



BRAZILIAN GYMNASTICS FEDERATION

THE FINANCIAL ORGANIZATION CHALLENGES OF A GYMNASTIC FOR ALL GROUP FROM THE CENTRAL REGION OF BRAZIL

Horrana Patyeli de Souza

Regiane Borba Poletto Martins Freitas

Nayara Lima Vianey

Wilmont de Moura Martins

Michelle Ferreira de Oliveira

Group: Cignus

The Cignus is a Gymnastic For All group which started in 2010, bound as extension project in Goiás' State University who, in 2015, participated for the first time at World Gymnaestrada. This event demanded a large financial contribution by the group. In their first participation, management in the end was made just for the coordinator's group. From this experience, in 2017 the group rearranged to share the responsibilities and financial management, since there were innumerable challenges that were to come in the two years that followed that moment until the effective date of the World Gymnaestrada in 2019. Therefore, the goal of this research is to present as occurred the financial process and organization in a GFA group from the city of Goiânia, in Goiás state. It is therefore a descriptive study-type experience report of the actions performed and accomplishments of the Cignus group to financial organization as well as the actions to collect monetary funds. To better understand the group structure, one needs to know that since its inception in 2010 until the year 2017, management was made in a simplified way, via the group's general coordinator, which burdened all responsibilities under a single person. In 2017, just after the accreditation by Brazilian Gymnastic Confederation (BGC), the group rearranged, creating a non-governmental organization (NGO) and dividing specific functions among the members of the group. For World Gymnaestrada 2019, initially there were 50 people registered, 15 of which were adults and teenagers and 35 were elderly. It is important to emphasize that the group's financial reality comes from its members, consisting of university students and retirees, which is one of the factors that makes it difficult for the payment of fees that are relevant to the event.



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Knowing the reality of each member of the group and the difficulty of paying some rates, some solutions were devised: attempt fundraising in private companies from the presentation of the design group, funding from Brazilian law for encouragement of culture, raffles, bazar and typical food events. Requests for sponsorship and the pursuit of incentive by means of law, so far have produced no significant effect. The raffles, typical food events, and bazar are actions that require a great effort, but covered some values/ However, with this high amount of value it is an individual and collective challenge. In order to cover the expenses of transportation, food, and accommodation, participation quotas in the events need to be reached in advance so that when the date of the event becomes known, all costs are paid (Azevedo, 2009), and in the case of the Cignus group, what was not picked up collectively, needs to be paid and handled individually for each of the subscribers. In this sense, as the expenses sometimes become costly, some people just give up in the period preceding the trip. In Cignus, from 50 initials, 4 people have signaled the withdrawal in January 2019, with the possibility of two more people giving up. The financial organization of a Gymnastic for All group is a major challenge. Besides individual financial issues of each member, when there is an approval project in federal law, the capture of resources is delicate, since the potential investors expect medals, victories and impact media, which is not a feature of the GfA group. In addition, actions such as raffles, typical food events and bazar demand time and lots of energy, which is also difficult to administrate, since the members of the group have other activities, professional and personal. There were big qualitative changes in the financial organization between 2015 and 2019, although the financial difficulties remain, sharing administration has been valuable. The issue of financing in Brazil is an important point of debate, because there is no financing. Other groups in different regions of the world can live similar realities, and from this work the financial organization can be a guide for reflection of groups that practice GfA.

Keywords: Group of Gymnastics; Gymnastrada; Financial; Organization.