

MARSDEN FOOTBALL CLUB – FUNDRAISING

Supplement 7b)

1. The old days pre Clubhouse 1984

The basic income in the early years came from members, who in return for an annual fee received a Membership card showing fixtures for the season, Officials and Committee members. Added to this would be entrance fees and canteen sales. In the 40's and 50's dances became very popular being held not only in the village (Mechanics Hall and Conservative Club) but also Central Hall & Civic Hall, Slaithwaite, Huddersfield Town Hall & Cambridge Road Baths. Whist Drives, Grand National, Easter and Xmas Draws are also mentioned in the Minute books.

The first detailed annual accounts in the records are for 1970/71 and show income:-

Subscriptions & Donations	£21.35	
Canteen Sales	£18.66	
Supporters Club	£564.76	But costs were £254.41 = Net £310.35
W.R. Schools	£35.00	Rent of field for Junior school
Fixture Adverts	£16.75	
Gate Receipts	£2.79	
Total	<u>£659.31</u>	

2. From 1984 to 2000

Fundraising began in earnest with the merger in 1983, which accelerated once the clubhouse opened in October 1984.

Below are records taken from the year-end accounts i.e. to 31st May

	1983/84			188/85			1985/86		
	Receipts	Payments		Receipts	Payments		Receipts	Payments	
Sponsored Swim	£986	£100		£77					
Sponsors and Donations	£871			£670					
150 Club	£497			£1,035	£375		£871	£490	
Forecast	£271								
Xmas Draw	£245								
Canteen	£150	£41							
Football Cards	£135			£88			£24		
Festival	£147	£53		£96			£118	£28	
Kirklees use of field (school)	£90								
Gate Receipts	£62								
2 Discos	**	£90							
Raffles				£846	£102		£411	£53	
Trio				£1,078	£510		£2,537	1,261	
Subscriptions				£457	*		£415		
Ladies section							£45		
Draws							£88	£73	
Treasure Hunt							£18		
Domino Cards							£58		
Country and Western Supper							£61		
			Profit			Profit			Profit
** Would have been profit on bar sales to cover the costs	£3,454	£284	£3,170	£3,890	£987	£2,903	£4,646	£1,905	£2,741

* January 1985 paid members totalled 365

Later records show the following events taking place and income sources in addition to most of the above being regulars:-

Charity matches - Entrance fees handed to the Charity with the club keeping any bar sales and canteen profits

OGNIB Raffle

Presidents Night (became annual event)

Match collections - Achieved by going round the spectators rattling a money tin (usually Geoff Lodge)

Book/Plant & Jumble Sales

Video & Pool games placed at the far end Club Breakfasts - weekly

Breakfast raffle - weekly - courtesy of the efforts of Barry Haigh

Sponsored swim

FA Cup Draw annually

Clog Dances (for use of changing rooms)

Donkey Derby's (see Page 2/2)

Hiring of Clubhouse for private parties

Pop Quiz

Pool & Dart teams operated at times

A basketball ball team were also allowed to meet in the clubhouse on a midweek evening.

David Platt's "Donkey Derby's"

Ex. player David assisted by his wife, specialised in organising and presenting these events to help raise money for local clubs and charities. Several were held at the club in the 90's proving very popular, always attracting a full clubhouse on a Saturday evening. For the club, they provided highly profitable Saturday nights when otherwise trade would be steady

Records show two took place in the autumn of 1994 as detailed below. The format was to have 6 Races each with 6 Donkeys sponsored @ £5 each. Sponsors then gave a name to that race. Owners paid £3 and provided a name for their Donkey. Silly, quirky names would be used.

Example 26th November Race 2. Sponsor Ian Hollingworth - Race name "Oggies Handicap"

Owner James Wraight - Donkeys name "Whoops dropped one" (obvious reference to goalkeeper son Robert)

A Race 7 was added being an "Auction Race" where entries comprised the winners of the previous 6 races. Each was auctioned off to the highest bidder (the new owner). The winning owner receiving 50% of the monies collected.

1994	27 August	26 November
Sponsorship	£131.00	£134.00
Tote	£62.50	£75.00
Auction Race*	<u>£21.00</u>	<u>£20.00</u>
	£214.50	£229.90
Donation	<u>£0.00</u>	<u>£20.00</u>
	£214.50	£249.90
Costs	<u>-£100.00</u>	<u>-£100.00</u>
Profit	£114.50	£149.90
Bar profit	£81.00	£96.20
Overall profit	<u>£195.50</u>	<u>£246.10</u>
*Action Race	£71.00	£65.00
Paid to winner	£50.00	£45.00

From sales above the average for that time of year

Fundraising reached its' peak in the early 90's then steadily dropped away as the following analysis shows:-

Total income excluding bar sales gross margin is shown and alongside is the Sponsorship element

	Total	Sponsors	Net
1984/85	£5,931	£52	£5,879
1985/86	£7,323	£235	£7,088
1986/87	£9,873	£495	£9,378
1987/88	£16,521	£5,132	£11,389
1988/89	£10,148	£357	£9,791
1989/90	£10,108	£780	£9,328
1990/91	£12,724	£3,752	£8,972
1991/92	£12,889	£2,079	£10,810
1992/93	£11,550	£1,839	£9,711
1993/94	£9,308	£400	£8,908
1994/95	£8,841	£280	£8,561
1995/96	£8,547	£270	£8,277
1996/97	£7,180	£280	£6,900
1997/98	£9,894	£220	£9,674
1998/99	£8,254	£0	£8,254
2000/01	£7,431	£113	£7,318

£5000 extra sponsorship from Gelpack (part advance payment)

Gelpack sponsorship ended

Average	1886/87 to 1992/93	7 years	£9,911
	1993/94 to 1999/00	7 years	£8,270