



English Schools' Football Association

Membership Matters

Coming soon...

We are launching our first ever issue of 'The School Report' - a similar publication to Membership Matters but aimed at schools from January 2019

National Schools' Football Week is returning for 2019 from the **4 - 8 February**

You can find out all about how to get involved and download the free guide [here](#)

Internationals 2019

ESFA Boys U18 friendlies:

England v Australia
Saturday 26 Jan
Stafford Town FC
2pm KO

England v UCFB
Saturday 9 Feb
Belle Vue
Sports Village
2pm KO

England v UCFB 2
Saturday 2 March
Venue TBC

ESFA Futsal Update 2018/2019

A massive thank you to those of you who have responded so positively to the opportunity to add Futsal to our national competition offer. Over 105 competitions are now planned or under way – a significant achievement in light of the late start!

We now know that the FA is going to continue to fund this joint activity next season, so please do factor this into your plans as and when your thoughts move to next year, and keep us posted with your local stories in the meantime.

Change to Email Address

office@esfa.co.uk

With effect from 1st February, the above email address will be withdrawn from service. All enquiries should be addressed to the appropriate colleague as identified in the ESFA handbook, or contact should be made by telephone on 01785 785970.

Thank you for your co-operation.

Constitution & Structures Guide

Following decisions taken at the AGM about Association structures, you may be thinking about revising your constitution or changing your Association structure. Our website now has a guide to help you with this, so please check [here](#) for your copy



The ESFA Guide To...Grant Funding

Did you know...

- There are around 8000 grant making trusts in the UK, giving out ten times more than the Big Lottery Fund or the top 500 corporate sponsors each year
- Local trusts are generally a much neglected source of funding, with voluntary organisations repeatedly asking just the “big names”. This means that the smaller, localized trusts can become keener than others to spend their cash
- There are rarely application forms to complete in these circumstances, and where there are, they are often very short. Trusts don’t always ask for reports explaining what you have done with their funding, so it can be one of the most non-bureaucratic ways of bringing in “small” (less than £4k) grants
- Trusts are often encouraged to invest if they aren’t the only one involved: targeting multiple funders can bring in extra income but also give a sense of confidence to other funders
- Professional fundraisers targeting Trusts advise that a competent bid circulated widely will usually raise more money than putting huge efforts into a small number of bids
- Trusts sometimes introduce new schemes or change their priorities: if you were unsuccessful in securing funding in a previous application, don’t automatically rule that Trust out forever
- Because Trusts aren’t governed in the same way that public funds are, Trustees are likely to be influenced by what they know, and what they see, rather than by a set of restrictive rules and a corresponding well-written application received in isolation

Trust lists:

<http://grantnav.threesixtygiving.org>

<https://beehivegiving.org>

www.fundingcentral.org.uk (there may be a fee, depending on your requirements)



What to do:

Write a one page summary of your activity and be prepared to send multiple Trusts your “application”. Sources of Trust lists are provided on the previous page.

Gather contact details from websites using the tools referenced below to help you send bulk circulations. However, if you get personal contact details from a Trustee or funder, don’t pass them on, unless this information is in the public domain and if a person asks you to stop contacting them, then you must do so.



- Have a particularly close look at local Trusts and identify the Trustees. Do you know them? Does anyone you know, know them? How can you make a personal connection?

- Trusts are often interested in funding “the best” in the sector. Make sure your standard application shows this – participant testimonial is often very powerful.

- For “the best”, this often means the best known. If you need some help with your social media or marketing, the ESFA may be able to match you with an undergraduate student from UCFB to provide you with this service at no cost – contact andrea.chilton@schoolsfa.com.
- Identify a volunteer to act as your fundraiser, if you can. Someone tackling this systematically is more likely to be successful than a more sporadic approach. Again, UCFB may be able to help with this.
- Invite potential funders to your events. They’re more likely to remember you that way than from an email or application.
- Keep relevant Trusts up to date with your activity, rather than simply asking them once a year for funding. Send them your newsletter, or links to your website’s news stories. Bring your activity to life for them.
- Have a look at “rich lists”, like the one published in the Sunday Times. Is there someone local? Someone you know? That someone you know, knows? Might they give you a donation? Have a look for their estate office or family firm to get published contact details.
- If you get the chance to get some feedback from an unsuccessful funding request, take it, but don’t pester a funder for this. Often Trusts are administered by one or two people who won’t necessarily have the time to do this.
- Finally, if you are successful, make sure you fulfil any conditions, if there are any, properly. Funders may withdraw if they aren’t properly acknowledged, for example: likewise, if the source of funding for the Trust is anonymous (eg through private benefactors), make absolutely sure you don’t breach this confidence.

More Than 40% Of Children And Young People Lead Active Lives

World-leading survey reveals insight into activity levels of children and young people in England



More than 40% of children in England do an average of more than 60 minutes of physical activity a day, a first-of-its-kind survey has found.

Our Active Lives Children and Young People Survey shows that around 3 million children (43.3%) lead active lives, however of that group, only 1.2 million (17.5%) are meeting the Chief Medical Officer's guidelines of more than 60 minutes of activity a day, every day of the week.

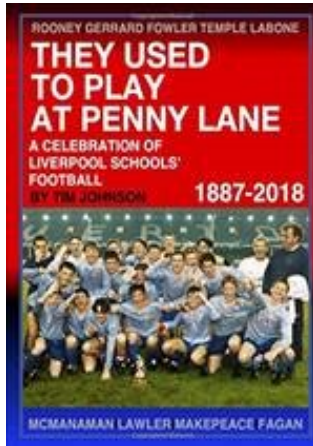
Figures also show that more than 2.3 million children and young people (32.9%) are less active, meaning they do fewer than 30 minutes of physical activity a day.

The report is based on responses from more than 130,000 children aged 5-16 in England during the academic year September 2017-July 2018. It analysis and emphasises the importance of physical activity to children.

Read the full report here : <https://www.sportengland.org/media/13698/active-lives-children-survey-academic-year-17-18.pdf>

Congratulations to Liverpool's Tim Johnson

The ESFA would like to send their congratulations to Liverpool's Tim Johnson for his recently published book celebrating Liverpool SFA and all the Association's many achievements.



'They Used To Play At Penny Lane.'

A Celebration Of Liverpool Schools' Football 1887-2018
By Tim Johnson

The book is a requisite read for all those wishing to rejoice in the success of Liverpool Schools' football, and the significant role it has played in the development of the game in the city.

From Harry Makepeace through to Wayne Rooney, via Derek Temple, Robbie Fowler and Steven Gerrard, the book chronicles the players, personalities and triumphs from the 19th century to the present day.

After retiring from the Liverpool Schools' FA in 2016, Tim wished to recognise the achievements of the many schools, teachers, players and parents involved. It is they who have made Liverpool Schools' football one of the most successful associations in the country.

Both eBook and paperback versions are available directly from Amazon.co.uk and a restricted number of paperback copies are also on sale straight from booksales895@gmail.com at the 30% reduced price of £20.00.

Greetings for the New Year

Finally, we would like to wish all of you a very happy New Year - we hope that 2019 has already got off to a flying start and we are looking forward to all that is to come in the following weeks.

Remember to keep an eye on our website and social media for updates on International matches and National Finals - you can also view our calendar of events [here](#).



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