



the tony blair sports foundation

COMMUNITY AMBASSADORS

The Tony Blair Sports Foundation currently covers six sports – Athletics, Basketball, Cycling, Football, Rowing, and Tennis across the North East. The Foundation aims to increase participation in sport by recruiting and training more sports coaches and officials.

As part of our Coaches for Clubs programme, which has recently been given the 2012 Inspire Mark, we would like to invite you to become one of our Community Ambassadors and help us work with local sports clubs and organisations within your community to get more young people engaged in sport.

Who are our Community Ambassadors?

Tony Blair Sports Foundation Community Ambassadors are people who have successfully worked with us and have a good understanding about the work of the Foundation. They can help us develop our work and roll it out across the North East. The way they are involved in the work of the Foundation is as follows:



- TBSF Ambassadors can use their experience and show others how they have engaged with us as models of best practice.
- Ambassadors can help us identify, by using their local knowledge, clubs and individuals that will benefit most by working with the Foundation
- The involvement of Ambassadors may not require any extra work for them. They can give as little or as much extra help to the Foundation as they wish. The important thing is that they just keep doing what they are doing already!

What do they do?

TBSF has a 3 stage process of recruiting, training and placing its members in local sports clubs to increase participation in sport.

Community Ambassadors can help this process by:

- Identifying people in their sports or in their local community who may benefit from or may be interested in becoming a coach or official and then helping us to recruit them.
- Identifying community groups or sports clubs that work with children that could benefit from having more trained volunteers. We can then look at

forming partnerships with these organisations so that we can place our trained members where need is greatest.

- Let us know what's happening in their area by keeping an eye out to see how other organisations are making a difference in their community by promoting sport, running sports projects or developing sporting initiatives. Feeding back to us on this may allow us to compliment other initiatives and activities and it could also prevent TBSF duplicating the work of other organisations.

Additionally Ambassadors may wish to get involved in some of the areas listed below to help the staff of the Foundation develop its work:

- Fundraising - To enable the Foundation to provide more training and develop more sports coaches, we need to generate more income. Ambassadors can help the Foundation by finding ways to fundraise.
- Events - The Foundation puts on events from time to time to promote its activities. Organising these events in administrative terms and providing volunteers to staff them is an area of our work that requires support. Ambassadors could contribute to this by helping find volunteers to help us with organisational activities or by contributing to the event directly
- Community Placements - We aim to help organisations, junior sports clubs and community groups in the greatest need. We need to identify these so that we can target our support where it will have the most impact in the community. Ambassadors can help us by identifying these groups, facilitating introductions; speaking to group meetings and helping us develop sustainable partnership



For further information on the work of TBSF Community Ambassadors please contact Arlene by emailing arlene.ainsley@tonyblairsportsfoundation.org or by telephone 0191 276 0640.