



fitmumsTM
and friends

Club Funding Request Policy

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Date policy reviewed	2027
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Reviewed by	Hannah Horth/Alasdair Hunter
Club review dates	February 2026

Club Funding Request

1. Purpose of this policy

This policy sets out the principles, criteria and process for applications for funding. Funding will be authorised if it:

- Supports clubs to deliver safe, inclusive and high-quality sessions
- Promotes club activity within local communities
- Removes barriers to participation
- Strengthens community connection and wellbeing

2. Alignment with our vision, mission and values

Funding will be authorised where applications clearly support at least one of the following:

- **Inclusion** – Removing barriers and creating safe, welcoming spaces
- **Empowerment** – Developing members, leaders and volunteers
- **Compassion** – Supporting members through life's challenges
- **Community** – Strengthening connection and belonging
- **Inspiration** – Encouraging participation and volunteering
- **Innovation** – Responding creatively to local needs
- **Excellence** – Delivering safe, high-quality sessions

Funding must contribute to our Vision of *a healthier, happier, and more connected community* and our Mission to *break down barriers to physical activity through inclusive, inspiring and innovative support*.

3. Funding principles

All applications will be considered against the following principles:

- **Mission alignment** – Does it support our charitable purpose?
- **Benefit to members** – Does it improve access, safety, inclusion or experience?
- **Value for money** – Is the request proportionate and cost-effective?
- **Equity** – Is it fair in relation to other clubs?
- **Sustainability** – Does it build long-term capacity (e.g., training leaders)?

4. What clubs CAN apply for

In general, funding may be authorised for activities, resources or development that promote the club and what it offers, improve safety, increase participation, or enhance member experience.

Eligible examples include (but are not limited to):

a. Leadership & training

- Training new Run Leaders, Walk, Cycle Leaders or Coaches
- Further development training for existing Coaches

b. Safety & session delivery

- First aid kit supplies
- High-visibility clothing for leaders or sessions
- Equipment directly linked to safe delivery of sessions

c. Member engagement & motivation

- Prizes for timed run/walk competitions
- Modest recognition items that promote participation and achievement

d. Promotion & community awareness

- Materials to create club displays (e.g., notice boards, event displays)
- Promotional materials beyond standard flyers/posters (which are centrally provided)
- Items to support outreach and community engagement

e. Compassionate support

- Flowers or small gestures in cases of bereavement, serious illness, or a member leaving after significant involvement

f. Special club celebrations

- A partial contribution toward significant milestones (e.g. club anniversary or Christmas celebration).
 - Funding will be a contribution only, not full cost coverage.
 - Celebrations must demonstrate community-building benefit.

5. What clubs CANNOT apply for

The charity must ensure responsible stewardship of funds and equitable distribution across all clubs. Funding will NOT be authorised for:

- The full cost of social meals or hospitality
- Personal gifts not linked to charity values or compassionate grounds
- Expenses for individual personal gain
- Items not clearly linked to physical activity, wellbeing, inclusion or community benefit
- Ongoing routine costs that should be covered by regular club income
- Political or religious activities

Where social elements are included, they must support community connection and not primarily function as subsidised social entertainment.

6. Application process

1. Complete the online application form [HERE](#) detailing:
 - What funding is requested
 - Total cost and amount requested
 - The expected benefit to members/community
2. Provide quotes or cost estimates where appropriate.
3. Applications will be reviewed within 5 working days of application.
4. Await written approval before spending (unless otherwise agreed).

For items purchased by the club, reimbursement will only be made upon receipt of valid proof of purchase.

7. Appeals Process

In the event of funding being declined applicants may appeal the decision which will then be reviewed by two Trustees. Final decision to be made within 10 working days.

8. Accountability

All funds must be used for the approved purpose. If circumstances change, Clubs must seek approval before reallocating funds.

The charity reserves the right to decline applications that do not sufficiently align with strategic priorities or available budget.

9. Review

This policy will be reviewed periodically by the charity trustees to ensure it remains aligned with strategic objectives and financial sustainability.