

# Supporting Sport to Build Back Better

Project Re-Boot: Activate

Project Information and Guidance Note



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Northern Ireland

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Supporting Sport To

 **Build Back Better**

Project Re-Boot: Activate

## What is Project Re:Boot - Activate?

**Project Re-Boot: Activate** is an element of Sport Northern Ireland's Supporting Sport to Build Back Better programme designed to enable **investment** in **new** and **additional projects** intended to support the engagement and re-engagement of participants into sport post-Covid-19 and address the issues and challenges clubs and sporting organisations are facing. The programme offers match funding support of up to £5,000 from Sport NI through the Crowdfunder platform.

**Project Re-Boot: Activate** is open to affiliated and constituted sports clubs and organisations that enable sport and/or physical recreation as their primary activity to apply for match funding up to £5,000 from Sport NI through Crowdfunder UK. (Further information on eligibility criteria on page 7 & 8).

Applications should be designed to deliver projects designed to overcome challenges and issues that have arisen as a result of the pandemic and support increased sporting activity and membership as an outcome. Priority should be given to target groups who have been especially impacted by Covid-19.

Applicants must identify the challenge or impact that Covid-19 has had on their club or organisation and identify how the project and investment will alleviate this issue whilst providing a new or innovative approach to address the issue. **The programme will not fund normal day-to-day club activities**, it is designed to assist clubs to try something new to kickstart recovery.

Applicants will be required to set up a **Crowdfunding** project to apply for funding. The applicant will be expected to raise funds through the crowd to fund their project, and if the project meets the eligibility criteria for Project Re-Boot they can apply for "Extra funding" through Sport NI to match fund their campaign up to a maximum of £5,000 on a 50% basis (60% for those in the highest areas of deprivation or rural areas).

The first phase of **Project Re-Boot: Activate** launched in August 2021 and to date Sport NI have supported 56 projects through the programme. By March 2022 32 clubs/organisations have successfully completed their campaigns and are actively delivering their projects, raising a total of £369,000 of which £130,000 was Sport NI match funding. 24 organisations are currently live with their campaigns and are still working with the crowd and Sport NI to reach their target and receive match funding.

## What's new for 2022/23?

From 7<sup>th</sup> April 2022, **Project Re-Boot: Activate** will re-launch offering clubs up to £5,000 of investment in conjunction with Crowdfunder UK to support eligible organisations to deliver medium-scale projects and initiatives. There have been a few changes to the original programme which we would draw applicants attention to.

Sport NI wants to ensure that funding is directed to clubs and organisations who most need our support to address issues that have arisen from the pandemic and the restrictions that it placed on sport for a prolonged period. In order to be eligible for Sport NI extra funding, applicants must meet the eligibility criteria and also must meet the following:

- ✓ Applicants are required to specifically identify the issues or challenges they are currently facing as a result of the pandemic and demonstrate how the project they wish to deliver will enable them to overcome these challenges. Applicants must clearly demonstrate this within their campaign and application to Sport NI.
- ✓ Projects must be new and/or additional and not delivery of normal day-to-day club activity, for instance is your project going to attract a new target group to the club or is your project focussing on the development of a new initiative or area of development i.e. a volunteer or coach development programme to support recovery. Applicants must clearly demonstrate this within their campaign and application to Sport NI.
- ✓ Campaigns requesting the full level of match funding from Sport NI (ie £5,000) must include a bespoke project video which outlines who the clubs is, what the project is about, what the project will deliver, why you need funding and how you will spend the money raised.
- ✓ Organisations can only have one successful Activate application (within the 12 month period).
- ✓ **All applications/campaigns must be submitted for review by 5pm on Monday 20<sup>th</sup> March 2023** (unless the funds are exhausted before this date).
- ✓ **All projects must be completed by 30<sup>th</sup> June 2023.**


#### **Additional support for those projects from rural and most deprived areas:**

- Applicants whose projects/clubs and organisations are located in the most deprived areas of Northern Ireland, or those who are classed as in a rural area can receive up to 60% match funding (rather than 50%) - up to a maximum of £5,000. What does this mean - for those projects that meet this criteria they will only have to raise 40% from the crowd with 60% available from Sport NI (rather than 50:50 for those who are not based in these areas). We recognise the challenges in these areas and will provide extra support.

#### **How will this be determined?**

- Applicants will be asked to provide details of the NISRA deprivation number your project/club falls into, information is based upon your club or organisations post code, this can be found at the enclosed link <https://deprivation.nisra.gov.uk/>.
- Clubs and organisations whose Multiple Deprivation Measure Deprivation Rank is 222 or below will be eligible to receive up to 60% partnership support, groups who are 223 or above can only receive up to 50% partnership support from Sport NI, both to a maximum of £5,000.

- Also clubs and organisations whose Urban / Rural Classification is classed as Rural will also be eligible to receive up to 60% partnership support. Those classed as Urban or Mixed (see above point) can only receive up to 50% partnership support from Sport NI, both to a maximum of £5,000.
- In order to access this information simply access the website <https://deprivation.nisra.gov.uk> and type the clubs/organisations post code into page. This should provide you with the following information:


Northern Ireland  
Statistics and Research Agency  
Gníomhaireacht Thuaisceart Éireann  
um Staitisticí agus Taisíghde
Home Contact

Deprivation 2017 About

### BT9 5LA

<b>Super Output Area (SOA)</b>	Upper Malone 1
<b>Urban / Rural Classification</b>	Urban
<b>Super Output Area Population 2017</b>	1,617
<b>Local Government District (LGD2014)</b>	Belfast

Multiple Deprivation Measure

**Deprivation Rank - rank 843 out of 890**

Most deprivedLeast deprived

- Include this information as part of your application to Sport NI.
- We recommend that projects do not go live until the application has been assessed for support by Sport NI as match funding is not guaranteed.

**N.B.** Sport NI can only offer match funding up to a maximum of £5,000. If you are eligible to receive the enhanced 60% match funding and wish to receive the maximum award of £5,000, a total target of £8,333 would attract the full £5,000 support from Sport NI. The table below helps demonstrate the levels of match funding available and required.

50% match funding from SNI Eligibility			60% match funding from SNI Eligibility		
Total Target	SNI support	Crowd support	Total Target	SNI support	Crowd support
£1,000	£500	£500	£1,000	£600	£400
£5,000	£2,500	£2,500	£5,000	£3,000	£2,000
£8,000	£4,000	£4,000	£8,000	£4,800	£3,200
			<b>£8,333</b>	<b>£5,000</b>	<b>£3,333</b>
£10,000	£5,000	£5,000	£10,000	£5,000	£5,000

**NB.** If your campaign is successful, it is possible to set a stretch target at a later date which means you can continue to fundraise from the crowd beyond £8,333 (60%) or £10,000 (50%), however the maximum SNI funding remains at £5,000.

## How does it work?

**Project Re-Boot: Activate** is different to other funding programmes previously offered by Sport NI. In order to receive Sport NI funding, applicants must raise 40% or 50% match funding (depending on their deprivation or rural/urban status) for the project through a crowdfunding application set up by Sport NI in association with Crowdfunder UK (<https://www.crowdfunder.co.uk/>). This ensures community support and buy-in for the project and allows applicants to access a potentially larger funding pot through partnership funding.

Sport NI can pledge a maximum amount of **£5,000** (maximum of 50% of eligible project costs for most projects or 60% for those in rural areas or areas of top 25% deprivation). Applicants should be aware that partnership funding is a requirement for this investment strand.

Sport NI cannot support more than one project/campaign (per club/organisation) within the 12 months and all projects must be delivered by **30<sup>th</sup> June 2023**.

There are a number of objectives we want project to achieve through this investment, but most importantly we want to:

- ✓ Support **new** and **additional** initiatives to get people active and return to sport to **address and overcome the issues and challenges from Covid-19** being faced by individual clubs and sporting organisations.
- ✓ Enable people to **work together** to provide **new and additional solutions** to get people active and returning to activity through sport or engaged in its delivery, as we live with Covid-19.
- ✓ Engage people known to be **most impacted** by Covid-19.
- ✓ Support the sporting sector to **build resilience** and plan for the future by embracing new ways of working or engaging new audiences.
- ✓ Assist the sporting sector to **grow club membership** and demonstrate an **ability to manage projects**.

**N.B. We will not fund normal day-to-day club activity**, projects must provide **new** or **additional** opportunities within the club/organisation. For instance, your project is going to attract a new target group to the club or focus on the development of a new initiative or area of development i.e. a volunteer or coach development programme to train new volunteers, outreach mental health and wellbeing projects to address issues relating to Covid, developing a new section within the club or promoting opportunities for an under-represented group to establish and integrate etc.

**How you can access Sport NI Activate support for your CrowdFund Project**

A sports club/ sporting organisation has a great idea for a project on how to address the impact of Covid-19 within their Club/ Sporting Organisation. Contact Chloe at [chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk) if you are unsure about the process.

Upload your project idea and video onto the crowd funder platform.

Apply for the Sport NI Extra funding via the Sport NI Project Re-Boot Activate webpage through Crowdfunder.

Sport NI agrees to pledge support to your project.

Sport NI does not agree to support to your project.

Applicant has to raise **25% of the project target** and the minimum amount of individual pledges (**25**) in order for Sport NI to allocate pledge amount, this has to be done within a **6 week period**.

Club can review their application and re-apply.

Club can abandon the project and **reapply** with a **different** project idea.

Club can continue to crowd fund for the project **without** Sport NI pledge

Applicant raises the 25% pledge target and the minimum amount of pledge donors. Sport NI drop in their pledge amount into applicant's crowd fund wallet bringing the pledge total **up to 75%/85%**.

Applicant fails to raise the pledge target or the minimum amount of donors.

Sport NI **withdraws** pledge applicant.

Applicant raises the **final 15%/25%**

Sport NI releases its pledge amount to the applicant. **Project commences.**

## Project Re-Boot: Activate Eligibility Criteria?

Through working in partnership with Crowdfunder UK, Sport NI wants to invest in new, additional and exciting projects. We are keen to hear from any sports club or sporting organisation with a great idea that will make a difference within their community; that promotes sporting activity with a desire to increase current club membership and activity or provides opportunities for new people to get involved. We believe that investment in local community-based clubs or sporting organisations, that are accessible and have facilities and equipment within the community will drive increased participation whilst encouraging people to get active and back to sport as we live with Covid-19.

In addition to the programme objectives **Project Re-Boot: Activate** seeks specifically to;

- Support the following priority groups of people:
  - Women & girls;
  - People with disabilities;
  - People with long term limiting illness;
  - Children & young people – especially those aged between 11-18 years;
  - Older people aged over 50;
  - Ethnically diverse communities;
  - People on a low income;
  - Families;
  - People living in areas of greatest need
  - People living in rural areas
- Support projects which deliver **new** and **additional** opportunities to engage people who are new to sport or physical activity or people returning to sport or physical activity.
- Promote volunteering supporting projects which recognise and support the development of volunteers in the community and that offer multiple opportunities to get involved.
- Encourage innovation – We are very keen to support a diverse range of projects including those which offer innovative solutions that respond to the needs of different participants.

To be **eligible** to apply you **must** be one of the following organisations:

- A constituted sports club which is affiliated to a governing body of sport recognised by Sport NI, you can find the most recent list of recognised governing bodies on our website at <http://www.sportni.net/performance/governing-bodies/recognition-of-governing-bodies>
- A community/voluntary/sector organisation that delivers or enables sport and/or physical recreation as your **primary** activity. Sports and activities must be recognised by Sport NI.
- A charitable trust that delivers or enables sport and/or physical recreation as your **primary** activity. Sports and activities must be recognised by Sport NI.

## Who we can't support

This fund is designed to help grassroots sport and physical recreation providers which means we are not able to help the following organisations through this fund:

- Local authorities.
- Schools, colleges and universities.
- Commercial sport and physical recreation providers, e.g. private gyms.
- Leisure operators.
- Individuals who are either employed or self-employed within the sport and physical recreation sector.

## What we will and will not fund

As Project Re-Boot: Activate is all about being innovative and creative in how you deliver your sport or diversify your offer as a club or organisation, we are not being overly prescriptive in what we will fund, but projects must be **new** and/or an **additional activity** to address the challenges of living with Covid-19.

We are allowing clubs and organisations the opportunity to be as creative as you can and we will consider supporting almost anything (within reason) if it delivers the outcomes of the programme.

There are however a few things that we cannot invest in:

- **Projects not related to the Covid-19 challenge.**
- **Capital works or capital items above £1,000.**
- Activities that replace a statutory function e.g. curriculum time sport delivery (after-school is eligible).
- Existing activities already in place e.g. current training sessions, etc.
- Retrospective costs.
- General organisation running costs, office equipment, furniture, maintenance.
- Salary costs, loan repayments and endowments.
- Entertainment costs, food and beverages.
- Secondary, further or higher education e.g. A Levels, Degrees, etc.
- VAT that can be recovered from HM Revenue and Customs.
- Activities promoting religious or political beliefs.
- Donations/fundraising events or activities.
- Costs incurred before successful Letter of Offer issued.
- Insurance, affiliation, entry fees or membership fees.
- Accommodation/hotels and travel outside NI
- Strategic planning/development e.g. consultancy fees.
- Access NI registration fees.
- Livestock.



## Pledge Criteria

If your application is approved, you'll get match funding of **up to 60%** (if you are located in an area of highest deprivation or a rural area based on NISRA NI Multiple Deprivation Measures) **or up to 50%** for all other applicants, towards your initial crowdfunding target. Match funding from Sport NI will not exceed the **maximum of £5,000**.

To receive a pledge, you will need to do two things (the 'fund conditions'):

- 1. Raise at least 25% of your initial target**
- 2. Raise this from a minimum number of 25 supporters**

**If either of these fund conditions are not met, the pledge will be withheld until both have been met.**

If these two fund conditions are met, Sport NI will pledge up to 50% or 60% of your target up to a maximum of £5,000, which means your campaign will then be at 75% or 85% (depending on your club's status as outlined previously).

- An applicant will be provided with an offer which will be valid for 4 weeks after the date of notification. If the applicant does not launch a crowdfunding campaign within 4 weeks of notification, the offer will be rescinded.
- The applicant must then raise the remaining 15% or 25% from the crowd (depending on your club's status as outlined previously) to achieve 100% of your funding target and receive the Project Re-Boot: Activate funds.
- If an applicant does not achieve the funding target within the 8-week time period, Sport NI reserves the right to withdraw its 50%/60% support. If an applicant is within 10% of their target- Sport NI may increase the time period by a further 2 weeks.
- If the project fails to reach 100% of the target, the Sport NI funding pledge will be cancelled. The project owner will be encouraged to review what went wrong and, if appropriate, to attempt to crowdfund again.

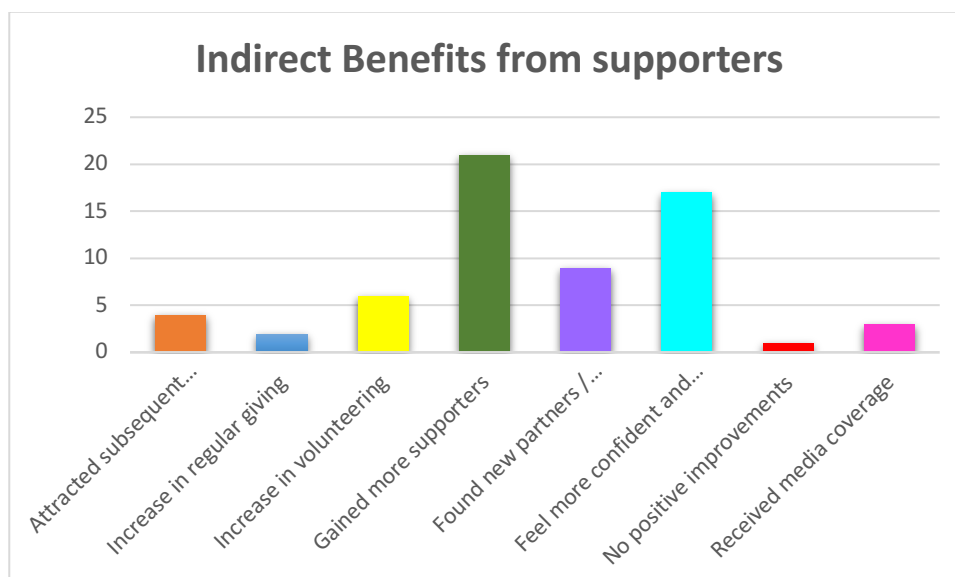
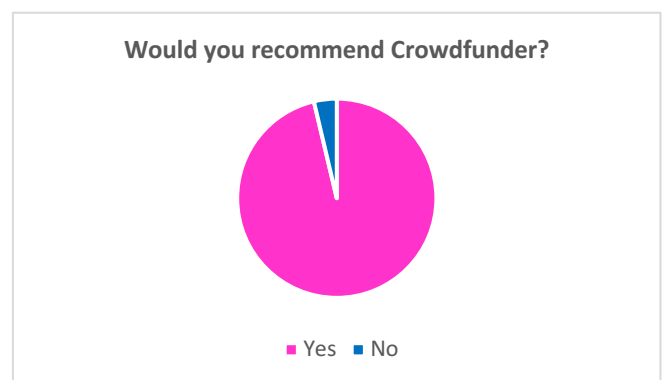
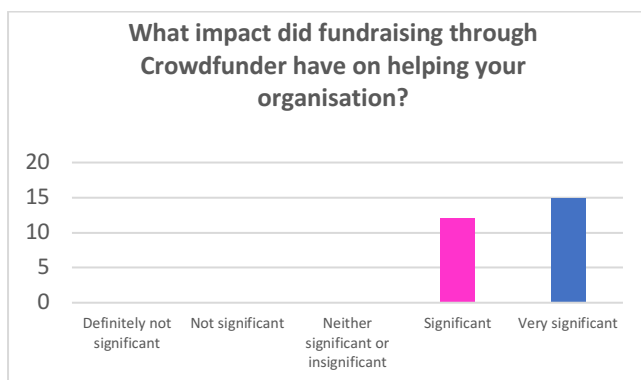
### Setting your target

It is important to set your target appropriately based on the financial needs of the project you intend to deliver whilst also ensuring it is an achievable amount to reach and not too ambitious but not underestimating the amount of support you could receive from the crowd. **Once the target is set, and the pledge from Sport NI is requested it cannot be amended.** Should you reach your target you can continue your campaign by requesting a stretch target to keep raising funds through the crowd, but the amount pledged by Sport NI will remain unchanged (even if you have not requested the full £5,000).

## Why should you apply?

**Project Re-Boot: Activate** launched in August 2021 and to date we have supported 56 projects. Currently 32 organisations have successfully completed their campaigns and are delivering their projects, raising a total of £369,000 of which £130,000 was Sport NI match funding. 24 organisations are currently live with their campaigns and are still working with the crowd to reach their target and receive match funding.

Sport NI and Crowdfunder UK have worked closely with all the organisations who have applied to ensure they achieve their campaign and project goal. Below is some of the feedback from organisations involved with **Project Re-Boot: Activate**.



To view some case studies of projects visit

<http://www.sportni.net/funding/supporting-sport-to-build-back-better/project-re-boot-activate/>

## Feedback & Citations

"Thank you for your support. We really appreciated that we could contact someone when necessary and how quickly these got responses from both Crowdfunder and Sport NI."

"Really enjoyed the experience and we can see the benefit in crowdfunding in the future, changed our way of thinking regarding fundraising"

"It was a great project to be a part of and the club has benefited so much from it"

"The whole experience was very positive for our club and we are excited about how successful our campaign was. We feel this was a very innovative way for Sport NI to support us."

"The support from Crowdfunder and Sport NI was fantastic throughout the campaign and we would never have ran a successful campaign without them.

Crowdfunding is a very unique way to raise funds and one that was new to us. However we will definitely be doing campaigns in the future."

## What is Crowdfunding?

- Crowdfunding is the use of small amounts of money from a large number of individuals to finance a new venture or project.
- With advances in technology and the expansion of social media outlets, Crowdfunding makes use of the easy accessibility of vast networks of people through social media and crowdfunding websites to bring project owners and the general public together, this has enabled projects to be open to an expanding the pool of donors beyond the traditional circle of supporters, relatives and members. In simple terms Crowdfunding provides an on line forum to anyone with an idea to pitch it in front of waiting donors.

## Benefits of Crowdfunding

The use of Crowdfunding has been found to produce a number of financial and non-financial benefits, as detailed below.

### Non-Financial Benefits

- By promoting their project or idea on a worldwide platform, project owners have found that they have gathered feedback and input on their project idea from a wide spectrum of people including whether or not it is a feasible project.
- Crowdfunding is a powerful part of the marketing of a new initiative, it has been found to increase engagement with existing and potential supporters/customers, which in turn can lead to clubs and organisations gaining new members/sponsors/ volunteers through a Crowd Funding campaign.
- Currently the use of digital marketing and technology is the preferred medium in promoting projects/ events or ideas.
- The nature of crowdfunding and particularly the digital platform/technology, distribution costs are much lower than traditional channels (due to speed and automation) without compromising on security or increasing risk.

### Financial Benefits

- With regards to financial benefits, it has been found that the use of Crowdfunding has helped project owner's work with the crowd to amplify funding, by leveraging in additional funds with other private and public partnerships.
- It has assisted project owners in opening up the opportunity to source new sponsors and new donors, who through supporting a project gained a greater understanding on the club or organisation and wanted to financially support them outside of the Crowdfunding project.
- Finally Sport England, who have used Crowdfunding on a number of campaigns, found that in reviewing their 'Active Together' which was one of their first Crowdfunding programmes, measured a 280% amplification i.e. for every £1 pledged by Sport England to successful projects, the crowd and other partners pledged £1.80. From a public sector perspective the Crowdfunding platform has helped them maximise public sector investment.

## A quick guide to Crowdfunding?

Below is a summary of the areas to focus on before considering an application to Sport NI Build Back Better Project Re-Boot: Activate.

Sport NI strongly advises that applicants contact our dedicated Crowdfunder Coach before making an application [chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk)

### Designing a Project Page

The first thing applicants need to do is to make sure they are creating a campaign page that targets a wide audience and not just your members. Your aim is to expand your reach beyond your immediate network, here's some good ways of doing this:

#### Headings that I should use?

Add headed sections to your project page, using headings and sub-headings.

This helps break up information and make your story easier to read. Outline information about:

- Your organisation.
- The impact of your club on the local community.
- The project you are crowdfunding for; what's the need for funding?
- How you will spend the money raised?
- The effects of COVID-19.

### Images

Images are really good at creating a clear picture of the fantastic organisation you've got. Try to include pictures of the facilities, members of the club and members of the community too. If you have hosted any community events, pictures of them are great too.

### Videos

Videos are a great way of pitching your campaign and making it more personable. We suggest they be somewhere between 1 and 3 minutes. Your supporters will like to see who they are supporting and understand what the project is about from the people who will deliver it or benefit from it. N.B. if you are planning to apply for the maximum match funding from Sport NI, you must include a video that is bespoke to the project.

### Rewards

Rewards are the best way to extend your reach outside your immediate network. Clubs are seeing real successes from speaking with local businesses, members and friends of the club who then donate things to use as rewards. We've seen all sorts

from cheese hampers to mortgage consultations to 1-week holiday rentals! It's a fab way of attracting pledges from outside the sports world.

Our advice is to look beyond your club or organisation and tap into the wider community around you, with a variety of Rewards across different price points. The wider the variety of Rewards that you have, the greater the potential appeal to your crowd.

Have you approached any other local businesses directly or do any of your members or their families have connections to local businesses? Providing discounts, vouchers or physical goods or services from local businesses for your supporters to claim is a great way to crowdfund and achieve the success you need.

For example, do you have any local restaurants that could provide a physical voucher or discount? Not only is it free publicity for them, the face-value of a voucher is more often than not exceeded when used. Do you have any local garages that offer car services? Car washes? Hairdressing or beauty salons? Shops or local producers that can provide something that you can use as a Reward with a fixed price against it (rather than a prize draw)? Have a look at the three example campaigns in the previously sent guide for some inspiration.

Bear in mind people usually like to feel like they are getting something of value with a Reward. If a member of the public comes along intending to pledge say £10 but sees if they pledge £20 then they get a % discount or perhaps a £25 voucher at a local restaurant or shop, they will potentially opt for that.

## Applying for +Extra funding (Project Re-Boot- Activate)

It's important to note that Sport NI will review applications AND your crowdfunding page so make sure you're happy with your page before sending through your application. Once you're confident you have a strong project page, you can apply, detailed below is how you go about requesting a funding pledge from Sport NI.

1. Make sure you're logged in
2. Click on your project dashboard
3. Click on the 'Extra Funding' tab on your dashboard
4. Scroll down to Sport NI: Project Re-Boot: Activate and apply for funding!

### Further support and guidance

We want you to create the best possible campaign and for you to succeed in raising whatever funds you need. Crowdfunder have created a suite of resource to help you with this:

**Webinars:** Free, 30-minute webinars, hosted by crowdfunding coaches, with Q&A and a guest speaker in the form of a sports project that has delivered a successful campaign. To access [click here](#)

**Courses:** Free, online courses, including an Introduction to Crowdfunding, Planning Your Project and Creating Your Project. Each course is quick and easy to complete, with video tutorials and some to-tips. To access [click here](#)

**Guides:** Crowdfunder have a variety of free guides where you'll be able to find all of the information that you need to see success with your Crowdfunder campaign. Have a look around to find help, advice and guidance in these step-by-step guides written by crowdfunding experts. To access [click here](#)

### **We are here to help**

**Help Centre:** Crowdfunder have a range of articles, common questions asked by supporters as well as questions ask by other project creators, with a great search tool to narrow down and find something relating to your specific question! Find out more [click here](#)

**1-2-1 Coaching & Direct Support:** If you have any questions, please don't hesitate to contact Chloe or one of the dedicated coaches at Crowdfunder. Alternatively, for any technical queries, the Support Team will be happy to help

Here are some useful web links that may be of use when compiling your project bid:

- Project Re-Boot web page [click here](#)
- Webinars [click here](#)
- On-Line Learning Platform [click here](#)
- Guides [click here](#)
- Help Guide [click here](#)
- Contact Crowdfunder [click here](#)

**All projects must be completed by 30<sup>th</sup> June 2023.**

### ***Help and Advice***

If you need help or have any technical queries regarding the Crowdfunder element please contact: [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk) or [chloe@crowdfunder.co.uk](mailto:chloe@crowdfunder.co.uk)

If you need help or if you have any general questions regarding the programme please contact: [projectreboot@sportni.net](mailto:projectreboot@sportni.net)

Telephone:

- Angharad Moore 07810183023
- Chris Moore 07968113519
- Norma Mogey 07816932756



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