

BE ACTIVE WALES FUND & CROWDFUNDER: A PLACE FOR SPORT

*Updating and reminding clubs
about available funding*

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BE ACTIVE WALES FUND

The Be Active Wales Fund is available to help clubs and groups get more people participating, both now and in the future. It's open to not-for-profit sport clubs and organisations delivering community sport and physical activity in Wales.

It's important to specify that the Be Active Wales Fund is NOT Covid-19 specific. Older grants, such as the Community Chest and Development Grant, will not be returning; the Be Active Wales Fund has replaced these and is now available to support participation, innovation and long-term sustainability.

What is the funding for?

The primary purpose of the Be Active Wales Fund is to help boost sport and activity participation and to support long-term sustainability.

As a **GUIDE ONLY**, some applications are likely to focus on:

- Using technology to engage more participants, such as providing online sessions, or using online tools to help with income generation
- Coach education at Level 1 where there is a proven need
- Upskilling of volunteers where the club has gaps in skills or experience
- Equipment that enables more people to take part
- Different and innovative ways in which the activity can be delivered
- Approaches that target specific underrepresented groups

In applications, Sport Wales is looking for evidence of how the club or activity is tackling inequality, creating long-term solutions to be more sustainable, and taking innovative approaches.

How much funding is available?

The minimum grant available is £300 whilst the maximum is £50,000, but clubs may need to make a contribution of 10% for grants over £10k or 20% over £25k. Clubs can only apply once per financial year.



CROWDFUNDER: A PLACE FOR SPORT

Following a successful pilot of Crowdfunder: A Place for Sport, the fund has now been extended and Sport Wales will be announcing this to the public on Monday 25th April. The partnership with Crowdfunder will continue to support community clubs and activities to raise money for facility improvements.

What is the funding for?

The scheme is for not-for-profit clubs and community groups looking to raise money for 'off-field' improvements. For example:

- Changing rooms
- Clubhouse renovations
- Improved kitchen facilities to gain more income
- Bike racks and storage
- Lifts and ramps for better disability access
- Solar panels
- Generators
- Boilers
- New fencing

Clubs and organisations set up a page on the Crowdfunder website, which asks people to pledge money to the cause or idea. Crowdfunder are on hand to provide support and advice, including a person to guide them through the process.

How much funding is available?

The Crowdfunder project is assessed by Sport Wales, who can decide what level of match-funding clubs will be eligible for based on the information they've provided.

If the Crowdfunder page has reached certain criteria, Sport Wales will match fund **between 30% and 50% of the total**, up to a maximum of £15,000 match-funding. The percentage Sport Wales will match- fund (30% - 50%) is determined based on a project's potential to tackle inequalities.



WHO ARE THE FUNDS FOR?

Both the Be Active Wales Fund and the Crowdfunder: A Place for Sport fund is open to all existing not-for-profit sporting activities, clubs and organisations in Wales, although we are particularly keen to hear from those in the top 20% of socio-economically deprived Local Authorities in Wales according to the WIMD: Blaenau Gwent, Newport, Neath Port Talbot, Torfaen, Merthyr and Denbighshire.

SUPPORT FOR APPLICANTS

Clubs can access support by contacting the Sport Wales Investments Team on 0300 3003102.

The team are available at the following times:

Monday - 10:00-12:30 & 1:15-16:00

Tuesday - 10:00-12:30 & 1:15--16:00

Wednesday - 10:00-12:30 & 1:15-16:00

Thursday - 10:00-12:30 & 1:15-16:00

For any other questions about the funds, clubs can email beactive@sport.wales or aplaceforsport@sport.wales. Enquiries will be logged, given a reference number and a member of the team will respond as soon as possible.

HOW YOU CAN HELP

We know that many sports clubs will have already heard about the Be Active Wales Fund, particularly when the fund first launched as a response to the pressures clubs faced during the pandemic, and the Crowdfunder: A Place for Sport fund.

The Be Active Wales Fund has now evolved beyond that purpose and Crowdfunder: A Place for Sport has been extended, so we're asking you to help us reach and engage with the clubs who are less likely to have heard about our funding through traditional means of communication from Sport Wales.

If you have the capacity and capability to help clubs collate information and assist them in writing their application, please communicate this clearly. Grant applications can seem very daunting, and an offer of help can go a long way towards giving clubs the confidence to make an application.

A collection of assets has been created to help you promote the funds, including:

- Email template
- Email footer
- Social media graphics

If you feel that there are assets missing that would enable you to reach and engage with the target audience more effectively, please get in touch with communications@sport.wales.

EMAIL TEMPLATE

What could your club achieve with a little extra money in its pocket?

From upskilling volunteers and buying new equipment, to funding innovative ideas that increase participation in your sport, the Be Active Wales Fund from Sport Wales can help your club or organisation achieve its goals.

Up to £50,000 is available to help community sport clubs and organisations in Wales. You can also apply with proposals to improve on-field facilities, such as pitches and training floodlights.

The fund has already helped many clubs and organisations across Wales face the challenges caused by the Coronavirus pandemic, but Sport Wales wants to emphasise that the Be Active Wales Fund is available to help clubs and community organisations tackle inequality and create long-term solutions to be more sustainable. Older Sport Wales' grants, like the Community Chest and Development Grant, have been replaced by the Be Active Wales Fund.

If you've got an idea but you're not sure if it's eligible for the Be Active Wales Fund, please get in touch with us. It just might be, and we're here to offer guidance and support with your funding application.

This is a great opportunity to secure funding that could really make a difference to your club, and we encourage you to explore the Be Active Wales Fund in more detail. You can learn more about the fund, and the application requirements, here: www.sport.wales/grants-and-funding/beactivewalesfund/

[TO BE INCLUDED AFTER 25 APRIL]

Additionally, Crowdfunder: A Place for Sport has been extended following a successful pilot scheme; up to £15,000 in match funding is now available from Sport Wales for 'off-field' improvements. Whether your club needs changing room improvements, clubhouse renovations, a new boiler, or something else entirely, find out how to access this funding here: www.sport.wales/grants-and-funding/crowdfunder/



SOCIAL MEDIA POSTS

ENGLISH	WELSH
To be used from 30th March onwards	
<p>What could your sports club achieve with a little extra money in its pocket?</p> <p>The Be Active Wales Fund can help you make a difference in your community. From as little as £300 to as much as £50,000, funding is available to help you increase participation now and for the future.</p> <p>Find out how to apply here: www.sport.wales/grants-and-funding/beactivewalesfund</p>	<p>Beth allai eich clwb chwaraeon ei gyflawni gydag ychydig o arian ychwanegol yn ei boced?</p> <p>Gall Cronfa Cymru Actif eich helpu i wneud gwahaniaeth yn eich cymuned. O gyn lleied â £300 i gymaint â £50,000, mae cyllid ar gael i'ch helpu i gynyddu cyfranogiad nawr ac i'r dyfodol.</p> <p>Darganfyddwch sut i wneud cais yma: https://www.chwaraeon.cymru/grantiau-a-chyllid/cronfacymruactif/</p>
<p>Tackling inequalities head on</p> <p>Be Active Wales funding from @Sportwales could open your sport club to a more diverse membership.</p> <p>They offer funding from £300 to £50,000. Find out how to apply here: https://www.sport.wales/grants-and-funding/beactivewalesfund/progress-grant-be-active-wales-fund/</p>	<p>Taclo anghydraddoldebau</p> <p>Gallai cyllid Cymru Actif gan @Chwaraeon_cymru agor eich clwb chwaraeon i aelodaeth fwy amrywiol.</p> <p>Maent yn cynnig cyllid rhwng £300 a £50,000. Darganfyddwch sut i wneud cais yma: www.chwaraeon.cymru/grantiau-a-chyllid/cronfacymruactif/</p>
<p>Many Welsh clubs and projects have benefitted from @Sportwales' Be Active Wales Fund so far.</p> <p>None of the grants would be possible without the National Lottery and Welsh Government for their financial support via Sport Wales – THANK YOU!</p>	<p>Mae llawer o glybiau a phrosiectau Cymreig wedi elwa o Gronfa Cymru Actif @Chwaraeon_Cymru hyd yn hyn.</p> <p>Ni fyddai'r un o'r grantiau'n bosibl heb y Loteri Genedlaethol a Llywodraeth Cymru am eu cefnogaeth ariannol drwy Chwaraeon Cymru – DIOLCH!</p>



SOCIAL MEDIA POSTS

ENGLISH	WELSH
Only to be used AFTER 25th April	
<p>Get up to £15,000 in match funding from @Sportwales!</p> <p>Sport Wales has extended its partnership with Crowdfunder to support community clubs and activities, to help you raise money for 'off-field' improvements.</p> <p>Find out how to set up your crowdfunding campaign here: www.crowdfunder.co.uk/funds/sport-wales</p>	<p>Mynnwch hyd at £15,000 mewn arian cyfatebol gan @Chwaraeon_cymru!</p> <p>Mae Chwaraeon Cymru wedi ymestyn ei bartneriaeth gyda Crowdfunder i gefnogi clybiau a gweithgareddau cymunedol, i'ch helpu i godi arian ar gyfer gwelliannau 'oddi ar y cae'.</p> <p>Dysgwch sut i sefydlu eich ymgyrch cyllido torfol yma: www.chwaraeon.cymru/grantiau-a-chyllid/cronfacymruactif/</p>
<p>CALLING ALL SPORT CLUBS AND COMMUNITY ORGANISATIONS</p> <p>Could your club benefit from Sport Wales grants and funding? They currently have two active funds open now!</p> <p>Visit the Sport Wales website for more information, including who is eligible and how to apply: www.sport.wales/grants-and-funding/</p>	<p>YN GALW POB CLWB CHWARAEON A MUDIADAU CYMUNEDOL</p> <p>A allai eich clwb elwa o grantiau a chyllid Chwaraeon Cymru? Ar hyn o bryd mae ganddyn nhw ddwy gronfa weithredol ar agor nawr!</p> <p>Ewch i wefan Chwaraeon Cymru am ragor o wybodaeth, gan gynnwys pwy sy'n gymwys a sut i wneud cais: www.chwaraeon.cymru/grantiau-a-chyllid/cronfacymruactif/</p>



CASE STUDIES

BE ACTIVE WALES FUND

Cardiff Lions RFC, Cardiff

Cardiff Lions RFC provides gay, straight and trans men a safe space to play rugby. The club didn't have any storage space which meant that equipment, first aid kits, PPE and so on were bundled into a player's car to store at home until the next session.

Sport Wales awarded the club a £3,652 grant to enable the club to purchase a storage container to house their equipment. Club Secretary Mark Lewis Evans explained: "It means that we can set up for training sessions straight away rather than waiting for the player with the equipment to arrive, and it also means that we can buy more kit such as tackle bags and tackling shields which the Be Active Wales grant is also helping us with."

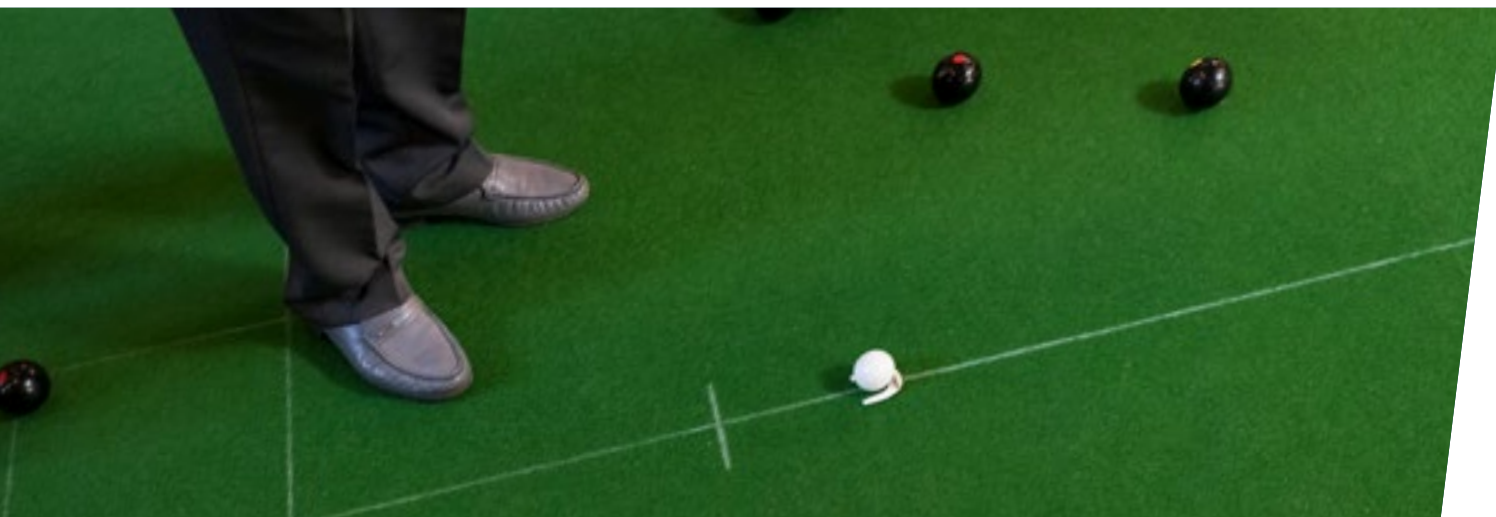
As well as helping to fund the storage container and some extra equipment, the grant is also being invested into coach education so the club can increase its number of Assistant Coaches.

Radnorshire Indoor Bowls Association, Llandridnod Wells

With members aged from nine to 95, the Radnorshire Indoor Bowls Association prides itself on an inclusive approach that welcomes anyone keen to play in its six-rink international standard stadium.

So when they heard about Sport Wales' Be Active Wales Fund, they saw a fantastic opportunity to encourage more mobility impaired players to get involved with the sport.

Paul Vaughan, Chair of Trustees, explained: "We have quite a number of players who use a wheelchair so we applied for support to convert a manual wheelchair to motorised. It will help members to play independently, without the need for a volunteer to push them up the rink."



CASE STUDIES

CROWDFUNDER: A PLACE FOR SPORT

Park In The Past, Flintshire

Thanks to 'A Place for Sport', poisonous blue green algae is being removed from a Flintshire beauty spot to make a lake suitable all-year round for swimming, kayaking and diving.

Park In The Past, near the rural village of Caergwrle, is a popular site for water sports, but the lake often has to shut for days on end when the algae blooms. To tackle the issue, a local community group set about raising money for a sustainable water treatment programme which includes the installation of two ultrasonic buoys that will emit ultrasound waves. The soundwaves are harmless to the wildlife in the lake, but will reduce the dangerous algae by over 90%.

In March, the group successfully raised a total of £13,560 thanks to 157 supporters and £4,050 from Sport Wales.



Ponthir Sports and Community Club, Newport

Overhead power lines blight a large area of the Oaklands sportsground in Newport, so Ponthir Sports and Community Club started a crowdfunding project to raise enough money to pay Western Power to bury the cables so that more sport can be played there.

A £10,500 grant from Sport Wales helped the club to achieve their overall £35,000 fundraising target.