

SPORT FOR GOOD **RESPONSE FUND**

HELPING SPORT FIGHT COVID-19

CO-CREATED BY:



EXECUTIVE SUMMARY
JULY 2021

CREATED BY:



FOREWORD



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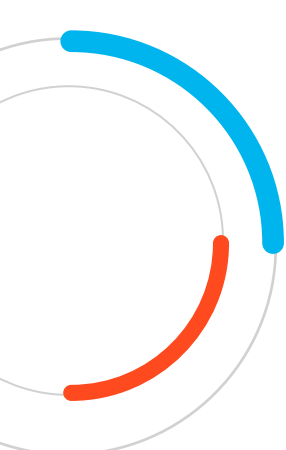
Chief Executive
Laureus Sport for Good Foundation



In 2020, our world was turned upside down. As the news of a new Sars-Cov-2 virus began to spread to all corners of the globe, so too did its impact on the world's most underserved communities and at-risk youth. As the tragedy of the virus took hold, the Beyond Sport Foundation and Laureus Sport for Good Foundation, alongside other incredible partners, combined efforts to draw out the very best skills and expertise needed, to not only launch a grant fund programme focused on immediate needs, but to also support sport for good organisations to work on their medium and longer term goals. Thank you to everyone who made this happen.

The Sport for Good Response Fund was created in May 2020 to support organisations using sport as a tool for development during the Covid-19 crisis. We wanted to create a fund that offered not only immediate grant support but could also support organisations

to adapt and build their longer-term resilience. We thank all organisations who joined forces to create and launch the Sport for Good Response Fund, offering both invaluable funding and in-kind strategic support to the global sport for good sector.



WITH THANKS TO THE SPORT FOR GOOD RESPONSE FUND PARTNERS

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ABOUT THIS EXECUTIVE SUMMARY

In December 2020 we published the [Sport for Good Response Fund interim report](#), providing an overview of what we had achieved since launching. A lot has happened since then. The fund has supported eight organisations with in-kind strategic consultancy, we've heard from beneficiaries of the fund about the positive impact it has had on their work, and we've brought together our shared learning and insights for the sector.

All this culminates in the **Sport for Good Response Fund Final Report**, of which this report is a shortened version in the form of an Executive Summary – to celebrate what we have achieved, as well as looking ahead, as our world continues to manage Covid-19. We recommend that you refer to the [Sport for Good Response Fund interim report](#), if you are interested in the detail behind what the fund is, what we set out to achieve, as well as the process we took.



Photo courtesy of: Thomas Cristofolletti, UNICEF

THE SPORT FOR GOOD RESPONSE FUND IN NUMBERS





7

STEPS DISCUSSED DURING THE DESIGN THINKING ROUNDTABLES

- 1) The challenge
- 2) The hope
- 3) The barriers
- 4) The precedents
- 5) The adaptations
- 6) The actions
- 7) The support



8

DIFFERENT SUBJECT MATTERS DISCUSSED during design thinking roundtables from redesigning programming to how to reach and support beneficiaries during Covid-19.

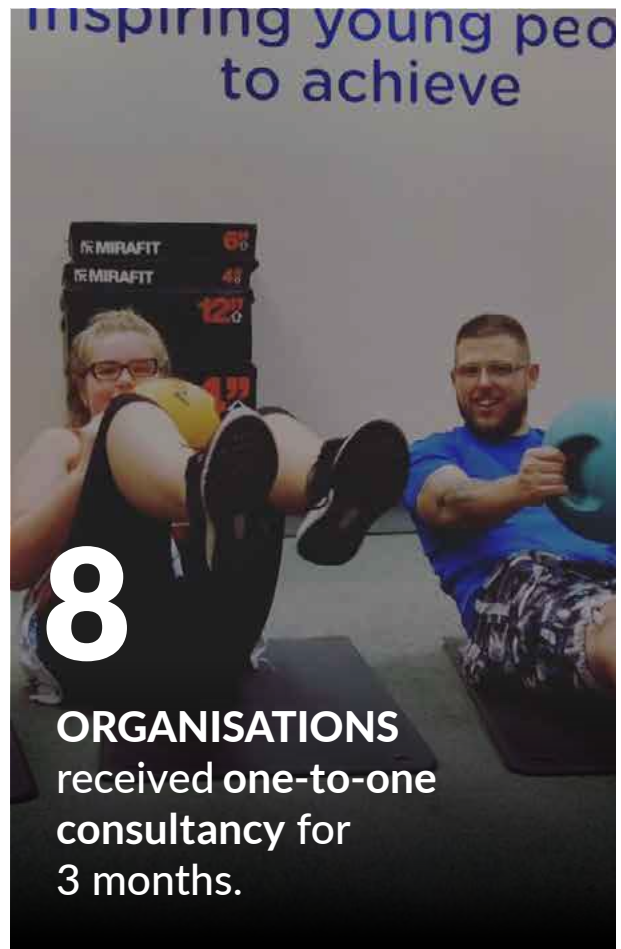
Photo courtesy of: Beyond Sport



4

DIFFERENT FUNDRAISING MASTERCLASSES including social enterprise and finding corporate sponsors.

Photo courtesy of: Free Movement Skateboarding - Eleonas Camp



8

ORGANISATIONS received one-to-one consultancy for 3 months.

Photo courtesy of: Warrington Youth Club - Junction Gym Session

THE IMPACT – GRANTS

€1.5M of grant funds were distributed to sport for good organisations worldwide in a matter of months after launching. We asked organisations that received a Sport for Good Response Fund grant about how they used the grant and the difference that it made. Here's a summary of some of the findings.

HOW SOME OF THE GRANTS WERE USED

How the grants were used varied as each organisation had its own complexities, each country its own political restrictions and rules, each sport its unique set of challenges. Here are some of the ways the grant was used.

- Developing Covid-19 specific curriculum
- Training of local coaches and community leaders
- Covid-19 prevention kits
- Contributed to core running costs
- Purchased communication hardware and software
- Recruited a social worker
- Adapted programming for remote delivery
- Local and national radio broadcasts

- Developed a daily television show
- A helpline
- Counselling sessions
- Animations and worksheet on themes like maintaining friendships during social distancing and getting ready to go back to school
- Distributed booklets with key information on keeping healthy and active
- Delivered specialist sports equipment

GRANTEE SPOTLIGHT – THE CHANGE FOUNDATION

Coach mentors created a Girls Win Indoor Adventure community through using WhatsApp, text, voice messages, video challenges and group video calls on Zoom. For 24 weeks coach mentors sent the participants a physical, mental, and a creative challenge on the theme of wellbeing. At the end, they completed their adventure collectively on a group Zoom call.

One of the themes was 'Run Wild' where the participants were challenged to do a running challenge, use a visualisation technique of crossing the finish line and create a personal resilience slogan.



How the grant made a difference



We used the grant to pay our local manager on the ground in Palestine. It made a huge difference. It if weren't for your grant and the UK Government furlough help, we may not still be going as we are now.

SkatePal



Thanks to the grants, the programme was able to continue. Some modifications were made, we had to learn to work differently, but the work was not interrupted. Without this additional support, many beneficiaries would have had to stop playing sports during the pandemic. In an extraordinary way, the grant provided us with the possibility to reach distant beneficiaries, which we would never have otherwise been able to.

Transformación Social TRASO AC



The grant was a big boost to the organisation to re-engage with our project beneficiaries. The fund helped finance community meetings with stakeholders, organise 20 community events with children and parents on mental health and wellbeing, and conduct Covid-19 radio talks, reaching over 10,000 listeners.

Youth Environment Service



The grant allowed us to secure and test out an effective Covid-19 protocol and safety precautions for sessions, which is now in place and will be used in the future in case it is needed.

Free Movement Skateboarding

THE IMPACT – ROUNDTABLES AND MASTERCLASSES

8 design thinking roundtables and 4 fundraising masterclasses took place, delivering expertise tailored to the issues the organisations had identified when applying to the Sport for Good Response

Fund. We asked organisations about their experience, their key learnings, and what changes they had made because of these sessions.

What was your experience of the design thinking roundtables like?



When I was selected for the workshop, I didn't realize how awesome it would be until I joined the call. It was really something special to have 6 international experts working specifically with you on your organization.

Beat the Streets Chicago

What were the key learnings from the design thinking roundtables?



Our problems aren't only our problems and it's very interesting to see that and how we can apply different strategies from different countries to help solve our issues.

Fundacion Grupo Internacional de Paz

What changes have you adopted because of the design thinking roundtables?



Don't be strict in your approaches. If Plan A doesn't work, it's ok to try a Plan B. We worry about losing control of the resources, but at the end of the day, what we have to realize is that the main goal is to help these kids and we should do anything we can to help them.

Passes of Hope

Which of the elements of the fundraising workshops did you find beneficial?



It reiterated a lot of the key information that we were already aware of but perhaps sometimes neglect to focus on. As a result it was reassuring to know that we are generally on the right track with a lot of what we are doing especially in terms of building strong relationships with funding partners, being transparent and communicating regularly. As a result we received a lot of support through existing relationships.

United through Sport



Photo courtesy of:
Free Movement
Skateboarding -
Credit Owen Godbert

THE IMPACT – STRATEGIC CONSULTANCY PROJECTS

It was clear early in the consultancy projects that they offered significant added value and general support to the organisations involved, giving them both reassurance and relief during challenging times for people personally and professionally. Each project was tailored to the medium and long term needs of each organisation. To read more detail on the consultancy projects, visit the case study section from page 37 onwards section of the Sport for Good Response Fund Final Report where you will find a case study on each organisation's project.

Consultancy projects delivered by Kick4Life

Kick4Life delivered consultancy on financial sustainability to three organisations – Free to Run, Iringa Development of Youth, Disabled and Children Care, and SKRUM. Steve Fleming, CEO, Kick4Life used the charity's RAFT support framework, as well as their own experience in the sport for good sector over the last 15 years.

Consultancy projects delivered by thinkBeyond

thinkBeyond delivered consultancy across a range of broad topics including marketing and communications, building partnerships, and organisational purpose. Radha Balani, Director of Design and Facilitation and Mieke Evans, Senior Account Manager, guided each organisation through an in-depth

discovery process to uncover the scope of work for each project. thinkBeyond were able to draw on additional expertise across its sister company, Beyond Sport, offering specialist support on sport for good best practice from around the world.

Each organisation now has its own unique set of tools to help support their longer-term aims. It is our hope that through this consultancy, the Sport for Good Response Fund has helped these organisations with their financial resilience, communications, partnerships and programmes. We will check back in with each organisation throughout 2021 to find out how they are doing.

Photo courtesy of:
Free to Run





CONSULTANCY PROJECT SPOTLIGHT



HELPING YOUTH RUN NOLA REDEFINE THEIR PURPOSE - BY THINKBEYOND

Context

Youth Run NOLA supports youth in New Orleans to run, so together they can democratize running, transform health outcomes and integrate communities. They do this by delivering running programmes, teaching goal setting and challenging injustice.

The challenge and opportunity

With races cancelled and in-person training sessions and meet-ups postponed during Covid-19, Youth Run NOLA moved as much of their programming as they could to online delivery. The organisation then began reflecting on their purpose, to reassess if they were truly meeting the needs of the young people they support.

What happened

thinkBeyond assessed their needs, aspirations and barriers to moving forward. Stakeholders were consulted including alumni, Board members and coaches. The agency held an in-depth discovery workshop where future aspirations and purpose were explored (particularly linked to social injustice), as well as charity case studies.

The outcome

thinkBeyond created recommendations on their future narrative including vision, mission and tactics, a manifesto, and how these could be visually represented. A virtual platform matrix was shared, that allowed the organisation to review some of the most appropriate platforms available to them based on their programming and needs. Finally, a simple framework was created for the team to work through both strategically and operationally, to determine which relationships they could pass on, grow or close.

The impact

Denali Lander, Executive Director of Youth Run NOLA said: *“The strategic support provided by thinkBeyond has brought such clarity and confidence to our staff at Youth Run NOLA. We have a more unified picture of who we are, why we exist, what we believe in, and where we want to go from here. We felt deeply valued and cared for, and we feel equipped with the language and synthesized vision that already lived in us but needed uplifting, clarifying, and integrating. We’re thrilled.”*

CROSS-CUTTING LEARNING AND INSIGHTS

Throughout the various types of in-kind expertise delivered, we unlocked some insights that we hope any organisation using sport for good will find valuable. Some of the insights below are also included in the [Sport for Good Response Fund Interim Report](#) in more detail.

Transparency and honesty

Organisations that were communicating frequently, as well as being open and honest about the challenges they were facing, experienced more positive results with their stakeholders.

Support and empower personnel

During times of employment concerns or scarcity, individuals need ongoing

support from their managers and organisations. Cross-mentoring support was highlighted as an important tool to ensure that peers are supporting one another, whilst trying to learn and grow new skills.

Diversify

Every organisation has had to adapt, change their thinking and ways of working. Diversifying came through strongly across all work delivered in areas like fundraising, reaching beneficiaries and programming. Working in an agile way not only builds resilience, but also helps to generate news ideas.



Photo courtesy of: Skatepal



Control what you can

During the Covid-19 crisis, organisations have been overwhelmed with what to do. Focusing on what they and their organisation can control enables proactive working.

Responding more, reacting less

All organisations have had to react to immediate short-term needs. Yet, the shift from changing mindset to being responsive is a crucial step to making clearer strategic decisions.

Finding clarity on your 'why'

Despite endless challenges and setbacks, there was a real sense that now is the time to evolve, learn and grow, and explore the true purpose behind which organisations exist.

Unintended benefits

Many organisations experienced new benefits and opportunities, like engaging with beneficiaries in new ways and creating new partnerships.

Failure is part of the journey

Being open to failing and seeing it as part of the journey instead of something to avoid was an important step. No one has experienced a time like this before, so we will all make mistakes, learn from them and move on.

Interactions extremely valued

Organisations really valued the opportunity to be heard from peers, similar organisations and experts in sport for good. The connections also brought unintended benefits – people really valued the opportunity to interact with others, helping them to feel connected and supported at a time when people were isolated and disconnected.

Funding invaluable during a crisis

Quick access to unrestricted grant funding undoubtedly kept some organisations from folding and went a very long way. We've learnt that during a crisis, the funding has been used in the best possible way.

Having a risk strategy

Organisations that created and tested out risk strategies are much better prepared in future to respond to the challenges of unexpected events like the Covid-19 crisis.

Understanding your audiences

A common challenge that organisations had during the strategic consultancy projects was around understanding audiences and how to communicate with them effectively. Use a simple audience matrix to better understand your audiences, as well as revising what works, and doesn't, with your communication tactics.

LOOKING AHEAD

We cannot predict for how long the world will be fighting Covid-19, nor can we predict how long we may need to live with various in-country and worldwide restrictions. *What we do know is that our world as we know it, has inextricably changed forever.* Countless lives have been lost or destroyed. The world will be grieving for a long time to come, alongside the science and political worlds scrutinising the data to make some sense of it all, and to lay down protective foundations against future global disasters.

From a sport for good perspective, we have made more of a stand all over the world for the power that sport has to: build and maintain physical and mental health, teach life skills, create resilience,

develop strong leaders, create caring environments, help people heal from trauma, contribute to economic recovery, and so much more.

As a sport for good sector and global community, we need to do all that we can to nurture and support one another. We hope to be able to continue to offer vital funds and strategic support during (and beyond) the Covid-19 crisis, to help organisations keep the doors open (virtual or otherwise), adapt and grow their work, so that they can continue to support some of the world's most vulnerable people. Until then, we hope this final report and the interim one, goes some way to share how far we've come as a community, and how better prepared we will be as a result.



Photo courtesy of: TRASO

