EAS Conference

16th September 2011

Newcastle

SportsAid Basics

- Company limited by guarantee with charitable status – founded in 1976
- Core function is to help emerging sporting talent
- Helps c2,000 athletes aged c12-25 years
- Supports able bodied and those with disabilities
- Embedded in British sport structure and connected to the NGBs
- Strong commercial sector network
- Local focus, national reach
- Low risk and topical



Our Role

- SportsAid helps talented, young disabled and able-bodied athletes in Britain to achieve their dreams.
  - Since 1976, we have distributed around £50 million to aspiring athletes throughout Britain.
  - We now make around 2,000 awards every year.



Harrison Brown making his debut for Great Britain at the 2011 Paralympic World Cup

First supported by SportsAid in 2007

Our Role

- The typical SportsAid athlete is aged between 12 and 18, trains 15 hours a week and spends £5,500 a year on their sport.
  - 100% say the support they get from SportsAid is either helpful or essential.



Jodie Williams, 2011 European junior 100m and 200m champion

Supported by SportsAid in 2008

Our Role

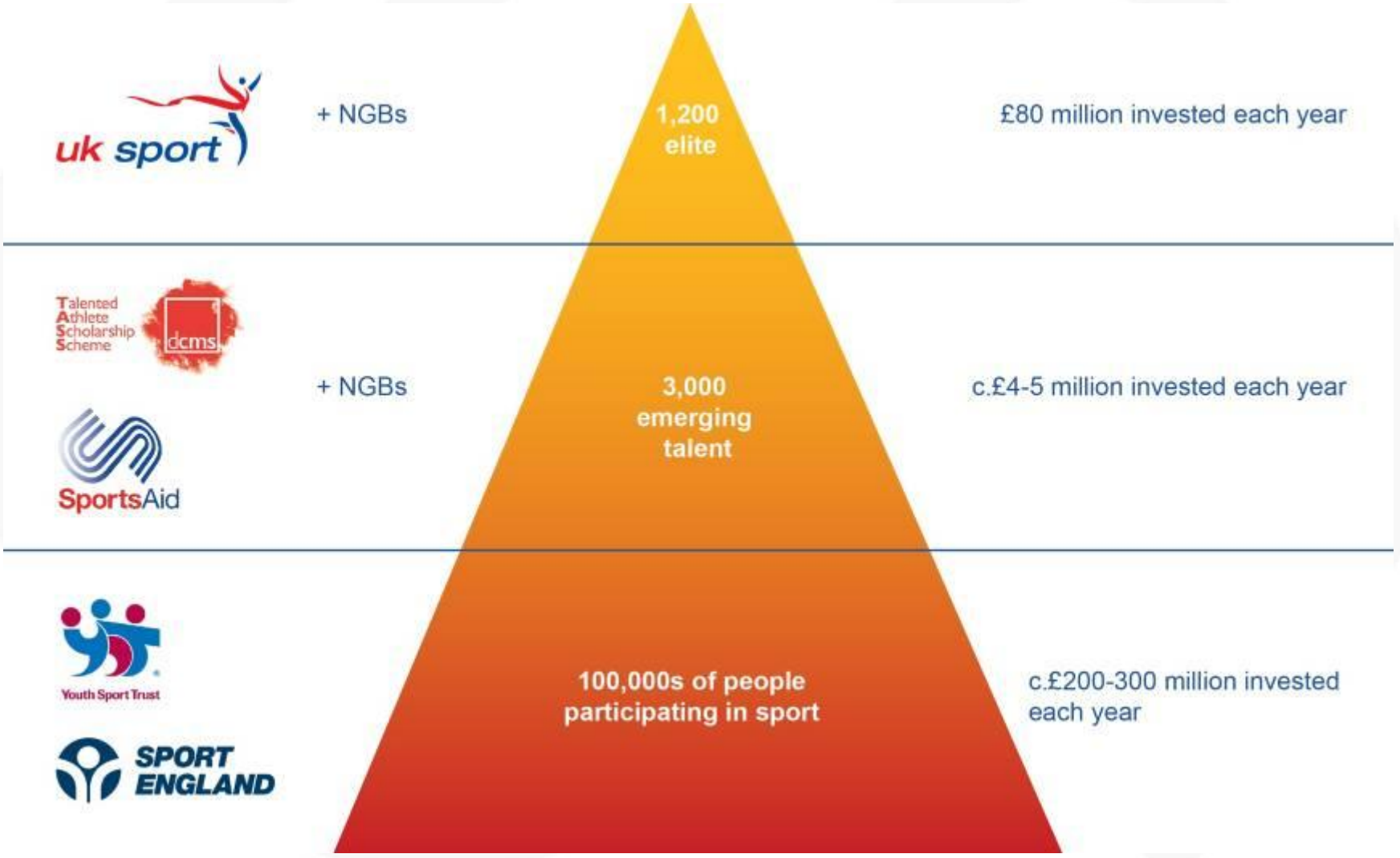
- SportsAid Awards give not only financial support but also recognition to the rising stars of approximately 70 different sports.
  - The sports' governing bodies tell us which athletes to support, ensuring we help the right athletes at the right time.
  - The award is given directly to the athletes to help them meet the cost of competing and training.



Matthew Johnson, winner of five gold medals at the 2011 Youth Olympic Festival in Turkey

First supported by SportsAid in 2007

Our Place


uk sport
+ NGBs
1,200 elite
£80 million invested each year
Talented Athlete Scholarship Scheme
dcms
+ NGBs
3,000 emerging talent
c.£4-5 million invested each year
SportsAid
Youth Sport Trust
SPORT ENGLAND
100,000s of people participating in sport
c.£200-300 million invested each year

Our Impact

- Many of the athletes supported by SportsAid go on to achieve international success.
  - More than a third of Team GB's 42 gold medals at the 2008 Paralympics and 18 of the 19 gold medals won by Team GB at the 2008 Olympics went to SportsAid athletes.



Sir Chris Hoy was supported by SportsAid earlier in his career

Their Impact

Beijing 2008 Olympic Games	Gold	Silver	Bonze	TOTAL
China	51	21	28	100
USA	36	38	36	110
Russia	23	21	28	72
Great Britain	19	13	15	47
SportsAid	**18**	**6**	**8**	**32**
Germany	16	10	15	41

Your Impact

- By supporting SportsAid you can help the next generation of British Olympic and Paralympic heroes onto the podium.
  - Many SportsAid athletes could not have achieved their potential without the backing of our partners and supporters.



Victoria Pendleton MBE was supported by SportsAid earlier in her career

Their Words

- “To be recognised as having talent and encouraged to go on to be the best you can be is an opportunity that not many people get. At an early stage, the support of SportsAid gave me this recognition and the boost I needed to help me on my way.”



Sir Chris Hoy Won three gold medals at the 2008 Beijing Olympics, becoming the most successful male cyclist of all time

Their Words

- “I received the first of my SportsAid Awards as a junior in 1987. Quite simply, without the money I would have remained an aspiring young sportsman, but with it I became a world and Olympic champion. That’s how much SportsAid means to me.”



Sir Matthew Pinsent Gold medals at four consecutive Olympic Games (1992, 1996, 2000 and 2004)

Their Words

- “Lottery money has given British sport a fantastic boost, but it can’t do everything. That’s why the work of SportsAid is so important. If you are young, ambitious and just beginning to experience success, SportsAid is where you go for help.”



Sir Steve Redgrave Gold medals at five consecutive Olympic Games (1984, 1988, 1992, 1996 and 2000)

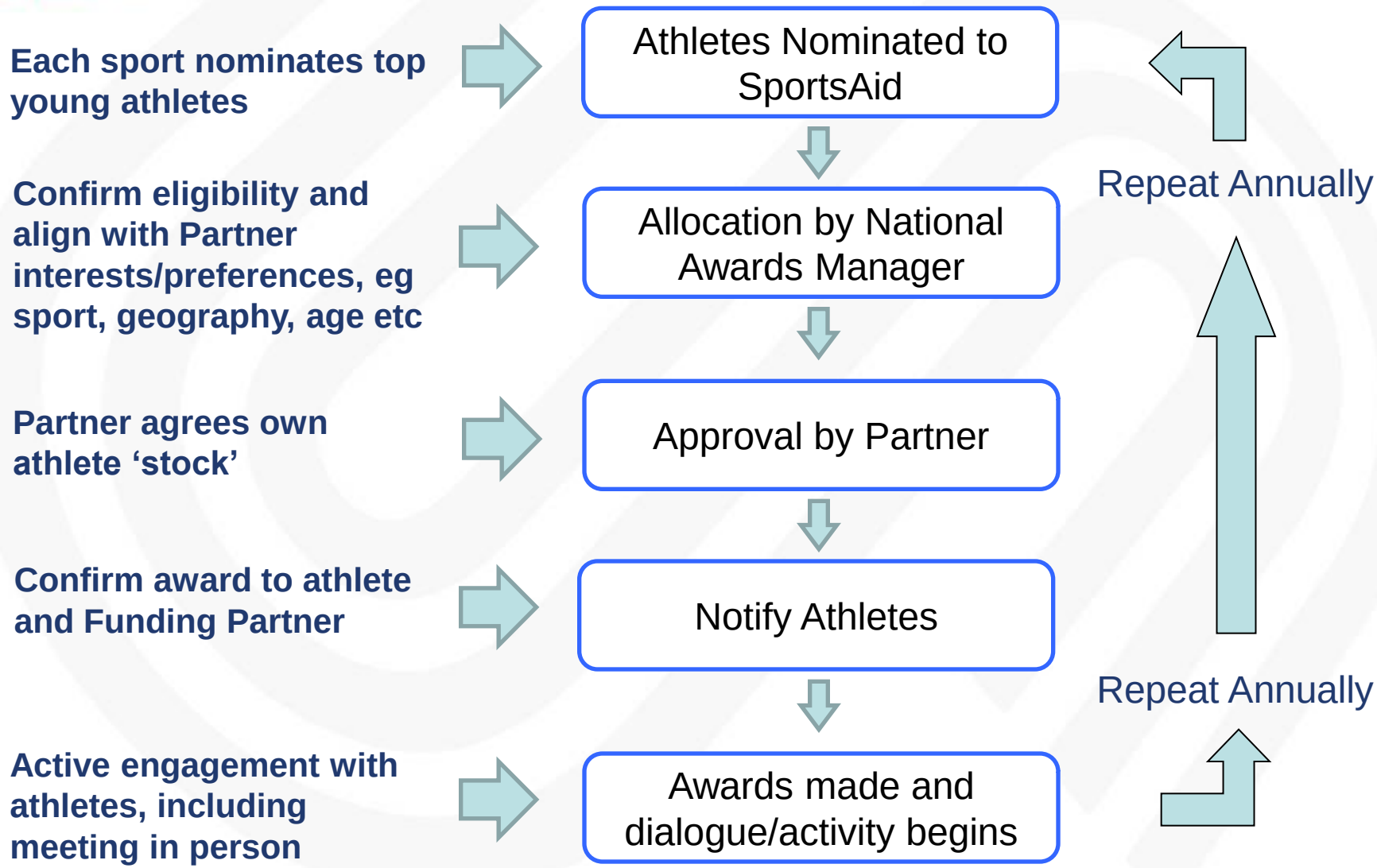
Their Words

- “The funding from SportsAid made all the difference to me. I used it for equipment, training, competition and travel costs, and for the next generation to succeed, it is really important that people keep giving their support.”



Ade Adepitan MBE Paralympic bronze medal winner in Athens in 2004

The Process


Each sport nominates top young athletes
Athletes Nominated to SportsAid
Confirm eligibility and align with Partner interests/preferences, eg sport, geography, age etc
Allocation by National Awards Manager
Partner agrees own athlete 'stock'
Approval by Partner
Confirm award to athlete and Funding Partner
Notify Athletes
Active engagement with athletes, including meeting in person
Awards made and dialogue/activity begins
Repeat Annually
Repeat Annually

SportsAid Partners















































The Award

- Typical SportsAid Awards are £1,000 per athlete, per year.
  - The average annual expenditure of a SportsAid athlete is around £5,500 – so this makes a big difference to their ability to train and to their competition performance.



Zoe Smith Became the first British woman - in 2010, aged only 16 - to win a weightlifting medal at the Commonwealth Games

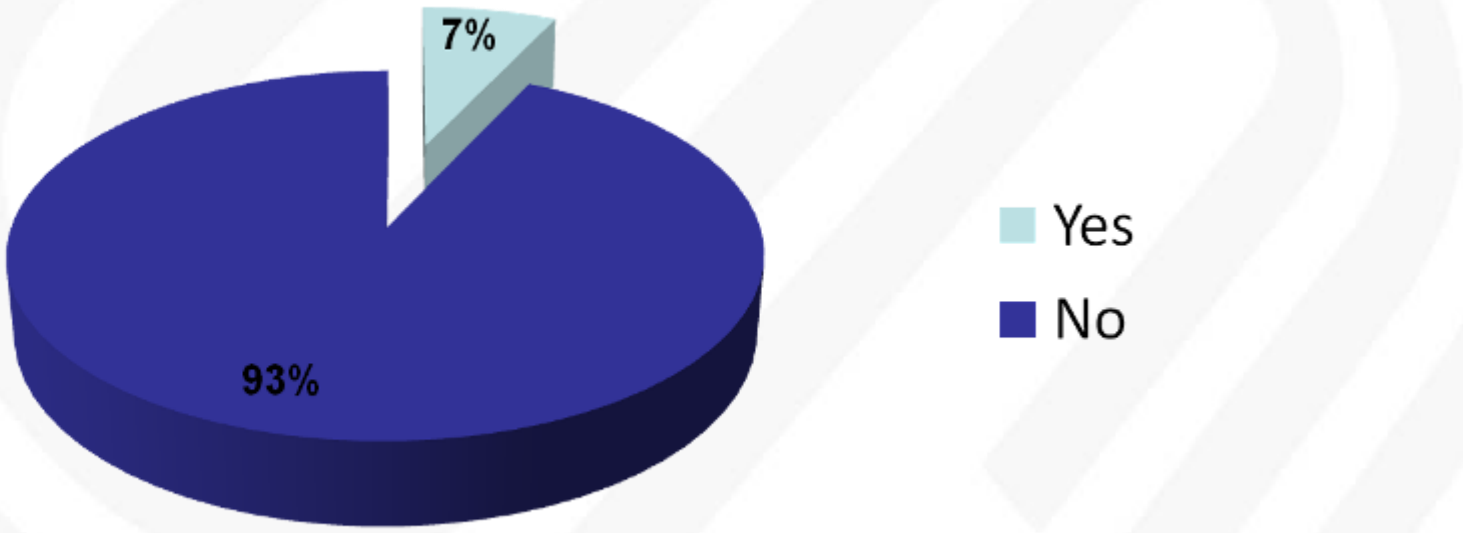
Sample Athlete Information

- On average, recipients spend over £5,000 per year on their chosen sport
- They travel an average of 650 miles every month to train and compete
- Biggest sources of inspiration were their family followed by their coach and their sporting heroes; people inspire people
- 78% intend to stay in education after leaving school
- Every athlete felt that SportsAid funding was essential or helpful to their progression within their chosen sport

IFM Sports Marketing Surveys
quality research for management action

View from the Sports

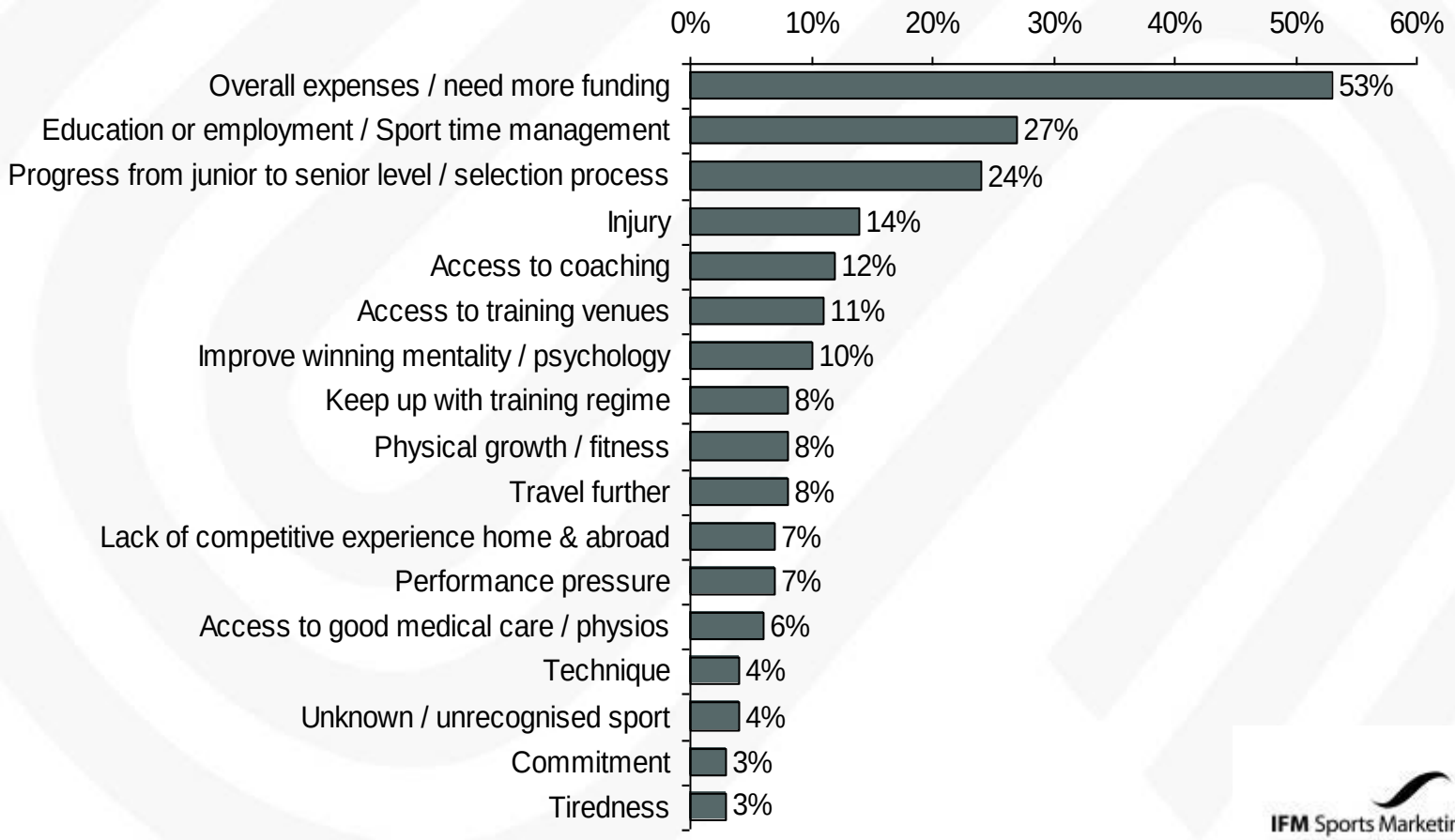
If SportsAid funding were not available, would you be able to offer additional support to your young talent?



IFM Sports Marketing Surveys
quality research for management action

Barriers to Progress

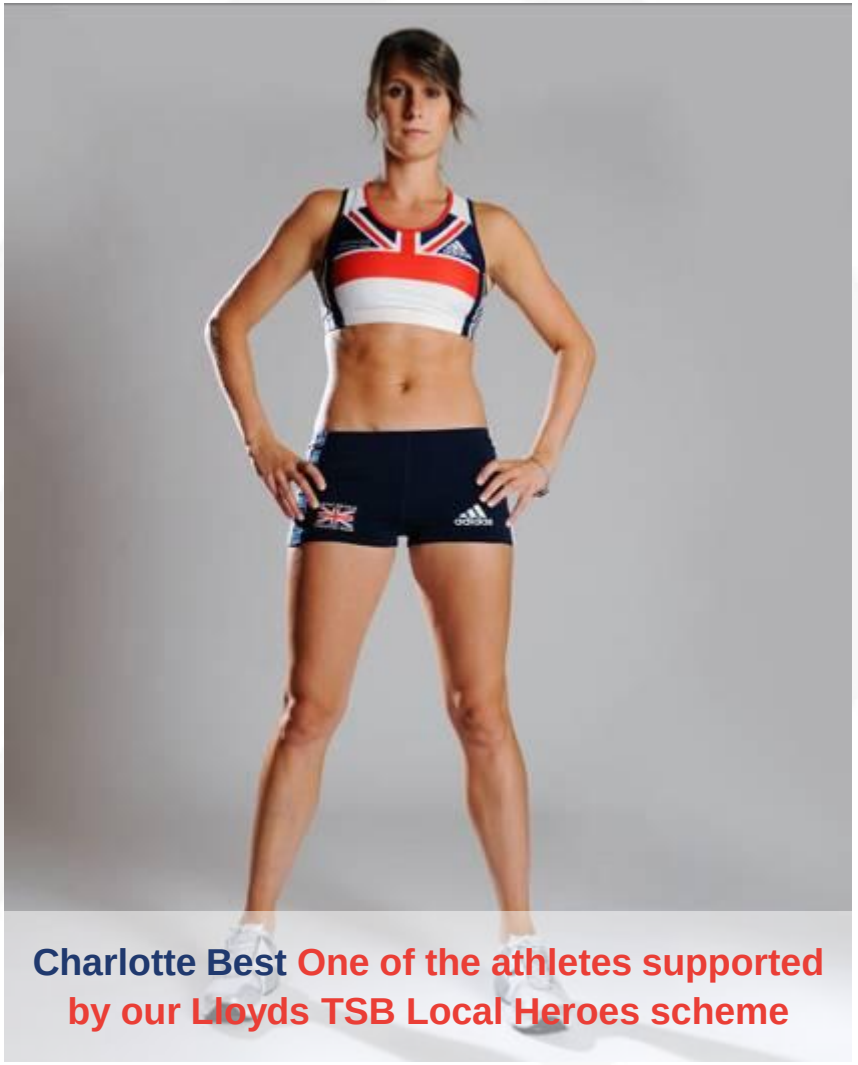
Access to funding and managing their time are the main barriers.



IFM Sports Marketing Surveys
quality research for management action

The Partnership

- A unique selection of SportsAid athletes to suit your preferences, programmes and priorities (e.g. sport, geography, etc).
- Personal profile of each athlete with a Q&A interview and performance stats.
- Regular athlete updates.
- Athlete appearances at events, where you can introduce them to your staff and customers.
- Athlete stories and quotes to use in your internal and external communications.



Charlotte Best One of the athletes supported by our Lloyds TSB Local Heroes scheme

SportsAid

athlete profile



Name: Amy Lineham
Age: 17
From: Islington - London
Sport: Fencing

Amy has had a productive year which culminated in her selection for the GB team competing at the World Championships in Jordan. She is now training hard over the summer months to maintain fitness and ensure she is ready for the start of the new season. She will be targeting the National Championships in October.

How did you first get involved in your sport?

Through school.

What does a typical week look like for you?

School Monday to Friday 8-4. Extra curricular activities in lunch time and after school. Including music lessons Mon /Fri/Sat. Working towards a career in medicine e.g volunteering, workshops & work experience. Fencing in the evenings Mon/Tues or Thursday. Sometimes more if a competition requires it. Competitions most weekends in the season.

What are your targets for the next 12 months?

To improve placement in foreign (more difficult) events. To establish a regular place on the GB Junior squad, to perform well if selected for the GB Cadet team for the Europeans, Worlds and the UK School Games.

What are your long term aims?

Senior Nationals women's foil because it would be really nice to be first in my country.

Which competition would you most like to win?

If I can win the senior nationals I should be very happy. British champions usually go on to succeed abroad and will (most likely) be part of the GB senior squad at e.g. the Olympics.

Who is your sporting hero?

Valentina Vezzali.

What do you do in your free time?

See friends, read books, I also like to cook and bake. But I often have a lot of work to complete when not doing specific activities. I recently started playing squash occasionally as a fun sport.

Key achievements

- Ranked GB Junior No2
- 2011 World Championships GB Team
- 2011 ECC Pisa Foil – 71st
- 2010 ECC Cabries Foil – 51st
- 2010 British Cadet Nationals U17 Foil - Bronze
- 2010 British Junior Nationals U20 Foil - Gold
- 2010 Manchester International Cadets U17 Foil - 6th
- 2010 Alister Cup Senior Foil - 11th
- 2010 British Senior Nationals Foil - 22nd
- 2010 British Championships Senior Team - Bronze

Aims

- Selection for the GB Junior squad attending foreign competitions Waldkirch / Lyon
- To improve placement in foreign events
- GB Cadet team for the Europeans, Worlds and UK School Games

"Amy has an unique style of fencing which is very effective: she never gives up and is extremely motivated. She won the GB Junior Championships, a major achievement at 16. She is now beginning to build up results and to achieve her future potential." – British Fencing

SportsAid

Helping the sports stars of tomorrow today

Staff Engagement













Telling the Story











Media Opportunities

From local heroes to national heroes.

Congratulations on your success in Delhi.



Lloyds TSB are proud to support Local Heroes by providing funding to over 250 Olympic and Paralympic hopefuls every year across Britain, helping them on their journey all the way to London 2012 and beyond.

Which is why we're delighted to have seen so many of our Local Heroes competing at the 2010 Commonwealth Games. From start to finish we are behind you all the way.

Find out more about our Local Heroes at lloydstsb.com/localheroes

Lloyds TSB | for the journey...

official partner



Be the Difference.

SportsAid

Talented Athlete Scholarship Scheme

dcms