



IMPACT 25

COMMUNITY ENGAGEMENT ACTIVATION FUND GUIDE



This fund will support clubs to deliver new activities and events and use their club facility to engage women in their local community. The focus is on encouraging women who don't usually visit rugby clubs to attend the activities / events and see clubs as a community facility they would like to visit.

WHAT IS AVAILABLE?

Grants of £500 will be awarded to clubs to establish **new activity or events for women**. Any activity can be delivered, for example fitness-based classes, skill development classes, support groups or meetings. The only rugby activity that can be supported is walking rugby. Activity / events should be led by the needs of the local community and must predominantly be targeted at women (family-based activities are permitted provided the main driver is for women to participate). Activities / events must be ongoing and held regularly to receive the funding. One off events / activities are not eligible for the activation grant.

WHO CAN APPLY?

Only clubs that have opted in to be part of the connecting communities programme will be able to apply.

WHO CAN APPLY ON BEHALF OF THE CLUB?

Anyone can apply on behalf of a rugby club however the SLA must be signed by an official '**Golden Role**' within the club (i.e secretary, treasurer, chair)

ONLINE LEARNING

To help you develop your project, we have developed a short online learning module with some tips and guidance on how to engage with your local community. It'll take approximately 20 minutes to complete and 2 people from the club will need to complete it before your activity grant is awarded.

Please complete the form [here](#) to highlight names and emails of the two people if not already shared so they can be set up on the learning management system.

DO WE NEED PARTNERSHIP FUNDING?

There is no partnership funding requirement for this fund however we would expect clubs to provide 'in kind' support for the programme i.e. free or reduced venue hire, use of existing equipment.

WHAT ITEMS CAN WE SPEND THE FUNDING ON?

The grant should be used to support delivery of **new activity or events at the club that engage women from the local community**. It can't be spent on club running costs or to fund costs already being incurred, but can be spent on anything related to the new activity. A few examples are below:

- Coffee machine / station
- Furniture i.e. tables / chairs
- Activity specific equipment i.e yoga mats
- Marketing material
- Training for staff or volunteers
- Paying staff / volunteers to open the facility or for time spent establishing the activities and supporting them initially*
- Paying an instructor to deliver the activity*

*Funding can support these costs (in accordance with legal requirements) to help get activity started but the activity needs to be sustainable so you should have a plan in place to cover these costs in the longer term.

WHEN DOES THE ACTIVITY HAVE TO BE DELIVERED?

Activity needs to have started by **31st March 2025**

HOW DO WE APPLY?

Applications can be made by completing an [online form](#). The closing date for application will be the **30th November 2024**.

WHEN WILL WE KNOW IF WE'VE BEEN SUCCESSFUL?

We will aim to notify you if your funding application was successful or not within three weeks of you submitting a completed application form. We'll be assessing applications and making decisions as they come in, so please submit your application form at the earliest opportunity. It is anticipated that all invited applicants that complete the online form correctly and meet the criteria will receive a grant.



WHAT WILL OUR LONG-TERM COMMITMENTS BE IF WE RECEIVE A GRANT?

Clubs will be expected to commit to working to sustain delivery of the new activity. Clubs will also be expected to report on how their project is going i.e. number of women attending, successes and challenges. Clubs will also be asked to provide feedback on the community engagement programme to help inform and improve the future programmes.

HOW CAN WE ACCESS SUPPORT FOR OUR APPLICATION?

The [community engagement programme guide](#) provides more information about the programme. If you need any additional help, please reach out to your key contact provided in the community engagement email.

You can also email communityengagement@RFU.com

APPLICATION FORM



CLICK HERE

COMMUNITY ENGAGEMENT PROGRAMME GUIDE



CLICK HERE