

Fundraising is the process of soliciting and gathering contributions as money or other resources, by requesting donations from individuals, businesses, charitable foundations, or governmental agencies. Sports Business Consulting can assist organisations evaluate their existing fundraising or develop and help implement new fundraising plans and initiatives.

Fundraising is the single most critical activity a sporting or recreational organisation can be involved in as it is the lifeline that facilitates the core activities of the organisation. Fundraising in the 21<sup>st</sup> century is a professional field in itself as much as a highly skilled activity and is often the greatest challenge that organisations face. The ability to co-ordinate a range of activities and programs and focus on efficient spending and time is critical for successful organisations in the sporting and recreational industry.

Revenue and Fundraising are often confused and intertwined in organisations however what you sell versus what supplements your selling income is possibly a simple way of describing their relationship. Sports Business Consulting can provide consultancy and reporting services which help organisations identify their revenue and fundraising sources and create efficiencies therein.

Fundraising may typically include Grants, Sponsorship, Fees, Bequests, Donations, Events, Merchandising, Licensing, Advertising and Indirect Sales.

