



# Social Sustainability in Grassroots Sport







**"It proved itself very important."**

We managed to hold the motivation up during lockdown for all of our 300+ members through the Spond app, where it was easy to communicate and organize activities.

Kjetil André Aamodt - Olympic Gold Medallist + Chair, Huk FC, Norway



**"The future of grassroots sports is all about social sustainability."**

**Going into Spring season, now seems like a perfect time to look back at two years that changed grassroots sport forever.**

It's been a challenge for every team and organization, but even as the world locked down, the number of people involved in organized activities continued to grow and the social impact of Spond is clear, with a record 1.4 million monthly active users trusting Spond to help bring their teams and groups together. Even in the midst of lockdowns, when people couldn't meet up or train, our users raved about how Spond allowed them to stay connected and keep active.

The team here at Spond were thrilled to support our loyal coaches, players and supporters during this time, keeping them in touch and helping them prepare for the eventual opening up. Looking to the future, we recognize that many teams need help to survive and prosper, which

is why sustainability in grassroots sports teams and other organizations is more important than ever, and we're committed to doing our bit.

Spond exists to be a digital enabler of grassroots sports, physical and mental health. We are humbled and incredibly grateful to the 1.1 million weekly users who trust us to support them in creating active, engaged and healthy communities around the world.

Here's to happy and successful 2022 seasons from all of us at Spond!

**Trine Falnes**  
CEO, Spond







## Spond's Sporting Year at a Glance: 2021



**1,570**

The number of years saved  
by coaches and organisers  
using Spond - equating to a

**\$243m**

contribution to society



**41%**

Growth in users  
on the Spond app



**\$4.4m**

Funds raised  
via the Spond platform  
for grassroots teams



**50m**

The number of event  
invitations sent out  
on Spond

**"Every club  
should use  
Spond."**

After a lot of research,  
and several false starts,  
we signed up for the Spond  
app, and it's played a huge  
part in our successful  
efforts to save the club.

Mark Foster, Chair, Wraysbury FC, UK





# Social Sustainability Starts at the Grassroots Level

**Grassroots teams and organizations around the world have endured two years of uncertainty. Lockdowns were a challenge for many, but they also brought teams and players together, with a sense of camaraderie like never before.**

With things starting opening up in most places, albeit at different speeds, volunteers, coaches and organizers can once again turn to the long-term sustainability of their organizations. Beyond enhancing communication, there are three key areas where Spond is helping a growing number of clubs, organizations and users:

## Saving Time

With concerns over less volunteers and a massive focus on getting everyone back to activity, teams need to do more with less. A focus on recruitment can only achieve so much, which is why Spond helps by saving the average coach or team administrator an average 2.5 hours per week, freeing up volunteers to do more of what they love, be that coaching, playing or supporting.

## Fundraising

With regular revenue streams disrupted, organizations have struggled to manage financially. For many, simply returning to normal play will not be enough to make up the shortfall, which is why new ways to raise funds are needed. In many key markets, Spond is adding simple and interactive digital fundraising tools, helping clubs to boost their finances.

## Payments

For organizations to be sustainable, cashflow is king. Instead of having to take payments through multiple channels - Cash, check, bank transfer, PayPal, etc - Spond lets you request, monitor and process payments, all in the app. We're also constantly enhancing the payment options we offer in different countries.

Spond is always exploring new ways to support its users, helping them to achieve success, while also sustaining membership, support and financial stability in the post-Covid era.



## Looking Ahead

**The world of grassroots activity continues to evolve, and Spond remains committed to innovation, with ongoing enhancements to our our complete Club, team and league management platform. These include the international rollout of sustainability tools, including enhanced payments and fundraising features, as well as further features requested by our more than 1.4 million loyal users.**

## "Spond is your answer!"

**If you want to simplify your time as a coach, communicate with players, make it easy to manage your day, and don't use three to four different apps, Spond is your answer!**

Mike Dawkins, Assistant Coach,  
Notre Dame Academy, USA





[spond.com](https://spond.com)

