

# SPORTS WITHOUT BORDERS

## Get the Knowledge: Best Practice Workshops

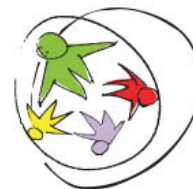
### 2. Getting more money (without bugging your members)

**PATRICK MORIARTY, Executive Director,**

**Institute of Community Directors Australia**



**SPORTS**  
WITHOUT BORDERS  
we're all on the same team



**ourcommunity.com**  
Where not-for-profits go for help

Has every one got an idea of  
something they need money to  
do?

First things first

Who wouldn't you take money from?

# St Kilda City Football Club pulls out of sponsorship from California Club brothel

KATHERINE FIRKIN HERALD SUN JANUARY 16, 2010 12:00AM

SHARE



SAVE THIS STORY

**A SUBURBAN footy club which had lined up sponsorship with a brothel for 2010 has pulled out of the deal after coming under pressure from the league's ruling body.**

St Kilda City Football Club had agreed to naming rights sponsorship with the California Club sex parlour for this season but the plan didn't make it past the boundary line.

After speaking with AFL Victoria, St Kilda City bowed to pressure and pulled out of the deal, believed to be worth about \$2,000 for the season.

AFL Victoria chief executive Peter Schwab said such sponsorship agreements send out the wrong messages to players, supporters and the wider public.

"AFL Victoria is committed to making football clubs family friendly environments where women and children are all welcome," Mr Schwab said.

Southern Football League chief executive Wayne Holdsworth says the code aims to generate respect towards women.

"It doesn't fit well with our philosophy of showing respect towards women," Mr Holdsworth said.

Yesterday, defiant bosses of the Southern Football League reigning premier said they had no problem with the arrangement, and would even be happy for their players to "enjoy themselves" at the St Kilda Road bordello.

"It's purely an advertising stream for them, they want to put their name down. We're not forcing any of our members to go to the establishment, there's no contras, there's no forced sexual behaviours," club general manager Rod Gamlin told the *Herald Sun*.

"They wanted to get out in the marketplace (and) if they're lucky enough for our guys to go there and enjoy themselves then so be it.

"There's no physical contact without protection, there's no alcohol on the premises."



California Club. Picture: Morganna Magee. Source: Herald Sun

## California Club brothel sues in footy cash feud

**A ST KILDA brothel is threatening to sue a local club after a \$5000 grassroots football deal went sour.**

California Club claims it was left out of pocket after a sponsorship deal with St Kilda City Football Club was derailed last year.

Brothel spokesman William Albon said the business had paid \$5000 before AFL Victoria forced the club to back out of the deal under a threat of deregistration.

"St Kilda City Football Club claimed they would generate clients for the brothel," Mr Albon said.

"But the brothel received nothing - no endorsements, no advertising and no client generation."

Mr Albon said the club had insisted on being paid before the 2010 season so that it could buy new jumpers carrying the brothel's logo.

"We have today (Wednesday) instructed our solicitors to launch proceedings against the St Kilda City Football Club to recover the monies they owe us," Mr Albon said last week.

He said California Club handed over the money "in good faith" and claimed the AFL intervened to stop the deal.

The local football club's general manager, Rod Gamlin, claimed the brothel had received value for money despite the deal going sour.

"If you ask me they've already got more than their money's worth with all the media coverage," Mr Gamlin said.

# The Annual Fundraising Strategy

Assign fundraising as a priority responsibility

Work out the elements – what mix?

Gain Board approval

Communicate widely

Keep fresh

# Have some forethought – what do you need

Problem/Issue/Challenge to your organisation	How will you solve it/what options do you have	What steps/stages are involved (\$)	Timing per stage?
Complaints that parents have nothing for children to do at our club	<ul style="list-style-type: none"> <li>- Create play area for kids----</li> <li>- Have child care worker for weekends</li> <li>- Hire a clown</li> </ul>	<ul style="list-style-type: none"> <li>- Plans - \$8,000</li> <li>- Permit - \$500</li> <li>- Excavation - \$4000 (in kind)</li> <li>- Sand – 1000 (\$500 partnership with supplier)</li> <li>- Supply and install Soft Fall -\$8000</li> <li>- Supply an Install Equipment – \$25000 (could itemise this too)</li> <li>- Safety Inspection - \$1500</li> <li>- Launch Party – 1000</li> <li>- Audit of funds - \$1000</li> <li>-Report – 600 (in kind)</li> </ul>	<ul style="list-style-type: none"> <li>6 wks</li> <li>4 wks</li> <li>2days</li> <li>2 days</li> <li>4 wks</li> <li>6 weeks</li> <li>1 day</li> <li>1 day</li> <li>2 wks</li> <li>2 wks</li> </ul>

WHY WOULD I GIVE YOU  
THIS MONEY



TO DO THIS

Problem/Issue/Challenge to your organisation	How will you solve it/what options do you have	What steps/stages are involved (\$)	Timing per stage?
<p>Complaints that parents have nothing for children to do at our club</p> <p>NEED</p> <p>WHERE IS THE EVIDENCE</p>	<ul style="list-style-type: none"> <li>- Create play area for kids----</li> <li>- Have child care worker for weekends</li> <li>- Hire a clown</li> </ul> <p>OUTCOME</p>	<ul style="list-style-type: none"> <li>- Plans - \$8,000</li> <li>- Permit - \$500</li> <li>- Excavation - \$4000 (in kind)</li> <li>- Sand – 1000 (\$500 partnership with supplier)</li> <li>- Supply and install Soft Fall -\$8000</li> <li>- Supply an Install Equipment – \$25000 (could itemise this too)</li> <li>- Safety Inspection - \$1500</li> <li>- Launch Party – 1000</li> <li>- Audit of funds - \$1000</li> <li>-Report – 600 (in kind)</li> </ul>	<p>6 wks</p> <p>4 wks</p> <p>2days</p> <p>2 days</p> <p>4 wks</p> <p>6 weeks</p> <p>1 day</p> <p>1 day</p> <p>2 wks</p> <p>2 wks</p>

# Need Linked to solution/option

- In the Western suburbs of Melbourne there are 4800 children aged between 2-12 who do not have access to a playground that deals with their physical disabilities.  
(problem/issue/challenge)
- Access All Ability playground – (solution)



# Be Prepared - The Organisation Template

## **Vibrant Description of Organisation**

Re-use for most applications **and** for marketing and communication (IT WILL HELP TO SAVE TIME)

All the common pieces of information that you will ever use for your own organisation for submissions, completing reports, to pass on to new committee members, for brochure content, for website info, to keep a history – BUT IN ONE SPOT

# The Six Fundraising Pillars

1. **Grants** - Gov, Corporate, Philanthropic
2. **Affinity** - members, friends, supporters,
3. **Individuals** - donations, wills, bequests
4. **Community events:** sausage sizzle, festival
5. **Partnerships** - business, other community groups/schools, councils, service clubs – major or minor (sponsors)
6. **Business** - maintenance, meals, jobs, cleaning etc



LOGIN

HOME

RUGBY +

THE CLUB +

SPONSORS +

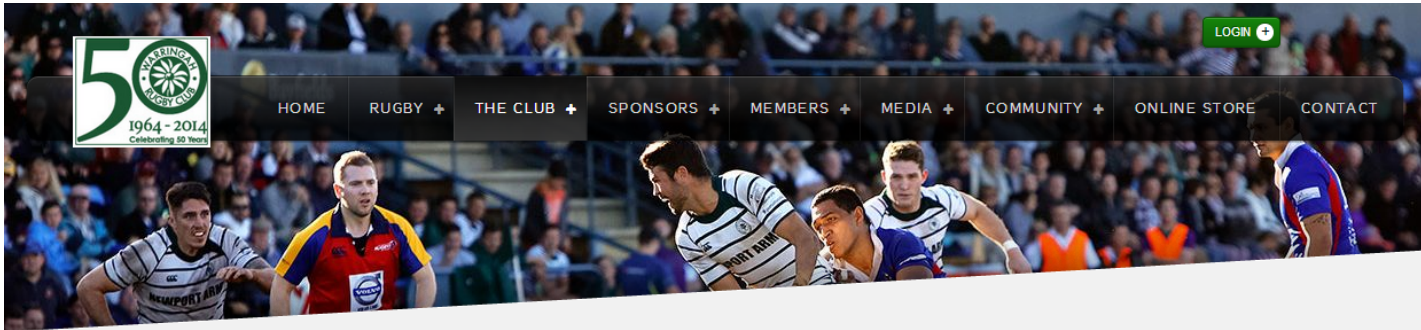
MEMBERS +

MEDIA +

COMMUNITY +

ONLINE STORE

CONTACT



You are here: [Home](#) ▶ [The Club](#) ▶ [The Warringah Foundation](#) ▶ [Leave a Bequest](#)

## Leave a Bequest

### To Leave a Bequest

Warringah Rugby supporters are encouraged to support the Warringah Rugby Foundation and help secure the long term future of Warringah Rugby Club.

All funds left to the Foundation through a bequest will be preserved in perpetuity and will contribute to a capital fund which will be invested by the Trustees of the Foundation for the benefit of the Warringah Rugby Club forever.

You can help the Warringah Rugby foundation with a gift in your Will.

Being named as a beneficiary in peoples Wills will ensure the ultimate success of the Foundation, the sole objective of which is the long term benefit of the Warringah Rugby Club and the promotion of rugby on the peninsula.

Contact The Foundation's Planned Giving Co-ordinator or [click here](#) to download the Bequest Form or [click here](#) for more information

### Types Of Gifts

After providing for your family and friends, you may be wondering how to support The Foundation with a give in your Will.

The gift can take the form of:

- The residue of the estate
- A percentage of the estate
- A specific amount of money
- A life insurance or superannuation policy
- Assets such as shares, property, works of art, jewelry
- An investment in perpetuity.

If you are able to help The Foundation through a donation in you Will, you may wish to consult your solicitor, trustee company or the Public Trustee regarding the wording.

### To Leave a Donation or Pledge

To make a pledge or donation [click here](#) to download the Pledge Form

### Where Your Money Goes

100% of the funds raised from bequests will be retained by the Warringah Rugby Foundation and invested in secure



### Search our Site

### WRC Newsletter



#### Subscribe to the WRC Newsletter

First Name (\*)

Last Name (\*)

Email (\*)

Security Question (\*)

O z f . l w

Refresh

SUBMIT

### Club Information



## LEAVING A BEQUEST



A gift of a bequest is a gift of tomorrow.

One of the most important ways you can help the work of PCYC in the future is by including a bequest (gift) in your Will.

After you have made provision for your family & friends, you may like to consider PCYC. Your bequest will enable PCYC to secure our future by helping our young people. Maybe they are hurting and are in difficult circumstances. Maybe they are in need of guidance and help.

Or maybe you would just like to say "Thank You" for the opportunities PCYC gave you in your life.

Your Will allows you to express support of your fundamental values and make an impact on future generations - not only by the inheritance you leave to those close to you - but through the heritage you can leave for the well-being of the young people with which PCYC supports and works.

It is a heritage that could ensure your name would be always remembered and that you contributed to making life more fulfilling and worthwhile.

Your bequest also means that you are honored, in your lifetime, as a member of the Sylvia Chase Memorial League.

### SUGGESTED WORDING FOR A BEQUEST TO PCYC

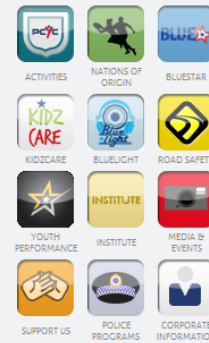
I GIVE the (whole or residue or percentage) of my estate to Police & Community Youth Clubs NSW Limited (ABN 89 401 152 271) of 1A Cleary Avenue Belmore NSW, for its general purposes and the receipt of the Company Secretary of Police & Community Youth Clubs NSW Limited will be sufficient discharge to my executors.

OR

I GIVE the sum of (insert actual amount in both words & numbers) to Police & Community Youth Clubs NSW Limited (ABN 89 401 152 271) of 1A Cleary Avenue Belmore NSW, for its general purposes and the receipt of the Company Secretary of Police & Community Youth Clubs NSW Limited will be sufficient discharge to my executors.

### TYPES OF BEQUESTS

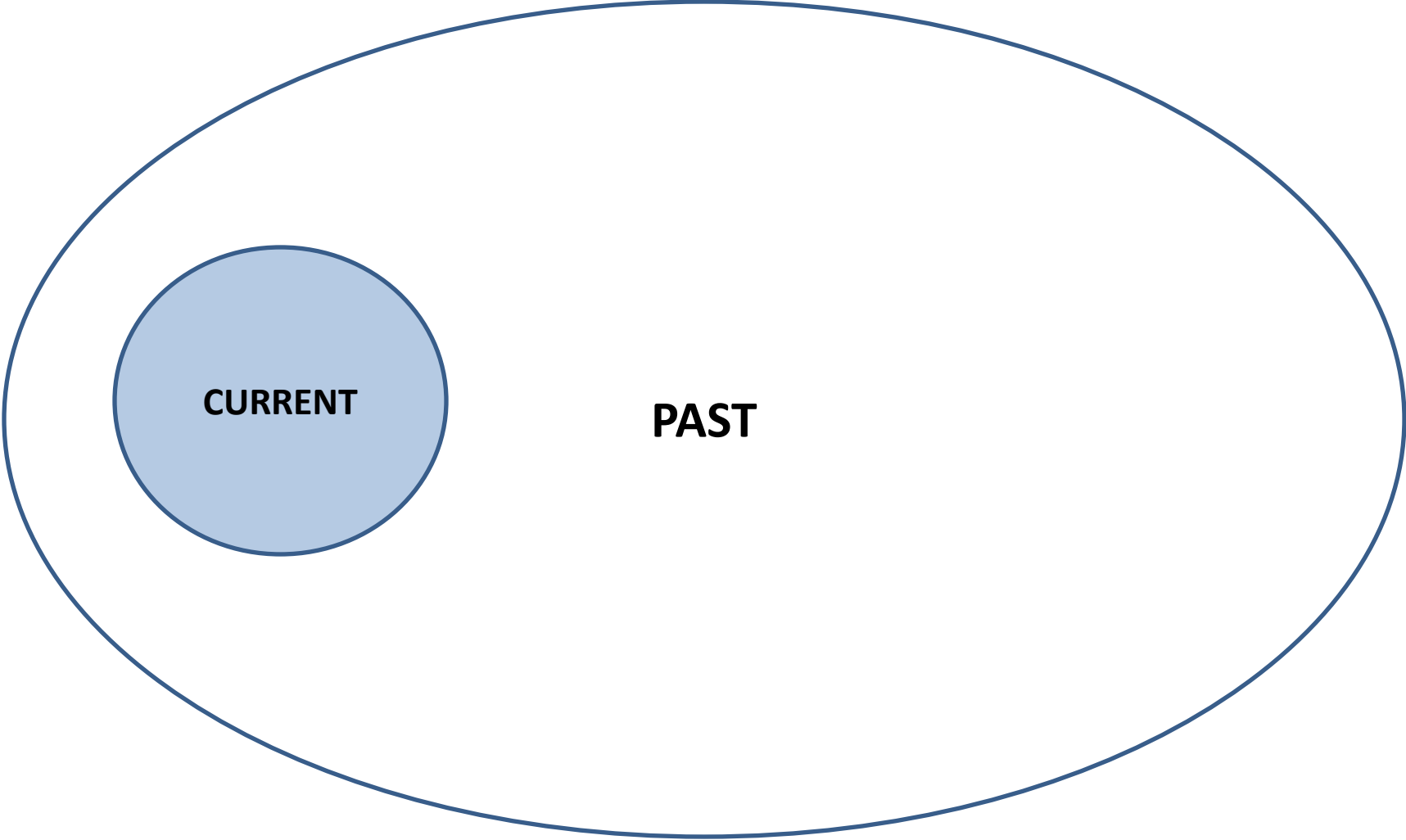
1. Specific Bequests are gifts of particular articles of property, houses, land, shares, car/s, furniture jewellery, artwork and so on, given to a particular person or organisation
2. General Bequests are usually gifts, sums of money or percentages of the value of your estate given to people or organisations
3. Residual Bequests are made up of the remainder of your estate after the Specific and General bequests have been distributed. You may wish to leave residual bequests to your family or friends, or an organisation such as PCYC
4. Proportional Bequests are when you decide to leave a specific proportion of your residual estate eg. 70% of my residuary estate, to PCYC
5. Alternative Bequests are when you make provision in your Will that if any named beneficiary cannot accept your bequest, then the benefit goes to PCYC.



**JOIN OR RENEW  
MEMBERSHIP**



**THINK OF WHAT YOU NEED?**



# Sponsorships

**Marketing the message**

**Positioning the sponsor**

# Sponsorship is Marketing

Make a list of all marketing vehicles

## **HOW?**

- **Newsletter (email, advertising, promotion)**
- **Lobbying (business, councils, politicians)**
- **Media – radio, press, council, websites**
- **Memberships – build numbers (and friends)**

A key response is to get your message across to more people...

- **people interested in your community** (what about those who have left – temporarily, permanent)
- **people interested in your issues** (not just locals)
- **people who belong/belonged** (members, friends, past members)
- **companies who sell to your community** (not just products – what about professional or trade services)
- **politicians who represent your community** (to inform and gain support)
- **the media** (again not just local – radio, press)
- **the internet** (can gain presence and linkages)



# How do we raise funds?

## *The Rules*

**1. If you don't ask, the answer is always no.**

*Rule Number One. Tattoo it to the back of your hand.*

**2. Diversity equals strength.**

*The more the sources of funds you have, the stronger the organisation.*

**3. People don't give to causes, people give to people.**

*People give when someone they like and trust asks them.*

**4. People don't give to causes, people give to people.**

*People give when they're able to identify with the eventual recipient.*

**5. The first time is to make mistakes, the second time is to make money.**

*Don't change for change's sake – you'll lose your hard-won experience.*

# How do we raise funds?

## ***The Rules***

### **6. The magic word is “Thanks”.**

*Let anyone who contributes know how very, very, very grateful you are. Often.*

### **7. Just because they didn’t give yesterday doesn’t mean they won’t give today.**

*Be persistent up to the maximum limits of politeness.*

### **8. Great oaks from little acorns grow**

*People give tentatively at first; you have to make it meaningful for them before they’ll give meaningful amounts.*

### **9. Make your donors your friends. And make your friends your donors.**

*Building relationships is your most important job ... and a pleasure.*

### **10. There’s no such thing as easy money.**

*The more you put in to it, the more you’ll get out of it.*