



Action Project Reference: 53-01

Organisation: Pacific Rugby Players Welfare

Action Project Proposal:

“Compile research, and create a strategy for Pacific Rugby Players Welfare to partner with professional rugby clubs in the UK and Think Pacific, in order to acquire and donate Rugby kit to Fiji”

Who Are Pacific Rugby Players Welfare (PRPW)?

Pacific Rugby Players Welfare is an independent not-for-profit organisation that supports professional and semi-professional players of Pacific Island heritage in the UK and Europe – enabling their ongoing success both on and off the field.

Mission:

We give players and their families a valuable support network and the social skills they need to overcome the challenges of professional rugby and living a new life overseas.

Long Term Aims & Vision:

Our long term aim is to make rugby an equal sport, where every individual has the opportunity to achieve success both on and off the field. 600 players of Pacific Island heritage now play throughout the European leagues - from the Top 14 & Premiership to National 3 & Fédérale 3. No matter what countries we are born in or call 'home', all Pacific Islanders share a common bond of which we are very proud - a close affinity to our family and communities. As professional sportspeople, it is that powerful connection with our families that keeps us all grounded.

Life in Europe can be very different to that which we know at home and being away from our traditional communities and family support base can be difficult. At PRPW, our goal is to unify the Pacific community, providing a 'family away from home' - supporting players and their families both during and after their pro-careers here in Europe.

PRPW Core Services:

- Group insurance programmes
- Social pension fund
- Local community integration
- Faith support & counselling programmes
- Non-rugby skills training & education
- Post-rugby development
- Visas and transition assistance
- Drug and alcohol support
- Trusted advisor forum
- List of PRPW-approved agents
- Pacific Island business network

Current Challenges:

In the Pacific, aspiring players are often hindered due to a lack of kit and equipment. Some cannot afford to buy rugby jerseys, shorts and boots and some also live in areas so remote that kit is just not available.

Further Information:

We would like to form partnerships with professional rugby clubs throughout the UK. The current idea is that this partnership could involve clubs donating their old kit annually, where it is then sent to Fiji and donated through Think Pacific to clubs and communities in rural and remote areas.

We would love for you to assist us by;

- Compiling research and creating profiles and a contact list of key players/club staff who may be best to work with (Men and Womens teams - 15's & 7's Rugby)
- Create a proposal outlining an efficient and effective strategy to achieve PRPW's goal to acquire the kit, and make it an annual operation for donations.
- Create ideas for how to 'market' this idea to clubs and teams professionally so that we can get them to commit to donating kit annually (Including email templates, a proposal document for clubs and Social media content to inform teams, clubs and potentially fans of the donation drive)
- Propose ways in which PRPW and Think Pacific ensure this can be sustained annually and not a '1 time donation'
- Feel free to also add any other ideas you believe will help!

Your contribution should be clear, concise and allow the PRPW to reach out and connect with players and clubs whilst helping them to formalise the partnerships. It is also important to highlight and create ideas for how they can ensure this can be sustainable annually.

Key Research & Discussion Areas:

Plan and deliver ...

- What contribution can you make to this project within the time available which has a SMART aim? (specific, measurable, achievable, realistic, timely)
- How will you present the partnership opportunity to make it clear and easily understood?
- Consider any other programs like this, both in Fiji and abroad?
 - In what ways are they successful?
 - How could they be improved?
 - What similarities are there between this opportunity and other example organisations?

- How will the project work logistically? Is it financially viable?
- How can you ensure that this can be replicated annually and sustained in the future?

Create content ...

- What major themes and information needs to be included regarding partnerships? Are there any resources online you can use for inspiration?
- What makes this opportunity unique? - why should clubs donate their kit?
- What information will be important for clubs/players/teams to know before donating? How can you gain their trust? And get them to 'buy in' to the idea?
- What is the best format to use to present the proposed partnerships?
- What content could be created for PRPW and Think Pacific's social media to share this opportunity with Clubs, teams and players?

Barriers to success ...

- What are the potential challenges to achieving these partnerships?
- What are the potential solutions?
- How have other organisations overcome similar difficulties?
- How can we gain trust of stakeholders and ensure they are confident in the donation?
- What is the most cost effective and efficient way to transport the kits to Fiji - How will this be done?

Evaluate ...

- How will you evaluate your contribution to this initiative?
- How will you present and share your results?

You may wish to consider..

- What other organisations may be able to support this initiative?
- How can the project become sustainable?
- How can we maximise positive PR for clubs, to highlight the work they are doing?
- Could looking at the Corporate Social Responsibility share how we can get buy-in from all stakeholders from clubs, teams, players all the way to suppliers, sponsors and shipping companies who could transport the goods to Fiji?

Useful Links:

- [Organisation Profile](#)
- [PRPW Website](#)
- [Instagram](#)
- [Facebook Page](#)

- Skills series - Writing Proposals

Further Questions

Are there any questions you would like to ask PRPW to assist in completing this project? List them down and share them with your VI Mentor, and they can help you, and contact the organisation.

-

-

-

-

-