

## **Sources of Capital Funding**

There is very little funding available for sport at the moment. BADMINTON England does not currently have any capital to invest in projects, and Sport England is not awarding any Lottery funding until it has fully appraised the Government's new sports strategy (see <http://www.sportengland.org/funding/> for the latest update). However, there are a few other possible sources of capital funding which may be suitable for your project.

### **Charitable Trusts**

These can be set up by individuals or organisations and can have very obscure and specific criteria, e.g. research into asthma in the ancient parish of Upper Snodgrass, so it is just luck as to whether you happen to be in the right place, with the right project. Contact your County Sports Partnership for advice on what opportunities there may be in your area. As with all applications, the trick is to show how your project will contribute to much broader social objectives.

### **Garfield Weston Foundation**

One of the more general charitable trusts is the Garfield Weston Foundation, which was established in 1958 by Willard Garfield Weston, a Canadian businessman who created Associated British Foods. The Foundation aims to support a wide range of charitable activity in the UK, including projects in the fields of community, education, and health. Applicants must be UK registered charities or Charitable Incorporated Organisations that operate within the UK. They are unable to accept applications from social enterprises, Industrial & Provident Societies or Community Interest Companies (CICs) and will not support sporting organisations unless they are registered charities.

In assessing applications, the Foundation takes the following criteria into consideration:

- Financial viability of the organisation.
- Degree of need for the project requiring funding.
- Ability to raise sufficient funding to meet the appeal target.
- Whether the aims of the organisation meet the Trustees' aspirations.
- Whether the organisation has the right priorities.
- The ability of the organisation to achieve the goals of the project.

The Foundation expects applicants to have secured 40-50% of funds required before an application will be considered. The majority of the Foundation's grants are between £1,000 and £100,000. If you are considering applying for more than £100,000, it is advisable to send a short, preliminary letter introducing your organisation and summarising the project and your fundraising plans.

The Foundation awards a large volume of grants to community projects every year, although the grants tend to be relatively small compared to other categories. Typical projects supported include capital grants for the restoration of village halls and community centres. The Foundation also supports organisations, such as youth clubs, that are caring for and inspiring young people.

Address: Weston Centre, 10 Grosvenor Street, London W1K 4QY

Telephone: 02073 996565

## **The Bernard Sunley Charitable Foundation**

The Bernard Sunley Charitable Foundation is a general grant making trust. They offer three levels of grant:

- Small – £1,000 to £5,000
- Medium – £5,001 to £24,999
- Large – £25,000 or more

Applicants may suggest a preference for any level of grant, but this has no influence on the amount awarded. Grants are normally a small proportion of the project costs or funding shortfall and the majority of grants (roughly 80%) are 'small'. Large grants are exceptional and are typically awarded to major capital projects. The Foundation will very rarely fund the full costs (or even 50%) of a project or shortfall, as it expects to be one of many contributors to a project.

Applicants must be charities registered with the Charity Commission for England and Wales, with their beneficiaries based in these countries.

Trustees consider applications for two main themes under their Community category with the aim of creating cohesive and positive communities.

Theme One - trustees are strong believers that every community needs a focus on which to build the cohesion of that community. They are therefore advocates of the 'village hall', particularly in isolated rural areas where facilities are often very limited. They will support new build, refurbishment and improvement of village halls, scout huts, youth clubs, community centres and similar. This often includes access for the disabled, modernising kitchens, new storage space and updating toilets in line with Health and Safety regulations and the Disability Discrimination Act. For any building, length of lease will be taken into account. They support church halls, but not churches or other buildings intended purely for religious purposes.

Theme Two - trustees aim to provide practical activities that help young people attain their full potential and take their place within society as responsible citizens. To this end, they support youth activity centres, uniformed youth groups and youth clubs. They also help those who are young ex-offenders, or in danger of exclusion.

Address: 20 Berkeley Square, London W1J 6LH

Telephone: 020 7408 2198

Email [office@bernardsunley.org](mailto:office@bernardsunley.org)

## **London Marathon Charitable Trust**

The London Marathon Charitable Trust owns the sports event company London Marathon Events Limited. The profits made by the event company go to The London Marathon Charitable Trust and are used to distribute grants to improve leisure and recreational facilities in the areas in which the company organises events.

In 2014 The Trust received £4.5 million from London Marathon Events Limited, all of which was awarded in grants to projects to encourage more people to become physically active.

They only fund projects that are located in:

- one or more of the 32 London Boroughs and/or the City of London
- Surrey
- South Northamptonshire
- Aylesbury Vale

Their current priorities are to provide capital funds for projects that encourage and support increased participation in sport and physical activity, especially among those who are currently physically inactive or who have low levels of activity, and children and young people outside of school hours. Facilities must be sustainable and be open to the local community for a significant proportion of each year.

Telephone: 02079 020200

Web: <http://www.lmct.org.uk/>

## **LANDFILL COMMUNITIES FUND**

Companies have to pay a fee for every tonne of waste that goes into a landfill site. Landfill operators receive a credit for a proportion of the tax that they send to the Government. This can then be donated to organisations that have been set up to distribute funding - Distributive Environmental Bodies (DEBs). Companies like Wren, Biffa, Veolia and SITA all have associated charitable trusts that operate grant schemes as DEBs and you can apply directly to the DEB for funding. For example SITA UK provides funding to the SITA Trust, and organisations apply to SITA Trust for funding.

Landfill Operators can contribute up to 6.2% of their landfill tax liability to Environmental Bodies, and reclaim 90% of this contribution as a tax credit. Customs and Excise established the regulatory body ENTRUST (Environmental Trust Scheme Regulatory Body) to oversee the administration of the landfill tax. All funding decisions are regulated by ENTRUST on behalf of HM Revenue and Customs. [www.entrust.org.uk](http://www.entrust.org.uk)

Applications are welcome for projects that meet the landfill tax objectives and are within 5 or 10 miles of a landfill site, depending on the specific landfill company's criteria. Over 80% of the population meets this condition. The funding does not have to come from the landfill operator situated nearest to you; these are merely the conditions you have to fulfil in order to seek funding from any landfill operator under this scheme.

The schemes broadly aim to support community and environmental projects which protect, preserve and improve the environment. As a consequence, they tend to focus on outdoor areas like play areas and skate parks, footpaths and green spaces, but they can also fund improvements to community halls.

Preference is given to projects that can demonstrate that:

- They are sustainable
- Economic, social and environmental issues have been taken into account.

- The project involves the socially disadvantaged.
- Recycled products and energy saving devices are used where possible.
- Good use is made of volunteers.
- The project aids 'skills transfer'.

Most schemes will not accept applications for projects costing more than £500,000 in total. Applicants can obtain funding of up to £150,000 in very exceptional circumstances, although any grants over £100,000 are extremely rare and the average award is between £25,000 and £40,000. Applicants are expected to show what other sources of funding have been sought and secured. Match funding may be local authority or government funding, or the applicant's own resources.

The schemes usually fund projects under the following five categories, of which D is your best chance:

- Category A Projects that involve reclaiming land, the use of which has been prevented by some previous activity.
- Category B Projects that reduce or prevent pollution to land.
- Category D Projects that provide or maintain public amenities or parks (including community halls - new, conversion and refurbishment).
- Category DA Projects that help deliver biodiversity conservation for UK species habitats.
- Category E Projects to restore or repair buildings for religious worship, or of architectural interest.

General exclusions include the purchase or lease of land or buildings; preliminary feasibility studies. Unfortunately, projects within schools (buildings and grounds) and other educational establishments are often excluded, and applications for sports facilities or improvements will only be accepted from Sports Clubs or Associations if they are registered charities.

Other criteria are common to most grant schemes e.g. Projects must be operated on a non-profit making basis; large projects must provide business plans with their applications; the combination of professional fees and management fees must not exceed 15% of the total cost, planning permission must have already been obtained (if required).

Examples:

Wren's Community Action Fund (01953 717165) offers grants of between £2,000 and £50,000 for projects that maintain or improve a public amenity within 10 miles of a licensed landfill site, that a community will use for leisure or recreation purposes. It should make the environment more pleasant or comfortable and/or improves the aesthetic qualities of an area for the general public. The maximum total project cost is £500,000 but they will not accept applications for funding towards the fabric or structure of any new build and/or extension projects.

Biffa Award offers grants of between £10,000 and £50,000 to cultural facilities to improve or increase the range of services on offer to the local community. The project's site must be within 7 miles of a significant Biffa operation and within 10 miles of any licensed landfill site and the total cost of the project must be less than £200,000. The applicant organisation and project are eligible for enrolment and registration with ENTRUST. Organisations must be not for profit. Local authorities cannot apply or enrol.

## **Company Foundations**

Several companies like ASDA, Co-Op, Halifax etc. operate charitable foundations which either invite direct application or support projects nominated by staff. If you have a big company in your area it is always worth enquiring.

As an example, the ASDA Foundation was set up to assist charities, people and projects within the UK that require financial assistance and which have the direct support and involvement from ASDA. No minimum or maximum amount is stipulated. ASDA staff have supported a wide variety of local charities, community groups, schools, playgroups, community centres and football teams in recent years, but you need to be a registered charity to apply.

## **Sport-Specific Funds**

There are funds which offer support to specific sports. Unfortunately I have not found one which supports badminton yet, but there are funds for canoeing, rowing, cricket and hockey, and the biggest sport-specific fund is the Football Foundation. If you can develop a project which involves a partnership with another NGB it not only gives you access to their equivalent of the capital funding I administer for BADMINTON England, but may also give you access to a sport-specific fund that would otherwise be closed to you.

## **Crowd Funding**

Crowd funding is basically a way to promote your project to the general public via a website that enables them to pledge money if they like what you are proposing. You create a project page on one of the many websites that offer this service and then use the 'dashboard' to attract supporters and develop your project. When your project is fully-developed, you submit it to the website operator for verification and once verified you can start fundraising. If you hit your funding goal your project collects the money and you start building. Those who pledge money are only charged if your project hits its funding goal.

It began in the US as a way of attracting small investors to new businesses, but it has recently been used as a way of raising funds for all sorts of community projects such as creating new public green spaces, refurbishing sports facilities, developing children's playgrounds, or rejuvenating local shopping areas. The idea is that as projects have to reach out to the community for support, the things that get built are much more likely to be valued by local people because they have a stronger sense of ownership over their area. With this use of Crowd Funding, funders don't own the projects they fund, nor do they get their money back in the future.

It's free to upload projects and donate, but the websites charge an administration fee if a project successfully hits its funding goal. An example of the fees charged is: 3.7% on the first £500k, 2.5% on the next £500k and 1.5% thereafter.

For advice on how to write a successful grant application see the separate document on our website.