

Central Finland Sports Association

20.9.2021





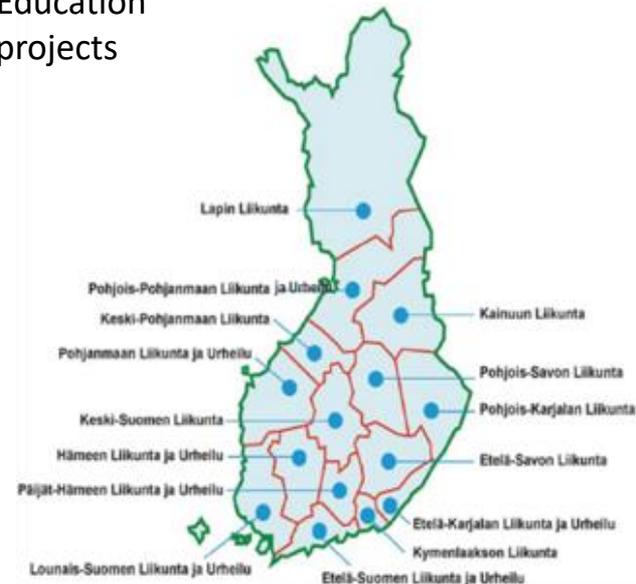
The Regional Sports Federations in general

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:	www.kesli.fi





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.meijjanpolku.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

