

# WPRFC'S Floodlight Appeal

## Taking their club into the future

**Raised £10,390 from 250 supporters**  
**+£5,500 +Extra funding from Sport England**

Winnington Park Rugby Football Club (WPRFC) has been improving the physical and mental health of the Hartford community since 1907. Though to take their club into the future, they needed the help of the crowd.

With over 20 teams, it's no surprise that [Winnington Park Rugby Football Club](#) is much-loved by the community. In fact, they're also home to other sporting and community organisations such as hockey teams, cycling clubs, brownies, guides, and even a vintage motorcycle club.

Though, due to a lack of outside lighting, their playing and training activities have been restricted to daylight hours only. With an aim to allow their teams to be able to use the facilities into the evenings and throughout the darker months, WPRFC aspired to have flood lighting installed in all three of their playing areas.

With a grant of £25,000 secured from [Sport England](#), the club were well on their way to making their dreams come true. As part of [a pilot initiative](#) between Sport England and [Crowdfunder](#), the club could also receive a further match-fund of £5,500 as long as they raised the same amount from the crowd.

In November 2018, [WPRFC took to Crowdfunder with an aim to raise that £5,500](#) which would activate the match-fund.

David Snasdell, WPRFC's Assistant Chairperson, said, "*This crowdfunding campaign was the first time that the rugby club had used this process to raise money and it enabled us to develop our facilities with floodlights in two of our pitches and a training area. The money was raised so quickly that it allowed us to get on and complete our floodlight project, ensuring that players of all ages had training facilities during the winter months.*"

Within just 28 days [WPRFC successfully exceeded their target and raised a total of £10,390 from 250 supporters](#), meaning that they would receive the match funding grant from Sport England. The club's team were ecstatic that such a large amount had been raised in such a short amount of time and WPRFC's president, Brian Concannon, took [to Facebook to express his joy](#). He posted, "Many, many thanks to all those who contributed, it just shows what a great rugby club we are and what we can achieve when we put our minds to it. To raise this amount of money in less than a month is truly amazing."

David continued, "It was a fantastic feeling to be able to achieve the club's aspirations to have training at the club all year round and have night matches which allows the club to generate additional income to develop and put back into the club's facilities."

Through this new initiative, they also received bespoke coaching from Crowdfunder's expert coaches. Of their coaching, David said, "I went on to the website and read up on the process. I contacted officials who supported me in the application and particularly making video messages and using social media to advertise our campaign."

He went on to say, "This really got people excited in the rugby community and people who have not been involved with the club started donating to the project. This has also brought back people to the club to watch matches and get involved again with supporting the club."



# Taking Winnington Park Rugby Football Club into the future

Since their crowdfunding campaign closed in December 2018, the WPRFC team have been able to develop the club's facilities, increasing their revenue!

David explained, *"We have been able to raise funds for work on drainage for the pitches to enable training and games to be on when the weather is bad. Previously we had to cancel training and games as pitches were waterlogged."*

He continued, *"The project brought the community together and all got excited as the money started to flow in and we reached our target and beyond. The project has allowed the club to give further training hours to the junior teams were previously they could not train on grass in the evening periods in the winter months. This gives added time for exercise to young people. It has also allowed the club to set up a walking rugby group on a Tuesday night to play mixed rugby for more mature people in the community who were too old to play contact rugby. This long term will support the local community in well-being."*

On a post-delivery survey, WPRFC updated the Sport England team on their progress since receiving the funds. Proving once again the power of community, they wrote, *"This project, although [it] took 12 months to complete, was fantastic support for the club and will develop and maintain rugby and other sports for many years to come in our community. The support of Sport England and the additional support with the partnership with Crowdfunder was awesome and we raised a significant amount of additional funding for this and would recommend this be done with all projects. It got all members of the community giving to the cause for this project."*

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