



Social Sustainability in Grassroots Sport 2022-23





After two years of Covid, it looked like things might settle down, whereas in fact 2022 brought a whole new set of challenges for grassroots clubs and groups to overcome. The good news is that nobody is fighting this battle alone, and the sector is emerging fitter and stronger, with a little help from a growing army of volunteers.

With the cost of living crisis affecting everything from energy costs to pitch fees, it's good to know that help and support is out there when you need it and, here at Spond, we're doing all we can to help our users ride the wave; keeping the platform free to use and providing innovative new features, such as fundraising tools.

I want to thank the coaches, players and supporters who use Spond every day, who helped us to double our

monthly active user base to more than 2 million in 2022. We are truly humbled by this vote of confidence in Spond and it demonstrates that we're delivering on our commitment to be a digital enabler of grassroots sports, physical and mental health.

Grassroots clubs and groups are doing amazing things every day, facing up to challenges and emerging stronger than ever. The year ahead may be tough, so be assured that we're with you every step of the way as we work together to promote active, engaged and healthy communities.

Trine Falnes
CEO, Spond



"I'm absolutely thrilled with the effort and dedication of our U8s. They worked hard to promote our Superdraw fundraiser and it paid off in a big way, raising nearly £3,000."

Chris Trout, Coach, Hucclecote Junior FC U8s



Spond's Sporting Year

59%

Growth in users
on the Spond app

140m

The number of event
invitations sent out
on Spond

£5.5m

Funds raised
via the Spond platform
for grassroots teams and clubs

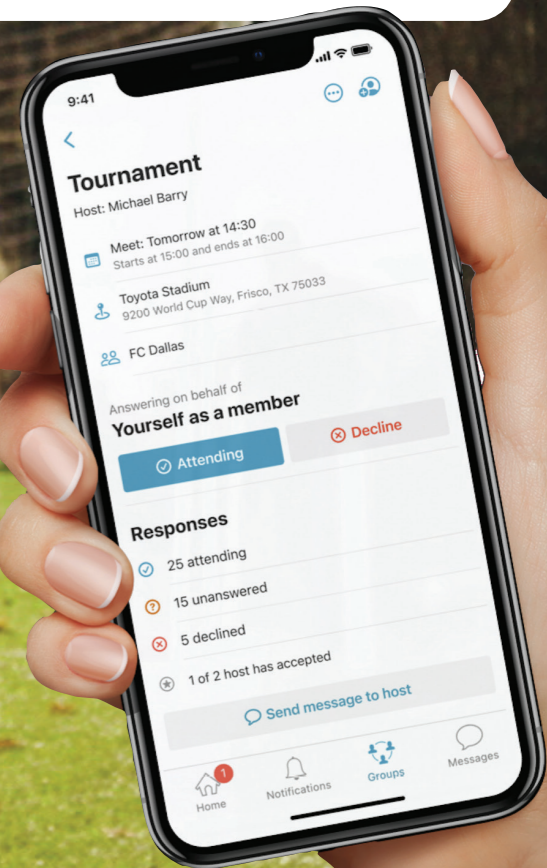
3,138

The number of years saved by coaches
and organisers using Spond - equating to a

£360m
contribution to society

"Now that all payments are automated, requested and processed through Spond, I can see exactly who's paid and who hasn't, and more easily manage the financial health of the club."

Chris Lindner, Treasurer, Dulwich CC





Social Sustainability in Grassroots Sport

Spond gives you the tools you need to do more with less, making the most of your funds and volunteer resources through good times and bad.

According to Sported, two-thirds of grassroots sports grounds in the UK expect young people to drop out of activities due to cost of living pressures in 2023, leading to concerns about disengagement and reduced participation, which had started to recover strongly after the COVID crisis. This shows there is work to be done if we are to return to the £85.5bn contribution that community sport and physical activity made to the UK economy at its pre-COVID peak. And that's why Spond is committed to helping coaches and admins move forward in 2023.

Raising our hands culture

With volunteer numbers already reduced by Covid, and now under more pressure thanks to the cost of living crisis, grassroots groups

need to maximise their available resources. Spond not only saves the average coach 2.5 hours per week, we also offer tools like our Task Assignment feature, which allows members and parents to volunteer for specific tasks as required. This gives coaches more time to do what they love, out on the pitch.

Finding smart, simple ways to raise funds

Bringing in money can be a pain, which is why Spond has introduced new and interactive ways to raise funds with minimal effort and stress. Spot the Ball and Spond Superdraw are simple to set up and Spond does all the hard work for you, which is why the total raised through Spond increased by 55% in 2022. Superdraw campaigns can be set up in the app and in Spond Club.

Making payments easier to set up and manage

If you're tired of chasing payments through cash, bank transfer, PayPal and cheques, you're not alone. Collecting payments takes up time that most admins don't have to spare. With Spond payments, you send a request for membership fee, match fees, course registrations or anything else and all incoming

payments are automatically logged. More cash in the bank also means less stress for coaches and admins, so you can focus on the bigger picture. We already offer Google Pay and, in 2023, we'll be adding Apple Pay and installment payments.

Throughout 2023, Spond will be unveiling new features to make life easier for grassroots coaches, helping them to deliver a more sustainable future. Keep an eye out for club websites and enhanced payment features - including subscriptions and new payment options - in 2023.

Looking ahead

This year might be a challenge for many grassroots groups, but Spring is all about new starts and we want you to know that we're with you on the journey, every step of the way. Spond is an ever-evolving platform and we're always looking for new ways to enhance your user experience and make life easier for our millions of active users.

Watch this space.



- 100% free
- All-in-one sport & activities app and management system
- Coaches and group managers save hours every week
- Millions of monthly active users

**Download the app
to register your
team now**



 **Spond**

spond.com