



EUROPEAN CLUB  
**EDUCATION**  
FOUNDATION



INVESTING IN  
**THE FUTURE OF  
CLUB MANAGEMENT**  
TODAY

# Mission

The mission of the European Club Education Foundation is to raise funds with which to provide financial support for the professional development of current and future club managers through education, training and research initiatives.

The European Club Education Foundation (ECEF) is the fund-raising partner of the Club Management Association of Europe (CMAE). ECEF was founded in April 2011 and is now planning its next programme of fund-raising of which you can be a part!

## NATURE OF ACTIVITIES AND MISSION

The ECEF has been formed for charitable and educational purposes to promote intellectual excellence in the field of club management. This purpose will be achieved by awarding bursaries or research grants to individuals and by making gifts or contributions to educational programmes based on CMAE's Management Development Programme (MDP). CMAE is a non-profit making professional association for members involved in the management of golf, sports, health & fitness, leisure, city and dining clubs located throughout Europe, Middle East and Northern Africa. Together with their Partners, the CMAE represents over 4,500 club management professionals in over 50 countries around Europe, Middle East and Northern Africa mainly.

## BACKGROUND

CMAE's Board has recognised that, in parallel with development and delivery of its top class MDP education programme, there is a need for adequate funding to support both current managers and their successors to enrol in these programmes. ECEF will provide grants to individuals seeking to expand their practical knowledge of club management. It will also seek to provide additional funding to develop, maintain and expand CMAE's long term education programme for the professional development of club managers. ECEF invites applications for the annual Bursaries. Launch dates and qualifications details are available direct from CMAE.

## HELP US DEVELOP INDUSTRY LEADERS

The Foundation is campaigning to generate funds to become a truly sustainable organization, and we want to hear from you if you have practical ideas for fund-raising activities at your club, by your company or in your organisation.



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# FUND RAISING IDEAS

## **Donations**

Donations of any size are welcome to help us build the funds we need to support education. These can be monetary donations or goods/services that the ECEF can convert into funds through auctions, raffles, dinners and other events. Our address for donations is given below.

## **Scholarships**

If any individual, club or organisation is interested in sponsoring a scholarship for an aspiring manager, senior staff member or a deserving student through a course or series of courses, please call us now

## **Golf Days**

Feedback from Club Managers is that these are not a suitable fund-raiser, as they can arrange their own “free” golf virtually anywhere.

## **Auctions**

Do you have something that can be auctioned to raise funds?

## **Dinners, Social Events**

If you or your club/organisation would like to organise a fund-raising social event, let us know as soon as possible.

## **Promotions**

If you would like to organise a promotion with a percentage of sales/registrations donated to the ECEF, let us discuss this with you. All individuals, Clubs or Companies who contribute funds will be acknowledged in our Donor List on our website



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around the world ”