

# FUNDING

Launching a fitness initiative, whether it's a local senior's class or a national walk n' talk programme can be time-consuming and costly.

Even when well established a programme may not be financially viable but being a much needed and beneficial service to the community, we'd love to find a way to see it continue.

## Five ideas on funding.

Some of these funding ideas will help to get a project off the ground and others subsidize its on-going existence. Some 'fund' with via cash and other via products and/or services. They can all be used in conjunction with each other and they are by no means the end of the story when it comes to figuring out ways to fund your programme.

## OPTIONS

1. Incorporated Society, Charitable Organisations
2. Government contracts
3. Fundraiser sites
4. Sponsors
5. WINZ



### 1. Incorporated Society and Charitable Organisations

Establishing an incorporated society or a charitable organisation can assist you in applying for much of the available funding.

Both are relatively easy and cheap to set-up and both can be done online.

To see which structure would suit you best start here: <http://www.charities.govt.nz/setting-up-a-charity/organisational-structure/>.

What you can put funding towards can vary greatly depending on the terms of the grant but may cover instructor costs, travel, administration, website development and equipment.

Some grants may provide IT, air flights, business mentoring or other products or services as opposed to cash.

Keep in mind that funding is often on the proviso that the project has becoming self-sustainable as one of its goals.

### Examples of physical activity projects that have received funding include:

A healthy and active programme for those over 100 kgs, boxing fitness classes, a leadership programme with a strong emphasis on health and nutrition, a women's only health and fitness programme and a Health Innovation grant of \$60,000 for a pilot programme with 50 Stroke clients, 50 osteoporosis clients and 50 Intermittent Claudication clients.

*Apart from being health and fitness based these applications catered for minority groups, special populations and/or those that would otherwise not have easy access to the services which will benefit their health and fitness and which in turn are seen as beneficial to the community.*

**A wide variety of Government contracts can be applied for as an individual and/or trading as your business, i.e. you do not need to be either a charity or an incorporated society.**

#### **Finding out about Grants and Government**

##### **Contracts:-**

- See the attached list on the latest funding rounds from Exult. Exult also has a funding calendar (\$10) and a weekly newsletter that lists these as well as tips on how to apply
- Google 'Funding' in your region 😊
- Government contracts are listed here – <http://www.gets.govt.nz>

##### **Down-sides to applying:**

Apart from the time taken to find an appropriate funding avenue to fit your idea it takes time to complete the application forms and skill to ensure what you put together also meets the need of the funders.

Sometimes the organisation putting up the funding will help you work through the application.

If you have time, do a course on how to apply or have others who have been successful assist you.

If you have someone in your midst that loves detail and is a loyal fan of the project have them research and apply for funding on your behalf.

Another option is to employ someone like Kerri Tilbi-Price from Exult who can help you apply and/or do it on your behalf.

#### **TONIC MAGAZINE**

**Chock full of funding ideas.**

**100% New Zealand and available from [www.exult.co.nz](http://www.exult.co.nz)**

### **3. Fundraising Sites**

There are a growing number of fundraiser sites many of which you can use even if you are not a registered Charity or Incorporated Society.

[www.pozible.com](http://www.pozible.com) ,

[www.fundraise.givealittle.co.nz](http://www.fundraise.givealittle.co.nz) and

[www.fundraiseonline.co.nz](http://www.fundraiseonline.co.nz)

Another option is to turn your website into a fundraising site. Add an icon with 'donate \$x to our cause' and link it to a user friendly payment system via credit cards or pay pal.

### **4. Sponsors**

There are lots of tricks to getting sponsorship right so that it's a win for both you and your sponsors.

First up, it's worthwhile thinking of them as 'partners'.

A key step is to then develop enticing packages listing all you'll do for them, the exposure you'll give them and how you will encourage your end users/audience to interact with their product and/or services. For an example of how Catch Fitness has done it head here

<http://20weekchallenge.co.nz/home/sponsorship-details/>

### **5. WINZ**

This is well worth looking into! The Disability Allowance means that the cost of attendance at a fitness session by many, including seniors, can be covered.

Issue your attendees with a standard form that they take to their doctor to be signed. They can then claim up to \$60 of services per week if a doctor deems the attendee to need the exercise.

A fitness facility in Christchurch has many of its senior attendees using this avenue to 'self-fund' their attendance at the facility's exercise class.