



Fundraising Strategy

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Who are we?

Jersey Sport was established in 2017, arms-length to the Government of Jersey and as a registered charity, to inspire, advocate for, lead and enable positive wellbeing for all through lifelong engagement with sport and physical activity.

The charity's workforce, which includes many volunteers, deliver a wide range of programmes to help islanders of any age or ability to become more physically active and to support sports clubs and organisations with their needs. Working with a broad range of partners and stakeholders, our aim is to build a safe, sustainable, inclusive sporting community in Jersey, increase participation in physical activity and reduce any inequalities that exist.



Why is fundraising important to us?

Jersey Sport has the opportunity to leverage its status as a registered charity to raise funds to further our ability to meet our strategic objectives, which directly link to the priorities of the Government of Jersey. We are uniquely positioned to operate separately from Government but with their financial support. That financial support is always subject to changes in political priorities and, for example, is not inflation linked so is destined to erode year on year.

Sport cannot rely on Government for funding, and it is right that we play an essential role in both directly accessing funding and supporting clubs and organisations with their ability to access funding.

Identifying and supporting the pursuit and capture of funding to support long term sports development and physical activity goals will improve sustainability, fund new initiatives, and achieve higher outcomes. This will have to be done in a way that enhances rather than impinging upon existing sponsorship relationships and processes.



What are we fundraising for?

It is essential that we are clear with the purpose of our fundraising so that it is aligned with both our strategic goals and those of our supporters. In no particular order as all may be important at different times, we are fundraising to:



Support and further develop our existing activities



Create capacity for new initiatives which are aligned with our strategic goals



Direct support into sports clubs and organisations

Importantly this not about 'replacing' existing Government funding, our aim is that it is always additive investment into the sport and physical activity landscape. That said, there may be instances where we have seeded or initiated activities using Government funding to prove the concept but then look to make it sustainable with external funding – but that is part of our core business plan and the intent from the start.



How will we approach fundraising?

There will be no single approach that will meet our fundraising ambitions. We will approach fundraising in an agile and multi-faceted way, encompassing a range of activities. Our aim is to build long term and sustainable partnerships where there can be demonstrable value for all involved through an alignment of objectives and clarity of impact. For example:

- Fundraising will not be the responsibility of a single person, we shall be proud of our charitable status, it shall be the responsibility of all and be embedded within the way we work and interact with our programme participants and other stakeholders
- Through our own enterprise initiatives, we can generate income through activity which can be used to cross fund activities which require more financial support
- We will build and maintain a strong network of contacts across the island, who are decision makers and influencers with the potential to support sport and physical activity
- We will investigate arranging or supporting events that can be used as a fundraising platform for both Jersey Sport and the sporting community
- We will use our knowledge and skills to build an educational platform for sports clubs and organisations which can support them in their own work to access funding
- Fundraising will not be just about access to cash, the access to other products and services on a free or discounted basis can be equally valuable, for example education, training, marketing, equipment, volunteer time



Who can we *fundraise from?*

There are many potential supporters of sport and physical activity in Jersey, and we can work in partnership with a range of funders, either to lead the relationship or support clubs and organisations or other charities with their own efforts. Any support received may be large and directly linked to particular initiatives or small and more indirectly linked. We can partner with:

- **Corporates either directly or through employee nominated charities**
- **Individuals**
- **Legacy giving opportunities**
- **Participants in our programmes**
- **Other charities and philanthropic organisations**
- **Jersey Community Foundation/CI Lottery**
- **Other Government initiatives outside our core grant**
- **Service providers to our industry who can offer benefits in kind**
- **Our community through mass participation events**



What may the next three years look like?

We are at the start of the journey to both shift the funding base of Jersey Sport and facilitate new funding into sport and physical activity. Whilst we will be agile in the way we approach that journey; it is useful to set out what the next three years may look like.

YEAR 1: 2024

- Develop collateral with a compelling narrative and call to action, developing the Jersey Sport website into an effective fundraising platform
- Establish an email donation campaign to promote passive income through individual giving
- Launch social media campaign to raise awareness and profile of Jersey Sport as well as drive donations
- Create legacy marketing collateral, including a presence on the website for Legacy Week
- Develop corporate sponsorship packages and secure partnerships, e.g. Charity of the Year
- Design and assess feasibility of fundraising events
- Feasibility study of niche sports charity retail outlet
- Complete a competitive analysis report
- Develop and deliver a pilot fundraising workshop to support sports clubs and associations
- Issue training and education materials around fundraising to sports clubs and associations
- Design and implement processes to track lifecycle of opportunities and generate feedback loop

Ambition:
to break even
on our investment into fundraising.

What may the next three years look like?

YEAR 2: 2025

- Further developing collateral and on-line presence
- Use data and analysis to discover what is working and improve upon it
- Deliver profitable fundraising event(s)
- Grow corporate partnership market share
- Maintain discipline when applying for grants and trusts
- Create and implement targeted fundraising campaigns for HNWIs, corporates and individuals
- Create and implement a legacy marketing campaign and attend The Legacy Week
- Open a sports-based charity retail outlet if feasible
- Building upon feedback from the pilot, deliver a programme of fundraising workshops to support sports clubs and associations

Ambition: to generate a
100% return
on our investment into fundraising.

YEAR 3: 2026





- Expand online fundraising efforts with crowdfunding campaigns
- Further develop successful fundraising platforms
- Continue cultivating corporate partnerships and grant opportunities
- Expand retail outlet income

Ambition: to generate a
200% return
on our investment into fundraising.

What are the risks?

As with any new initiative there is no guarantee of success. Fundraising is operating in a very challenging environment, especially post-COVID. A 2023 survey from The Association of Jersey Charities recently reported that 57% of responding charities had experienced a drop in fundraising income in the past year.

Whilst successful execution of our strategy can deliver huge upside, a realistic appraisal of the key risks involved will help us to carefully plot our way to success. These key risks are considered to be:

Risk	Mitigants	RAG rating
Cannibalisation of existing funding/ sponsorship relationships.	Incremental, targeted approach to minimise overlap.	
Capacity not available to support fundraising efforts, e.g. website, communications and marketing support.	Incremental approach to strategy implementation enabling business case to be built upon success and lessons learned.	
Successful fundraising leads to reduction in Government support for sector.	Open discussions with Government on desired outcomes from initiatives. Fundraising opportunities and pipeline regularly shared with Government.	
Data not available to support return on investment in fundraising.	Lifecycle of opportunities to be tracked and overseen by Charitable Working Group to generate feedback loop, to include both direct and indirect fundraising as well as cash/non-cash elements.	



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