

# Supporting Sport To Build Back Better

## Project Re-Boot: Activate Programme Information & Guidance Note



**sport**  
Northern Ireland



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 grant investment in new and innovative projects intended to support the engagement and re-engagement of participants into sport. Through Project Re-Boot: Activate investment, we will support medium scale projects and initiatives that are creative and innovative. We encourage the collaborative working with others to engage or re-engage people into sport; and projects should focus particularly on people from groups who have been especially impacted by Covid-19.

## What is different about Project Re-Boot: Activate?

For the first time Sport NI are working in partnership with Crowdfunder UK to deliver the programme and will be asking applicants to "pitch" their project on line. For organisations that meet the eligibility criteria, with projects that meet the programme outcomes, Sport NI will "pledge" match funding of up to £5,000 (maximum of 50% of eligible project costs) towards delivering the project.

Once your application is assessed and deemed as eligible to proceed to the next stage, Sport NI will issue you with a confirmation email outlining the pledge criteria and terms and conditions of your award.

## 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 50% match funding 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).

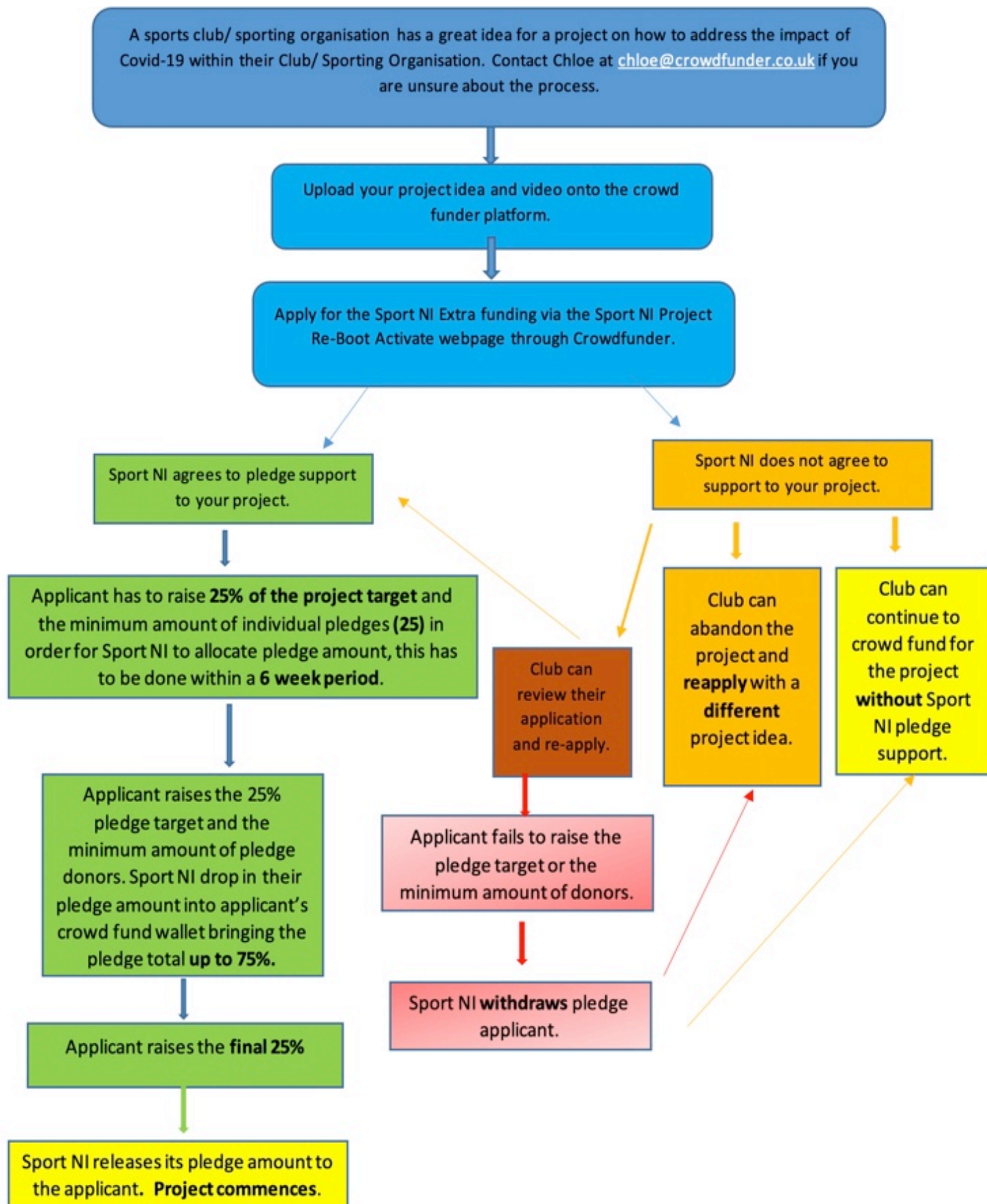
**Applicants should be aware that partnership funding is a requirement for this investment strand. All projects must be delivered by 30th June 2022.**

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

- Provide innovative and creative solutions to get people active and back active through sport as we live with Covid-19
- Enable people to work together to provide innovative and creative solutions to get people active and back active through sport as we live with Covid-19.
- Assist the sporting sector demonstrate an ability to manage projects and the funds.
- Engage people known to be most impacted by Covid-19.
- Support the sporting sector to build resilience and have a Plan B&C should we have further Covid-19 restrictions; and have thought beyond our investment period at retaining activities and members.



# How to access Project Re-Boot: Activate funding for your CrowdFunding Project



# Project Re-Boot: Activate Eligibility Criteria

---

Through working in partnership with Crowdfunder UK, Sport NI wants to invest in new, innovative 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. 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;
- Black and ethnic minority communities;
- People on a low income;
- Families;
- People living in areas of greatest need.

- Support projects which prioritise innovative and creative 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 organisation 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

---

## Who we can't support

This fund is designed to help grassroots sport and physical recreation provider 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.

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, et

- 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 50% towards your initial crowdfunding target, up to a 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% of your target up to a maximum of £5,000 which means your campaign will then be at 75%.

- 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 25% from your crowd, 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% support.

- 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.

**N.B. – Sport NI reserves the right to vary pledges based on projects from areas of high social need criteria; projects will be notified if their pledge criteria will vary from the stated terms above.**

# SUPPORTING SPORT TO BUILD BACK BETTER

## PROJECT RE-BOOT: ACTIVATE

---

### What is Crowd Funding?



# 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.
- It has been used very successfully in the sporting sector in Britain with organisations such as Sport England and British Cycling using the platform to distribute funding.

## 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 on their idea and whether or not it is a feasible project or not.
- Crowdfunding is a powerful part of the marketing of a new enterprise, 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. Through Crowdfunding project owners are coached across skills in marketing, fundraising and networking to create long term awareness and build skills in their team.
- 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.

Visit <https://www.crowdfunder.co.uk/> to see how others have crowdfunded successfully.

## 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 so include lots of smiley faces if you can!

## 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 current network 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? These are surprisingly effective – not only is it free publicity for them, but guaranteed future income which is crucial during these difficult time – plus, 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)? Are there any local tourist attractions that may offer a discount code or two? Have a look at the three example campaigns in the previously sent guide for some inspiration.

# A quick guide to Crowdfunding Continued

Bear in mind people usually like to feel like they are getting something of value with a Reward; think of Rewards as a tangible thing that someone can claim when they land at your page for the first time. If a member of the public found out about your campaign, 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. You then have more in the way of a donation, that 'new supporter' goes away happy with their Reward (and hopefully continues to engage with you longer term) and the local business that provided the discount or voucher gets guaranteed custom and income as well as some positive promotion for supporting their local sports organisation / good cause. Adding in 'RRP' or 'Normally £XX' is really helpful, to demonstrate and incentivise your supporter to pledge so add that into any Reward text to demonstrate the 'one time offer' of claiming it as part of your campaign.

## 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 applications by 30th June 2022.

#### 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 Bunt 07810183023
- Chris Moore 07968113519
- John News 07899666062
- Norma Mogey 07816932756

The Advocacy and  
Communications Unit  
Sport Northern Ireland  
House of Sport  
2a Upper Malone Road  
Belfast BT9 5LA

Tel: 028 9038 1222  
Email: [info@sportni.net](mailto:info@sportni.net)



Supporting Sport To

Build  
Back  
Better

Project Re-Boot:  
Activate