Gender Equity in Sport for Social Change

Fundraising, sustainability, and partnerships with the private sector

Contents

• Fundraising and sustainability
• Organisational sustainability
• Financial sustainability
• Types of capital: be creative
• Partnerships with the private sector
Organisational sustainability = key

- Clear vision and mission
- Realistic strategy, effective programs
- Organisational capacities
  - ability to adapt
  - competent staff, accountability
  - strong leadership
- Healthy relations with partners
- Financial sustainability

Financial sustainability

- Strategy to diversify funding
- What is your current funding mix?
  - International foundations
  - National/local foundations
  - Foreign government
  - National/local government
  - Corporate grants
  - Individual donations
  - Social enterprise
Five types of capital (World Bank)

- Natural Capital: Conservation, biodiversity, energy efficiency, cleaner production
- Human Capital: Knowledge, experience & skills embodied in the population, access to education, training, nutrition, health services, role of women
- Social Capital: Links economic, social & political spheres, strengthen democratic institutions & public accountability, facilitate citizen participation
- Financial Capital: GDP, P&L, Balance Sheet
- Built Capital: Machine & equipment, building & infrastructure, urban land

Definitions of World Bank/Inter-American Foundation

Be creative, broad perspective

- Think of other types of capital when fundraising, ‘in-kind’ support:
  - office, play ground, sports field, facilities
  - legal advice, banking & accounting
  - management, strategy, marketing expertise
  - access to new networks, target groups
  - access to new partners
- It works both ways: you have human capital and social capital too!
Partnerships with businesses

• Big difference between a partner and a donor
• Misconception: company = lots of easy money
• Partner with businesses because of their core competencies
• Guide for partnering = guide for relationships
  – Know yourself
  – Mutual trust and respect

Final thought

• Be a great brand yourself
• Avoid the situation: ‘we need funds NOW!’
• Never give up