



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.



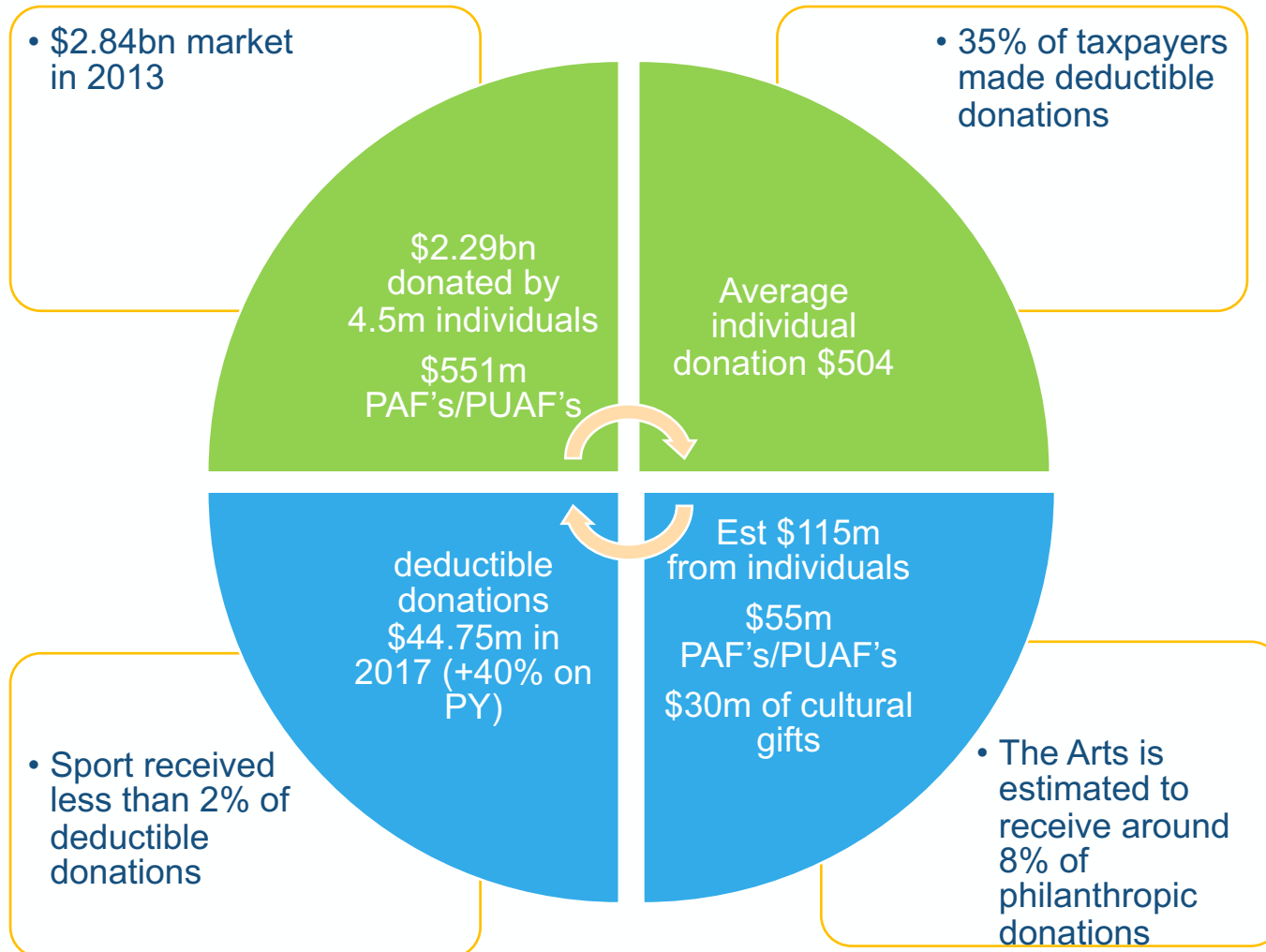
About the Australian Sports Foundation

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

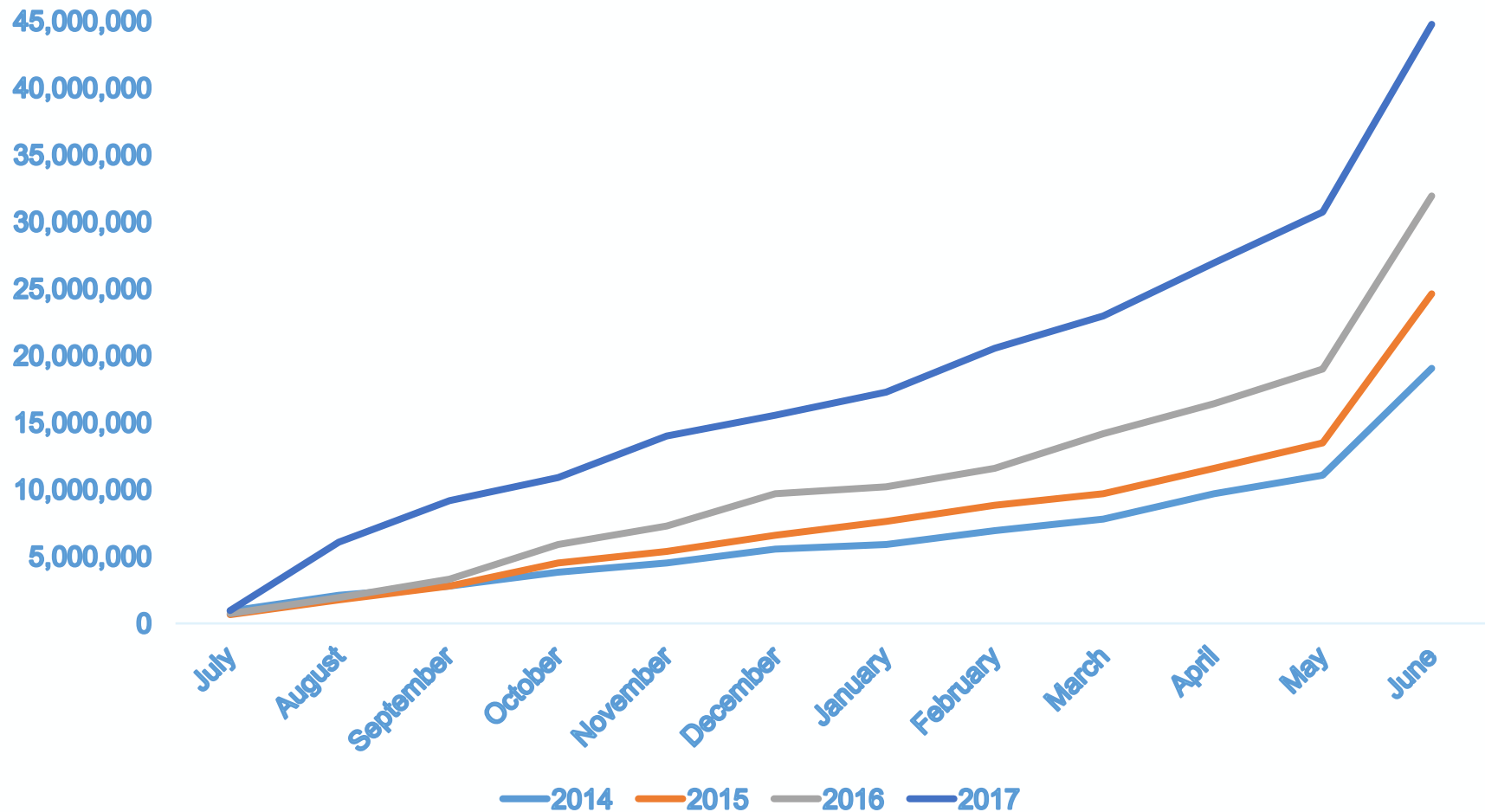
- A leading edge technology platform enabling online sign-up and donation
- New products and services including tax-deductible crowdfunding, athlete fundraising and our client portal
- Tools, guidelines and templates to help fundraise effectively
- A team of Sports Partnership Managers to help develop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



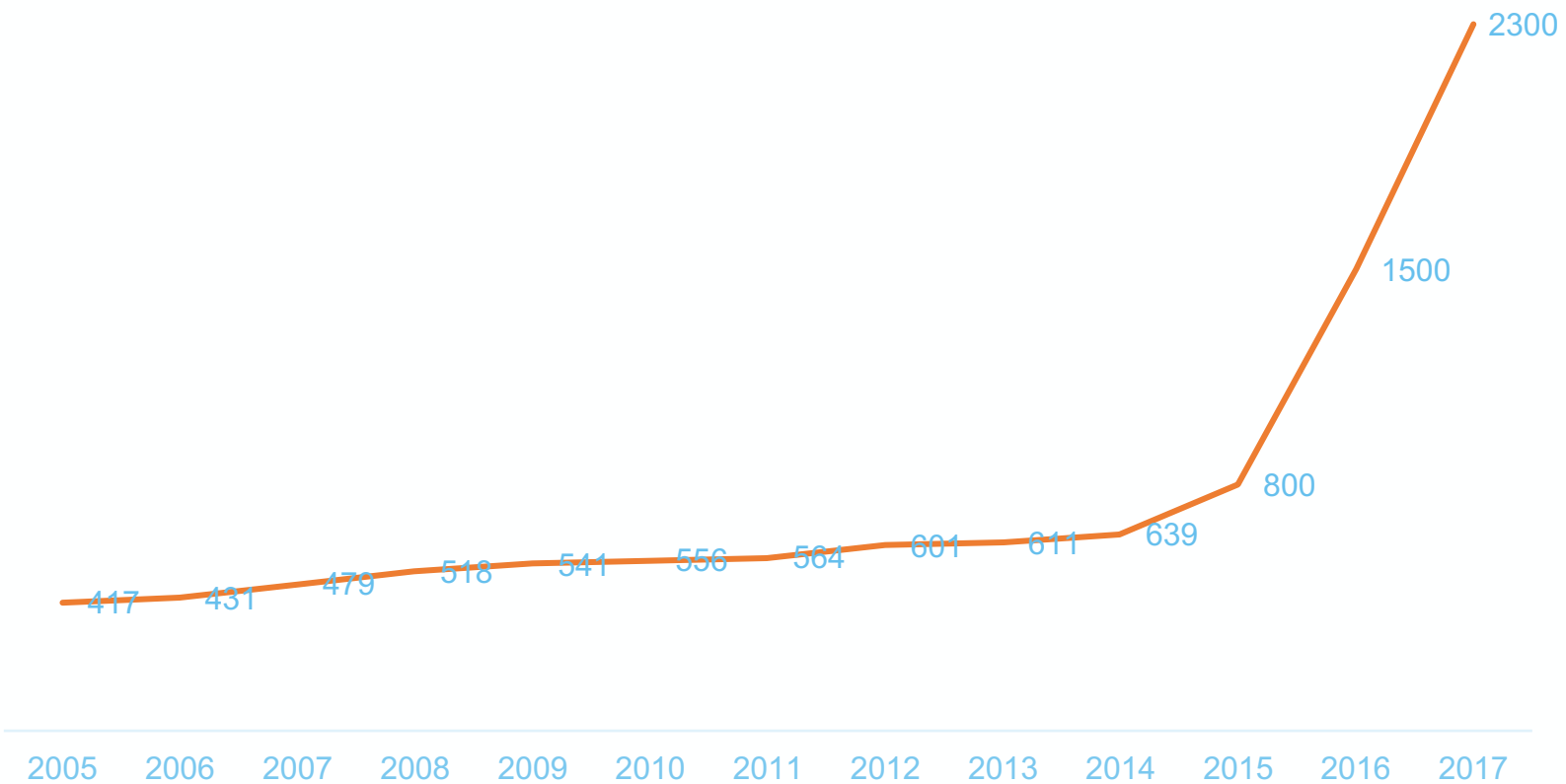
Tax-deductible Giving Market



Growth in Sports Donations



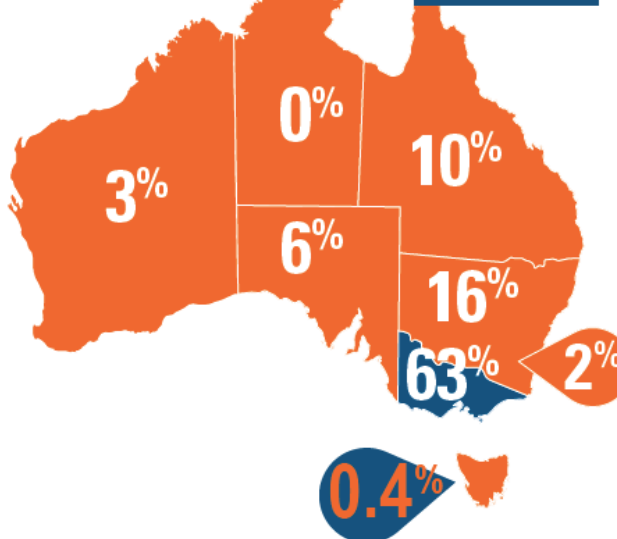
Growth in Fundraising Projects



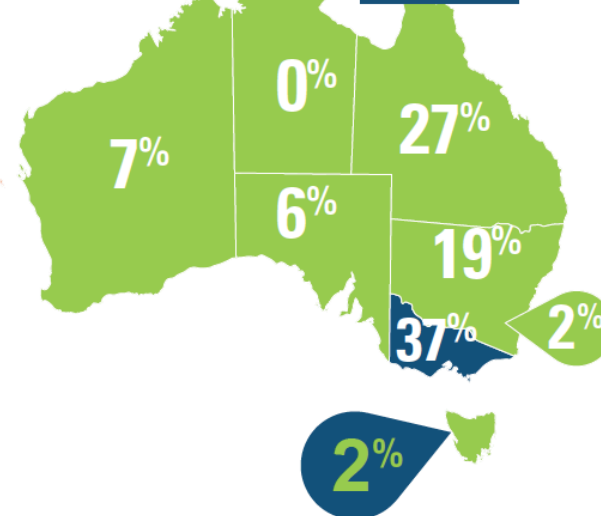
2017 SPORTS FUNDRAISING SNAPSHOT

In the 2016/17 financial year, donations to sport increased from \$32 million to
A RECORD BREAKING \$44.75 MILLION

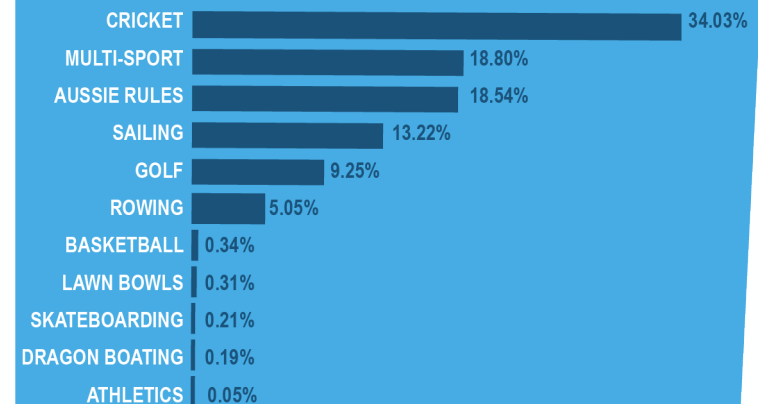
DONATIONS RECEIVED BY STATE



DONATIONS GIVEN BY STATE



TASSIE'S TOP FUNDRAISERS



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



+ **\$1,207,985** +
+ 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 \$\$ 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



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



Softball Participation Fund

Raising funds to help disadvantaged communities introduce softball, the fun family sport for all ages and help grow participation in softball.

[DETAILS](#)[DONATE](#)

WESTERN SYDNEY
ACADEMY OF SPORT

Athlete Development Programs

Providing support for the various components of the Academy's athlete development programs.

[DETAILS](#)[DONATE](#)

Ellinbank Football Netball Club

Raising funds for the development of the Ellinbank Football Netball Club

[DETAILS](#)[DONATE](#)

Abbotsford 12 ft Sailing Club Foundation

Raising funds for the development of the Abbotsford 12ft Sailing Club

[DETAILS](#)[DONATE](#)

Fundraising4Sport for athletes

Individual athletes can receive tax-deductible donations to support their sporting career.











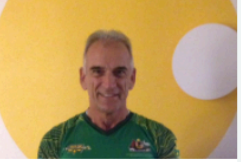



What can Athletes raise funds for?

- 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

 <p>Matthew van Riel</p> <p>Support Matt and Skipper Lachie in preparation for and participation in the 2017 420 World Championships in Fremantle</p> <p>\$2,017 Raised 7 Donations</p> <p>DETAILS DONATE</p>	 <p>Jack Ferguson</p> <p>Support Jack to compete internationally in Sailing</p> <p>DETAILS DONATE</p>	 <p>Taj Duff</p> <p>Support junior sailor, Taj Duff's campaign for the 2018 Minnow Australian Championships in Perth, WA.</p> <p>DETAILS DONATE</p>	 <p>Jesse Dransfield</p> <p>Support Jesse on his journey towards the 2017 sailing Worlds in California and 2018 Worlds in Hong Kong.</p> <p>DETAILS DONATE</p>	 <p>Jordan Lawler</p> <p>Help Support Jordy compete For Australia at Worlds and beyond</p> <p>DETAILS DONATE</p>	 <p>Alexis Hancock</p> <p>Support Alexis to compete in the U21 Junior World Championships</p> <p>DETAILS DONATE</p>
 <p>Marlena Berzins</p> <p>Support a Sailing campaign on the Laser Radial to the Tokyo 2020 Olympic Games</p> <p>DETAILS DONATE</p>	 <p>Josh Dawson</p> <p>Support Josh with his Journey apart of 470 class team AUS 8 aiming for selection to Tokyo Olympics to represent Australia</p> <p>DETAILS DONATE</p>	 <p>Daniel Self</p> <p>Support Daniel's Journey to Tokyo Olympics 2020 and beyond</p> <p>DETAILS DONATE</p>	 <p>Nathan Bryant</p> <p>Support Nathan's challenge to compete in the Laser World Championships.</p> <p>\$7,970 Raised 3 Donations</p> <p>DETAILS DONATE</p>	 <p>Ray Curran</p> <p>Support me to represent Australia at the World Nations Dragon Boat Championships in China 2017.</p> <p>\$357 Raised 9 Donations</p> <p>DETAILS DONATE</p>	 <p>Patrick Crisp</p> <p>I'm representing Australia in the under 21 World Waterski Championships held in Ukraine July 2017</p> <p>DETAILS DONATE</p>

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



Donate to: Deviot Sailing Club Foundation
Fundraising to support junior participation growth programs and improvement of club facilities

Donor Details Donation

1 2

Personal Organisation

Satuation* **First Name*** **Last Name***

Satuation First Name Last Name

Phone/Mobile Phone* **Email***

Phone/Mobile Phone Email

Anonymous Donation
Not this one if you do not want your details provided to the project or otherwise acknowledging it.
☐ I would like my personal details to remain anonymous for this donation.

Street Address*

Street Address

City* **State***

City State

Postcode*

Postcode

Favourite sports(s). Please highlight your favourite sport(s).

Athletics
Australian Rules Football
Baseball
Basketball
Biathlon
Boxing
Bowling
Canoeing
Cycling
Cross-country
Fencing
Football
Golf
Hockey
Judo
Karate
Martial Arts
Netball
Olympic Sports
Rugby
Swimming
Tennis
Volleyball
Winter Sports
Other

Relationship with sport **Age Range** **Profession**

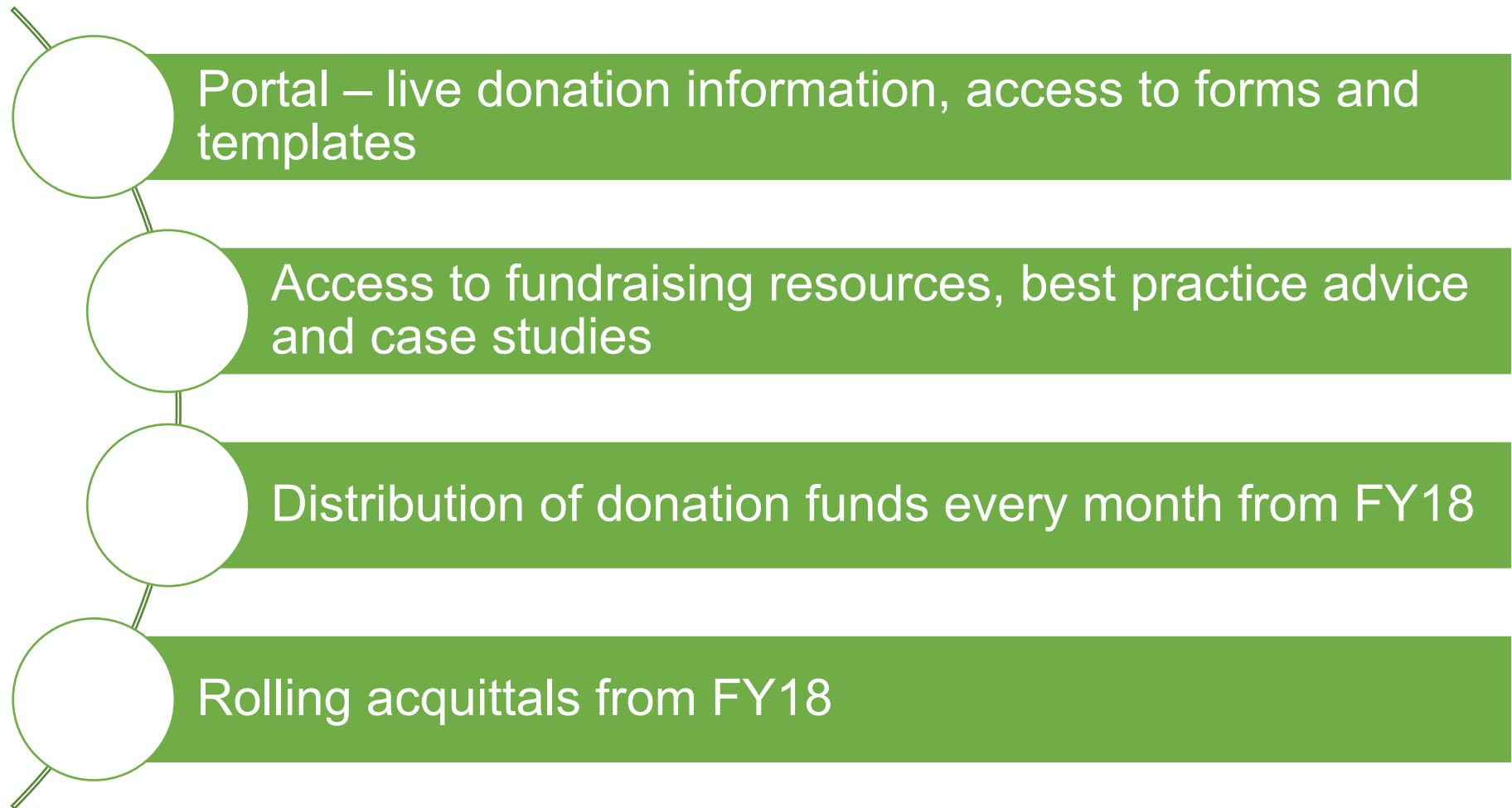
Relationship with sport Age Range Profession

☐ I would like my gift to benefit the above project and understand that my donation is made unconditionally to the ASF. However, the ASF's structure makes it possible for a donor to nominate a registered project as the preferred beneficiary of their gift.*

☐ To the best of my knowledge, I and my relatives and other associates will not benefit in any material way from this donation. For more information, please see the information for relatives and other associates.*

Next

What You Get From Fundraising4Sport



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