



DALE SUPPORTERS

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SUPPORTERS MEETING 6TH JANUARY 2024

Fund raising for the club in 2024



DALE SUPPORTERS

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We have been in talks with the Club over the past 3-4 weeks about launching a “Squad Builder” programme that will allow supporters to contribute directly to the Playing Budget at the Club.

We would appreciate your support in letting us know your thoughts on the scheme and what you think will work best at Dale.



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We have included links to a number of other Clubs' schemes. We would welcome any feedback you can find from these or from other Clubs who have operated schemes that boost the playing budget.

- Woking – <https://www.cardstrust.co.uk/category/boost-the-budget/>
- Hartlepool – <https://www.hartlepoolunited.co.uk/news/2020/may/pools-fans-launch-budget-booster/>
- York City – <https://www.ycst.org.uk/boost-the-budget-update/>
- Chester – <https://chesterfc.com/chester-fc-boost-the-budget-2023-24/>
- Kidderminster – <https://www.crowdfunder.co.uk/p/kidderminster-harriers-fc-boost-the-budget?>
- Darlington – <https://darlingtonfc.co.uk/news/contribute-to-boost-the-budget>
- Hereford – <https://www.herefordfc.co.uk/squadbuilder/>
- Bath City – <https://www.bathcityfc.com/citysquadbuilder/>
- Aberystwyth – <https://www.atfc.org.uk/cryfhaur-gyllideb-boost-the-budget.html>
- **Other Sports**
- Featherstone Rovers – <https://www.featherstonerovers.co.uk/squad-builder/>
- Wakefield Trinity – <https://wakefieldtrinity.com/squad-builder/>
- Keighley Cougars – <https://keighleycougars.uk/squadbuilder>
- Salford Red Devils – <https://salfordreddevils.net/commercial/squad-builder/>

WOKING FC



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- You commit to giving what you can per month by standing order to the Cards Trust or by donations on match days to the Trust Office.
- The Cards Trust uses your donation to buy new Woking FC shares/pay the annual capital contribution on new shares.
- The Club uses the proceeds to boost the playing budget and for ground improvements/equipment.
- The Cards Trust increases its shareholding in the Club, representing the fans.
- Last season 2022/23 thanks to supporter's generosity the Trust contributed £25,000 to Boost the Budget, with contributions from The 400 Club and Trust share of Goldrush ticket sales.
- Trust ownership 25%

HARTLEPOOL UNITED



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- £30,520 raised
- Structured offering based on level of donation
- Seems to be 3 years out of date

YORK CITY



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- 130 fans have already signed up. Collectively they have pledged to donate £25,080 over the next 12 months.
- Still some way off our £100,000 target
- Packages start from just £5/month
- One-off or monthly donations

CHESTER CITY



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- Supporters raised £116,458 in this year's Boost the Budget
- Over 700 pledgers have made a huge difference
- Boost the Budget is ringfenced and can contribute to what happens on the pitch.
- The scheme allows both one-off lump sum payments and also monthly pledges.
- There are five tiers of Boost the Budget rewards available for those who can commit to contributing above £5 per month (or equivalent one-off payment) to our playing budget.
- The tiers are: Our City, Our Community, Our Club, Club Hero, and Club Legend – and each tier brings additional rewards as you raise your contribution

DARLINGTON



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- Since its inception five years ago, Boost The Budget investors have contributed almost £500,000 to the club's playing budget in that time -- a staggering contribution and the very definition of "fan ownership".
- No tiered reward programme
- Further detail hidden behind registration



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- What should we call the project?
 - Squad builder
 - Boost the budget
 - Budget booster
 - Any other suggestions



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- Fundraising avenues at the moment:
 - Squad booster
 - Fans buy shares directly
 - Fans donate to the Trust to buy shares
 - Community owned asset – pitch purchase



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- Squad booster
 - Funds used purely for player wages
 - Funds paid into and managed by the Trust
 - Guarantees funds go to a defined purpose
 - Ryan East



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- Fans buy shares directly
 - Funds go into club
 - General allocation
 - Minimum order value of £235
 - Timing
 - Should we press for a time-limited offer of 25 shares (£58.75) bought on or by 1st February? No posting of certificates – collection or email only?



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- Fan donations to the Trust to buy shares

- Recently ended scheme generated £400/month
- 170 shares/month or 2040 per year
- 50,000 shares available would take 25 years at this level of donation
- To buy all within 12 months would need to raise £9,792 per month (24x increase)

- Share acquisition gives more say?

- 13.5% owned of sold shares June 23
- A further 50,000 shares (£117,500) = c. 19%, assuming no sales of these already
- Would need 688,500 shares to get to 51% of issued shares, would require acquiring shares from existing shareholders
- To buy all available unsold shares would cost £860,100 and give 37%

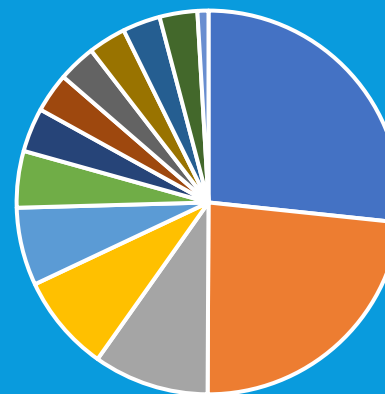


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Other shareholders	360,028
Available to investors	316,000
Trust	131,391
SG	110,468
AK	88,663
RK	64,424
Available to fans	50,000
GM	44,772
GC	43,014
TP	42,914
JS	42,913
JW	42,913
FITC	12,500
TOTAL	1,350,000

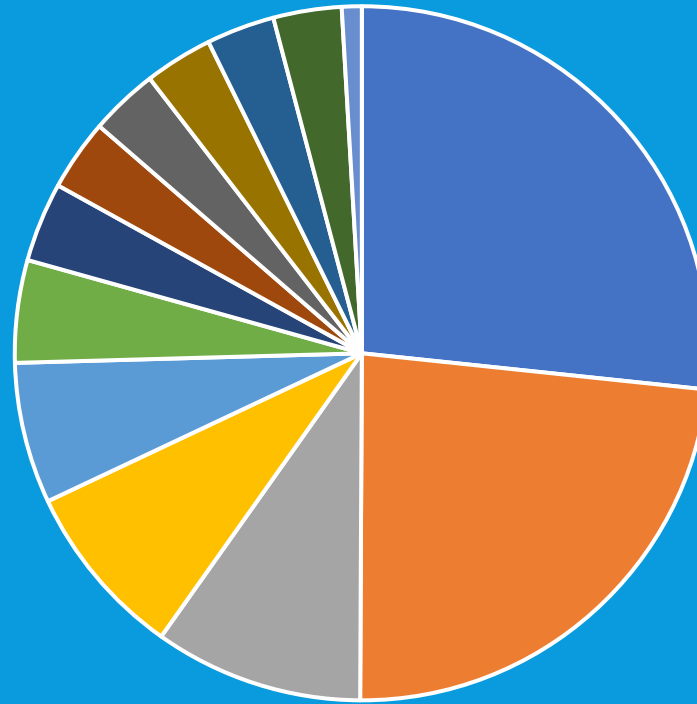
Issued shares





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Issued shares



Others Investors Trust SG AK RK Fans GM GC TP IS JW FITC



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- Community owned asset
 - Potential £1m cash injection
 - Need to raise 20% ourselves
 - Technical application process
 - Precedent at Chelsea
 - Potential income generator for Trust, re-invest in football club



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Buy shares directly

- Immediate cash input into the club
- Low level of take-up at current minimum order quantity
- Low cash input, therefore
- Timing
- Opportunity for time-limited lowering of minimum

Buy shares via Trust donations

- Small amounts of cash can be accumulated
- Regular income into club in managed amounts
- Slower income rates to club
- Does not necessarily increase influence of the Trust

Squad booster

- Time taken to launch & build up cash
- Longer term/multiyear source of cash, specified use
- Risks re: injury & form
- Ring-fencing of fund usage
- Variety of donation models

Community Owned asset

- Need to raise £200,000
- No guarantee of successful application
- One-off cash injection
- Cash of £1m
- Effect on future investment decision
- Future income opportunities, re-invest in club