

**SPORT FOR GOOD CONSULTING**

**SPORT SOCIAL  
ENTERPRISE: IS THIS  
THE FUTURE?**

**THANKS TO THE WONDERFUL, DEBBI MCCULLOCH, FOR  
PROVIDING THE INSPIRATION FOR THIS SUMMARY**

# WHAT IS A 'SPORT SOCIAL ENTERPRISE'?

*A business that generates  
revenue to support a social  
mission.*

# CHANGING THE WORLD FOR THE BETTER

*It is making a tangible  
difference in your  
community.*

*Most sports clubs exist to provide their particular sport. Of which there is some inherent social benefit.*

*Sport Social Enterprises flip that and make their social impact the core purpose, using their sport as the vehicle.*

# KNOW WHAT YOU'RE ABOUT

*Have a clear vision and  
'why' behind your club.*

# IT'S NOT A TICK BOX TO GET FUNDING

*You will get found out by  
funders and your  
community.*

# NOT JUST FOR AREAS OF POVERTY

*Everywhere has social issues  
and challenges.*

# CONSULTATION IS KEY

*Base your activities on what  
the community want.*

*Be open and transparent.*

*Link with as many local  
partners as you can.*



# CREATE A 'SOCIAL HOME'

*A place where people can  
feel comfortable, supported,  
and part of something.*

# PEOPLE ARE KEY

*Get buy-in to your vision.*

*The Board – time and expertise  
to drive it.*

*Gatekeepers – people to  
maintain the values and ethos.*

# FUNDING IS ALWAYS A CHALLENGE

*You have to become a  
sustainable business first  
and foremost.*

# GENERATE REVENUE BY

*Building relationships with  
commercial partners.*

*Don't be afraid to take risks.*

*Identify all your assets that  
you can then commercialise.*

# GRANT FUNDING

*This is getting harder. Try  
and reduce your reliance on  
it if possible.*

# EVALUATION OF PROGRAMS

*Not so much about numbers now, but how people feel – experiences, case studies, impact.*

*Got to justify the investment we receive more effectively.*

# KEY TIPS FOR THOSE STARTING OUT

*Understand your 'Why'.*

*Get the right people on board.*

*Understand what your community needs.*

*Relationships with partners.*