



MUFFIN

MASTERING THE UNDERESTIMATED FUNDRAISING FINANCIAL LITERACY FOR SPORTS PROFESSIONALS



ΕΛΛΗΝΙΚΟ ΣΩΜΑΤΕΙΟ
ΔΥΝΑΜΙΚΟΥ ΤΡΙΑΘΛΟΥ



Purpose

This tool is developed to assist grassroots and amateur sports clubs in managing their finances effectively. It aids in planning, tracking, and analysing both income and expenditures, ensuring a clear understanding of the club's financial health.

Key Features:

1. Automated Calculations:

The tool automatically calculates monthly and annual totals for both income and expenditures, simplifying financial tracking and reducing manual calculation errors.

2. Drop-Down Menus for Easy Categorisation:

Pre-defined categories for income and expenses are available in drop-down menus, streamlining the data entry process and ensuring consistency.

3. Dashboard for Financial Overview:

A visual dashboard presents an at-a-glance view of the club's financial status, including graphical representations of income and expenses.

4. User-Friendly Interface:

Designed with ease of use in mind, ensuring that staff and volunteers can efficiently manage and interpret financial data without needing advanced Excel skills.

5. Customizable Categories:

While the tool comes with predefined categories, clubs have the flexibility to add or modify categories to suit their specific needs.

Benefits:

- **Enhanced Financial Management:** Provides a comprehensive picture of the club's financial activities, helping in making informed decisions.
- **Efficient Fundraising Planning:** Assists in identifying successful income sources and areas where fundraising efforts can be intensified.
- **Budgetary Control:** Helps in monitoring and controlling expenses, ensuring that the club operates within its financial means.
- **Transparency and Accountability:** Facilitates clear and transparent financial reporting to club members, stakeholders, and potential donors.

Usage Scenarios:

- Ideal for clubs looking to streamline their financial management processes.
- Useful for clubs applying for grants or reporting to sponsors, where detailed financial records are required.

Access and Distribution:

- The tool is created in Excel and can be shared digitally among club staff and volunteers.
- Regular updates and backups are recommended to maintain data integrity.

KEY FINANCIAL ELEMENTS

Income Sources for Grassroots Sports Clubs

- 1. Membership Fees:** Regular income from members. Can vary based on membership levels or categories.
- 2. Donations:** Funds received from individuals, businesses, or organizations, often without specific conditions attached.
- 3. Sponsorships:** Financial support from companies in exchange for advertising or other promotional activities.
- 4. Grants:** Funds obtained from government bodies, foundations, or other organizations, usually for specific projects or purposes.

5. Fundraising Events: Income generated from events organized specifically for raising funds, such as tournaments, charity matches, auctions, or dinners.

6. Merchandising: Selling club-related merchandise like jerseys, caps, or other branded items.

7. Concessions and Catering: Revenue from selling food, drinks, or other items during events or matches.

8. Facility Rentals: Income from renting out club facilities to other groups or individuals when not in use.

9. Advertising Revenue: Earnings from selling advertising space in club facilities, websites, or publications.

10. Crowdfunding: Funds raised through online platforms where individuals can contribute small amounts towards a specific goal or project.

Expenditures for Grassroots Sports Clubs

1. Facility Rentals: Costs for renting training or competition venues.

2. Equipment and Supplies: Purchases or maintenance of sports equipment, uniforms, and other necessary supplies.

3. Staff Salaries: Wages paid to coaches, trainers, administrative staff, and other employees.

4. Event Costs: Expenses related to organizing events, including permits, security, medical staff, and logistics.

5. Marketing and Promotion: Costs for advertising, promotional materials, and social media campaigns.

6. Travel Expenses: Costs for transportation, accommodation, and meals for away games or tournaments.

7. Utilities and Maintenance: Regular expenses for utilities like electricity, water, and the maintenance of facilities.

8. Insurance: Premiums for liability and property insurance.

9. Legal and Professional Fees: Costs for legal advice, accounting services, or other professional assistance.

10. Training and Development: Expenses for training programs, workshops, or courses for staff and volunteers.

FUNDRAISING BUDGETING TEMPLATE AND EXAMPLE

Fundraising_Budget_TEMPLATE.xlsx

Fundraising_Budget_EXAMPLE_.xlsx

Instructions for Using the Fundraising Budgeting Template

1. Open the Template: Open the Excel file named “Fundraising_Budget_TEMPLATE”.

2. Input Income and Expenditures: In the 'Income' section, select the appropriate category from the drop-down menu in the first column and enter the amounts for each month. Repeat the same process in the 'Expenditures' section.

3. Monthly and Annual Totals: The template automatically calculates the total for each category monthly and annually. These totals are displayed in the 'Annual Total' column. Monthly subtotals for all income and expenditure categories are calculated at the end of each section.

4. View the Dashboard: The dashboard provides a visual overview of the club's financial health, including charts and key metrics. Regularly check the dashboard to understand the club's financial status at a glance.

5. Monthly Updates: Update the template regularly, ideally at the end of each month, to keep track of the club's financial situation.

6. Analyse Financial Health: Use the data and visuals in the template to make informed decisions about the club's finances. Identify areas where expenses can be reduced or where additional fundraising may be needed.

7. Seek Assistance If Needed: If you encounter any difficulties or have questions about using the template, don't hesitate to ask for help from someone familiar with Excel.

Regularly back up the file to prevent data loss.