

Durham University
Boat Club

FUNDRAISING ROADMAP

*Our 5-Year fundraising plan
beginning September 2020*



CONTENTS

An outline of our fundraising goals for the club in the next five years and how we believe the money should be spent to increase performance, participation and community development in the boat club.

Sections:

- How we plan to raise the money.
- How we propose to spend the money.
- How this promotes the longevity of the club.





FUNDRAISING

The six areas where we will target our efforts

THE PLAN

Over the next five years we plan to bring our boats to a standard better than our competition.

In the short term, this will be achieved through appeals and grants.

We will establish frameworks that will improve our long-term funding prospects, so that equipment is regularly renewed, as it should be.

We will do this by building robust revenue streams and methods that can be repeated in following years.



ALUMNI APPEAL

Our 2020/21 appeal is planned around a significant anniversary:

- Celebrating the 20th year that Wade has coached at DUBC

Our first mailshot will have a high degree of personalisation and be to a small group of individuals. This will be sent out at the beginning on Michaelmas Term.

Our second mailshot will be to a much larger group of people and encompass as many individuals as we can find. We will use our social media to further advertise this.

We predict that most of our funding will come from this appeal. Although difficult to predict the income we can achieve, Wade is a very well-respected figure in the rowing world and he will feature strongly in memories of DUBC members. In addition, this is the first appeal of this scale in Wade's time as Head Coach.



SPONSORSHIP

Sponsorship is an important part of our long-term plan as it gives us a reliable and predictable stream of income.

Our main assets to sponsors:

- Student outreach
- Community engagement
- Previous sponsor testimonies
- The Boat Race of the North
- Team Building and Ergo days
- Boat Naming
- Team Durham Servicing
- Alumni Outreach

We plan to secure a headline sponsor, event sponsors and ‘in-kind’ sponsors, who help reduce our costs. We are well advised in this field and will be seeking sponsors at the beginning of Michaelmas Term.

Our target for annual earnings from sponsorship is upwards of £15,000.



PARENTAL ENGAGEMENT

Donations from parents is weak for DUBC and compares badly to a reported £20,000 for rugby. The way it works is:

- The President collates all parents' names and addresses of all members of the club at the start of the year.
- The President writes to all parents to introduce themselves, highlights the aims of the club and the important dates. In addition asks if we can e-mail them results and information about the club and their child's progress.
- Later in the year, after some successes, we write to each parent about the club and include a paragraph to the parent on their child. This is sent with a request for support, or a request to put the club in touch with any companies that may be in a position to sponsor the club.



EVENTS

We hold many social and sporting events annually which could be open to sponsorship. These include:

- Learn to Row
- NEIRC
- Tyne New Year's Head
- Youth Indoor Rowing Championships
- Sculling Camps
- Winter Ball
- Boat Party
- Alumni Dinner
- Olympic Year celebration and Dinner (2021 only)
- Pimm's tent at HRR and Durham Regatta

Some of these events may not be open to sponsorship, but could still turn a healthy profit through entry fees etc.

We target annual earnings from events to be upwards of £10,000 but these events may not be possible in the near future due to restrictions on social gatherings during the COVID-19 pandemic.



SMALL GRANTS AND EVENTS

These are important for buying equipment to be used in our grassroots programmes and specific pieces of equipment on an ad-hoc basis.

Fundraisers

- These can be done throughout the year, with each athlete asking friends and family to donate. These are likely to be physical challenges, such as Ergo Marathons or setting records.
 - This is not something that can be done often, so needs full commitment from the squad.
 - Depending on the type and frequency of fundraisers, we can hope to raise between £5,000-£10,000.

Grants

- There are a few grants which are applicable to community rowing programmes.
 - Grants range from £1,000-£50,000 where the higher grants tend to be for building projects rather than equipment.
 - We need to make sure that accounts are in order and that we qualify for the grants which we are applying for.



SPENDING PLANS

*Costed plans for
equipment purchasing
2020-2025*

OUTLINE OF SPENDING

In this section we outline and explain our purchasing plans and priorities.

Prices given are taken from 2019/20 price lists and will be updated each season. We expect to lease boats from manufacturers, then buy them for a lower price when the lease ends, but prices will vary.

We have split the equipment into categories, so that priorities are clear.



EQUIPMENT TERMINOLOGY

Full-Palatinat: Equipment used by the first boats for Men and Women at Henley Royal Regatta, Head of the River and GB Trials. This is our top priority. Success at these events maintains our status as a High-Performance Centre, makes us more attractive to sponsors and increases participation in the University and Region.

Training: Equipment used to build on this success and our second priority. It will be used by our seniors, development squad, on sculling camps and Learn to Row. This increases our revenue by expanding participation in rowing and can work alongside the top priority, as much of the funding can be sourced through grants.

Half-Palatinat: Boats which will be used to compete in intermediate events by second crews at events including BUCS Head, Rutherford Head, BUCS Regatta and by top crews during training. This equipment will be replaced on a less regular basis, but we aim to anticipate in good time which boats will need to be replaced due to their age and condition. This is our third priority.



BOAT BRAND COMPARISON

Pros and cons of each boat type to help us build the fastest, longest-lasting fleet for the best price



Empacher

Filippi

Hudson

Janousek Stampfli

Wintech

Pros

- Highest quality
- Most successful hull in big boats
- Most stable and easy to row
- Used by GBRT
- Generally accepted as fastest hull

Cons

- Most expensive

Pros

- Fast boats
- Slightly cheaper than Empacher
- Very good for smaller boats
- Most used boat brand internationally

Cons

- Still expensive
- Lose stiffness after a few years
- Slightly less stable

Pros

- Fast on flat water
- Offer deals
- Sometimes considered fastest
- Newcastle use these exclusively

Cons

- Lose stiffness after a few years
- Less stable and hard to row in rough conditions due to low wet surface area

Pros

- Very durable and long lasting
- Stable boats
- GBRT Start learn to row in these
- On the cheap side
- Offer part-exchange

Cons

- Old hull shape isn't very fast

Pros

- Fast hull shape
- Cheapest
- Successful at many domestic regattas
- Easily adjustable

Cons

- Bad reputation for quality
- Lose stiffness after a few years
- We have had two of their riggers snap in 3 years

Annual equipment purchasing plan

Five-year spending plan to completely overhaul our equipment. This should be re-evaluated at the end of Year 3 and adjusted accordingly.

ANNUAL AIMS

Year 1: In this first year, we will set our plans in motion in the six areas outlined. Our goal this year is to upgrade our Full-Palatiniate equipment. We anticipate reduced income from events and fundraisers as coronavirus makes large gatherings impossible. However, with the large volume of boats that we are buying, we will be able to sell some older equipment, raising approximately £32,500.

Year 2: Having reviewed and refined our fundraising efforts, we will launch another appeal specifically aimed at Women's boats and trusts that support Women's sport, in celebration of 20 years of our joined squad. With this, we aim to finance the Women's eight and two pairs. We will continue to learn from the previous year in all aspects, maintaining the important relationships with sponsors that we have secured to promote long-term financial security for our equipment purchasing. Sales are expected to raise approx. £20,000

Year 3: We now invest in the Men's first eight, as we predict this will be our top boat at Henley. We also want to boost our Half-Palatiniate equipment to provide a more consistent level throughout the club. We will continue to invest in Learn to Row and Sculling Camps, as these enhance our ability to raise more funds. Sales are expected to raise approx. £31,000

Year 4: We will continue to improve our Half-Palatiniate equipment, always bearing in mind the quality of boats that we buy so that they will last. Relationships that have been fostered by this stage at the development end will continue to be nurtured so that revenue remains stable. Sales are expected to raise approx. £17,000

Year 5: By this year we anticipate spending less than we earn from our various fundraising activities, enabling us to invest in larger, Full Palatiniate boats at the start of the next five year cycle. Sales approx. £6,000

YEAR 1 – 2020/21

Launching the first appeal and setting in motion our long-term fundraising framework

Equipment Type	Squad	Brand	Number to buy	Notes
Aluminium Wing 2x/-	Women's	Empacher/ Filippi/ Hudson	3	Women's pairs broke frequently last season and meant that they could not accurately race for rankings. Having 3 top quality pairs to add to their top pair means they will have four high quality pairs to race in at GB Trials.
Aluminium Wing 2x/-	Men's	Empacher/ Filippi/ Hudson	3	Similar story with the Men's pairs, having four top quality pairs allows us to race for seats, train effectively and to competitively race at GB Trials.
RP3 Model S	Men's + Women's	Rowperfect	2	Adding two more RP3s to our set of six allows us to train linked as an eight when the river floods (which happened often last season). Cost: £2,250 each
Smoothie 2 skinny sweep oars	Men's + Women's	Concept 2	16	Top quality oars used by our competition. Can reportedly save 5-7 seconds compared with regular oars in rough and headwind conditions.
Smoothie 2 skinny sculling oars	Men's + Women's	Concept 2	8	Ditto above. Their light feel helps to develop good boat feeling and control. Most cost-effective way to improve boat speed.
Carbon Wing 8+	Men's	Empacher	1	This is the best boat on the market. Having a boat like this holds the Full Palatinates and those aspiring towards this boat to a standard befitting the quality of the boat.
Aluminium Wing 4+	Women's	Empacher/ Filippi/ Hudson	1	Currently the top Women's coxed four is from 2006-2008 and is used at BUCS and Henley Women's regatta. Coxed fours are great for developing coxing skills as well as rower's connection to the water due to the heavy feel.
Carbon Wing 4+	Men's	Empacher	1	Has been our target at HRR since 2005 and we will have a squad within the next 3 years who can capture it. We want the best boat to help achieve this.
Aluminium Bow Wing 1x	Men's + Women's	Filippi	4	Very fast singles – hull used by Olympic champion Mahe Drysdale. Used by our top triallists for years to come

Completed July 2021 after incredible £100,000 donation from an ex-president

YEAR 2 – 2021/22

Launching the second appeal and continuing to invest in our performance equipment

Equipment Type	Squad	Brand	Number to buy	Notes
Carbon Wing 8+	Women's	Empacher	1	New student Women's event at Henley Royal (the first ever) so this will be the top Women's boat going forward. We will have to compete with crews who have well-funded programmes and we must begin on a level field
Aluminium Wing 2x/-	Women's	Empacher/ Filippi/ Hudson	2	High quality boats will allow for more people to succeed at trials and gain GB selection. Also, the women will need at least 6 evenly matched pairs in order to seat-race fairly for their first eight.
Aluminium Wing 2x/-	Men's	Empacher/ Filippi/ Hudson	2	Ditto above
Aluminium Wing 4x/-	Men's	Empacher/ Filippi	1	When racing more than three fours in a division, crews in the second eight had to use boats from 2006, competing against much newer boats
Aluminium Wing 1x	Men's + Women's	Janousek	2	These will increase our revenue at the sculling camps as they are long lasting and stable – perfect for sculling camps, learn to row and day-to-day training

YEAR 3 – 2022/23

Using our increased revenue to purchase half-palatiniate boats and grassroots equipment – Buying from one company means we will likely get a deal for bulk purchasing

Equipment Type	Squad	Brand	Number to buy	Notes
Smoothie 2 skinny sweep oars	Men's + Women's	Concept 2	16	Buying new skinny oars will mean that both the first and second eights will have the fastest oars on the market
Aluminium Wing 8+	Men's	Empacher	1	A stiff and fast boat for our Men's first eight. This hull will be long lasting for performances on the tideway.
Aluminium Wing 2x/-	Men's	Empacher/ Filippi/ Hudson	1	Adding another trialing boat for our increased squad strength
Aluminium Wing 4+	Men's	Stampfli	1	A reliable four to replace our fifteen-year-old coxed fours at the lower end of our fleet.
Aluminium Wing 4+	Women's	Stampfli	1	Bolstering our Women's coxed fours after a large intake of coxes in 2020. This gives a good range of fours for our athletes
Aluminium Wing 1x	Women's	Janousek	1	Very good in this weight class for juniors. Stable, long lasting and cheap
Aluminium Wing 1x	Men's	Janousek	1	Excellent in university learn to row programmes for larger athletes

YEAR 4 – 2023/24

Transitioning to a more sustainable purchasing strategy, strengthening areas in need after year 3 review

Equipment Type	Squad	Brand	Number to buy	Notes
Smoothie 2 skinny sculls	Men's + Women's	Concept 2	8	The success of our squad will lead to an influx of triallists who will need top quality sculls. The purchase of these also means that the sculls people use on sculling camps will be of a higher quality
Aluminium Wing 2x/-	Men's	Stampfli	3	This goes to remove the oldest boats from our fleet and ensure that our base access to equipment is high
Aluminium Wing 2x/-	Women's	Stampfli	1	Removing the oldest boats from our fleet and are perfect as doubles for sculling camps due to their stability and durability
Aluminium Wing 4x/-	Women's	Empacher/ Filippi	1	The Women's Wintech will be approaching 9 years old which is far past the time a boat loses stiffness and they need another quad
Aluminium Wing 1x	Women's	Janousek	1	These should be applied for through grants as it benefits local schools and sculling camps
Aluminium Wing 1x	Men's	Janousek	1	Ditto above but more for the development rowers at university as the boats may be too heavy for most juniors

YEAR 5 – 2024/25

The final stage where the whole fleet for seniors is now renewed and future purchases can be financed by our revenue consistently buying boats so that we do not fall behind again.

Equipment Type	Squad	Brand	Number to buy	Notes
Aluminium Wing 2x/-	Women's	Empacher/ Filippi/ Hudson	1	This will give yet more pairs meaning that the first and second eights can seat race in pairs and have a fair even standard where there are eight pairs between two and 5 years old
Aluminium Wing 2x/-	Men's	Empacher/ Filippi/ Hudson	1	Ditto above
Aluminium Wing 1x	Men's + Women's	Empacher/ Filippi/ Hudson	2	The Wintech's will be almost ten years old and have gone far past where they lose stiffness. These purchases should provide longer term (yet more expensive) alternatives

INDIVIDUAL PRICE TABLE

All prices as of April 2021, are inclusive of VAT at 20% and converted to GBP (Exchange rate at €:£ = 1:0.877)

	Empacher (New)	Filippi (New)	Filippi (Ex-Demo)	Hudson (Ex-Demo)	Stampfli (New)	Janousek (New)	Wintech (New)	Wintech (Sale)
Aluminium Wing 1x	£9,992.54	£9,418.98	£7,110.22 (2020)	-	£7,584.00	£6,151.20	£5,760	£4,800 (In Sale)
Aluminium Bow Wing 1x	-	£9,839.94	£7,424.68 (2020)	£7,800 (2020)	-	-	£5,760	£5,280 (In Sale)
Aluminium Wing 2-	£15,949.12	£13,675.94	£10,604.19 (2020)	(None Available)	£11,714.40	£9,835.20	£8,820	-
Aluminium Wing 2x/-	£17,222.53	£15,470.28	Not listed	£9,900 (2019)	£13,078.80	£10,916.40	£9,300	£8,100 (In Sale)
Aluminium Wing 4+	£22,573.98	£20,732.28	£15,967.43 (2020)	£15,900 (2019)	£17,593.20	£15,014.40	£14,700	-
Carbon Wing 4+	£24,284.13	£23,784.24	(None Available)	£20,900 (2019)	-	-	£20,460 (Medalist)	£18,000 (In Sale)
Aluminium Wing 4x/-	£24,731.40	£23,889.48	Not Listed	£17,490 (2020)	£19,536.00	£16,514.40	£15,600	£14,400 (In Sale)
Aluminium Wing 8+	£41,427.73	£33,571.56	£27,121.93 (2020)	£25,900 (2018)	£31,160.40	£23,968.80	£25,800	£19,140 (In Sale)
Carbon Wing 8+	£44,221.85	£40,885.74	(None Available)	£35,900 (2019)	-	-	£35,520 (Bow wing)	£24,900

NOTES ABOUT PRICING

- Janousek-Stampfli and Empacher do not advertise a large list of Ex-Demo boats but may have a list on request.
- Ex-Demo boats have limited availability and may not be made to our chosen specifications.
- This price list is only valid for the 2019/20 season as later lists have not yet been released, so the pricing will need to be updated annually.
- The Aluminium Wintech boats are from the “International” range and the Carbon from the “Medalist” range.
- Empacher does not include shipping; Filippi (new) includes shipping to Oxford but (Ex-Demo) does not; Hudson does not indicate; Jano-Stampfli does not indicate; Wintech includes delivery.
- Concept 2 is our choice of oars because it is price competitive, high quality and offers the best race service for free at many major races in the summer.
- Prices for overseas boats are given at the prevailing exchange rate. I have used the three-year average with the Euro, but this could change.

COSTS TABLE

Annual spend on each boat type and totals. Accounts for ex demo boats (estimating where no price can be found) and represents a complete overhaul of our current fleet.

	Singles	Doubles/Pairs	Fours/Quads	Coxed Fours	Eights	Oars + Other	Total Spend
Year 1	£29,700	£70,000	0	£40,200	£37,000	£16,500	£191,400
Year 2	£12,300	£46,700	£17,500	0	£35,900	0	£112,400
Year 3	£12,300	£11,700	0	£35,200	£35,000	£6,880	£103,080
Year 4	£12,300	£52,300	£17,500	0	0	£5,120	£87,220
Year 5	£14,850	£23,400	0	0	0	0	£38,250
							£532,350

These spending plans will allow us to deliver an unparalleled university rowing experience for our students. The sustainability of our plan ensures that the money we raise is spent intelligently and with the long-term interests of the Club always to the fore.





PERFORMANCE PARTICIPATION COMMUNITY

*How our plans align
with Team Durham's
three key goals*

PERFORMANCE

This spending will help us to increase our competitiveness nationally and internationally. Resulting improvements will make us more appealing to sponsors as well as prospective applicants, in turn ensuring the club's long-term success.



PARTICIPATION



Owning high quality training equipment increases our capacity and ability to run highly regarded sculling camps and Learn to Row.

Increased success in the Club raises participant numbers in university college rowing, in turn supporting local clubs through race entries.

COMMUNITY

Having boats which can be used by Durham School and local juniors benefits the health of local children.

The club is committed to helping local Juniors through the High Performance Programme, which offers talented local rowers the opportunity to train with our squad, learn from our coaches and use our facilities.



THANK YOU

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