

# Central Finland Sports Association

20.9.2021





## The Regional Sports Federations in general

We are non-governmental, and get some operating grant from the Ministry of Education and Culture of Finland, but most of money we'll do through services, versatile projects and through own fund-raising.

We operate in four main sectors:

- *Support services for the sport clubs*
- *Sport for children and youngsters*
- *Health-enhancing physical activity for adults*
- *Sport policy*

The aim is to encourage people of all ages to engage in health-enhancing physical activity and to produce sports services and campaigns as well as education and development services.







## Central Finland Sports Association

Founded:	1993
Operational area:	Central Finland region
Members:	166 organisations (mainly voluntary based)
Staff:	6 employees + part-time workers and trainees
Funding:	Own services app. 60%, government support app. 40 %
Office located:	Jyväskylä
Connection:	<a href="http://www.kesli.fi">www.kesli.fi</a>





## **Mission:**

*Supporting the well-being in Central Finland through exercise and sports.*

## **Vision 2025:**

*Central Finland Sports Association is a well-known and a desired partner with a recognized status as a sports development organization.*







## Objectives:

1. *The sportsclubs in Central Finland have good know-how and their activities are on high level.*
2. *General physical activity in Central Finland has increased.*
3. *Central Finland Sports Association has a recognized position as a sports developer.*
4. *Central Finland has a strong and active network of sports actors.*





## ***1. The sportsclubs in Central Finland have good know-how (as an association) and their activities are on high level.***

### **Targets and indicators**

**What:**

- our development services are on high level
- we share expertise on current topics / phenomenas

**How:**

- constant development of sports clubs
- knowledge sharing and development

**Indicators:**

- number of "Tähtiseurat" (high-standard clubs)
- number of members and employees of the clubs
- success of getting funding (recourses) for sports
- general success of athletes in Central Finland





## *2. General physical activity in Central Finland has increased*

### Targets and indicators

- What:**
- closer cooperation with municipalities (day care, schools etc.)
  - physical activity promotion projects, trainings and events (e.g. club forums)
- How:**
- creating concepts for the promotion of physical activity (e.g. [www.meijianpolku.fi/](http://www.meijianpolku.fi/))
  - development and evaluation of our services
  - project development
- Indicators:**
- co-operation with municipalities (e.g. club forums)
  - positive change in the number of active people
  - using research data







### *3. Central Finland Sports Association has a recognized position as a sports developer*

- What:**
- quality of operations and services
  - general awareness of our services
- How:**
- partnerships (member associations, province, municipalities)
  - quality of training and development services
  - active communication, membership and feedback surveys
- Indicators:**
- demand for services, number of partnerships
  - number of members and the quality of feedback







#### *4. Central Finland has a strong and active network of sports actors*

- What:**
- we are active operator in networks
  - we are expert in selected networks
- How:**
- a network of club executive directors
  - “Tähtiseura” network
  - Municipal School and Early Childhood Education coordinators
  - KEHO Network (<https://kehofinland.fi/en/about-keho>)
- Indicators:**
- the number of participants in the networks and their effectiveness
  - development projects with the support of the KEHO network

