



Written by:

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“True fulfilment comes from helping others.” Anonymous

And the greatest gift a person can give another human being, specially a child, is the gift of **CONFIDENCE!** To empower and help facilitate and enhance their belief in their skills and ability to achieve anything in life!

And what better way to facilitate this than by introducing them to Fencing!! Keeping this in mind was the inception of our;

‘I-DIP’ – I Deserve It Project!

(Think Active, Think Happy, Think Fencing.... Camden Fencing Club)

The aim of our project is to deliver more tailor-made specific, female only sessions, dedicated for young girls aged 11-18yrs, from deprived, underprivileged, BAME and other disadvantaged backgrounds - to enable them to get active and help **enhance their Confidence and Self-Esteem.**

As we are all familiar, fencing has so many benefits; cognitive, psychological, physiological, behavioural, social and so forth. We wanted to create a project that allowed our target audience to break down stereotypes and access a sport they may have seemed as too expensive or ‘not for them’ to improve all of those physical and mental benefits, but to do achieve this, we needed to find investment. Here is how we done it;

When I first became part of the management committee at Camden Fencing Club, along with the aim of growing the participation of new members for the club and introduced Fencing to the masses, my aim was also to see Sport England, London Sport and British Fencing’s logos being published along with the Club logo, and then I worked with my colleagues to make it happen.

Instead of adopting the traditional ways of fundraising, I preferred to be a bit unconventional and identify funding streams that has similar objectives to ours; **allow fencing to be accessible for everyone despite of age, race, gender or wealth.** We have achieved this by drafting bids, which to me was more time efficient and allowed me to make my own decisions.

**HONESTY
RESPECT
EXCELLENCE**

Then in consultation with my committee members at the club, work together to submit a strong bid that both reflected ours and those of the funder.

British Fencing provided a great resource that **untangled the bidding process step by step** and included some important market research that allowed us to shape our bid from the ground up. We were able to tap into their CrowdDNA **research and insight** into the types of people that are attracted to fencing, specifically around women and girls. We based our bid around that research and increased its value by **forming relationships** with local faith groups, schools and other organisations so we were able to demonstrate the need for our project. We included **written letters of support** from a number of different organisations that support and work with our target audience, and also those we have worked with in the past. By adding this weight to our justification of the project, we were able to illustrate to Sport England that the **community needed our project** to improve lives of its residence.

Combining all those factors; research, partnership working, demonstrating impacts of improving lives through sport (plus being able to report on it) and the commitment to drive our bid forwards, we submitted and were successful 8 weeks later.

What else did we think about?

Conforming to traditional roles, sometimes becomes such a norm and we tend to deviate from the vast range of possibilities that are right in front of us. Having said that, women are supposed to be 'nurturers' by instinct and yet the proportion of female to male coaches is highly disproportionate in our sport. This has been one of our main challenges in delivering our female only project. To reduce this gap, we have allocated and committed **funding to train two female officials to become qualified fencing coaches** which should help for future delivery.

The benefits to our Club have not just been monetary in nature, but has also helped in increasing member participation, greater links with other community resources and organisations, investment of kit and equipment for the club, upskilling, developing and training more coaches, to include female coaches and the contribution that this has made, has enhanced further funding opportunities.

So, how is our project going so far?

Through using the power of social media, **creative marketing** targeting females (see images below) and our partnerships, the news spread like wild fire. So much so and due to high demand, our project is currently running 3 parallel sessions per week instead of 1 session per week, which is a very positive start.

There is **a lot of funding available out there**, especially for grassroots level. You can link your project and focus on people with mental health needs, creative arts, offending behaviour, learning difficulties or disabilities, children, adults, the elderly, the list is endless. I would encourage all clubs to take the initiative and progress with it, you will be pleasantly surprised.

For all clubs, it's just about **committed people finding that common goal and vision**. The main aspect that all funding bodies look for is that the goal of your project needs to be in alignment with one of their objectives. Add this onto the drive and passion we have for our sport and the commitment our club demonstrated is a key factor for success.

In terms of the paperwork which needs to be completed for the bid, you've got a great resource at British Fencing, who are willing to invest the time and support you with your needs to make the bid successful.

I would also like to take this opportunity to thank and extend my appreciation to British Fencing for all their time and support in making our bid a success, and also for their continued contributions to the amazing sport of Fencing!

We look forward to how the project progresses over the next few weeks and months! If you would like to hear more about our projects progress, contact us [here](#)

Cogito Ergo Sum!!



THE FUTURE IS ME



**FREE FENCING COURSE
FOR GIRLS AND YOUNG WOMEN**

27 APRIL - 1 JUNE 2018
FRIDAYS 6PM - 7PM

IN PARTNERSHIP WITH



DESERVE IT



THE FUTURE IS ME



At Camden Fencing Club, we want to see more girls and women in sport, so why not come to our women only sessions, because You Deserve It!

**FREE SIX WEEK FENCING COURSE
FOR GIRLS AND YOUNG WOMEN**

ACLAND BURGHEY SCHOOL, CHURCHILL ROAD, NWS 1AN.
27 APRIL - 1 JUNE 2018
FRIDAYS 6PM - 7PM

To sign up or further details contact: camdenfencingclub@gmail.com

T&Cs: This project in partnership with Sport England is to encourage girls and young women (11-18 years) to become active. The project will run over three blocks: 27 April - 31 June 2018, 27 July - 31 August 2018, 29 October - 09 November 2018. Participants will be required to commit to the full six weeks. Places are very limited and will be allocated on a strictly first come first served basis. All fencing kit will be provided by the club. After your six weekly sessions have finished, you will be able to join as a regular club member with a 50% discount on the membership fees to join the club within 16 weeks of starting the course. As a member will benefit from a 10% discount with national fencing retailer - Laser Plus.

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DESERVE IT