



# Youth Innovation

Conference

## Introduction to Fundraising in the Sport for Development Sector.

Rahul Bissoonauth & Lucy Wilkes



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# Introduction to fundraising in sport for development

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# SESSION OBJECTIVES

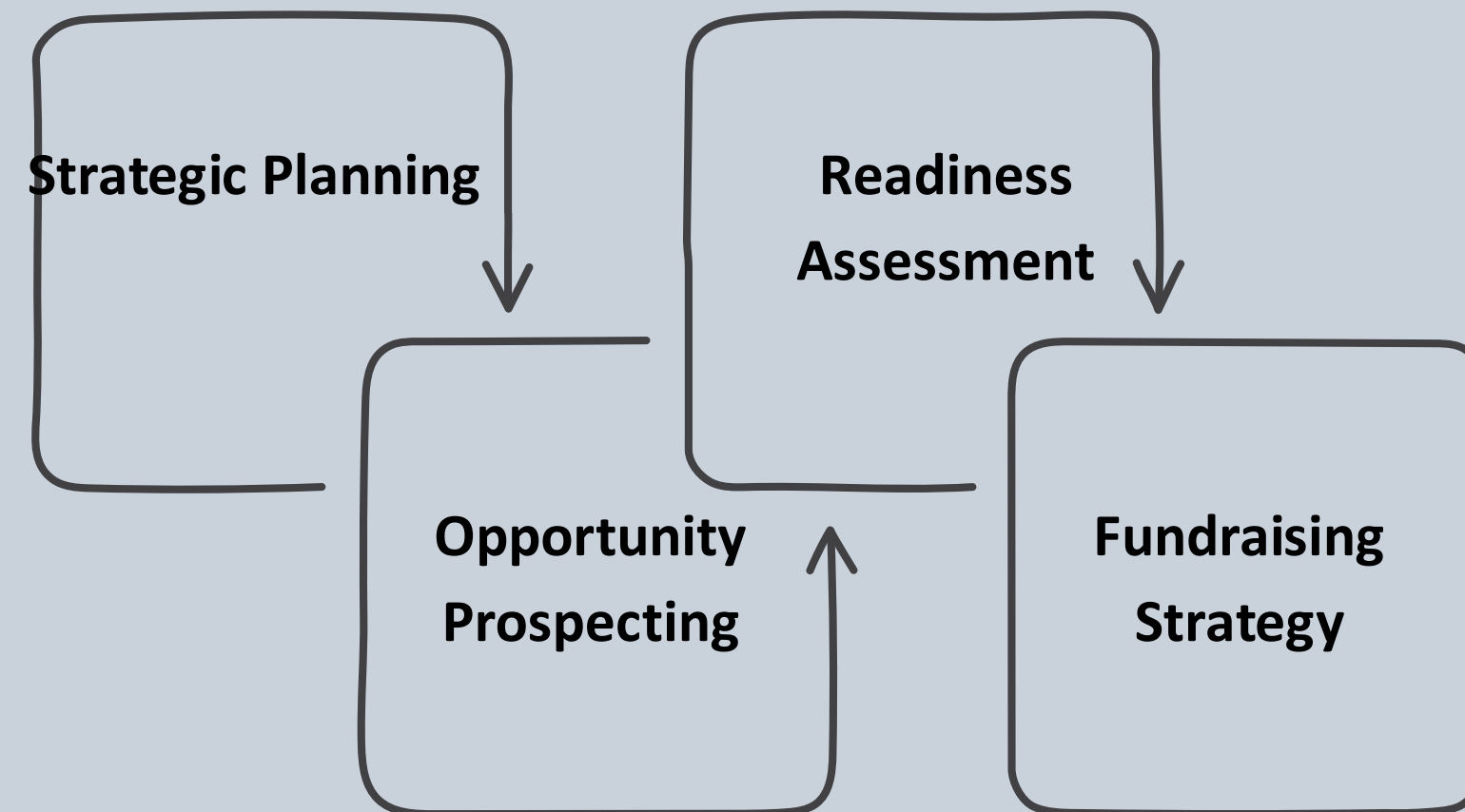
- Explore the fundraising landscape.
- Identify different funding streams in S4D.
- Understand funder's expectations.

# About US.

At **Remedy** we provide strategic planning, fundraising and capacity building support in sport for good.

Our team brings diverse and extensive experience of grant-making, grant-seeking, grant management, strategic facilitation, organisational development and copy-writing, built over a combined 35+ years' working with charities and non-profit institutions in the UK and around the world.

We work with grassroots clubs, community groups, charities and associations using sport in a purposeful way to deliver social change.



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# About US.

## **Rahul Bissoonauth**

Most recently Chief Commercial Officer at Yunus Sports Hub, Rahul is a trusts and foundations fundraising specialist with 12+ years of experience as a fundraising consultant, charity fundraiser, grant-maker/assessor, director and trustee through executive and board-level roles at Oaks Consultancy, Unltd, the Football Foundation and the People's Postcode Lottery. Rahul has secured more than £20m from trusts, foundations and institutions, major donors and corporates.



## **Lucy Wilkes**

Lucy is an experienced trusts and foundations fundraiser and bid writer. She identifies various funding opportunities for non-profit organisations nationally and internationally, supports project planning, and crafts compelling proposals. Additionally, she supports clients with their fundraising strategy, helping to enhance their fundraising readiness and increase their appeal to funders, partners, and sponsors.



# The Fundraising Landscape

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# KEY TERMS

## **“Fundraising”**

The process of identifying and gathering financial resources for your (typically non-profit) organisation.

## **“Fundraising strategy”**

A plan that outlines how an organisation will secure the financial resources needed to support its mission and planned activities.

## **“Fundraising readiness”**

The state or condition of an organisation being fully prepared to undertake fundraising activities effectively and efficiently.

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# KEY TERMS

## “Need”

A problem or opportunity that the project aims to address, demonstrating the necessity for the proposed intervention or service.

- **Example:** *Low levels of participation and retention among young people in activities in underserved communities, leading to social exclusion.*

## “Activities”

The specific tasks or programmes undertaken by an organisation to achieve its objectives, produce outputs, and lead to desired outcomes.

- **Example:** *Host “sport taster” sessions and regular workshops in schools and local communities to introduce young people to your programmes and inspire participation. Work alongside local community groups.*





# KEY TERMS

## “Output”

The immediate products, services, or results generated by project activities. Outputs are measurable and directly linked to project activities.

- **Example:** *100 young people across 5 schools participate in introductory sport sessions within the first six months.*

## “Outcome”

The short to medium-term effects of a project's outputs, indicating changes or benefits for individuals, groups, or communities. Outcomes should directly address the identified needs.

- **Example:** *60% of participants (60 young people) continue playing sport regularly through school or local clubs within a year, contributing to increased physical and mental well-being for participants.*



# KEY TERMS

## “Impact”

The long-term, broader changes or benefits resulting from a project,  
beyond immediate outcomes.

Impact reflects the contribution to wider societal,  
environmental, or economic goals.

- **Example:** Young people in underserved communities face less social exclusion and develop a sense of belonging, increased confidence and self-esteem. This results in them performing better in school and feeling more optimistic about their future.

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# Reflections



**Thinking about your own context:**

*Do you have fundraising experience?*

*What has worked well in the past?*

*What hasn't worked so well?*

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# FUNDRAISING READINESS

WHAT  
PEOPLE SEE

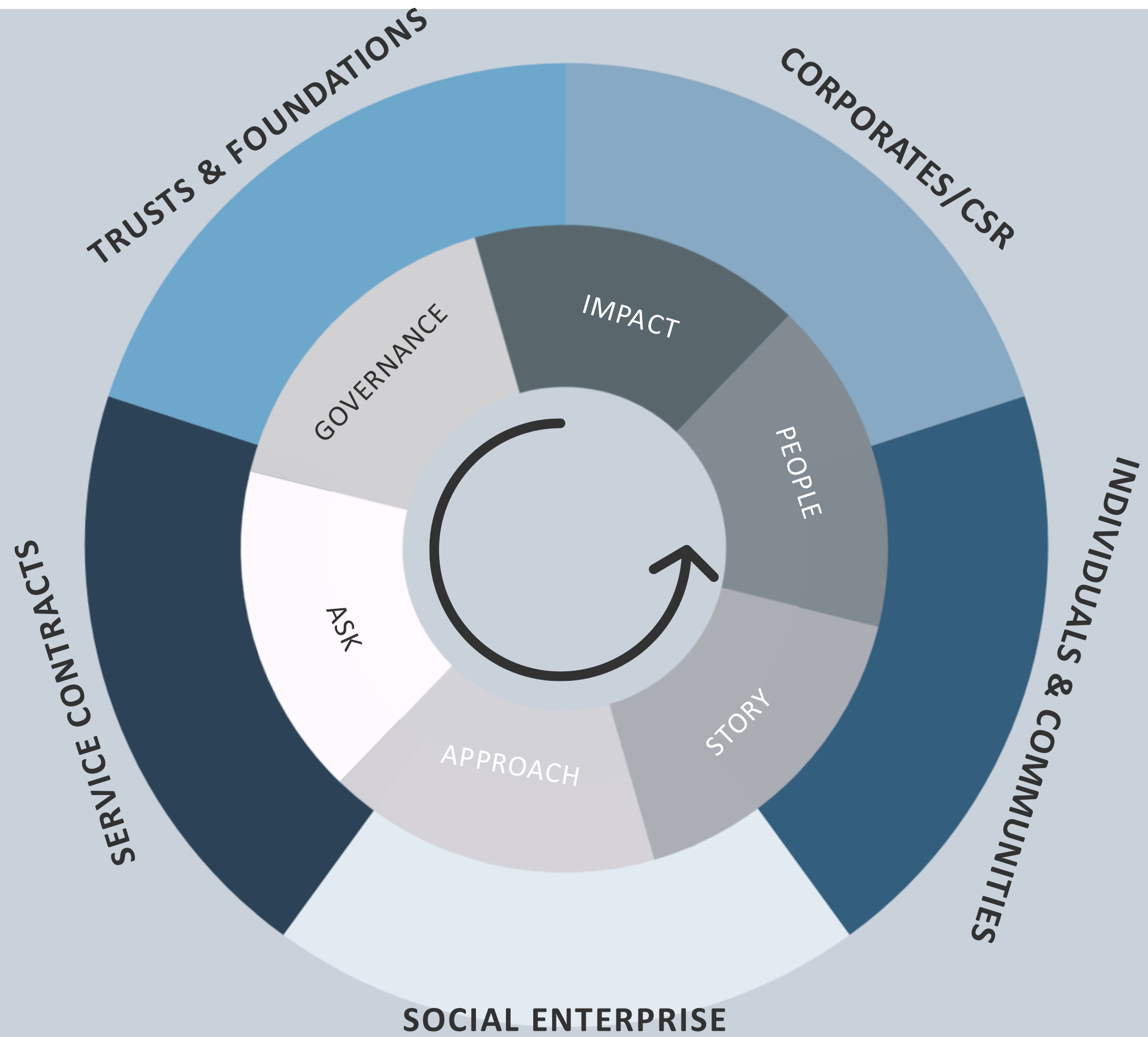
Fundraising  
success

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WHAT PEOPLE  
DON'T SEE

1. Good governance
2. Evidence of impact
3. Capacity and skills
4. Persuasive storytelling
5. Targeted approach
6. Clear ask

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funding streams in s4d

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# TRUSTS & FOUNDATIONS

- 35% of sport for development orgs rely on grants as primary income source.
- 23% receive over half their total funding from a single donor.

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## Opportunities:

Reliable income stream, relatively untapped, growing interest from funders on social impact.

## Key to success:

Strategic alignment, data-driven impact measurement, strong governance and transparency, relationship building.

## Risks:

Shifting funder priorities, mission drift to chase funding, boom/bust cycles, single donor reliance.

## Future:

Evolving landscape with foundations shifting focus and strategy.  
Rise of participatory grant-making where communities and beneficiaries have a voice.



# Corporate partners

- Only 15% of sector income but seen as major growth opportunity.

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## Opportunities:

Financial support, in-kind resources, expertise, brand visibility, and employee engagement opportunities.

## Key to success:

Aligned values and goals, clear expectations, ongoing communication, impact measurement.

## Risks:

Inauthenticity, mission/value misalignment, “feel good” surface level, short-term thinking.

## Future:

The rise of CSR creates opportunity for S4D partnerships activations. Valuable partners in employee engagement, community impact, and brand purpose activations.

# INDIVIDUAL GIVING

- Represents 22% of sector income, mostly via one-off donations

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## Opportunities:

Provides unrestricted funding and reduces reliance on donors, diverse revenue streams.

## Key to success:

Long-term cultivation, story-telling and impact demonstration, diverse giving options, multi-channel approach, building personal connections.

## Risks:

Donor fatigue, recruiting donors can be time-intensive and expensive, inconsistent income.

## Future:

Growth of digital giving. Digital tools and peer-to-peer fundraising can help to scale individual giving efforts, but should complement, not replace, personal outreach.

# earned income

- Currently 15% of sector income.
  - Includes service contracts and social enterprise activities.

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## **Opportunities:**

Provides flexible, unrestricted funding, regular giving creates reliable income, peer to peer can help to scale effort and reach.

## **Key to success:**

Mission alignment - should not distract from core objectives, balance social impact with financial viability, clear business model and pricing strategy.

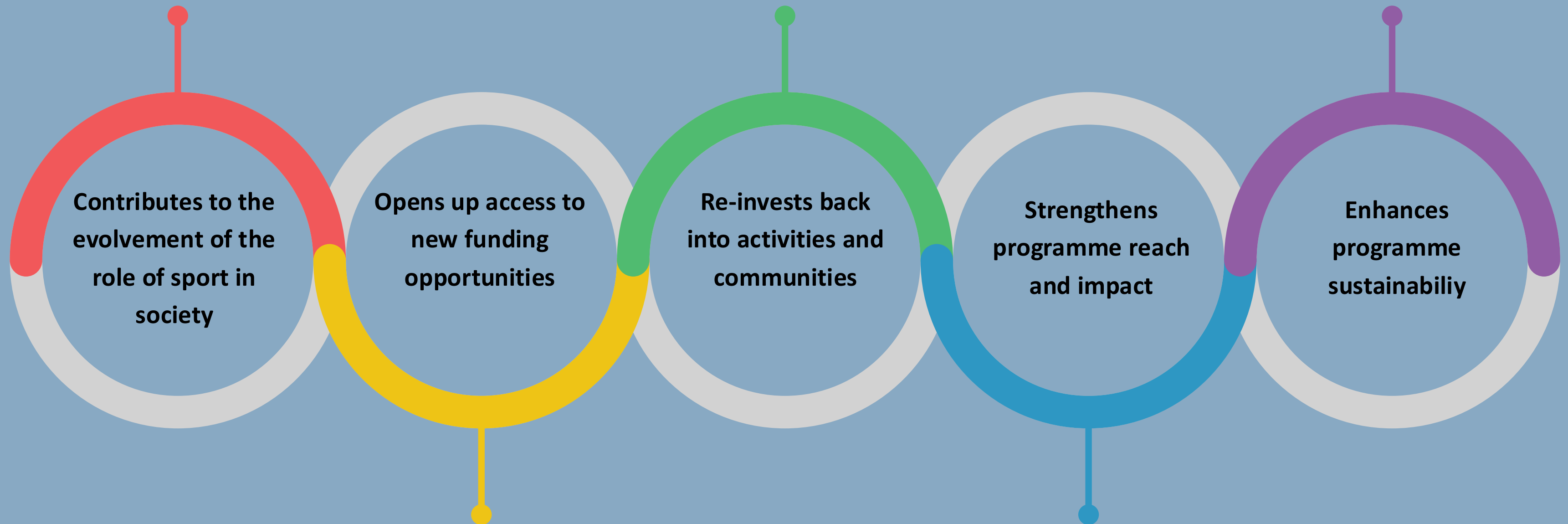
## **Risks:**

Requires upfront investment, mission drift, market dependency.

## **Future:**

Growing interest in social enterprise models.  
Opportunity for hybrid funding approach.  
Potential for government or corporate partners to fund fee-for-service programmes.

# why unlocking funding for social impact in s4d matters



# what do funders look for?



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# Reflections



**Thinking about your own context:**

*Where does your main source of funding  
come from?*

*Have you explored other avenues?*

*If not, why not?*

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# Useful tools & resources

[Fundraising Readiness Self Assessment Tool](#)

[On The Ball fundraising newsletter](#)

State of the Sector Report

Online S4D communities/networks

LinkedIn



QUESTIONS?

