

# Creating Opportunities



## Frequently Asked Questions



### 1. What do I need to have in place to be considered for a Sport NI Creating Opportunities Pledge

Sport NI would expect all applicants to have the following on their campaign page:

- Good video content (a good video helps to promote your project) and/or appropriate images.
- Text that details the aims of the project to include:
  - How the project incorporates new or additional activity e.g. new sessions for girls, training for new coaches, establishing a new team or section.
  - How it will address a club/organisation issue and contribute towards 'Levelling the playing field'
  - What the campaign money will be spent on.
  - Appropriate rewards scheme in place for campaign donors (minimum of 2 Community-Based rewards).

**N.B. Campaigns requesting between £4,000 and the £5,000 maximum match-funding from Sport NI, 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.**

### 2. What type of investment programme is Creating Opportunities?

Creating Opportunities is a revenue/capital programme and is an element of Sport NI's 'The Power of Sport' Sporting Systems programme, designed to enable investment in **new or additional participation projects** intended to connect communities, enabling more people to take part in sport and physical activity throughout Northern Ireland. In particular, a focus of the project is to create opportunities to 'level the playing field', so that accessibility and inclusion is felt and experienced by those who have been traditionally excluded from not only participating in sport, but playing an active role in coaching, officiating, and leading as part of a board.

***Creating Opportunities is a PARTICIPATION investment programme. Projects MUST therefore be participation focused***

### 3. Are capital costs eligible?

Some capital costs are eligible under Creating Opportunities – please see page 8 of the Information and Guidance Notes for all ineligible costs. However, project proposals with a capital element must deliver a participation project that 'levels the playing field', so that accessibility and inclusion is felt and experienced by those who have been traditionally excluded from participating in sport. Creating Opportunities cannot support standalone capital projects, that are not linked to a participation project or initiative.

Can all of my project costs be capital?

Yes – all project costs can be capital. However, your project proposal must be a participation project that seeks to 'level the playing field'. A capital element should only enable delivery of that participation project. All other project costs (including: coaching fees, venue hire, transport etc), must be met by the applicant.

What type of capital projects cannot be funded?

Creating Opportunities will not fund any of the following capital elements:

- Capital elements that cost more than £10K.
- Capital elements that require statutory approvals (such as planning permission).
- Capital elements that require the appointment of design teams.
- Capital elements not associated to a participation project and that fails to level the playing field.

**For more information see the Guidance Notes on [Creating Opportunities | Sport NI](#).**

#### 4. What budget has been allocated to Creating Opportunities?

There is approximately £1.6 million of Lottery funds allocated across the 3 years of Creating Opportunities: £500,000 year1, £550,000 years 2 & 3.

#### 5. How do I apply to Creating Opportunities and where do I find information?

Creating Opportunities funding is being administered by Sport NI through the Crowdfunder UK website. This programme requires applicants to establish a crowdfunding campaign and raise an amount of money, which will then be 'match-funded' by Sport NI if your application to Sport NI is successful. Information, including guidance material and advice on 'how to apply' can be found at [Creating Opportunities | Sport NI](#).

#### 6. How should we set our campaign target and match-funding from Sport NI?

Your published campaign target is inclusive of the support you wish to receive from Sport NI. The Sport NI pledge will be added to your overall campaign target, which is why your target must be set up to allow for this. The table below lays out total target figures and match-funding potentially available.

50% match funding from SNI Eligibility		
Total Target	SNI support	Crowd support
£1,000	£500	£500
£5,000	£2,500	£2,500
£8,000	£4,000	£4,000
£10,000	£5,000	£5,000

#### 7. When should I make my project live on the Crowdfunder Platform?

We strongly recommend preparing and submitting your campaign in draft mode, without going live. This means you can receive initial feedback on your project and campaign page, making any amendments to it prior to the crowd engaging with it.

**If you have already gone live, it will not be possible to make any required changes to your campaign page and therefore, not possible to receive Sport NI funding.**

Not going live with your campaign until receiving 'Approved' status feedback from Crowdfunder UK and Sport NI also means you can be more assured that when you launch your campaign page it will be as polished and engaging as possible; and enables you to maximise the length of your campaign (6 weeks)

#### 8. When should my Creating Opportunities application be submitted?

Demand for the programme is likely to be high. Applications will be accepted up until the published closing date for the specific phase (**unless the programme budget has been fully expended**). The final Application closing date for each of the Phases are:

Phase	Application Closing Date
Phase1	27 <sup>th</sup> January 2025
Phase2	29 <sup>th</sup> January 2026
Phase3	25 <sup>th</sup> January 2027

*Sport NI aims to turn-around applications for match funding as soon as possible following submission, however, should revisions be required to be successful in your application, please allow time to complete.*

#### 9. How long should my campaign last?

Funding campaigns will have **6 weeks** to raise their total funding target (4 weeks if applying in January)

#### 10. When should my project be completed?

This will depend on the specific Phase; however, all projects must be completed, and Sport NI monies must be spent by the end of the financial year.

Phase	Closing Date
Phase1	31 <sup>st</sup> March 2025
Phase2	31 <sup>st</sup> March 2026
Phase3	31 <sup>st</sup> March 2027

#### 11. How does the Crowdfunder UK process work?

To receive a funding pledge from Sport NI, applicants must set up a project through the Crowdfunder website, before submitting a Crowdfunding application to Sport NI. This can be done on the Crowdfunder page by selecting the “Extra Funding” tab at the top of the page and then selecting Northern Ireland. You can contact [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk) who are there to support and help Northern Ireland applicants.

#### 12. What support is on offer?

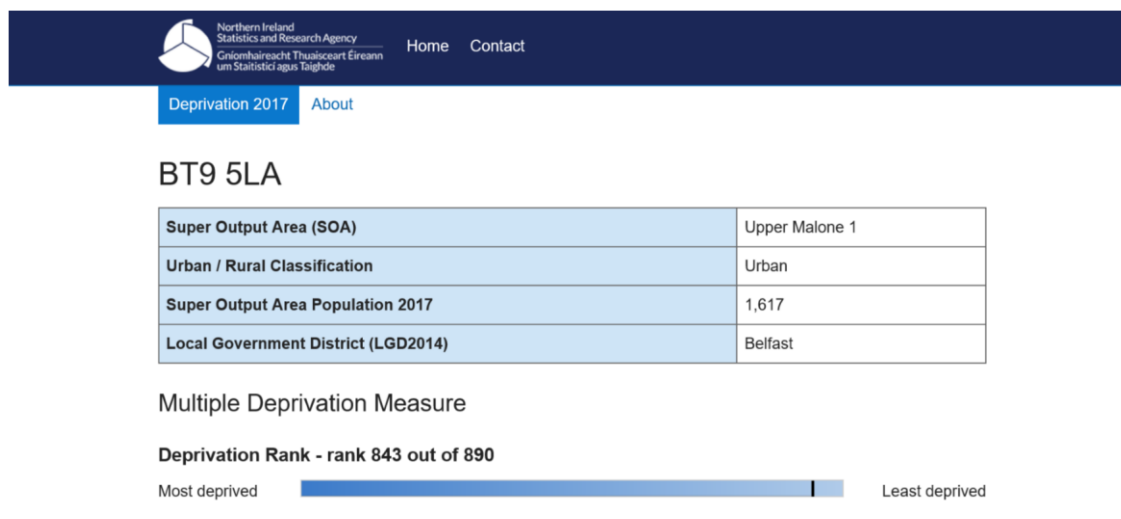
If your application is approved, you’ll get match-funding of up to 50% to a maximum of £5,000.

Specific target groups include:

- **People with disabilities,**
- **Women & Girls,**
- **Children & young people – especially those aged between 11-18 years,**
- **Older People,**
- **Ethnically Diverse Communities,**
- **LGBTQ+ community,**
- **Your project targets Areas of Greatest Need** (based on NISRA NI Multiple Deprivation Measures – according to club/organisation postcode).
- **Your project targets Rural areas** (based on NISRA NI Multiple Deprivation Measures - according to club/organisation postcode).

#### 13. How will postcodes 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 organisation’s postcode, this can be found [here](#).
- Clubs and organisations whose Multiple Deprivation Measure Rank is **222 or below** will be eligible to target People living in areas of greatest need and receive up to **50%** partnership support, to a maximum of £5,000.
- Clubs and organisations whose Urban / Rural Classification is “**Rural**” will be eligible to target People living in rural areas and receive up to **50%** partnership support, to a maximum of £5,000.



(Above is an example of the NISRA website information which you must include within your Sport NI application)

### 13. What are the benefits of crowdfunding?

The use of Crowdfunding has been found to produce a number of financial and non-financial benefits. Your project is opened to a global audience through a worldwide platform, it's a great marketing tool for organisations. It affords the sports sector an opportunity to source or attract new members/volunteers, organisations to showcase their projects to new sponsors/ income streams. On average, for every £1 an organisation receives from Sport NI, the sports club or organisation leverages in £1.81 from the 'crowd'.

### 14. What happens if we can't raise the partnership funding or pledges?

If the project fails to reach 100% of the target, Sport NI's funding pledge will be cancelled. The project owner will be encouraged to review what went wrong and, if appropriate, may reapply for the next phase of the programme.

### 15. When do we have to start our campaign if we have been successful in receiving Sport NI pledge support.

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. This offer will be valid for 2 weeks after the date of notification, if you do not launch your crowdfunding campaign within 2 weeks the offer will be rescinded.

### 16. What are the maximum and minimum amounts?

The maximum amount for this strand of funding is £5,000. There isn't a set minimum for Sport NI's contribution; however, keep in mind that your campaign needs to be supported by at least 25 unique supporters.

To receive a pledge from Sport NI, you will need to do two things:

- Initially raise at least 25% of your target.
- Have 25 unique donors / supporters.

**17. What happens if we exceed our target?**

Once you have hit your initial target you can choose to add a stretch target to your campaign. If you raise more than your target then you will have a bigger budget for your project, however, Sport NI will not increase its initial pledge.

**18. Can I run more than one project and apply for match funding from Sport NI?**

You can only apply for match-funding from Sport NI once per 12-month period (April-March). Should you run a successful project, you are more than welcome to set up another Crowdfunder campaign further down the line to continue your fundraising efforts, however, Sport NI would be unable to match-fund your second project if it is within 12 months of your initial campaign.

**19. Do you have to be a tech genius to crowd fund?**

You do not need to be a tech genius to crowdfund. There is lots of guidance on offer, and we encourage all applicants to take advantage of specialist advice from Crowdfunder UK. To get started, please see our step-by-step guide [About | Crowdfunder UK](#)

**20. Am I expected to create a video for my campaign page?**

If you are applying for match-funding **between £4,000 and the £5,000 maximum from Sport NI, you MUST include a video that is bespoke to the project.** The video should outline who the club is, what the project is about, what the project will deliver, why you need funding and how you will spend the money raised. Please check out our live campaign page for inspiration from other live campaigns.

**21. What type of sports club/organisation are eligible for this investment?**

The following organisations are eligible:

- Sports clubs who are affiliated to a Sport NI/Sport Ireland recognised Governing Body of Sport\*
- Community organisations who deliver sport as a primary activity
- Charity organisations who deliver sport as a primary activity
- A constituted Parent Teachers Association (PTA) that delivers or enables new and/or additional extra-curricular sport and/or physical recreation.

\* You can find the most recent list of recognised Sport NI governing bodies at:

<http://www.sportni.net/wp-content/uploads/2024/01/Recognition-NGBs-Master-List-January-2024.pdf>

\*You can search the most recent list of recognised Sport Ireland governing bodies at:

<https://www.sportireland.ie/national-governing-bodies/ngb-contact-finder>

**22. Do project partners also have to be recognised by Sport NI?**

No. Project partners do not have to be a recognised organisation or sport. Partners can be from a wide range of sources to help facilitate creative and innovative ideas.

**23. Can Governing Bodies for Sport apply to Creating Opportunities?**

No, Governing Bodies cannot apply. Creating Opportunities has been designed to support clubs and community groups. However, Governing Bodies could support an affiliated club with an application or be a named partner.

**24. Can my club or organisation take the lead on a 'Creating Opportunities' project, but also be a partner in another Creating Opportunities project led by another organisation?**

Yes. A club or organisation can be a partner in other Creating Opportunities applications, as well as being the lead applicant on their own application.

**25. Can other club/community members run their own Crowdfunder page that will contribute to our overall Crowdfunder target?**

Yes, other members can run their own crowdfunding campaigns that link into the overall campaign target. To do so, the project owner should email [support@crowdfunder.co.uk](mailto:support@crowdfunder.co.uk) and ask for the 'multiplier option' to be added to your Crowdfunder page.

For more information on multipliers, please have a look at the following article: [How does a multiplier work? | Crowdfunder Help Centre](#)

**26. Does my club/organisation qualify for Gift Aid?**

To qualify for Gift Aid, you must be a registered charity. Gift Aid is a government scheme that means charities can claim back 25p for every £1 donated. To add Gift Aid to your campaign, click on the edit project button on your dashboard and go to the Basics section, then scroll down to tick the Enable Gift Aid button. The gift aid box will then be enabled for donations.