

Club	Kent Phoenix Youth AFC
Funding Source	Sport England Small Grant
Project Title	'Rise of the Kent Phoenix
Award Won	February 2017
Amount Awarded	£10,000

Club Background

The club was first formed in 2016 with a view to work as a Youth American Football team in Maidstone and the surrounding area. The club has players both male and female from the ages of 8 -18 and runs both flag and padded sides.



What was the need for funding?

Since the first taster sessions in October 2016, Kent Phoenix had seen a 58% rise in registered players. The club is seeking to make a lasting impact on young people in Maidstone and providing them with a clear opportunity to play American Football. The 'Rise of the Phoenix' is looking to increase the number of players for the Under 17 side and establish the building blocks for towards their first U19 side in 2018.

The club broke down their need for funding into five key areas:

- Recruitment of young players
- Coach Education
- Schools Development
- Promotion and Marketing
- Kit and Equipment

What did they achieve?

Having been awarded the money in February 2017, the club have already been making great strides to putting the funds to good effect.

Getting children their first taste of American Football has been made possible through the funding allowing fully trained coaches to undertake blocks of coaching in extra curriculum time in local schools providing a great pathway to the club.

The club are investing in training equipment such as tackle bags and step over bags while personal items such as shoulder pads and helmets are being bought by the club so that for those wanting to join the kitted team cost is not a barrier to playing. The funding has also allowed them to obtain professional marketing support and materials to help keep promoting the club to more and more young people.

What do the club say?

"The support AFD have provided has given us the opportunity to have a solid foundation to our club.

The expertise and advice over the bid writing and process, the support in coaching and working with schools and helping us achieve support within the local county sports partnership has been invaluable.

We would recommend any team to give AFD a call if you're looking at getting club investment."

Lee Parsons, Chairperson, Kent Phoenix

