and follow the **'find out more'** information tab
- Here, you'll be prompted to **answer some short questions** before submitting to Sport Wales

Decision making process and Sport Wales support

- An application to A Place for Sport: Crowdfunder will be **assessed as soon as it's submitted**
- If the application is eligible, meets criteria and includes a video, images, text and rewards, the applicant **could receive a decision the same day**
- Sport Wales **don't reject applications**; we offer **support to improve** an applicant's Crowdfunding chances
- **Crowdfunder U.K. also offer brilliant support**; Crowdfunder coaches, webinars and resources

How Does a Sport Wales pledge work?

Overall project target total: £10,000

Sport Wales match-funding contribution: **50% (£5,000)**

Remaining Crowdfunder target total (to be raised via Crowdfunder page): **£5,000**

Sport Wales Pledge Conditions:

1. Raise at least **25%** of your initial target (**£2,500**)
2. Raise this from a minimum number of unique Supporters. The minimum number of unique Supporters required is: **50 unique Supporters**

*Once both conditions have been met, the Sport Wales pledge of **£5,000** will then become visible on your Crowdfunder page.*

3. Finally, the club will then need to raise the remaining total (to bring the overall funds to 100% of the original target total) by your set deadline. **If 100% isn't reached, Sport Wales match-funding will be cancelled.**

How Does a Sport Wales pledge work?

Unique Supporters

The minimum number of unique Supporters required is:

- **25 unique Supporters if your target is up to £5,000**
- **50 unique Supporters if your target is between £5,001 and £10,000**
- **75 unique Supporters if your target is between £10,001 and £15,000**
- **100 unique Supporters if your target is over £15,000**

To ensure there is a **community need for the project**

Support and Receiving the funds

- Sport Wales and Crowdfunder U.K. offer **support and advice throughout the whole fundraising campaign**
- Project timelines on average are **4 weeks** in length
- If a project is successful and the organisations Crowdfunder wallet is set up and ID verified, the funds should be transferred over **within 7 days from a project closing date**
- **Crowdfunder will complete all of this**

Success and behaviour changes

- **Statistics as of October 2022**
- **Success of the fund**
- **Community sport behaviour changes**

A Place for Sport: Crowdfunder Overall Statistics	
Number of Projects Successfully Completed	27
Overall Total Raised	£384,288
Total Awarded by Sport Wales	£112,875
Total Raised by Crowd	£271,413

Total Supporters	2539
Average donation per individual pledge (excluding Sport Wales contribution)	£106.90
Average number of supporters per campaign	94.03703704

Further information

Useful links:

Sport Wales Crowdfunder:

<https://www.sport.wales/grants-and-funding/crowdfunder/>

Bespoke Sport Wales Crowdfunder information:

<https://www.crowdfunder.co.uk/funds/sport-wales>

24/7 Crowdfunder Help Centre:

<https://www.crowdfunder.co.uk/help-centre>

How to plan, create and run a Crowdfunder project:

<https://www.crowdfunder.co.uk/guides>

Example project pages:

<https://www.crowdfunder.co.uk/p/help-tonyrefail-bgc-change-our-home>

<https://www.crowdfunder.co.uk/p/help-fc-cwmaman-keep-the-village-alive>