

# THE SPORTS TRUST



# Vision

- Building active communities through sport and recreation.



# Mission Statement

The Sports Trust will increase access to and create opportunities for all South Africans to participate in sport through the provision of equipment and facilities and we will help to create a new sporting tradition for our democratic society.

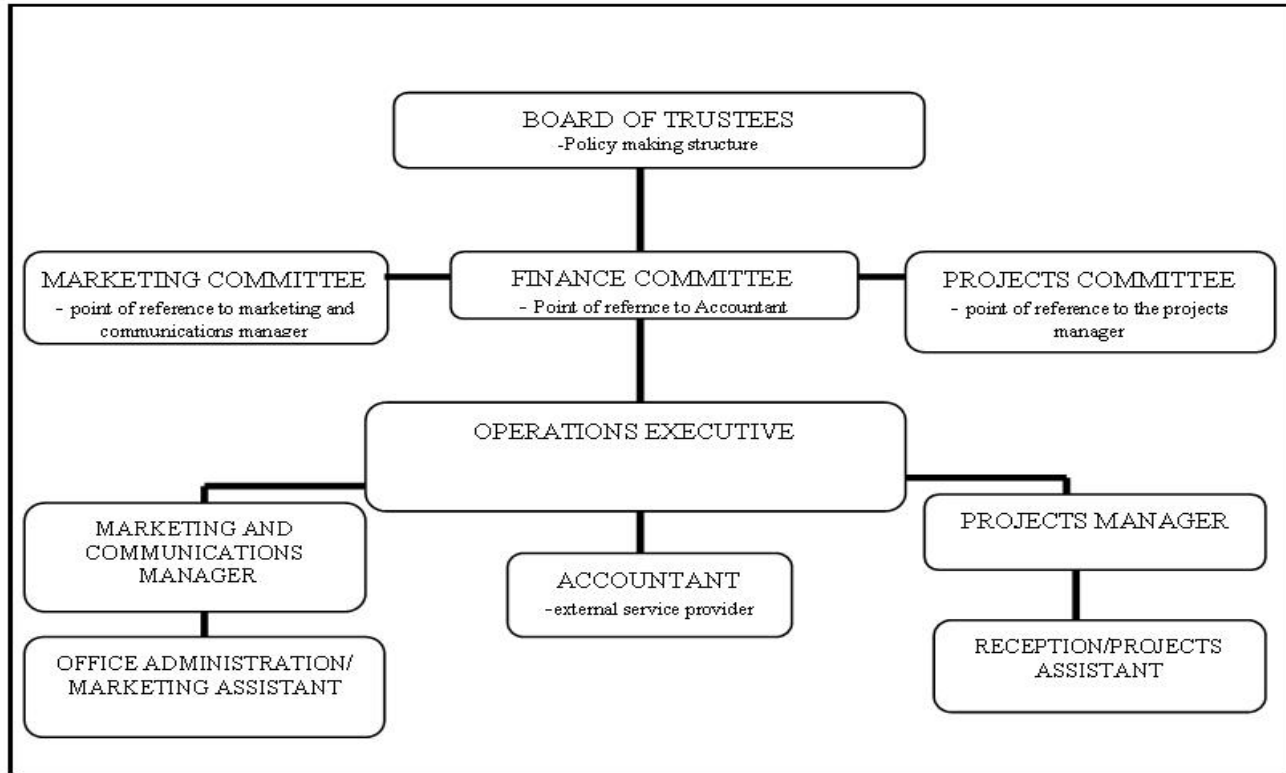


# Background

- A private sector initiative, spearheaded by Nedbank who solicited the partnership of Sun Int, SuperSport, FNB and sought endorsement from late Minister Steve Tshwete
- Minister embraced and endorsed the initiative and committed Dept of Sport as a partner
- Followed by the endorsement of macro sport bodies and national sports federations
- Main objects: Developing sport across all disciplines and all levels in South Africa with a special focus on sport infrastructure and equipment for disadvantaged communities
- Trust registered with Master of High Court, Trust No: IT2741/92
- In excess of R40 Million spent on over 200 projects from 1995 to date



# Organizational structure



# Current Trustees

- Private Sector: Nedbank, Sun International, SuperSport, Coca-Cola, SAB and Harmony
- Sports Trustees: UCBSA, SARU, SAFA, ASA, PGA Sunshine Tour Southern Africa
- Government & Macro sports bodies: SRSA and SASCOC Disability Desk



# Trustee Benefits

- Member of a worthy cause – ST CSI arm of Trustee
- Focus on previously disadvantaged communities
- Leverage off the good of The Sports Trust brand
- Actively involved in decision making processes
- Partnership projects e.g. Nedbank Cycling Programme
- Exposure on SuperSport
- Composite Signage Board at sports facilities
- Acknowledgement on all ST printed materials
- Sec 18 A Tax Certificate – tax deductible certificates for donations



# Trustee Membership

## Membership entails:

- R3 million over 3 years
  - 1<sup>st</sup> Year - First R1million into Seed Capital
  - 2nd Year - Million into projects
  - 3<sup>rd</sup> Year – Million into projects
  - Affinity programme – annual contribution of R500 000
- 
- Build The Sports Trust brand





# Other Donors

## Sports & Recreation SA

- R250 000 annually for transformation
- 2007 partnered with The Star CPF Programme in Alexandra
  - Street Soccer tournament for idle youth
  - 456 youth participated in the tournament from 13<sup>th</sup> Sept to 10<sup>th</sup> Nov
  - Other smaller sponsors joined resulted in:
    - MVP player – R10 000 sports bursary to study at Boston City Campus
    - And 20 of the best players received basic computer training
    - R250 000 plus R50 000 from The Sports Trust grant allocated to upgrade the Eastbank Recreation Centre's multi-purpose court (netball, basketball, 7-a-side soccer), fencing and pavillions
- 2008 partnership with The Star CPF Programme to continue in Lenasia
- Project to kick off in late September



# Other Donors continues

- **National Lottery Distribution Trust Fund**
  - Allocates grants to The Sports Trust for specific communities on an adhoc basis:
    - 2004/5 - received R737 500 for the purchase of sports equipment benefiting the BSRP facilities
    - 2005/6 – received R2 million for the purchase of sports equipment for BSRP facilities
    - 2006/7 – no grant received – application misplaced
    - Late 2007 – received a grant of R2,5 million for application submitted in 2006 for the establishment/upgrading of 6 community facilities to the value of R1,250 000 and the balance of R1,250 000 for equipment for the BSRP facilities



# Other Donors continues

## National Lottery Distribution Trust Fund

- 2007 – submitted an application for the 2010 legacy projects to the total value of R70 million benefiting 9 rural communities
  - Concept: establishment of artificial multipurpose football pitch with a clubhouse to the value of R5 million per community
  - Training facility managers through the SuperSport Executive Programme to the value of R9 100 000
  - Complemented by the facility training management programmes of SRSA and Theta
  - 04 Aug 2008 – notification application declined – legacy projects competence of Govt 2010 unit
- 2008 – submitting application for artificial and hard surface combi courts for 9 communities from the 9 provinces to the value of R5 million



# Funding Criteria

## General Projects

- Sports infrastructure – upgrading or building of sports facilities
- Sports equipment – across all disciplines

## Criteria:

- Previously disadvantaged community
- Actively involved in sport or use sport as medium to address issues of national importance to achieve positive outcomes
- Facilities –
  - all stakeholder endorsements e.g. community sports centre/tribal authority/local municipality/sports structures
  - Maintenance and sustainability plans
  - Establishment of a Community Mini Trust comprising of all the stakeholders including the local municipality tasked with the management of the facility
- Ownership by community stakeholders
- Endorsements by national sports stakeholders: SRSA, MEC's for sport, national sports federations and National Lotteries Board



# Funding Criteria continues

## The Sports Trust Discretionary Fund

- Bi-monthly allocation
- Individual or community club requests e.g. pair of running shoes, netball kit, etc not exceeding R2,500 per individual or structure
- Posted letters and fax requests entertained

## ST DOES NOT FUND

- TRAVEL
- ACCOMMODATION
- CAPACITY BUILDING COURSES



# Application Process

- Reactive process – communities make application
- Limited resources prevents ST from embarking on national call for applications
- ST – mostly markets itself in community newspapers and word of mouth
- Annually in the region of 245 applications
- Reaching communities from all 9 provinces
- No applications from a specific province – ST concerted effort to ensure province benefits in next funding cycle
- Same applies to sport for disabled communities



# Daveyton Golf Club

- 9-hole golf course located in the heart of Daveyton township
- 250 members of which 15 junior golfers are registered with the club
- Local Municipality together with Daveyton Golf Committee responsible for maintenance to ensure long-term sustainability
- Facility valued at R900 000 of which Sports Trust sponsored R650 000



# Centocow Community Sports Association

- identified as the sports hub for the surrounding 38 villages with more than 20 000 learners
- Multi-purpose courts catering for netball, volleyball, basketball and tennis
- Vibrant men's soccer league with 26 soccer teams participating
- Other active codes of sport: karate and boxing
- Facility utilized by other communities of Sisonke District
- Centocow Catholic Mission and Sports Association responsible for maintenance and sustainability
- Facility valued at R660 000





# Mosselbay

- Located in Kwa-Nonqaba township, outside of Mosselbay in the Western Cape
- Multi-purpose sport complex providing facilities for 20 different sports ranging from basketball, karate, gymnastics, hockey, etc
- 16 schools and 43 clubs are associated with the sports board and utilise the facilities
- Plays host to many other community activities resulting in sustainability
- Local Municipality responsible for the maintenance of the facility
- Facility valued at R2, 5 million



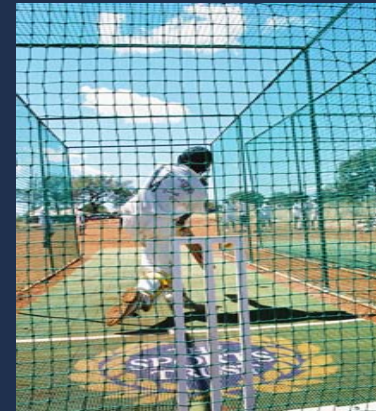
# Ngumbela Cricket Academy

- Located in Healdtown in the Eastern Cape with a vibrant cricket community
- Cricket facility benefiting schools and community clubs of the 17 villages
- Focal point of the community hosting cricket, other sporting codes and community activities resulting in sustainability
- Local Municipality together with Cricket Club responsible for maintenance
- Facility valued at R1,5 million



# Hanyani Thomo High School - Giyani

- School located in Giyani, Limpopo with no proper cricket facilities and equipment
- Cricket most dominant sport in the villages
- Sports Trust sponsored mobile cricket unit to benefit the 140 rural schools in Giyani
- Collaborated with Limpopo Cricket Academy and UCBSA which offers scholarships to development players such as Dennis Maluleke
- Equipment valued at R40 000



# Sport for the Disabled

- The Sports Trust provided wheelchairs to disability sports South Africa for athletes from the Northern Cape, North West and Central Gauteng valued at R160 000 to promote wheelchair rugby
- The Sports Trust installed a multi-purpose floor at The Nondlini Community Sports Centre in Inchanga for wheelchair basketball, netball and table tennis valued at R250 000



# Closing

- The contributions received from our Trustees and from the donors listed greatly assist The Sports Trust in achieving its vision and mission of building active communities through sport and recreation by providing those communities with sports infrastructure and/or equipment.
- Needs are still great – greater financial support from SRSA and NLB will enable The Sports Trust to assist Government in reducing the backlog
- The Sports Trust believes in the co-ordination of sports development to achieve greater results – follows consultative process with sports stakeholders

