

SportsAid

Strategy Review – October 2017

For the period through to the next Summer Olympiad in 2020, SportsAid has a clear Mission and several Strategic Aims:

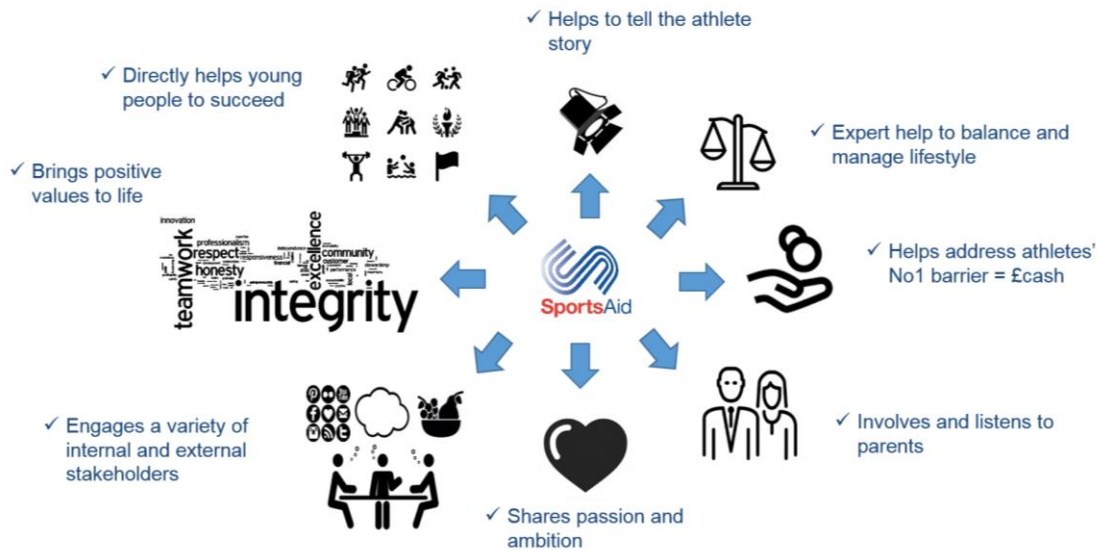
Mission

To make a bigger difference in helping young talented sports people and to support their wider development as individuals.

Strategic Aims

- To increase the impact of help and recognition from SportsAid;
- To share insight and best practice to support a more positive experience in the talent environment; and
- To be a trusted valued partner.

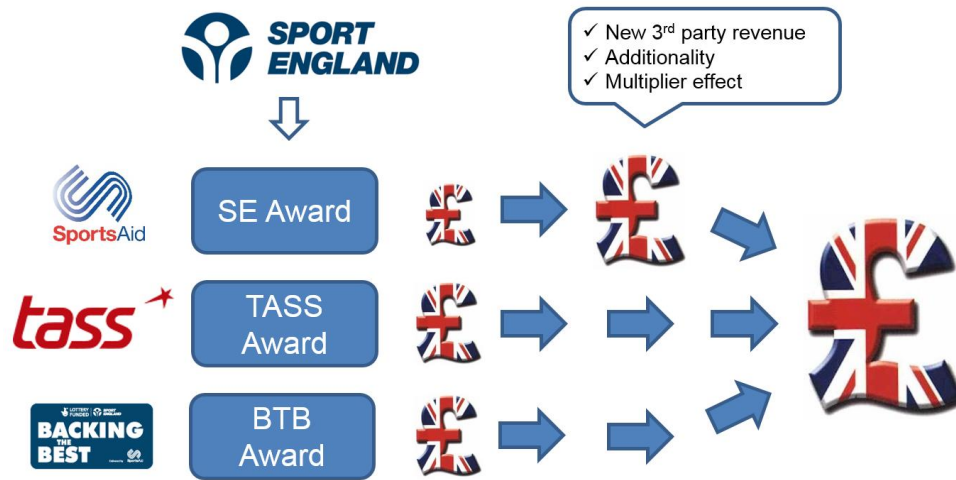
In simple terms, this means to recognise and help talented athletes. The tricky part is in securing the means to deliver this clear mission and to utilise the charity's resources in the most effective way possible.



Review

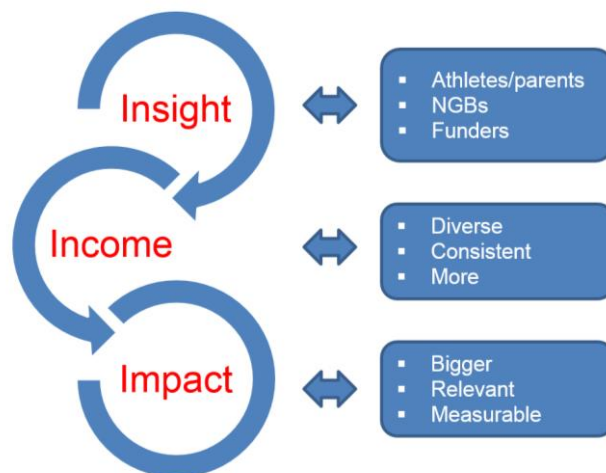
It is and has been quite a challenging time both in the wider economy and particularly in the sport sector. Challenging enough to bring about quite a bit of change and to require some adjustment and an active response to what's happening. SportsAid is not immune to this. On the positive side, SportsAid has able to get some assurances from Sport England with regard to specific support of TASS and Backing the Best (through to 2020 as per the funding

agreements) and this despite the continued downward pressure on Lottery revenue. Such positive assurances rarely come without some conditions, meaning SportsAid must ensure such funding runs with Sport England’s strategic priorities. What is not quite so certain is the outlook for securing third-party revenue to support SportsAid’s work, meaning the charity is having to work even harder and smarter to secure the similar levels of revenue that it has had in recent years. It’s an incredibly competitive marketplace.



In response, SportsAid is continuing to diversify fundraising with a bigger push on individual and regular giving and the fun and excitement of SportsAid Week is considered central to this. The offer to the corporate sector is being refreshed as commercial organisations have been, and will be, fundamental to SportsAid’s ability to make a difference – in such uncertain economic times, SportsAid can offer great value and impact. Plans are in place to expand on the charity’s work of recent years in providing skills and resources for athletes and parents to help them manage and make the most of the incredibly challenging and demanding world they’re in – this is so important to get right for each new generation.

There are three clear areas of focus in this strategic approach: to gather and share insight; to use this to enhance fundraising opportunities; and in turn, to direct these efforts towards delivering measured impact.



Whilst none of this is new to SportsAid, the clear focus on these priority areas is new and progress to date is encouraging and feels intuitively right – not least with the increasing scrutiny on athlete welfare and showing a duty of care towards achieving a personal best. SportsAid is well placed to play a key role.

With 2018 seeing the Winter Olympic and Paralympic Games and the Commonwealth Games (often a key breakthrough moment for younger athletes), the next twelve months appear to be a key time in consolidating this new strategic approach.

