**Edinburgh University Sports Union Alumni Fund Application**

**The Alumni Fund**

The Alumni Fund will be open for applications throughout the academic year, with applications being reviewed on a 6-week rolling basis. Each club will be contacted to be made aware of their individual alumni balance, from alumni donations, and the recommendation of whether to apply to release their fund or to engage in alumni activity to help it increase. If you would like to know your club’s alumni fund balance, you can also get in contact with eusu.partnerships@ed.ac.uk at any time.

The Alumni Fund Committee will meet every 6 weeks of the academic year to review submissions and release funds to clubs. Funds will be released to clubs who have provided an application which meets criteria as assigned below.

Clubs may also apply to the Sports Union General Alumni Fund for projects. This fund is primarily aimed at clubs with good levels of alumni engagement but low individual fund levels.

**The purpose of the Alumni Fund Committee**

Purpose of the Alumni Fund Committee

1. To release funding to clubs based on an application process
2. To increase awareness of the individual sports club’s alumni fund
3. To promote responsible spending of funds with focus on investment and legacy
4. To encourage clubs to engage with alumni to increase fund
5. To act as a link between D&A, Sports Union, Clubs and Donors

**The criteria for fund allocation**

1. Both the Individual Club and Sports Union General Alumni fund will be released to applications which demonstrate club development and legacy building initiatives only, and cannot be used to support day-to-day expenditure. Where a project is on-going it should be viewed as a source of “start-up” funding. Examples of accepted applications for funding: large equipment purchases, new facilities and facility access, specific coaching & training programmes, all with a clear benefit structure and legacy to the club
2. The Alumni Fund Committee will consider each application to both Individual Club and General Alumni funds based upon adherence to the following criteria:
* Tangible and long-lasting benefit to the club
* Legacy to the club in terms of student experience and sporting opportunity
* Clear spending timeline and reporting structure of all spend to EUSU
* Full engagement with D&A and EUSU with content, imagery and reports on spend
1. For applications to the Sports Union General Alumni Fund, the additional criteria below will also be considered:
* Good, sustained, levels of alumni engagement and involvement in club activity.
* Current individual fund balance and income – we aim to increase the accessibility of alumni funds to clubs who may not have access to high levels of funds.
* Desire and potential to improve alumni fund donations to individual club fund as a result of this project.
* Standard of social media and public image, particularly in relation to alumni and supporter engagement, or potential to do so (maybe some mock post examples).
* Any previous awards from this fund, and overall budget of the General fund.

The Sports Union reserves the right to withhold a portion (up to 50%) of any awarded funds until the club has fulfilled their agreed follow up engagement obligations.

Applications will be accepted on behalf of one Club, a partnership of Clubs, the Sports Union as a whole, or any combination of the above.

**Application Process**

Applications will be accepted in writing with the below application form and sent to eusu.partnerships@ed.ac.uk. Applications may be submitted at any time and will be assessed at a panel with the following representatives, which meets every six weeks.

* Sports Coordinator – Communications & Events
* Development and Alumni Representative
* Sports Union Honorary Treasurer
* Sports Union Partnerships and Alumni Officer
* Sports Union Media Officer

Clubs will be given feedback and informed of the panel’s decision within 5 working days of the committee review.

All successful awardees must produce a short alumni fund report after their project is complete, along with other follow up material as agreed with the Alumni Fund Panel (this includes but is not limited to social media posts, and appearing in Sports Union promotional material).

For any further information or any questions please contact eusu.partnerships@ed.ac.uk

**Application Form**

|  |  |
| --- | --- |
| Club Name: |  |
| Date of Application: |  |
| Total Financial Request from Individual Club Alumni Fund: *If applicable.* |  |
| Total Financial Request from Sports Union General Fund: *If applicable.* |  |
| Current Individual Club Alumni Fund balance and income for 2021/22:*Leave blank if unsure.* |  |

**Questions for both Individual and General Fund applicants:**

1. Please provide a short outline of your request:
2. What is the breakdown of your projected spend, including supplier quotes where available (please attach separately if required)?

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Item | Quote 1 | Supplier | Quote 2 (if applicable) | Supplier | Quote 3 (if applicable) | Supplier |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Please underline chosen items, and insert rows above if required.* | Total Cost: |  |

1. What will the tangible and long-lasting benefits to your Club/EUSU be, including improved student experience, club development and performance?
2. How will you communicate your spending to alumni and how will you encourage future donations to provide additional opportunities for your club?
3. How will you work with D&A/EUSU and within your club to ensure maximum impact? *D&A/EUSU may produce promotional content around alumni funds - are you willing to be featured?*

**Additional questions for General Fund applicants only:**

1. Please outline your alumni engagement over the past two years, and your planned alumni engagement for the next year. *This can include newsletters, events, and other projects involving alumni, along with information about alumni who are involved in the club’s day to day activities. Please include approximate dates and numbers if possible.*
2. How do you engage alumni on social media and online? Please link below any relevant social media posts or website sections.
3. Have you obtained money from the general alumni fund in the past three years? If so, please detail below.

|  |  |
| --- | --- |
| **Club President** | **Club Treasurer** |
| Name: |  | Name: |  |
| Signature: |  | Signature: |  |
| Date: |  | Date: |  |

Alumni Fund Panel Use Only

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| --- |
| **Funds Awarded** |
| Individual: | Yes/No | Amount: |  | Date: |  |
| General: | Yes/No | Amount: |  | Date: |  |
| Any conditions on funds release: |
|  |
| Any other comments: |
|  |