INTRODUCING SAINTS FOUNDATION

WHO WE ARE
Saints Foundation is the charity of Southampton Football Club - we’re the club’s way of giving back.

OUR PURPOSE
We use the power and the passion of the club to transform lives in and around Southampton, helping people fulfill their potential to be more involved, healthier and empowered members of the community.

OUR COMMUNITY OBJECTIVES

IN Volvement
Achieving a positive place in the community for everyone.

HEALTH
Motivating people of all ages to lead a healthy, active life.

EMPOWERMENT
Inspiring people and giving them the tools to achieve their potential.
PURPOSE

Saints Foundation’s fundraising exists to support our charitable mission to transform lives in and around Southampton, helping people fulfil their potential to be more involved, healthier and empowered members of the community.

MISSION STATEMENT

Leveraging the club’s brand assets, through innovative events and activities, creative partnership development and outstanding donor care, Saints Foundation aims to set the standard for, and become the leading charitable fundraising organization within, professional sports club community organisations in the UK.
1) **Increase income** to £3.4 million p.a. by September 2022, increasing unrestricted funds year on year in order to sustain and grow project delivery in the local community (this includes £600k p.a. from public fundraising).

2) **Capitalise on SFC USP** by developing and creating events and activities which leverage SFC’s brand and assets in order to provide unique experiences which other charities cannot offer.

3) **Maintain the highest standards** by demonstrating excellence to help develop and grow strong relationship with donors, partners and other key stakeholders.

4) **Build strategic partnerships** by developing strong and mutually beneficial relationships which help us to generate funds, increase awareness and deliver targeted interventions.

5) **Develop a culture of fundraising** by increasing the awareness of our charitable activities internally to embed a knowledge of the fundraising culture within the club and engage support.

6) **Build capacity** by embedding products, policies and procedures that provide a robust platform for fundraising, developing the expertise of staff and utilising the right tools to support growth.
All of our fundraising activity fits into one of the following four pillars, in order to guide innovation and thinking:

- **Philanthropy**: Support charitable purposes, with no overt service provided in return.
- **Transactional**: Activities where individuals pay for a service.
- **Entertainment**: Activities where tickets are sold and/or fundraising is incorporated into the delivery.
- **Participation**: Individuals or groups raising funds by participating in physical and/or challenge activities.

### Saints Foundation fundraising activity

<table>
<thead>
<tr>
<th>Philanthropy</th>
<th>Transactional</th>
<th>Participation</th>
<th>Entertainment</th>
</tr>
</thead>
<tbody>
<tr>
<td>3:1</td>
<td>5:1</td>
<td>3:1</td>
<td>2:1</td>
</tr>
</tbody>
</table>
FRIENDS OF SAINTS FOUNDATION

- Friends of Saints Foundation (FOSF) is a patron’s club for local businesses which invites them to show their support for our work across the local community.

- Businesses contribute £500 each for an annual membership of FOSF, or £1,000 a year to become a ‘Bronze Patron’.

- We currently have 52 FOSFs, plus 11 Bronze Patrons, thus paying £37,000 a year between them.

- In return, businesses get a certificate for their office, plus an invite to two networking events per year, one held at St Mary’s Stadium and the other at Staplewood Campus.

- Main success of the initiative is that it provides a platform for us to talk to local businesses about other areas of our work, including sponsoring projects or buying tickets for our events.
MATCH WORN AUCTIONS

• Since 2015 we have run successful online auctions of SFC items, including match worn shirts, boots, training kits – currently using eBay.

• We have a very good relationship with the SFC kit manager and usually get at least two worn shirts from every game.

• In addition we get 100s of pairs of boots a season, particularly at times when manufacturers launch new styles and colours.

• We aim to put at least five items onto our site each week, ideally including a range of items.

• During the 2018/19 season we made a gross profit of nearly £50,000 through these sales.

• Other ‘Transactional’ activities include SAINTS SUPER DRAW.
EXAMPLES OF OUR FUNDRAISING (PARTICIPATION)

BIG BIKE CHALLENGE

• Now in its 10th year, the Big Bike Challenge sees SFC fans cycle back to St Mary’s Stadium from an away stadium in time for the last game of the season.

• Previous challenges have seen riders cycle back from Stoke City (185 miles), Manchester City (230 miles), Huddersfield Town (250 miles) across multiple days.

• Our last challenge in May 2019 from Huddersfield Town included 60+ riders and made revenue of £50,000 with a gross profit of £22,000.

• In 2020, we will be delivering two separate events:
  
  a) 1 day ride from Brighton & Hove Albion (70 miles)
  b) 5 day ride from Bulle in Switzerland (550 miles)

• Other ‘Participation’ events include SOUTHAMPTON HALF MARATHON and BIG STADIUM SLEEP OUT.
A GAME OF TWO HALVES

• Running each year since 2016, A Game of Two Halves is a gameshow format which pits a team of current players against a team of club legends.

• Players compete against each other in a series of rounds, all with a comedic edge, including physical and mental challenges and quick fire questions.

• Players involved include Matt Le Tissier, Rickie Lambert, Shane Long, Oriol Romeu and Cedric Soares.

• Hosted at St Mary’s Stadium, we sell up to 250 tickets to SFC fans, with prices ranging from £20-50.

• Last year’s event made revenue of £16,000 with a gross profit of £8,000.

• Other ‘Entertainment’ events include SAINTS FOUNDATION CHARITY DINNER and MATT LE TISSIER’s BIG SAINTS QUIZ.
THANK YOU