

# Guide 11: How do I fund my sessions?

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Delivering a sport and physical activity service  
A toolkit for mental health providers



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# Guide II: How do I fund my sessions?

## This guide covers

- How to demonstrate your wider health and social outcomes.
- Key grant funding streams for sport and health services.
- Tips on how you can diversify your income.

## How do I demonstrate wider outcomes?

People with mental health problems are more likely to experience a range of additional socioeconomic and physical health issues. Identifying how your programme will address these issues will help you demonstrate what the wider impact of your programme will be, which will support your case for accessing revenue streams. Similarly, if you are applying for further funding having already run your programme, it's important to clearly evidence the impact you've had so far.

## Potential areas your programme could impact

- **Skills development** – What type of skills will your participants and volunteers develop as a result of engaging with your programme? If you're applying for further funding after having run the programme – how many participants have gone on to employment, education and further volunteering?
- **Impact on physical and mental health**
  - Will being more active help reduce the effect of symptoms related to physical health conditions?
  - Is it likely to increase physical independence?
    - Do you have evidence enabling you to demonstrate:
      - A reduction in GP visits or reduction in time spent in appointments with GPs?
      - A reduction in visits from community mental health services?
      - A reduction in medication?
      - Reduced incidences of self-harm?
- **Promoting healthy behaviours and lifestyle changes** – could the programme help reduce detrimental behaviours such as smoking or substance misuse?
- **Crime reduction and community safety** – how might your programme help reduce crime in your local areas, or support individuals with a criminal history to integrate into society?

- **Improve social cohesion** – how will you engage people who are socially excluded, and support them to feel more integrated within their communities?
- **Reducing homelessness** – how might your programme help people with experience of homelessness build confidence and develop skills that will help them get back on their feet?
- **Impact on education** – could your programme lead to improved attainment? Lower absenteeism and drop-out rates? Increased progression to higher education? Could you offer formal qualifications such as Level 1 or Level 2 coaching qualifications, or other accredited training that will support employment?
- **Engaging communities who experience barriers to participation** – have you had success in working with communities who may face multiple barriers to engaging with mental health services, or that require specialist support or knowledge such as armed forces personnel, LGBT communities, perinatal mothers? Can you use this learning for your programme?

## Tools to help you demonstrate your wider outcomes

Examples of tools to help you gather information about local health priorities include:

**Local Sport Profile** – Sport England’s tool includes a range of local authority-level data sets including inactivity data, costs of inactivity, obesity levels and deprivation.

**LGA map of local Health and Wellbeing Board priorities** – The Local Government Association map summarises the headline priorities for each Health and Wellbeing Board in England. It includes links to the full strategy documents and local health profiles. The King’s Fund has also produced a similar **directory** that contains named contacts for most Health and Wellbeing Boards.

**Public Health England fingertips data profiling tool** – This tool provides an overview of health for each local authority in England. Data is presented by a range of geographies and localities, allowing you to benchmark and identify variation. There are six mental health data profiling tools: common mental health disorders, severe mental illness, suicide prevention, co-existing substance misuse and mental health issues, children and young people’s mental health and wellbeing, and mental health crisis care.

In Scotland similar information can be obtained from the **Scottish Public Health Observatory Profiles**. In Wales, the information can be obtained from the Wellbeing section of the Welsh Government’s **Local Authority Service Performance** tool and the **Welsh Health Survey**.

Examples of tools to help you measure your outcomes include:

**Social Return and Investment** – New Economics Foundation’s (NEF) tool helps organisations understand and quantify the social, environmental and economic value of their work.

**MOVES** – a tool developed by Sport England to demonstrate the return on investment that sport and physical activity can have by reducing the risk of a number of diseases.

Sported **Sportworks** tool – measures impact of sport development activities across health, education and crime. Note that you need to be a Spotted member to use this tool.

## What grant funding is available for sport and health?

There are a range of grants and trusts that specifically fund sport and physical activity programmes, along with other funders that use getting active as a vehicle for wider outcomes.

At a local level support is available via your:

- County Sports Partnership (CSP).
- Spotted.
- Your **local volunteer centre**.

**Sport England** currently offers two funding opportunities.

- The first phase of their Inactivity Fund, which will focus on projects that help older adults (aged over 55) to get active. Grants typically range from £250,000 to £500,000, but Sport England will discuss projects that fall outside of this range. You can find further information on this on **Sport England’s** website.
- **Small grants fund** – between £300 and £10,000 to not-for-profit organisations to help more people play sport.

Sport England will be publishing a number of investment guides in 2017, which will provide more information on the types of projects they are looking to support, including those aimed at grassroots sport and those working with children and young people.

The **Sport England** website also lists a number of other funding streams.

The **BIG Lottery Fund UK** offers grants ranging from £300 to more than £500,000 to community and voluntary groups and charities. BIG Lottery’s funding finder can help you pinpoint the grants most suitable to your needs. Find out more on the **National Lottery Good Causes** website.

## How else can I diversify my income for sport and physical activity?

### Contracts

Sport England has interviewed a number of experts who have shared their insight into how deliverers can work most effectively with their local commissioners. Access these resources on [Sport England's website](#).

Delivering a sport or physical activity programme allows you to approach funders from outside the traditional mental health commissioners. What are the local priorities, and how can you help commissioners reach 'hard to reach' audiences?

### Trading (charging for your services)

The income from charging for your services can offset the associated costs of your physical activity programmes and any profits reinvested into your programme.

Examples include:

- Charging for physical activity sessions will help to make the sessions more sustainable in the future. Learning from Get Set to Go found that participants felt paying up to £3 per session was reasonable for activities such as yoga, football and tai chi. Other programmes used a phased approach, moving from free to subsidised to full cost for activities, along with discretionary bursary schemes for those in financial hardship such as asylum seekers.
- Personal health budgets – we believe that people who have a personal budget or personal health budget and want to get active should be able to write this into their support plan.
- Mental Health Awareness for Sports and Physical Activity training – local Minds can become licensed product partners to deliver this short CPD training course. Training is delivered in-house to the sport and physical activity sectors at a cost of around £320 to £420 + VAT for up to 20 people.
- Consultancy – offering support to local sports organisations about how to deliver inclusive programmes or reviewing their mental health policies and procedures in return for a consultancy fee.

Be creative! Can you offer out places on your sessions to fee paying customers or rent out your meeting room to a local yoga instructor when you aren't using it for activities?

### Businesses

Mental ill health costs UK businesses £26 billion each year.<sup>1</sup> At least one in six workers experiences common mental health problems, including anxiety and

<sup>1</sup> Multiple authors – Employment Programme team at Sainsbury Centre for Mental Health (2007) *Mental Health at Work: Developing the business case*.

depression.<sup>2</sup> Our research shows that work tends to be the biggest cause of stress in people's lives, ranking higher than financial difficulties.

Talk to local businesses about how they could support their workforce by providing more opportunities to get active, like organising sporty fundraisers. Start by mapping local businesses and researching their values, corporate social responsibility (CSR) commitment and previous charitable activities to work out if they might be likely to fundraise for you. To get some ideas about the questions you might ask when approaching businesses see guide 4: *How do I identify and engage my key stakeholders?*

- Find out what support your corporate partners need – could you deliver in-house physical activity taster sessions or physical activity buddy schemes to help get their staff active? Do they already offer physical activity? Could the next stage be to fundraise or to support them to monitor the mental wellbeing benefits of physical activity to see what impact it's having?
- Adapt your current workplace wellbeing training offer to include the benefits of physical activity and signpost employees to physical activity opportunities.
- Encourage your corporate partners (both staff and customers) to fundraise for your organisation either in an open event or a dedicated challenge (see fundraising below)
- Partner with your local CSP to sign up local businesses to the [Workplace Challenge](#) and offer mental health awareness training/workshops to raise awareness of the mental health benefits of being active.
- Encourage businesses to promote your work to their staff and customers through notice boards, mailings and intranet.
- Apply to local businesses for their charity of the year (COTY) partnership to help fund your physical activity programme.
- Involve staff and customers by inviting them to get involved in your programmes as participants or volunteers.
- Approach businesses for pro bono support for your programme (such as legal and financial advice).
- Identify a range of sponsorship opportunities from sponsoring the whole programme, to equipment or a one off event. Talk to new and existing corporate partners about what they would like to get out of a relationship with you – is it brand awareness? Or presence at an event? Develop packages that appeal to range of budgets outlining the contributions and what the corporate partners will receive in return such as bronze, silver, gold and headline sponsor packages.

2 Office for National Statistics (2001) *Psychiatric morbidity among adults living in private households*. London: The Stationery Office.

- Is there a local cause-related marketing campaign you could work on together? Such as a percentage of gym membership fees are donated to your organisation or match day tickets or merchandise?

## Fundraising

Why not encourage businesses, beneficiaries or the general public to raise money for your physical activity programmes, and at the same time raise awareness? You could encourage fundraisers to sign up to 'open' events (such as a run), and fundraise for you with no or minimal minimum fundraising targets. You could also buy a number of charity places for an event, and set your own fundraising targets.

	Open fundraising events/ individual challenges	Buying charity places at existing events	Organising your own event
Examples	Walking out of darkness events, local fun runs, rower challenge.	London Marathon, Three Peaks Challenge, etc.	Lancashire Mind – Mental Elf Run, Herefordshire Mind festival of sport.
Fundraising target	Set by the individual.	Set by the charity.	Set by the individual, with income generated from the entry fee.
Advantages	Highly flexible, allowing fundraisers to be innovative.	Revenue can be projected. You can benefit from the wider event media and comms activities.	Events can attract corporate sponsorship and media attention. Offers good brand promotion. All organisation is within your control so you can monitor the wider impact and ensure the event meets your organisation's values.
Disadvantages	You cannot forecast revenue. Often very localised.	Competition from other charities and organisations for participants. A high number of participants required to successfully promote your brand.	You'll need to dedicate a lot of time and money before, during and after the event. Health, safety and legal implications become your risk. There is a financial risk if the event makes a loss.

Other fundraising ideas for physical activity programmes:

- Bag packing at a local supermarket.
- Bucket collection.
- Public challenges such as rower/cycle challenges in a public place.

Further guidance on the different types of funding streams available can be found on the [Funding Sources for Charities and Non-Profit Organisations](#) section of the [Knowhow Nonprofit](#) website.

Mental Elf is a 5k fun run. It's accessible to all fitness levels, with participants free to run, skip, hop or jog their way across the finish line.

We worked as a team of six over the year, to make the event a success. Any team working on an event like this need to be cooperative, well organised and have a good sense of humour!

We raised just over £3,000 via sign ups, sponsorship and hoodie purchases, and we're sure there's more to come.

In previous years, we've partnered with event companies to assist with the organisation, but we decided the costs attached to this didn't correlate with the reduced work load, so this year we've taken it on ourselves. We've continued to work with local partners like The Mall at Blackburn and Blackburn College, both of which have helped with promotion.

### Top tips for planning fundraising events

- Keep a clear record of every meeting you have about the event – it could come in handy later down the line.
- Keep all documentation clear so that if the event lead is unavailable, someone else can easily pick up the work.
- Have fun with it. Planning this kind of event can be stressful, so it's important to plan in some fun activities for the staff working on it to help make the experience positive.

• Fundraising Coordinator, Lancashire Mind