

CIRCULAR



Subject: McDonald's 2021-22 Club Small Grants

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Audience: Club Committees, Board

Summary: The McDonald's Club Small Grant program provides financial assistance to clubs for projects, programs and events to enhance the experience of participating in the League. Clubs can apply for funding up to \$2000 per project.	Action: Grant applications are now open until 10 th December 2021, with successful projects announced in early 2022. To apply - CLICK HERE
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1. Guidelines

- 1.1 Clubs are not eligible to apply if they:
- Are on probationary status with the League.
 - Have overdue or outstanding project completion reports for any grants, funding or sponsorships with the League.
 - Have overdue or outstanding payments due to the League; or
 - Have already received financial or in-kind support from the League for the same project, program or event.

- 1.2 Which projects are eligible for funding?
- Projects must meet at least one of each of the strategic areas and funding objectives to be considered for funding.

Strategic areas (must meet one)	Funding objectives (must meet one)
<ul style="list-style-type: none">Growing the game and the pieAdding value and building capacitySelling the benefitsRunning a tight ship	<ul style="list-style-type: none">Attract, retain or reward volunteers.Provide a safe environment for members, visitors, volunteers and the public.Improve the knowledge, skills and or experience of club officials and volunteers.Support and develop the knowledge, skills or experience of coaches and players.Assist with the long-term sustainability of the club.

Examples of projects, but not limited to; Works to have female friendly facilities, improve opposition team facilities (shade shelters, massage tables), changeroom ice machines, club defibrillator, facilitator to conduct a colts welfare workshop, Xero training for Treasurers, around the ground spectator behaviour signage.

1.4 Which projects will not be funded?

- Any project, program or event which does not fit the eligibility; strategic area or funding objective mentioned above;
- Ongoing maintenance and repairs which are generally the responsibility of the club or third party such as the local council.
- Deficit funding (to repay cash shortfalls);
- Retrospective funding (project cannot begin before the grant has been approved)
- General club operational costs (e.g line marking);
- Personal protective or playing equipment (e.g. Mouthguards, footballs, goal post pads, playing apparel); or
- Tours or travel costs.

1.5 Project limitations:

- The League will not fund the payment of coaches, club officials or specialists except where it is considered outside of their normal club responsibilities.

1.6 How will the application be assessed?

- Applications will be assessed and approved by the General Manager.

Funding Assessment Criteria (out of 100)	
1. Clear objectives that align with the grant focus areas and funding objectives	
The objectives of the project are clearly identified	/10
The project and intended target group aligns with the grant strategic areas	/10
The project and intended target group aligns with the grant funding objectives	/10
2. Direct benefit to the League	
The project delivers clear and measurable outcomes and benefits to the target group	/15
There is potential for the project to have a lasting club impact	/15
3. Capacity of the club to manage the funding and deliver the service or program	
The project is a high priority for the club	/5
There is evidence of project planning for the full funding period (including achievable timelines)	/5
The club has the organisational structure and skills to achieve the outcomes listed in their application	/5
There is a realistic relationship between the funding requested, anticipated outcomes and the club's annual budget	/5
The application contains a detailed, clear and reasonable budget	/10
The club has committed their own funds to the project's sustainability	/5
The project cannot be funded elsewhere	/5
Total	/100

2. Grant Amounts

Clubs can apply for funding up to \$2000 per project.

3. Grant Applications

Grant applications open 1st November 2021 and close 10th December 2021, with successful projects announced in early 2022.

To apply - [CLICK HERE](#)

The online form will require the applicant to complete the following:

- Project name and overview
- Project objectives and outcomes
- Grant amount requested
- Project budget
- Timeline of the project
- Upload the club's annual budget

Multiple Applications

Where clubs are submitting multiple grant applications, those applications must be ranked in order (one, two, three etc) of the club's priority. This will allow the League to consider the priority order when offering their recommendations for funding.

4. Approval and Conditions of Funding

Clubs will be informed in writing on the success of their application.

Where funding is approved:

- Funds must be spent before 31st October 2022.
- Funds will be direct deposited into the club's bank account.
- The club agrees to spend the funds as requested.
- The club agrees to provide the General Manager a report of the outcomes achieved on completion of the project. This may include photos to promote the project.

This report should be emailed to ncouch@wafc.com.au.

5. Contact

If you wish to discuss your proposed application before submission, contact;

David Armstrong
General Manager, Perth Football League
darmstrong@wafc.com.au or 0418 913 150