



CORPORATE SUPPORT - FREQUENTLY ASKED QUESTIONS

General

Q. Will my company's name be published on the Chance to Shine website?

A. Yes – the Cricket Foundation is proud to acknowledge support of our corporate partners on the website via the [Chance to Shine Supporters' Stadium](#).

Q. Will my company's name and logo be published on other Chance to Shine promotional material?

A. We are delighted to acknowledge the names of our corporate supporters, though we cannot print the company logo due to HMRC guidelines about charitable donations.

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

A. Yes – corporate supporters are encouraged to maximise PR opportunities through their own endeavours.

Q. How will my company receive feedback on the progress of Chance to Shine?

A. Corporate supporters 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.

Project Adoption

Q. What types of projects can my company adopt?

A. Your company can adopt a Chance to Shine

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

A. The website provides the names of cricket clubs delivering Chance to Shine programmes. We would be delighted to meet with you to discuss a suitable project for adoption.

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

A. About 750 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 line with subscription levels.

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

A. The Cricket Foundation Trustees have committed to existing projects on grounds that sufficient funding is in place to provide Chance to Shine 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 Chance to Shine?

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. The Cricket Foundation will facilitate introductions to relevant clubs and schools. Corporate supporters are encouraged to generate awareness of their involvement through their own endeavours.

Q. Can Chance to Shine assist with local press coverage of the project(s) that my company might adopt?

A. Yes, we will be pleased to provide clubs, schools and corporate supporters with a template for press releases.

Volunteering

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

A. We are able to offer a range of engaging and inspiring opportunities for your staff to volunteer within your adopted project. We would be delighted to work with you to tailor suitable opportunities. In the past activities undertaken by companies have included 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.

Funding issues

Q. Does the Chance to Shine funding replace other sources of funding for the schools?

A. No, Chance to Shine brings new funding and new and much-needed opportunities.

Q. How are Local Education Authorities involved in funding/running the Chance to Shine projects?

A. Chance to Shine 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, and independent schools, for instance.

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

A. Less than 8% of Chance to Shine 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 Chance to Shine account.

Q. Does the funding provided for Chance to Shine 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 corporate supporters 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. Your company will receive a written acknowledgement and thank you letter.

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

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. Companies joining our Project Adoption Scheme are paid as charitable donations for which Corporation Tax Relief is available.

Q. Can my company support Chance to Shine in other additional ways?

A. Yes. Opportunities exist for corporate supporters club members to undertake their own fundraising activities – employee giving; events; helping the Cricket Foundation to access other potential corporate supporters club members from among client-base, for instance.