Fundraising for Sport

Get Moving Tasmania
Local Government Forum
9 November 2017
What you’ll take away

A clear understanding of the opportunity for your clubs and athletes to partner with the Australian Sports Foundation and successfully fundraise through tax-deductible donations.
About the Australian Sports Foundation

- Established in 1986
- **Our Mission** is to raise money for sport.
- **Our Vision** is to build a healthier, more active and inclusive Australia through sport.
- We provide DGR status for sport, meaning donations to sport are **tax deductible**.
- We support thousands of projects of all types and fundraising targets.
About the Australian Sports Foundation

In 2014 we underwent a transformation and have achieved a significant increase in donations and awareness of our work since then. We have developed:

• A leading edge technology platform enabling online sign-up and donation
• New products and services including tax-deductible crowdfunding, athlete fundraising and our client portal
• Tools, guidelines and templates to help fundraise effectively
• A team of Sports Partnership Managers to help develop and execute successful fundraising campaign
Tax-deductible Giving Market

- $2.84bn market in 2013
- $2.29bn donated by 4.5m individuals
  - $551m PAF’s/PUAF’s
- Average individual donation $504
- $2.29bn in 2013
- $2.29bn donated by 4.5m individuals
  - $551m PAF’s/PUAF’s
- $55m PAF’s/PUAF’s
- $30m of cultural gifts
- Est $115m from individuals
- $55m PAF’s/PUAF’s
- $44.75m in 2017 (+40% on PY)
- Sport received less than 2% of deductible donations
- The Arts is estimated to receive around 8% of philanthropic donations

35% of taxpayers made deductible donations

$2.29bn
$2.84bn
$551m
$504
$55m
$30m
Growth in Sports Donations

- 2014
- 2015
- 2016
- 2017
Growth in Fundraising Projects

![Graph showing the growth in fundraising projects from 2005 to 2017. The values increase gradually until a sharp increase in 2011, reaching 2300 in 2017.](AustralianSportsFoundation.png)
In the 2016/17 financial year, donations to sport increased from $32 million to A RECORD BREAKING $44.75 MILLION.
FOR THE FIRST TIME EVER, GRASSROOTS SPORTS RECEIVED THE HIGHEST NUMBER OF DONATIONS!

61% of donations were made to grassroots clubs!
Up from 39% in 2015/16 financial year.

20% of donations were made to peak and professional sports.

19% of donations were made to National and State Sporting Organisations.

DONATION AMOUNTS

- $1-$50: 35%
- $51-$100: 13%
- $101-$200: 9%
- $201-$500: 16%

$1,207,985 raised for sport through add-ons

Adding donations to memberships, event tickets or registration fees proved to be a popular method for projects fundraising, with the $5 amount nearly doubling from last financial year.

WHEN PEOPLE ARE DONATING

June remains our busiest month for donations and a significant time for charitable giving throughout Australia.
Tasmanian Donations FY 16/17

0 TAS ATHLETES RAISED $0

17 TAS ORGANISATIONS RAISED $178K

DONATIONS RANGED FROM $10 TO $20,000

TAS accounted for approx. 0.4% of sports fundraising for FY 16/17
Fundraising4Sport

Club and Organisation
Fundraise for projects and programs that will develop their sport

Community Fundraising
Crowdfunding for sports lovers

Athlete
State level or higher can fundraise for their sporting needs
Fundraising4Sport for clubs and organisations

Clubs, schools and organisations can fundraise and receive tax-deductible donations to develop sport.
What can organisations fundraise for?

- Facilities
- Equipment
- Participation
- Performance
- Hosting a sporting event
- Team travel
- Representative athlete assistance
- Heritage and history
- Social Causes – using sport as a vehicle
- Community programs
- Capital funds
- Disaster relief
Organisations Benefiting from Fundraising4Sport
What Organisations Need to Sign-up

1. Non-profit
2. Incorporated
3. ABN
Fundraising4Sport for athletes

Individual athletes can receive tax-deductible donations to support their sporting career.
What can Athletes raise funds for?

- Travel and accommodation expenses
- Training and coaching costs
- Sporting apparel
- Sporting equipment
- Food and nutrition
- Medical costs
- Anything that helps an athlete compete
Athletes Benefiting from Fundraising4Sport

Matthew van Riel
Support Matt and Skippet tackle in preparation for and participation in the 2017 420 World Championships in Fraser Island.
$2,017 Raised, 7 Donations

Jack Ferguson
Support Jack to compete internationally in Sailing

Taj Duff
Support junior sailor Taj Duff's campaign for the 2018 Women's Australian Championships in Perth, WA.

Josee Dreyerfield
Support Josee on his journey towards the 2017 Sailing Worlds in California and 2018 Worlds in Heng-Iang.

Jordan Lawler
Help support Josee compete for Australia at Worlds and beyond

Alexis Hancock
Support Alexis to compete in the U21 Junior World Championships

Mariona Borzina
Support a Sailing campaign on the Laser Radial to the Tokyo 2020 Olympic Games

Josh Dawson
Support Josh with his journey apart of 470 class team AUS8 aiming for selection to Tokyo Olympics to represent Australia

Daniel Solf
Support Daniel's journey to Tokyo Olympics 2020 and beyond

Nathan Bryant
Support Nathan's challenge to compete in the Laser World Championships.
$7,970 Raised, 3 Donations

Ray Curran
Support me to represent Australia at the World Nations Dragon Boat Championships in China 2017.
$357 Raised, 9 Donations

Patrick Crisp
I'm representing Australia in the under 21 World Waterski Championships held in Ukraine July 2017

Australian Sports Foundation
What Athletes Need to Sign-up

State or national representative or on a pathway to this representation
What You Get From Fundraising4Sport

- Tax deductibility for donations
- Automated receipting of donations
- Ongoing support of a Sports Partnership Manager
- Fundraising webpage with online donation capability (90% of donations are online)
Fundraising Webpage with Online Donation Capability
What You Get From Fundraising4Sport

- Portal – live donation information, access to forms and templates
- Access to fundraising resources, best practice advice and case studies
- Distribution of donation funds every month from FY18
- Rolling acquittals from FY18
What the Sports Foundation Gets From You Signing-up

We retain a small percentage of donations processed
• 5% for online transactions
• 6% for offline or manual transactions
Success stories

ACT Football Club

Need: $4k to buy practice balls for the club

Ask: On Rego Day, the Club asked for a voluntary $25 donation as an “add on”

Impact: $4k raised in a day, and enough balls secured for all teams for the season
Success stories

Soaring Club of Tasmania

**Need:** urgently needed $40k for a training glider for new/inexperienced pilots

**Ask:** Used a team of members to survey potential donors and campaign in their community.

**Impact:** Raised $39k in one month and successfully purchased the much-needed glider
Success stories

Norwood Football Club

Need: $200K to Build the Fort
Ask: Promotion through website, social media and member communications.
Recognition levels- $50 “brick”, $250 “picket”, $3,500 “guernsey”
Impact: Have raised $160,000 to date.
Giving4Grassroots™

- Small grants up to $10,000
- for community-based organisations
- activities and programs that increase participation in sport.
  - September 2017 – Inclusion
  - April 2017 – Balls4All (Equipment)
  - November 2016 – Active Adults
  - May 2016 – Equipment
  - November 2015 – Junior Participation
  - November 2014 – Innovation

NEXT ROUND TBC (hopefully March 2018)
For more information please contact:
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To sign-up, visit our website:
ASF.org.au