

## **CASH4CLUBS 'CLUBS IN CRISIS' FUND IN PARTNERSHIP WITH MADE BY SPORT OPENS FOR APPLICATIONS**

**The £4.79m donation by Flutter Entertainment will be available for grassroots sports clubs at a critical time for communities**

LONDON, April 12, 2021 – The 'Clubs in Crisis' fund, a partnership between Cash4Clubs and Made by Sport, which is funded by Flutter Entertainment, will today open for applications from grassroots sports clubs and organisations. The funding will be managed by Made by Sport and will focus on community sports clubs struggling to survive due to the impact of the pandemic.

Over the next nine months, unrestricted grants of £2021 will be awarded to thousands of community clubs playing an essential role in helping people recover from the effects of the pandemic. Clubs who support young people to develop life skills, such as teamwork and communication, employability skills, physical and mental wellbeing as well as building stronger communities, are able to apply for the funding via [www.madebysport.com/clubsincrisis](http://www.madebysport.com/clubsincrisis) from today.

Made by Sport launched in 2019 with the aim of championing the power of sport to tackle social issues and unlock new sources of funding for grassroots organisations, using sport to try to change people's lives and help communities thrive.

Following the much-anticipated return of grassroots sport across the UK in recent weeks, it is critical that we harness the power of sport to build a better future for people, especially young people facing extraordinary challenges as a result of the pandemic.

Sport provides an opportunity to help people overcome some of the effects the pandemic has had on physical and mental wellbeing, and community clubs in particular will play a vital role. However, many clubs have struggled financially during the past year with research conducted by Newton for Made By Sport revealing that the pandemic has left over a quarter of clubs at risk of permanent closure.

The donation made by Flutter is the amount it benefitted from as a result of business rates relief, which was put in place from March 2020 to March 2021 for its shops in England.

Peter Jackson, Flutter CEO, said: “I’m delighted that the Clubs in Crisis fund is now officially open to applications. Through Cash4Clubs we have a long history of supporting grassroots community sport, and I’m pleased that we have been able to partner with Made by Sport to pass the benefit of business rates relief straight into the communities that need it most. We look forward to seeing the positive impact this funding will have for thousands of communities up and down the UK.”

Find out more about the Cash4Clubs ‘Clubs in Crisis’ fund and how your club can secure a grant here:

<https://bit.ly/3vODUod>

For further information, please contact: [communications@flutter.com](mailto:communications@flutter.com)

## **About Flutter Entertainment plc:**

Flutter Entertainment plc (LSE: FLTR; EURONEXT: FLTR) is a global sports-betting and gaming company and a constituent of the FTSE 100 and Euro Stoxx 50. Flutter Entertainment plc reports as four divisions:

### **Flutter UK&I**

Paddy Power, Betfair and Sky Betting & Gaming make up our combined UK & Ireland business. Creating an even more customer-centric organisation focused on user experience, with a culture that encourages people to be collaborative and entrepreneurial in both spirit and action.

Although the brands mostly operate online, this division also includes 620+ Paddy Power betting shops in the UK and Ireland.

### **Flutter International**

Flutter International operates in a number of territories around the world and is probably best known for its flagship brand PokerStars, the world’s largest online poker site. Other notable brands include Betfair International, PokerStars Casino, PokerStars Sports, Jungle Games and Adjarabet.

### **FanDuel Group**

Our US division consists of FanDuel, FOX Bet, TVG, PokerStars and Betfair brands. The division has a diverse product offering of online and retail sportsbooks, online gaming, poker, advanced deposit wagering on horse racing and TV broadcasting. It is the market leading online sportsbook and casino operator in the rapidly expanding US market and the group is well positioned to continue to take advantage of this opportunity.

### **Sportsbet**

Sportsbet brand is the market leader in online sports betting across Australia. Sportsbet combines innovative,



easy to use products and high levels of targeted promotional generosity to form a leading customer proposition.

We are well known for our dynamic marketing campaigns around national sports events.