



PHYSICAL EDUCATION

B. P. Ed. 4th Year

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TOPIC NO. 1

Introduction to Adapted Physical Education

Lecture - 73

SOURCES OF FUNDING AND FUND RAISING FOR RECREATION PROGRAM

INTRODUCTION

The capability of the community to afford the program must be carefully considered. Various neighbourhood in the community often demand specific individual programs. Programs that involve expensive equipment and supplies normally require special fees or charges. In disadvantaged areas those who wish to participate often cannot afford program fees. Therefore, it must be determined whether the residents are able to pay such charges. If they cannot, certain programs may have to be departmental budget subsidized more heavily by all overall budget.

The scheduling of major city-wide events requires special procedures. The agency as a whole participates in these events, normally, schedules them on a monthly basis. The planning of events by various major division, must be coordinated by department heads. Daily, weekly, and seasonal schedules must be drawn up so that conflicts and unnecessary problems are kept to a minimum.

Activities should not be initiated and groups organized unless sufficient leadership, time, interest, and necessary financial support are available. Occasionally, a department will “spread itself too thin.” Staff members will schedule or smart more events than they can effectively conduct. For a new program, in particular, it is very important to be successful in few activities rather than have it ineffectively conducted.

AGENCIES OF RECREATION

1. Governmental (Municipal Recreation & Park Departments) Sources

Local recreation and park departments (social welfare department in India) have three major functions:

- a) To provide parks, playground, auditoriums, stadiums and other facilities that house a wide variety of leisure activities.
- b) To sponsor numerous programs under direct leadership, such as clinics, art classes and facilities and varied types of special events.
- c) To take the lead in promoting community awareness of recreational needs and coordination of various leisure programs and services throughout the community.

Besides, other governmental agencies such as school boards, housing authorities, police departments, libraries, museums and youth and sports affairs, may also share responsibility for providing specialized recreation services.

2. Voluntary Sources

The second major force in community leisure or recreation programming today comes from the voluntary agencies, a non-profit agencies by private citizens, board or federations which are not government related. These include both religious and secular youth servicing organizations that mostly promote participation in the arts, sports or other pastimes. It is important to recognize that such organizations do not usually recognize themselves primarily as recreation agencies. Instead, they tend to refer to themselves as social agencies or multi service community organizations.

Various types of community sponsored recreation programs provide a rich setting in which children and youth are able to explore and confirm their personal values, experience positive peer relationships, discover their talents and achieve other important personal benefits. Today, community based recreation programs were based on the concept '*Character Education*', where programs were designed to inculcate positive core values that relate to such issues as self-respect and responsibility, loyalty, self-discipline, good citizenship and prejudice, and family values.

3. Private Agencies Sources

Numerous private membership organizations such as pensioners clubs, industrial or employees group, residential community etc. provide recreation and social programs for their members. Such private agencies may also sponsor or assist varied program serving the community, such as summer camping for disabled children and youth.

These agencies mostly aims at promoting good relationship among the members, workers and the management, to reduce absenteeism, to improve the physical and mental health of the members and to contribute to the favourable image of the institution concern.

Concerned citizens can actively get themselves involves in the whole process, unselfish involvement in such civic-betterment activities is particularly important today, when we see many signs of a spreading social and moral breakdown around us. At such time, it is critical

that every means be explored to develop a true sense of community, of sharing and mutual support in neighbourhood life.

4. Commercial Sources

This represents the largest single aspect of organized recreation service, and include many different types of profit-oriented enterprises such as commercially owned movie theatres, resorts, amusement complexes and parks etc. In the past, commercial recreation has not been closely identified with organized recreation movement, but a number of colleges and universities have begun to prepare professional personnel to work in this field. Thus, making recreation to become a complex career field with host of different job title and area of special expertise.

Fund Raising (General Guidelines)

To understand and plan for funding, it is necessary to evaluate how the public relate to the products. What are they worth to the public? Fund-raising for nonrevenue sports program is especially challenging. Therefore, in this area qualitative program are vital. There must be a product analysis for each program to determine what may be of interest or value to consumers or donors.

Early on, establish a prospect evaluation committee. Start with a list of past donors (if any), and then add on. Evaluate each potential donor as to how much they might be willing to donate and determine how often they have been contacted. Because it costs money to raise money, and one needs to raise money because of its scarcity, the expert advice to avoid TV, radio, and expensive Brochures or posters. Instead, try personal contacts, social media and direct mail.

It has been proven effective time and time again that, the best way to approach a business person for donation or to sponsor an advertisement to put oneself in his or her position. Think of ways one's program could be of use to the business. The timing of a request is of course very important, make the request several months before one need the funds. Next is, who one should see? If the firm has a promotion department, that's one's target, if it's smaller, see the person in-charge.

It has been suggested that there are *three general strategies for fund raising*: 1) Stage a 'quick-fix' event such as a jog-a-thon. 2) Employ a professional, or 3) Develop an annual fund-raising campaign. The likely results on the three strategies are, the staff will quickly tire of repeating the first strategy, and the second will cost 20-40 percent of the gross, and the last plan is recommended. There are another *three specific strategies*: 1) Identify a popular primary cause that will ignite interest and commitment. 2) Before announcing the campaign, the target amount, or timetable, initiate a fact-finding study to determine where the money will come from, how much, and how soon. 3) Establish consultants who have the necessary experience and connections to achieve the results.

Advantages of Utilizing Professional Counsel

The following reasons are advantages for employing professional counsel:

- 1) The campaign will be faster and cheaper.

- 2) The professional's experience will dictate the most effective and cost-efficient procedures for a campaign.
- 3) The professional draws on his or her knowledge of numerous similar campaigns to develop the best plan of action.
- 4) If the campaign director becomes incapacitated, professional counsel will see that the replacement is competent to maintain continuity.
- 5) Competent and experienced personnel will frequently volunteer their services contingent upon the employment of professional counsel, and
- 6) The employment of a professional with known success tends to create a spirit of confidence, which may in itself become a self-fulfilling prophecy.

Fund-Raisers

Allowing the public to utilize facilities after hours may raise funds whether or not there is a charge. In many situations, the improved community relations from free use will assist in generating support and the votes to ensure consistent funding.

A new technique that industry is using to combine raising funds and generating positive public relations is called 'brand-standing'. This is associating a product with a wholesome popular event so the public will think of the product when they think about the event.

Booster Clubs for Fund-Raising

Booster clubs as the name suggest refers to opening membership to those who are sincerely interested in the organization or program initiated. As funds dry up because of declining enrolments and escalating costs, raising funds through booster clubs has become more common. The most important function of the booster club is to make the public aware that recreation programs should be fully funded from general tax revenues. Until that day arrives, booster clubs should supplement the budget, not sustain it.

To raise funds, members sell advertisements for the program, offer reserved seats and parking, sell hats, T-shirts, and bumper stickers, operate concession stands, and solicit donations year round. The motto is: "Don't ask people to donate to the club-ask them to join the club".

Sponsorships

Don't pay for anything you can have sponsored and get it for free. Allow firms to advertise on your tickets by paying for the cost of printing the tickets. Mostly educators used to be fearful that sponsors would interfere with the program operations. However, today, corporate sponsorship no longer presents a problem to especially community recreation program, because they realize the stake that they can generate huge positive impact with their consumers through such programs.

CONCLUSION

Fund-raising efforts has to be undertaken based on the type of recreation program one is willing to organize. If aiming for huge-large-scale program, the recommended strategies would be: to obtain legal and accounting counsel to meet the internal revenue standards requirement; don not give away too much such as tickets to entice donors; maintain an ongoing

communication system with donors and; involve as many people in the drive as possible – ‘people give to people’.

The stigma that society attached to disability often caused administration to fear that the presence of blind, retarded, or orthopedically disabled participants would be distasteful to the public at large, who might then cease to use the facilities. Sometimes parents or relatives sheltered the disabled excessively, and often the disabled person’s lack of skill or fear of rejection by others limited his or her recreational participation.

Today, a number of factors have combined to make this function an increasingly important one for recreation, park and leisure service agencies. The emphasis has essentially been shifted toward ‘mainstreaming’ or integrating such individuals into programs with non-disabled person.

To coordinate the various types of agencies that serve people with disabilities, some communities have formed special committee or task force to promote or sponsor leisure-service program. Throughout this process, it is essential that disabled person themselves be involved in determining needs and in planning programs, so that they are no longer kept in a dependent or subordinate role but are empowered to take a degree of control over their own lives.