



# COVID-19 SPORT ENGLAND RETURN TO PLAY FUND CROWDFUNDING

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# CROWDFUNDING SUPPORT FUND - ACTIVE TOGETHER



Crowdfunder and Sport England have teamed up to make £1.5m of match funding available to the sports sector during the ongoing Coronavirus crisis.

Rugby Clubs could apply to get up to £10,000 of match funding

## What's crowdfunding?

- People pledge money in return for a reward which can be a product, benefit or service.
- The Platform will provide clubs with the infrastructure to pre-sell things such as tickets, membership fees and merchandise, as well as securing rewards-based donations.
- This means incentivising members and the community to support their clubs by giving now and redeeming later, or receiving rewards offered by the organisation – for example a free session in return for a donation.

## Who could benefit from this?

- This fund is primarily aimed towards rugby/ sport clubs who had to cease operations due to ongoing pandemic and in doing so are experiencing short term financial difficulty.
- Includes charities, voluntary and social enterprise sector organisations that deliver sport.
- For benefit of people residing in England

<sup>2</sup> Further information on the funding available please click [here](#)

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- The Crowdfunder platform is scrapping all fees for the Active Together programme and is covering transaction charges to ensure every penny raised by a club goes to them.
- They're also providing a [series of monthly webinars offering advice and examples of successful previous Crowdfunder projects involving sport](#).
- Crowdfunding is about more than just giving. It allows clubs to diversify funding streams through a neat campaign, advanced sales and driving meaningful engagement between clubs, their members and local communities.
- Clubs and organisations can [sign up via the Crowdfunder website](#). They'll then need to set their crowdfunding target and put in place incentives and rewards.

## **Pledge Criteria amount available:**

- If application is approved match funding of 50% towards your initial crowdfunding target is available up to a maximum of £10,000
- This will also be distributed within 7 days of meeting the target

## **To receive a pledge – you will need to do 2 things:**

1. Raise at least 25% of your initial target
2. Raise this from a minimum number of supporters (dependent on the size of the initial target)