Welcome

more than a club
In the last 10 years ...
How & why did we start this project?

• Identified funding opportunity from ERDF

• Conscious of clubs solvency issues in recent years

• Mindful that clubs had little social impact in their local communities

• FAI successful CSR programmes - wanted to devolve some responsibility to local clubs to encourage them to engage community
More than a Club

Aim
To develop Social Enterprises aligned with professional football clubs in Ireland and Wales operating alongside but independently of the clubs

To empower clubs to utilise the powerful attraction of football to develop strategic partnerships to deliver key social programmes and become more valuable and relevant community entities
Aims

- Show (clubs) benefits of community engagement

- Develop a sustainable football (social) enterprise model with clubs who don’t have the resources or focus to make community engagement a priority

- Develop a model to which every League of Ireland club can aspire and show more clubs how to start
What does FAI hope to get out of it?

1. Devolve responsibility for football-based CSR to local clubs

2. Help clubs to become more than just a football team – more relevant to more people.

3. To see more clubs thrive and grow and become community-focused flagships
What FAI did ...

- Sourced EU funding – involved engaging a partner organisation in Wales
- Recruited and assigned staff to club = their skill set is key to success!
- Provided links with key local stakeholders with whom FAI cooperates
Our partner clubs
What providing for the clubs

• Facilitating 18 month pilot project

• 100% Funding for a full time Football Enterprise Coordinator
• 100% Funding for a full time Assistant Coordinator
• Funding for a part – time enterprise staff member

• Guidance and advice from the Project Management team on developing a Football Enterprise scheme / social programmes including all staff training costs
Challenges

• Club brands very limited – only resonate locally or nationally.

• Lack of resources, funding and focus means community engagement never a priority.

• Clubs mainly run by volunteers – very few have full time staff!
Challenges

• Stadium facilities very limited

• Average LOI club budget relatively small

• Funding the football team and logistics - community programmes are not on their map!

• So, how can a club prioritise, start and sustain a community programme?
Our stadia
A new dawn at Bohemian FC – New Dalymount Park – Community stadium
Cork City FC – New Glanmire complex
More than a Club
Building our Team
Programme delivery

- Walking Football
- Health & Well-being - older community members and children with autism
- Football Memories –
  - Elderly social groups (including people in early stage dementia) designed to combat social isolation and promote well-being
- Double Club-Numeracy
  - Primary school children education / physical activity programme
- Run the Club
  - Secondary school students – develop sports volunteers and future sports administrators
- Health Awareness initiatives
  - Using the FAI and Club brands and programmes to promote public health messages
Carina O’Brien, Shane Fox
(Bohemian Foundation Football Enterprise)
Erika Ni Thuama, Chris McDermott
(Cork City Football Enterprise)
More than a Club programmes

Video Link
Walking Football
For Over 55’s

"IF YOU CAN WALK, YOU CAN PLAY"

Walking football is the newest and best way for over 55’s to keep active, have fun, and play the game we all love in a friendly and safe environment.

The FAI in Association with Bohemians - More than a Club run weekly Walking Football games in Popintree Community Centre, Ballymun every Friday from 1pm followed by a cuppa and a chat.

Walking football has many great benefits such as increased fitness, weight loss, muscle growth, stamina and has proved to be hugely beneficial for men battling depression & anxiety.
John Giles (Leeds United & Rep. of Ireland)
More than a Club - Football Memories
Alzheimer's awareness coffee morning
Football Transformation - double club
Football transformation - double club
“Run the Club” students
Event Management module – FAI Cup Final 2018
Amputee football teams
Men’s Health awareness – joint promo
Men’s Cancer Awareness – Cork City FC

CCFC TURN BLUE FOR MEN’S CANCER AWARENESS

CORK CITY –v– MAYNOOTH UNIVERSITY TOWN

MATCH-WORN SHIRTS TO BE AUCTIONED ON EBAY THROUGHOUT SEPTEMBER. ALL PROCEEDS GO TO MERCY CANCER CARE CENTRE

#CCFC84 | #MENSCANCER
Suicide Awareness

Cork City FC Legends V Supporters matches which raised €3000 for Pieta House
Benefit to the clubs

• Meaningful Community interaction – enterprise team delivering activities on behalf of the club

• Increased visibility in community

• Improved image, reputation and P.R. – creates stronger club brand

• More local support generated - creating ”fans of the future” (merchandise opportunities and support from local businesses)

• Attract new stakeholders - more club advocates in local partner agencies
Commercial benefits

• Greater prospects of corporate sponsorship - added value to sponsorship proposals

• Companies looking to demo their own CSR can associate themselves with the positive impact the club is having in the community.

• Developing and maintaining strong club/community links will contribute to sustainability of football club – business and player development viewpoints
Benefits to community

• Address underserved or unmet needs
• Tackle educational disadvantage and deliver inclusive programmes for disaffected young people
• Encourage physical and mental health well-being,
• Provide platform to help combat social isolation
• Help to create healthier and more connected communities
• Promote social cohesion
How can we scale up?

• 3 important conditions

1. Firstly, club needs to be **invested** in the concept

2. Recognise the importance of **partnerships**

3. Club should recognise and respect **independence** of enterprises - should align with the club but operate independently for transparency purposes.
How can we scale up?

• FAI aims to “gift” our programme resources to all interested clubs

• **Train** local club volunteers

• **Advise** and assist programme development.

• Advise on funding avenues and how to write **funding applications**.
Recognise the value of volunteers

- Retired club members/supporters/local people with appropriate skills who want to help
- Bohemian FC provides an excellent example of this – Club President!
- Students or recent college graduates – volunteer to deliver education modules to enhance their CV
- Engage club players to visit and participate in programmes
Thank You

more than a club