

# SUCCESS



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# Financial Planning

SPORT MANAGEMENT AND LEADERSHIP TRAINING  
PROGRAMME

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SUCCESS

# Financial planning

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1. What is financial planning?
2. The importance of the financial planning
3. Incomes and assets
4. Expenditure and costs
5. Key concepts
6. Conclusions

# Financial planning

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- Helps your organization to achieve its goals;
- Includes:
  - Cash flow;
  - Budgeting;
  - Project management;
  - Insurance;
  - Capital operations;
  - Taxes.

# Organization's Finances

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" A GOAL  
WITHOUT  
A PLAN  
IS JUST  
A WISH "

A small, handwritten signature in white ink, located at the bottom right of the quote.

# Importance

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Is it important to know your company's mission.



# What can go wrong

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## Threats of bad financial planning:

- Loosing trust of sponsors and stakeholders;
- Failing to reach the goals;
- Overspending;
- Diluting value of the organisation;
- BANKRUPT.





**Because  
money  
doesn't  
grow  
on trees.**

# Organization's Assets

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## Types of assets:

### – Cash:

- Bank;
- Cash:
  - Specific purpose;
  - General;
- Cheque;

### – Value in kind;

- Services;
- Goods.

# Financial planning

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## Source of Incomes:

- Sponsors;
- Members;
- Government;
- OS;
- Other;

Diverse your revenue stream.

# Financial planning

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## Costs:

- Plan carefully;
- Take comprehensive approach;
- Outsource services if required;
- Minimize the cost;
- Fix price.

BENJAMIN FRANKLIN

Beware of little expenses;  
a small leak will sink  
a great ship.

[InspirationBoost.com](http://InspirationBoost.com)

# Financial planning. Key concepts

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- Accountability;
- Surplus is better than a deficit;
- Incomes vs expenses;
- Stick to the budget;
- Type of expenditure:
  - Content vs Infrastructure;
- The efficiency of the organization:
  - Growth within budgeted expenses;

# Financial planning. Conclusion

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- Achieve organization's goals;
  - Different goals = different expenses;
  - Objectives are bigger than incomes:
- Prioritise your spending;
  - Nice to have:
  - Have to have;
  - Must have.

# Financial planning. Keep in Mind

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- Do not be afraid to be realistic about the cost;
- Stick to strategic plan;
- Do not forget how much you earn;
- Give responsibilities to the director/board.



# Discussion

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OBS vs NOC vs Fed vs WADA

Mission, Goals, Incomes, Expenditures;

Stress test (financial)

What you will do if your organization's revenues suddenly drop by 60%?

# Financial planning

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Thank you