



**SPORT FOR
DEVELOPMENT
COALITION**

INTRODUCING THE SPORT FOR DEVELOPMENT COALITION

Who we are

The Sport for Development Coalition (SFDC) was born out of a shared belief of sport's potential to play a greater role in addressing social issues across the UK.

Made up of charities, governing bodies, funders, delivery and community organisations, the growing movement works to unlock additional resource for the sector by showcasing sport's power in bringing people together, building stronger communities and positively changing lives.

Vision

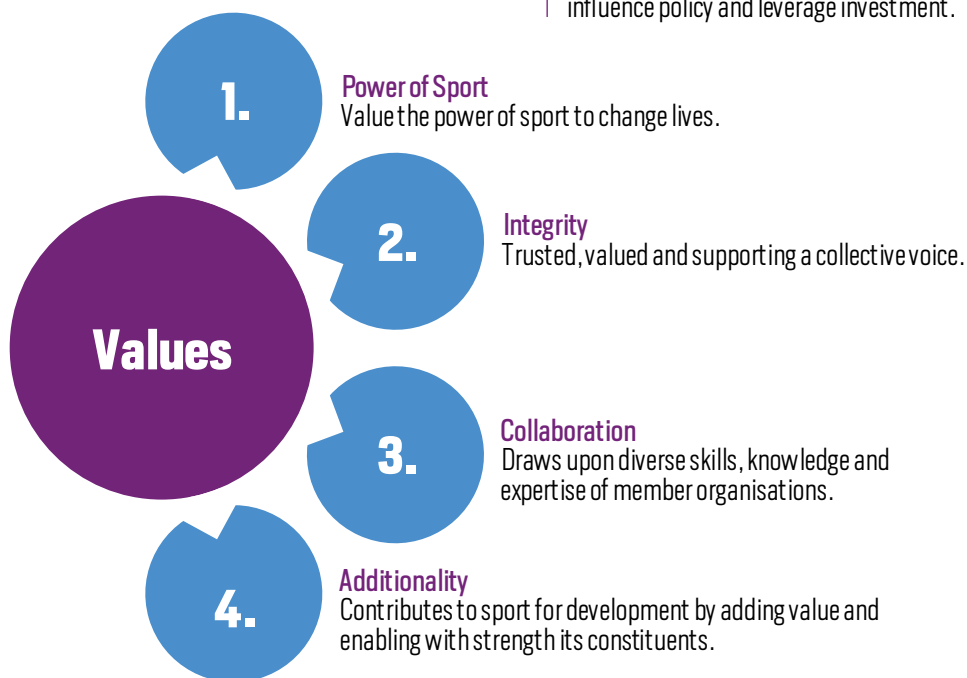
Every person in the UK recognises and values the power of sport to change lives and has the freedom to access it without barriers.

Mission

Enabling sport for development to achieve its full potential. It is our ambition that every organisation is able to speak confidently in terms of the social and economic contribution that it is making within its own community, and for the SFDC to articulate their collective impact at a national level.

Over the next four years we will grow the movement from 58 to 400 organisations. This will be done by enabling and aligning the sector with a seven-point Charter that captures the values, beliefs and practices endorsed and championed by the SFDC.

By encouraging organisations to sign up to the Charter, we will create alignment and a collective voice so the sector can advocate for itself, influence policy and leverage investment.



COALITION'S VISION

That sport for development can enable and achieve its potential

ADVOCACY

Make the case for sport development

INVESTMENT

Strengthen sport for development

IMPACT

Build the case for sport for development

Join the movement!

Any UK-based organisation that can demonstrate it is generating positive social outcomes through sport and physical activity can sign up to the SFDC.

When you sign up, you are joining the movement of organisations who endorse and adopt the Charter. This means that you will:

1. Actively **demonstrate, and advocate** for the intentional use of sport and/or physical activity to generate positive social outcomes.
2. Be open to working in **collaboration** with other organisations (sport and non-sport) to achieve common objectives and shared outcomes.
3. **Collect, build and share** evidence of what works, and what doesn't, when using sport and/or activity for positive social outcomes.
4. Commit to positively engaging with the SFDC and its activities, supporting the **empowerment** and capacity-building of others in order to broaden the collective impact.
5. Commit to building a **diverse** pool of talent that is reflective and representative of society.
6. Help to develop and use a **common language** and wider understanding of Sport for Development, especially amongst other key sectors such as health and criminal justice.
7. Subscribe to the principle of a **two-way relationship** where you both offer and have access to support, knowledge, experience, services and opportunities.



There is **no cost to join the SFDC, but we do ask you play an active role in supporting and promoting the movement.**

What you will get:

- SFDC logo for you to display on your website, linking to the Charter.
- Your organisation will be listed on our website.
- Your news and announcements will be shared and promoted.
- A monthly newsletter from the SFDC.
- Access to offers and events.

What we would ask in return:

- To be featured on your website (logo linking to the Charter).
- Social media support: we want you to tell people about the movement.
- For volunteers to support or lead our 'monthly themes' and 'Twitter takeovers', plus other online activity, so we can showcase your work to the wider movement and to policy-makers.

- For your organisation to support common measurements across sport for development outcomes and share relevant data.

Each year we will have a few opportunities for supporters to give the following to the movement;

- Opportunities for the SFDC to act as a supporting partner for your events. We will aim to support and promote a certain number each year.
- Represent the SFDC in key forums
- Host round tables and discussions with key segments of the movement e.g. impact measurement stakeholders

For more information and to sign up, please visit:
www.sportfordevelopmentcoalition.org