



Corporate Supporters Club.

Frequently Asked Questions.

1. Profile

Q. Will my company's name be published on the C2S website?

A. Yes – CF is proud to acknowledge support of CSC members on the website.

Q. Will my company's name be published on other C2S promotional material?

A. No, we need to operate within HMRC guidelines about charitable donations and ensure that VATable marketing returns are not offered.

Q. Can my company refer to our support of C2S in our press releases/employee communications/CSR reporting/website?

A. Yes – CSC members are encouraged to maximise PR opportunities through their own endeavours.

Q. Can my company use the C2S logo in our press releases/employee communications/CSR reporting/website?

A. HMRC guidelines are very specific about use of logos. Whilst we encourage CSC members to proclaim themselves proudly as 'Supporters of C2S' the use of the C2S logo by businesses and publishing of businesses' logos on CF's website is clearly regarded as trading activity that brings VAT liabilities.

In the event that CSC members wish to discuss an additional licensing fee for these services, CF will be pleased to take matters forward.

Q. Will my company receive any C2S promotional material (e.g. poster/plaque for our office reception area?)

A. Yes

Q. How will my company receive feedback on the progress of C2S?

A. CSC members will receive regular Newsletters providing updates on general progress, as well as receiving specific results on projects with which they are directly associated at the end of each year's activities.

2. Adopting a project

Q. Which projects are operating, or planned, in my company's geographic area?

A. The website provides the names of all 400 Cricket Clubs delivering C2S programmes in 2009. More details of the clubs and the schools in each programme are available on request.

Q. How many children would typically be expected to participate in each project?

A. About 500 each year.

Q. Can my company adopt more than one project?

A. Yes, there is no limit on the number of projects to be adopted provided that it is in line with subscription levels.

Q. Will the projects in my company's area operate with or without our support?

A. CF Trustees have committed to existing projects on grounds that sufficient funding is in place to provide C2S programmes to existing schools for five years. However, increasing the number of schools within an existing project and introducing new projects is dependent upon raising additional funds.

Q. How does the local cricket club in the schemes benefit from its participation in C2S?

A. Cricket clubs benefit from direct funding, establishing a culture of coaching within their club and outreach into their local community and enlisting new junior members to become players for the future. They can also benefit from becoming linked with Corporate Supporters Club members that adopt projects that they are delivering.

Q. How will the cricket club/school/children/parents be aware of my company's support of their scheme?

A. CF will facilitate introductions to relevant Clubs and Schools. CSC members are encouraged to generate awareness of their involvement through their own endeavours.

Q. Can C2S assist/co-ordinate local press coverage of the project(s) that my company might adopt?

A. Yes, we will be pleased to provide clubs, schools and CSC members with a template for Press Releases.

3. Volunteering

Q. How can my staff participate in my company's adopted project as

volunteers?

A. There are many ways by which staff can become involved as Volunteers. For instance, in supporting coaching activities and administration and in providing teams to play against schools.

Other non-cricket related opportunities exist for employees to provide mentoring to Headteachers and Staff, for exploring School Governor roles, for taking Workshops and Enterprise initiatives into schools, for offering Work Experience and Internships – or for supporting individual pupils in Reading, Writing and Numeracy programmes.

4. Funding issues

Q. Does the C2S funding replace other sources of funding for the schools?

A. No, C2S brings new funding and new and much-needed opportunities.

Q. How are Local Education Authorities involved in funding/running the C2S projects?

A. C2S programmes are delivered by Clubs and all necessary funding is provided by the Cricket Foundation. But there are many other potential partners able to support financially and in kind, bringing added value and increasing sustainability – LEAs, LAs, School Sport Partnerships and independent schools, for instance.

Q. How is my company's support funding for C2S matched by the Government?

A. CF is committed to raise £25 million from the private sector, money that over ten years Government is committed to match through the National Sports Foundation.

Q. How much of my company's support will be used in administration?

A. Less than 8% of C2S expenditure is spent on Administration, PR and Fundraising.

Q. To whom will my company's support-funding be made payable?

A. All income is received by the Cricket Foundation and paid into the C2S Account. This creates appropriate financial control and enables income to be presented for Government matched-funding.

Q. Does the funding provided for C2S go directly to the schools involved?

A. No, funding for coaching and competition programmes is routed through County Boards, who make payments against invoice to the cricket clubs and their coaches.

All other costs (training of coaches and teachers, facility development, equipment) are paid directly to service providers and suppliers.

Q. Does my company need to sign a legal agreement?

A. The pledge form that CSC members are asked to complete is signed in good faith. It is not a legally-binding document.

Q. Will my company receive a written confirmation/acknowledgment of its support?

A. Yes – and much else besides!

Q. Are the funding payments made in a lump sum or by installments?

A. Either way – some members prefer to pay in annual tranches over as many as five years, whilst others prefer to make lump sum payments.

Q. What's the tax status of my company's support payments??

A. CSC membership subscriptions are paid as charitable donations for which Corporation Tax Relief is available.

Q. Can my company support C2S in other additional ways?

A. Yes. Opportunities exist for CSC members to undertake their own fundraising activities – employee giving; events; helping CF to access other potential CSC members from among client-base, for instance.

Can my company support C2S at lower cost?