

# Funding and Sponsorship

---

## Funding and Sponsorship

### What is sponsorship?

Sponsorship is when businesses and companies provide funds, resources, or services to a club, in return for rights and/or associations with the club.

These rights or associations help the business commercially. This may take the form of a logo on a Waka, signs at an event, or free advertising in a newsletter.

### What are grants?

Grants are funds received from statutory, voluntary, or philanthropic agencies established with the primary purpose of giving grants. They give grants to meet their own objectives and strategies, such as government policy, community development, or supporting the local community.

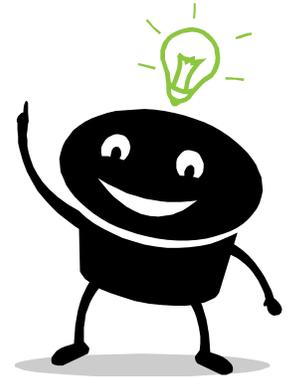
There are many ways that Waka Ama can positively affect your community from programmes with troubled youth, young children, older adults, team building, whānau and Iwi events, getting the inactive more active and the list goes on!

### What is fundraising?

Fundraising is the process that your club undertakes to secure additional funds. Fundraising should fund special activities such as new Waka, paddles or lifejackets, special events, overseas Waka Ama trips, and new programmes or projects.

## 1. Getting organised, be prepared!

- Nominate someone on the executive committee to be in charge of funding with the support of the committee
- The best funding advice is to keep a FUNDING FOLDER with all the information you need:
- Minutes of previous meetings. Make sure you note your intention to raise funds in the Minutes.
- news clippings, letters of support, flyers of previous events or projects
- photocopies of application forms from previous years to help you fill out subsequent applications
- a list of applications sent – successful or unsuccessful
- REMEMBER you may not always be the person applying for your clubs funding - the more organised are your records, the easier it will be for the next person to take up the task!



## 2. Establish Your Funding Requirements

- Identify suitable funders
- List the items/projects you need funding for. Match your 'wish list' with the funders you are eligible to apply to for that specific item/project; and take note of the application Closing Dates against your timeframe for needing the funds
- Contact your RST for advice on the local funding agencies in your region.
- Set goals
- Have a specific project that you require funding for.
- List your resources available
- Fundraising
  - Many funding agencies expect you to contribute a portion of the cost towards your project. This means raising money in others ways within your group to meet this criteria, not just seeking funder contributions.

## 3. What your club may need to be eligible to apply for funding

- Affiliated to or recognized by the National Organisation (Waka Ama NZ can provide you with a letter of affiliation on request)

- Evidence of non-profit status i.e. Deed of Trust, Charities Commission or Incorporated Society Certificate
- A bank account/printed bank deposit slip in the name of your club/organisation
- Audited financial accounts and/or other financial information
- A resolution/copy of the minutes stating your committee's agreement to apply for funding, signed and certified by your executive committee
- Quotes from different suppliers, usually less than 3 months old, addressed to your organisation for the goods or services required
- A breakdown of the costs for the event/programme and what you are going to contribute towards the costs

## 4. Completing your application

Each funding agency will have its own criteria and eligibility requirements so it pays to look closely at the Application Form before going ahead to make sure you comply.

Check the closing dates for funding applications, some are monthly some are twice a year. You need to allow yourself enough time for it to be processed before your intended event/programme. Most funding is not granted for retrospective costs.

### a. Check the Application Criteria carefully

Make sure the funder you are approaching will consider the reason for your request so that you don't waste your effort applying for funding which their criteria does not support.

If a funders application criteria will support administration/ running expenses only, ask for funding to assist with these costs, and save your on-hand funds for the specific project or event your club is undertaking.

### b. Filling in the application

Funders want brief, clear answers to their questions. Bullet proof: 'What – How – When' for your project description, 'Why' for the benefits or the proposed project/service.



Make sure you only send relevant attachments with your application form, keeping in mind they may need to be photocopied for distribution to members of funding committees.

Ask for help - if you have any questions when you are filling out an application form, always ring the contact person from the funder organisation.

Keep funders and sponsors informed on the progress of your project. By keeping a good relationship with funders/sponsors, asking for more funding should be easier next time.

## 5. What information is needed to complete an application? ( this is not an exhaustive list)

- Profile or summary of your organisation: your purpose/activity/services, your history and how long you have been established, your membership numbers, your trustees names, your future plans or goals.
- Your group's LEGAL name (on bank account); add commonly-used name in brackets on an application form, if applicable.
- Type of group – charitable trust, non-profit body, incorporated society.
- Copy of evidence of group's affiliation to recognised National or Regional body.
- GST number, if applicable.
- IRD tax exemption certificate (letter) if registered as tax exempt.
- Pre-printed bank deposit slip, or stamped and verified bank deposit slip.
- Copy of latest bank statement of your group.
- Financial documents such as Income and Expenditure Statement for the last 12 months certified as correct by group's Executive, and 'reviewed' or audited Annual Accounts.
- What the grant is specifically required for and the amount requested.
- Cost breakdown (proposed budget) of your project/expenses.
- Two or three competitive quotes, or written explanation if several are not available.
- Sources of other funding for this project, and what funding is already raised.
- Where do you intend to get further funding for the project (if required).
- Resolution to apply for funding – included in the group's Minutes of Meeting and resolved as a true and accurate record are the next meeting, included in the following month's Minutes of Meeting.



- Signatures of Secretary and other Executive members – President or Treasurer.
- Contact details of Referees (usually two) and Auditors contact details.
- Other supporting material such as news clippings of your intent to raise funds, letters of support from recognised groups/people, can be useful.
- If your group is incorporated:
  - Certificate of Incorporation.
  - Common seal may be required to be stamped onto application form

## Resources and useful links

The link below will provide you with a Sport NZ funding database to find funding <http://www.sportnz.org.nz/en-nz/funding/Directory-of-Potential-Funding-Sources/Start-search-from-beginning/>

And Funding Information Service is a social enterprise set up by funders to provide a hub of resourcing information for communities all over New Zealand  
<http://www.fis.org.nz/>

Types of funding agencies: <http://www.fis.org.nz/resources/resourcing-managment/types-of-funders/>

Some funding agencies will have a checklist that you can complete to see what type or level of funding you may be eligible for such as the Community Matters Funding and Grants <http://www.communitymatters.govt.nz/Funding-and-grants---Checklists>