



TAFISA  
**Mission**  
2030

Workshop  
**SERIES**

## **Making the case for Sport for All in a competitive fundraising environment**

**Global Workshop presented by TAFISA and Oaks Consultancy**

**28 February, 14:00 – 16:00 (UTC+1/CET)**

Regardless of whether you are using sport as a vehicle to promote social inclusion, empowering girls and women through campaigning and awareness raising, or activating community members through weekly programmes and events, all organisations working across the Global Sport for All Movement are navigating a precarious and competitive funding landscape. There is a wealth of evidence supporting the economic benefits of Sport for All, and the ravaging costs of physical inactivity, however securing funding is never an easy task for organisations in the field.

In an economic landscape deeply impacted by the ongoing COVID-19 pandemic, which hit all sectors of society, how can we make a case for Sport for All, draw attention to the impact of Sport for All programmes and initiatives, and adapt fundraising strategies to secure a sustainable income for sport organisations?

### **14.00 – WELCOME**

- **TAFISA**
- **Oaks**

### **14.15 – KEYNOTE**

- **Rahul Bissoonauth, Director of Business Development, Oaks** – The State of Fundraising in Sport for Development

### **14:35 – Q&A**

### **14:45 – ROUND TABLE SHOWCASING CASE STUDIES**

- **David Given-Sjölander, Project Manager & Strategic Lead: Sport for Social Change, Swedish Postcode Foundation**  
*Why are some grant-makers interested in sport for all, and how can we convince others to join the cause?*
- **Preeti Shetty, CEO, Upshot**  
*Using evidence of impact to make the case for investment in sport for all*
- **Suheil Tandon, Director-Founder, Pro Sport Development**  
*Fundraising in Sport for All: The Social Enterprise Experience*
- **Nicole Matuska, U.S. Director, Women Win**  
*Participatory grantmaking and democratic philanthropy in the sport for development space*

### **15:35 – Q&A**

### **15:55 – CLOSING**