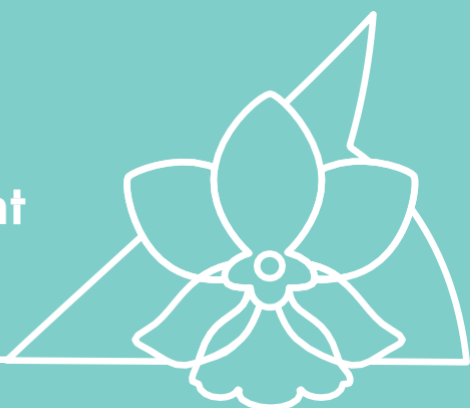


Making Funding Streams to Rivers



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Workshop Hosts



Maciej Szafran

World Sailing Development and Regions Committee Member



Kay Rawbone

Co-Founder and CEO, Sailability Hong Kong



Catherine Duncan

Development Manager, World Sailing



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GOVERNMENT FUNDING AND ERASMUS+



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Introduction

The **question**, and mutual **agreement**.

The story of a specialist.



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The reason

There are different paths, but
I believe that **we share the same goal**,
and we are **chasing money**
for the **growth of sailing**.



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Fundraising

This is direct instruction what to do.



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Sources

Governmental:

- a) **local** level.
- b) **regional** level.
- c) **national** level
- d) **international** level.



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FINIA
sailing days

420
470
EUROPEAN C
CHAMPIONSHIP
1-10 OCT 2023
KOYUN, POLAND

PHOTO: ROBERT KADUK

Local & regional

- Towns/Cities
- Regions/ Voivodeships/ Marshals etc.

*Seek funding from every level of government.
If there is no money for sports, try to get funds for
promotion (!) or cover other organizational costs.*

*If there is no money, ask for non-financial
organizational support.*



EXAMPLE - PYA EVENTS:

- Gdynia Sailing Days
- Polish Nationals
- PYA CUP



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National

- Different (!) Ministries.
- Agencies.
- Institutes.
- Foundations.

Look for financial resources for sports, institutional development, equipment, innovations, culture, organization of any task that can be combined with sailing, etc.



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EXAMPLE:

Performance sport

- National Team.
- Nonolimpic sport.
 - Dual Career.
- International Events.

Grasroots:

- PGE PolSailing Program
[/LINK](#)



Important (!)

- a) Learn about particular project (manual/ instruction etc.)
- b) If **evaluation card** is published oraz even information about **evaluation criteria** you have to **cover all areas influencing a postive assesment!**
e.g. volunteers, X % own funds, resources etc.
- c) If there is list of **goals you need to put all of them streight into the application** or at least paraphrase them!
- d) If **conditions are published – you have to fulfill** them one by one.
- e) Apply for patronage (if there is no conflict of interest).
- f) Method, date and place of submitting applications – you have preciselly follow.

***These are formal applications
so there are absolutely no excuses
for the formal side of the application!***




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International

Add) **international** – e.g. European Commission

- **Erasmus+**

EU programme for education, training, youth and sport.

- Erasmus+ actions in the field of sport promote participation in sport, physical activity, and voluntary activities.



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Erasmus +

Sport actions are designed to tackle societal and sport-related challenges.

Four calls /actions:

1. **Cooperation Partnerships** / min. 3 different organisations from min. 3 different Programme Countries.
2. **Small-scale Partnerships.** /*recommended for the "beginners".
3. **Not-for-profit European Sport Events.** /Three types (3-5, min. 6, min. 10).
4. **Capacity Building in the field of sport.** / EU Members and third countries associated to the Programme and the Western Balkans.



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What we did in PYA with the Partners?

VolunSailing / [LINK](#) (1st try!).

and coming soon „extencion” - ALL HANDS ON DECK (3rd try!)

DigiSail / [LINK](#) (1st try!).

How to start?

- a) Learn about the Erasmus + program: [LINK](#)
- b) Create EU account: [LINK](#)
- c) Register organization (Funding & Tenders): [LINK](#)

You need to have a PIC /OID number!

- d) Find the partnership or work at your own proposal.
- e) Choose or find/hire an expert (!). *The proces is demending.
- f) Find and talk to/consult with the E+ coordinator in your country
/e.g. POL-FRSE: [LINK](#)



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Advice

"If you think hiring a professional is expensive, wait until you hire an amateur."

Red Adair



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Wait for the Results
Get a grant
celebrate & act!



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General comments:

- a) We need to **Keep mission** and goal always **in front** of us.
- b) **Human resources – Fundraisers** (Employees/ Volunteers/ Outsourcing).
- c) **Constant research.**
- d) Find the source first, check if you can apply for it from the formal side and then try to **match the source to your target.**
- e) When you write the application **try to help experts** on the other side to evaluate our application properly! By covering in content all the requirements.
- f) For most of the funders, **combining sources** is allowed and recommended.
- g) Submit your **application on time** and **very carefully** with instruction.
- h) **Own project evaluation** – e.g. PDCA cycle.



Conclusion

What was the question?

Call to action:

1. **Diverse** and **combine sources**, if it's possible.
2. Create your own **list of potential sources**.
3. **Apply. Try** and ... **keep trying**.
Do it yourself or **engage someone**
who will do it for you or at least with you.

*We are doing that because **we share the same goal and want the growth of sailing.***



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PRIVATE FUNDING



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From The Stream

4 Sailors in November 2009

5 x Hansa 2.3's in December 2020



To The River

27,391 Sailors from 23 November 2009 to 31 October 2024

40 boats:

6 x Hansa 2.3s

14 x Hansa 303s

3 x Hansa Libertys

9 x 2.4mRs

3 renovated Enterprises – volunteer project during COVID

4 x Safety Boats

1 x 40' 'Big Boat'



ALL Donated via Corporates, Private Donations etc

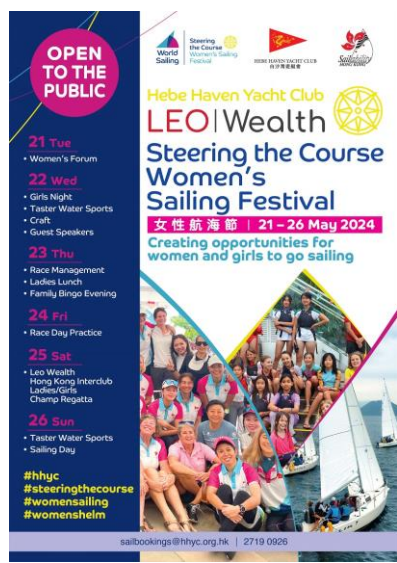
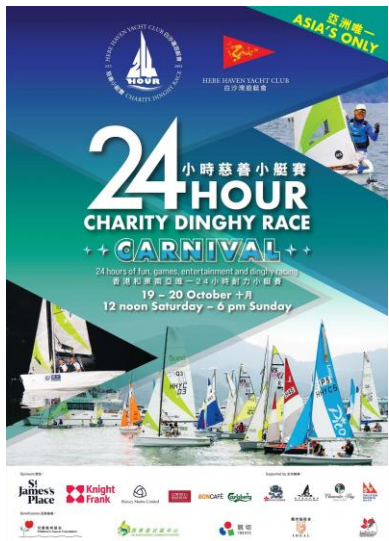



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‘Open Events’ we have participated in this year



Looking now to 2025 and more Regional and International Events to attend – hope to see you there



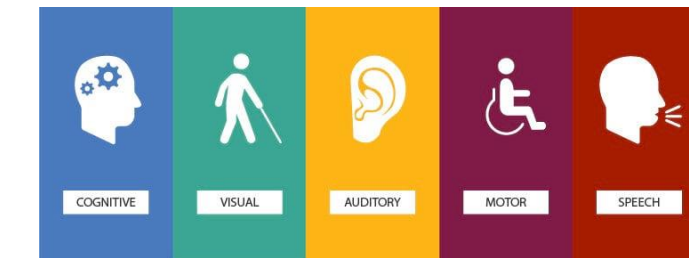
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Donations come from many sources to support:

Salaries which includes our Administration, Coaches, Instructors and Safety Boat Drivers Programmes
Equipment: maintenance, sails, radios, flags, PFDs, Life Jackets, additional seating requirements, IT, computers, safety etc
Mooring for our 'Big Boat'
Insurance
T-shirts
Events
Racing and Regattas which also includes fees to participate
Accounts
Audit

ETC, ETC – never ending



Think of new tag lines and use them, tell your success stories with passion, invite people to join you “seeing is believing”, obtain charity status, encourage volunteers to become trained Safety Boat Drivers, Instructors to reduce salaries, integrate with your club and educate members and their families about the opportunities you are providing to ALL within your community irrespective of any differences or life challenges our sailors may have.

‘Together we can Make Sailing Accessible to EVERYONE’

From Sailability Hong Kong ‘ We never say NO or CAN’T, we find a way to do it!!



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OLYMPIC SOLIDATITY



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**OLYMPIC
SOLIDARITY**

How Olympic Solidarity Funding Works



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Key Points

- Develop a relationship with your NOC
- Aside from official reporting, feedback success stories.
- Plan, plan and plan
- Be aware of 4 year cycle



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The Workshop...

Working within your table, with the new information you have learnt. Prepare a 2-minute pitch for funding for one of three projects below:

- 1) Funding from a government to create a national children's sailing taster initiative
- 2) Funding from a local finance company to buy 5 new Hansa boats and run a weekly Para Sailing session
- 3) Funding from your National Olympic Committee to run a Technical Course for Coaches

You have 20 minutes to prepare, before then each team will pitch.



Thank you



MUSTO

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