



# ESSENTIAL GUIDE TO FUNDRAISING & FINANCE

For Football Academy Owners





# Hey There!

Are you eager to upgrade your club's kits, secure better venues, or simply welcome more young football enthusiasts? Well, you're in luck! External funding can be your ticket to making these dreams a reality. So, How do you get a football grant for your club? Here's a helpful guide on how to obtain football grants for your club.








# The Poundland Foundation

The Poundland Foundation is all about making a positive impact on the lives of young people across the UK by partnering with charities and local communities. Their Kits 4 Kids Grants program specifically supports small-scale kids' football clubs. This program is a game-changer, providing funds for local teams to purchase new kits, ensuring that thousands of kids in our communities can stay active and involved. Since its launch in May 2022, the program has already awarded over 430 grants, totaling more than £300,000!

## Football Foundation (England)

The Football Foundation is on a mission to enhance the football experience for everyone while strengthening communities through the power of sport. To achieve this, they offer a wide range of grants, both small and large, that can help football clubs fund various initiatives. Whether it's new goal posts, upgraded changing rooms, or pristine pitches, they've got you covered. Since starting out, the Football Foundation has successfully delivered several projects across the UK, with a total value of almost £2 billion.



# The Be Active Wales Foundation

The Be Active Wales Fund is a fantastic initiative offering a wide range of grants for football clubs. These grants can be used to upskill volunteers, purchase equipment that promotes broader participation in sports, and help ensure the inclusion of underrepresented groups in the sporting world. If your football club operates in Wales and contributes to long-term sustainability or focuses on reducing inequality in football, you can access grants ranging from £300 to £50,000!

## Grassroots Fund – Powered by Utilita Energy High 5

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## The National Lottery Community Fund

The National Lottery offers funding ranging from £300 to £10,000 to support local communities, although they also provide grants exceeding £10,000 for larger projects. The National Lottery Community grants are available for projects serving people across the UK.



# Some Top Tips to Remember When You're Applying


**Research Thoroughly:** Not all grants will offer you exactly what your club needs. That's why you should take some time to research different grants and make sure that you're eligible to apply for them. Check out the specific requirements for each grant to make sure that they're the right fit for your club.

**Plan Your Project:** You'll want to clearly explain the project you need funding for. Include your project's goals, objectives, and expected outcomes. Explain how the grant will be used to benefit your club and the community. A well-thought-out plan can make your application stand out!

**Match Grants to Your Needs:** Some grants can be very specific to your needs. Look for grants that align with your club's specific needs. Whether it's facility improvements, equipment, coaching, or community engagement, focus on grants that address your club's priorities. For instance, if you're running a girls-only football club, there are grants to help you with your mission to make football more accessible to girls.








**Highlight community benefits:** Many grants prioritise projects that have a positive impact on the local community. Highlight how your project will benefit not just your club but also the broader community, including youth development and social inclusion. This shows that the grant would go beyond helping a singular football club – it would actually make a positive change for the wider community!

**Prepare a Strong Application:** Make sure to follow the grant application guidelines carefully. Provide all necessary documentation and information, including budgets, timelines, and supporting materials. Be concise and clear in your writing, and remember to keep it professional and timely.

**Collaborate:** Consider partnering with local organisations, schools, or community groups. Collaborative projects often have a higher chance of receiving funding as they can demonstrate a broader impact.

**Showcase Past Success:** If your club has received grants or achieved positive outcomes through previous funding, highlight these successes in your application. It demonstrates your club's ability to effectively utilise resources and helps build more trust!





**Professionalism:** Remember to treat the application process with professionalism! How can you do this? Ensure all communications are prompt, respectful, and well-organised.

**Engage with the Granting Organisation:** If you have questions or need clarifications, don't hesitate to contact the grant provider. After all, they are the experts so they can provide valuable insights and guidance.

**Follow Up:** After submitting your application, follow up with the grant provider if you don't hear back within the expected timeframe. This shows your continued interest and commitment.

**Remember, securing grants for your football club can significantly benefit your organisation and community, so put your best effort into the application process to increase your chances of success!**





# ClassForKids Helps You Run Your Football Academy Club with Confidence

With these fantastic funding opportunities, you're well on your way to supporting your kids' football club and nurturing the next generation of football stars. Remember, your dedication can make all the difference, so don't hesitate to explore these options and secure the support you need to thrive!

**Cut down hours of admin and become the business owner you dream of being: speak to a ClassForKids team member about how our software can help you!**

**Book A Demo**

