



DEFIBRILLATOR FUNDING GUIDE

England Boxing has announced that from June 2022 it will be mandatory for all member clubs to have a dual-functioning Defibrillator on site, or be a maximum of five minutes' walk (both ways) from accessing one elsewhere.

For those clubs who will need to purchase a defibrillator to fulfil this affiliation requirement, England Boxing has put together a step-by-step guide on how clubs can raise funds to support the purchase of a club defibrillator.

The guide will cover current funding grants, fundraising ideas, a sponsorship guide and templates.

Funding grants

Supermarkets Token Schemes

Your local supermarket can be a great source of support for fundraising projects, with token schemes. The Co-op Local Community Fund supports projects that make a difference to local communities near the company's stores, while the Asda Foundation Green Token Giving, Tesco Bags of Help, Waitrose and Partners Community Matters, The Morrisons Foundation are other similar initiatives.

Click below to access the relevant links.

<https://www.groundwork.org.uk/tesco-bags-of-help/>

<https://tescocommunitygrants.org.uk/>

<https://www.fundingforall.org.uk/funds/waitrose-community-matters/>

<https://www.coop.co.uk/local-causes>

<https://www.morrisonsfoundation.com/>

<http://asdafoundation.org/>

Local authority / Local councillor and mayor grants

The County Council Councillors' and Town Mayor Grant Fund is aimed at community and voluntary organisations. The fund provides councillors and mayors with a pot of funding to support small-scale projects within their division that support local communities.

Find your local council at: <https://www.gov.uk/find-local-council>

Proceeds of Crime Act funding

The fund is formed of money seized from illegal money lenders under the Proceeds of Crime Act 2002 (POCA) and is awarded to groups who wish to invest in local community projects.

Each county or region will have a Proceeds of Crime Act funding pot to apply for via their local community police team / SNT. To find details of your local police team, go to: <https://www.police.uk/pu/your-area/>

Fundraising

Create a fundraising event for your boxing club

There's a fundraising event for everyone. Would you like to be the star of your fundraising or share the glory as part of a group? What are you good at and how could you challenge yourself? You could use this as an opportunity to try something you've always wanted to.

Event ideas: Marathon, Skipathon, Punchathon, Swimathon, A team race such as a triathlon, or other events like pulling a lorry or a bus a certain distance.

Set up a fundraising page

Simply set up your fundraising page on <https://www.justgiving.com/> or <https://www.gofundme.com/en-gb>. You can sign up with your email and a few details on your fundraising event, or why you are raising funds for a defibrillator.

See below for a template you can use containing key information.

Promoting your funding page / event

Let your Facebook, Twitter and Instagram followers know what you have planned - and how they're helping such a great cause. Keep them updated with how preparations are going and, of course, how they can donate to you!

Please keep us updated on your event by using the hashtags #EnglandBoxing and #EveryBeatCounts on your social posts.

We love seeing your pictures and all the great fundraising you're doing and will share and support where possible.

Other fundraising ideas

- A boxing show ticket price increase, explaining that an extra £1 to £2 is going toward a club defibrillator.
- A bucket donation collecting loose change from the audience.
- Donated items to be raffled at boxing shows or via the club.
- Weekly bingo or lottery game with members. Half the proceeds going towards the defibrillator and club, and half going to the winner.
- Pick a boxer or a number game. You have 50 numbers or names of famous boxers. £5 per entry once all numbers are sold which should calculate to £250. You then draw a winning number, who takes half of the proceeds (£125) and the remainder goes towards a defibrillator or club.
- A fantasy boxer league with an entry fee. Again, half the proceeds will go to the winner of the proceeds will go to the club towards a defibrillator.

Template Funding page

(Name of Boxing Club) has been running since **(date founded)**.

Over past few years, recent events, such as the on-field collapse during Euro 2020 of Danish footballer Christian Eriksen, have shown us how our lives can change in an instant - and how invaluable defibrillators are in saving them.

There are, however, many expenses connected with running our boxing club and, as a not-for-profit sports club / organisation, we rely on funding and the support from local community and business.

We have taken the decision to ask for donations towards purchasing our very own defibrillator for our boxing club, which can potentially save a life in the future.

We hope you can support us in our bid to make our club safer for everyone.

Sponsorship Guide

Whichever way you engage with potential business, you will need to have developed a proposal. This is a document that can be provided to the potential sponsor that clearly sets out how a relationship could benefit that company and why they should sponsor you.

Before you start, write a plan that answers these questions:

1. What is the event / cause that needs sponsorship?
2. Who are the best prospects for sponsorship?
3. How much financial support do I need?
4. What compelling evidence do I have to impress sponsors?
5. What marketing do I need to create to secure sponsorship?
6. What is the value proposition I am offering to sponsors?

What the proposal will need to show

- **Your story** – who you are, what you do, where you've come from and where you're aiming to get to. Include photographs and film to bring this to life.
- **Facts and figures** – you will need to evidence your proposal with some appealing stats. How many members do you have? How many Facebook likes, how many Twitter followers? How often are you reported on in the local newspaper? How many people attend your events?
- **Your value proposition** – what you are offering to the potential sponsor.
- **The proposed return on investment (ROI)** – what would a company or companies get for their money, based on what you are offering?