

# *Fundraising for Sport*

Australian  
**Sports**  
Foundation



# Fundraising for Sport

## AGENDA

- Intro to the Australian Sports Foundation
- Size of fundraising market
- 2014/15 Fundraising for Sport Snapshot
- Why people give to sport
- Working with the Australian Sports Foundation
- Success stories
- Getting started
- Collecting donations
- Next Steps

### WHAT YOU WILL TAKE AWAY:

An understanding of the opportunity for your club to successfully fundraise through tax deductible donations.

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## INTRODUCTION TO THE AUSTRALIAN SPORTS FOUNDATION

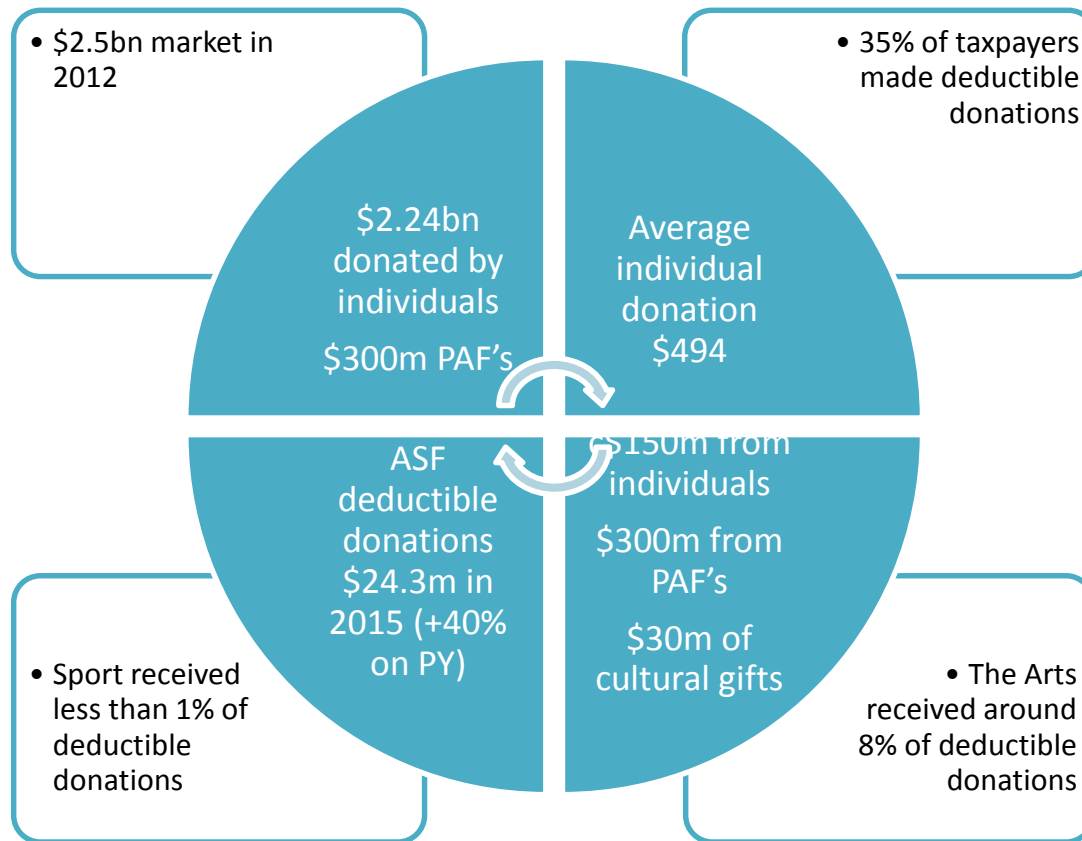


Captain Allan Border is chaired off by his teammates after Australia had won the World Series Cup at the MCG in 1986

- Established in 1986
- Support development of sport in Australia
- Tax deductibility (DGR)
- Grassroots – Elite
- >\$270m
- >1500 active projects

# Fundraising for Sport

## SIZE OF PHILANTHROPY MARKET



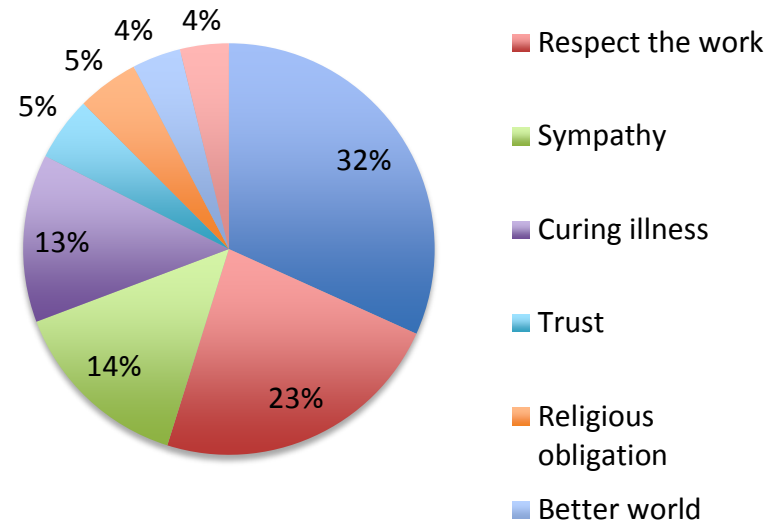
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## WHY PEOPLE GIVE

### Reasons people give that relate to sport:

1. Good Cause – 31.5%
2. Respect the work – 22.9%
3. Sympathy – 14.3%
4. Trust – 5%
5. Obligation – 3.8%

77.5% OF THESE  
CAN BE DIRECTLY  
ALIGNED TO  
SPORT!



Source: Giving Statistics, [ourcommunity.com.au](http://ourcommunity.com.au)

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## WHY PEOPLE GIVE TO SPORT

### 5 key reasons people donate to sport:

- Cultural
- Health
- Social
- Economic
- Emotional



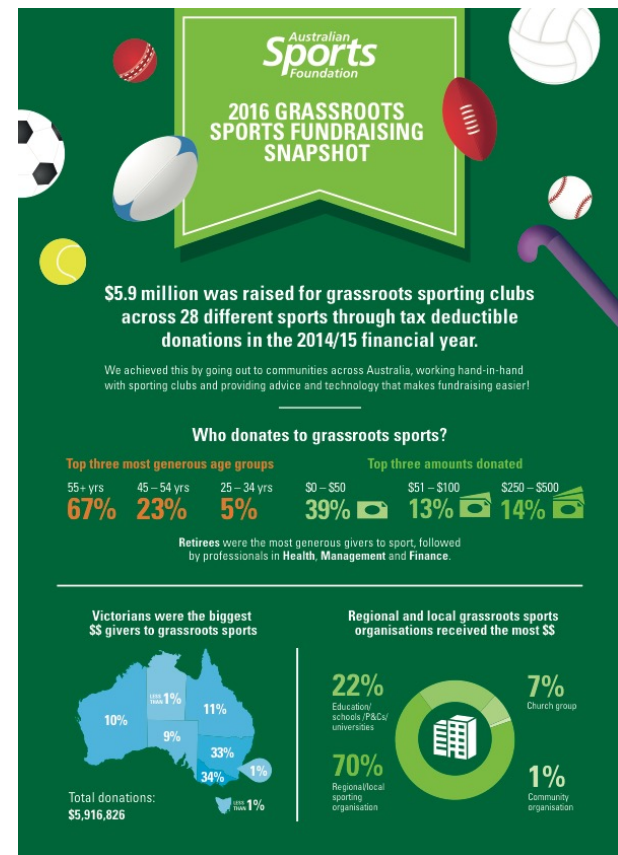
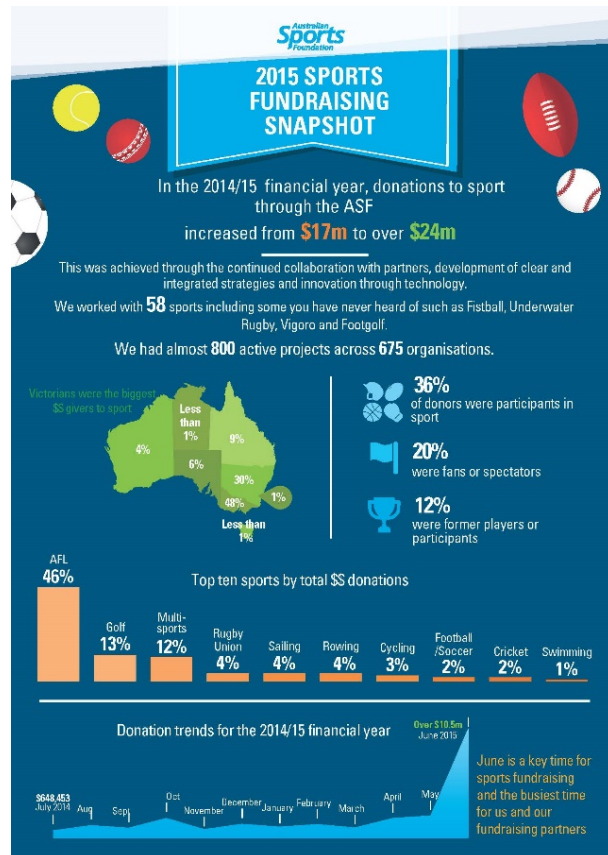
WE WANT TO MAKE IT  
AS NATURAL FOR PEOPLE  
TO GIVE TO SPORT AS TO  
ANY OTHER CAUSE!

### Other positive impacts of sport:

- Disability
- Gender
- Tolerance and reconciliation
- Education

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## 2014/15 SPORTS FUNDRAISING SNAPSHOTS



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## WORKING WITH THE ASF

### **Who can register with F4S**

- Non-profit
- Incorporated
- ABN

### **What can you raise funds for**

- Facilities
- Equipment
- Participation
- Elite performance
- Team travel
- History and heritage



CLUBS CAN FUNDRAISE FOR  
ANYTHING THAT WILL  
DEVELOP SPORT IN  
AUSTRALIA



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## BENEFITS OF WORKING WITH THE ASF

### Through the F4S program we provide:

- tax deductibility for donations
- ongoing support of a Sports Partnership Manager
- fundraising page with **online donations**
- access to forms and templates
- updates on best practice fundraising and case studies
- access to fundraising webinars
- receipts for donors
- access to donor information
- distribution of donation funds every two months
- acquittal process every six months

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## SUCCESS STORIES



### **American River Progress Association**

Need: \$23.5k to refurbish tennis courts

Ask: EDM campaign to community with Platinum, Gold, Silver & Bronze supporter levels

Impact: Successful campaign; Supporters acknowledged on a “Board of Honour” at the Courts



### **ACT Football Club**

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

Ask: On Rego Day, the Club asked for a voluntary \$25 donation

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



### **Regional Victorian Tennis Club**

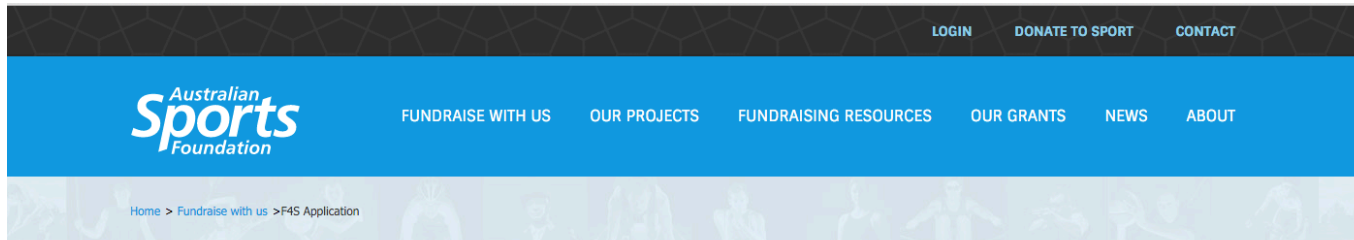
Need: \$200k to resurface courts and install lighting

Ask: Local HNW benefactor

Impact: Single donation of \$200k which enabled project to proceed

# Fundraising for Sport

## GETTING STARTED



### F4S APPLICATION

**Before you begin:**

The F4S application is quick and easy, and therefore, there is no 'save' option throughout. Once you begin, you must either complete the application or start over. There are some details and documentation you will need in order to complete your application, a list of these can be seen [here](#). It is recommended that you gather all required elements in one place before you begin.

If you run into problems with your application submission, you may have an incorrect file type or size.

Please ensure each file is no bigger than 500 MB.

Your images must be 800 (w) x 533 (h) as a PNG or JPEG only.

All other supporting documentation should remain below 500 MB and either a PDF, doc, or docx

If you are having any further issues, you can check our [F4S Q&A's](#), call us on 02 6214 7868 or email [info@asf.org.au](mailto:info@asf.org.au)

**Is your organisation a non-profit body, incorporated in Australia under appropriate legislation?**

☐ Yes ☐ No

Next

# Fundraising for Sport

## GETTING STARTED

### CREATING COWBOYS



MAKE A TAX DEDUCTIBLE DONATION

#### About

Based in one of Northern Australia's economic hot spots, the North Queensland Toyota Cowboys enjoy the largest footprint in the National Rugby League and are only one of a few professional sporting organisations with a successful community-based ownership structure.

Since the club's inception in 1995, the Cowboys have navigated the highs and lows of professional sport to emerge as a strong contender within the national competition and a cornerstone of the North Queensland economy.

The North Queensland Toyota Cowboys are a professional rugby league team competing in the National Rugby League competition.

The aim of the fundraising program is to raise funds for the Cowboys Tomorrow program – designed to develop and refine our elite athlete development programs, 1) Cowboys Academy, 2) High Performance Unit, 3) Facilities, equipment and amenities.

##### 1) Cowboys Academy

Provides a structured pathway to support the development and transition of promising young rugby league players aged 13-17 years through the playing ranks, ultimately to NRL.

The Academy is strategically structured to provide:

- A best-practice system based on acquiring all the attributes required to play in the NRL
- Access to highly qualified skill coaches, player welfare, strength and conditioning and medical staff
- A clear pathway for athletes to build a career in rugby league

With the largest footprint in the NRL, the Cowboys Academy is strategically comprised of five regional centres – Cairns, Townsville, Mackay, Rockhampton and Brisbane. This enables our Academy participants to travel to their closest regional centre for training sessions and gives young rugby league players living in remote areas the chance to be part of our structured pathway.

##### 2) High Performance Unit (HPU)

Charged with optimising the performance, recovery and longevity of each Cowboys squad member, to ensure the best possible team is on the field on game day. Led by former Cowboy Paul Bowman, the HPU combines best practice sports science, sports medicine, strength and conditioning, coaching and sports administration and strives to be one of the leading high performance units in Australian sport.

##### 3) Facilities, equipment and amenities

Located within the club's headquarters at home ground 1300SMILES Stadium, the Cowboys' training facilities are one of only a few within the National Rugby League to be located under roof with the club's administration offices. This integration promotes improved communication across teams, reinforces the club's "one team" culture and ensures that services and amenities can be centralised for greater cost efficiencies, enabling investment in key areas. Maintenance and capital expenditure for improvements across training facilities including gyms and equipment, training areas (grounds and aquatic) and service areas (player amenities) is an ongoing and essential component of delivering a successful and motivated team.

### PROJECTS THAT NEED SUPPORT



#### Cowboys Academy

Providing pathways for young rugby league players through the playing ranks and ultimately to the NRL.

[VIEW PROJECT](#) [DONATE](#)



#### High Performance Unit (HPU)

Our HPU combines best practice sports science, sports medicine, strength and conditioning, coaching and sports administration.

[VIEW PROJECT](#) [DONATE](#)



#### Facilities, Equipment and Amenities

Improving and maintaining the Cowboys' training facilities, an essential component of delivering a successful and motivated team

[VIEW PROJECT](#) [DONATE](#)

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## COLLECTING DONATIONS



### PENINSULA BOBCATS DEVELOPMENT FUND

Raising funds for the development of the Peninsula Bobcats Basketball club and its players.

| MAKE A DONATION   |            |   |
|---|------------|---|
| 1 DONOR DETAILS   | 2 DONATION | 3 THANK YOU                                       |
| <p><b>* Salutation</b></p> <p>--None-- <input type="checkbox"/></p> |            |   |
| <p><b>* First Name</b></p> <p><input type="text"/></p>              |            |   |
| <p><b>* Last Name</b></p> <p><input type="text"/></p>               |            |   |
| <p><b>Organisation</b></p> <p><input type="text"/></p>              |            |   |
| <p><b>* Phone/Mobile Phone</b></p> <p><input type="text"/></p>      |            | <p><b>* Email</b></p> <p><input type="text"/></p> |
| <p><b>* Address</b></p> <p><input type="text"/></p>                 |            |   |

# Fundraising for Sport

## NEXT STEPS

### MAKING GRASSROOTS SPORTS FUNDRAISING EASIER THAN EVER

We know it can be hard to find enough funding to support your grassroots clubs and organisations. We also know how important grassroots sports is for our kids, our communities and our nation; that is why we have used our 30 years of experience and expertise to put together three brand new fundraising resources, designed especially for grassroots fundraising!

With these resources, it's easier to plan and execute successful tax deductible fundraising for things your sport needs like:

- Facility development and upgrades
- Purchasing or upgrading equipment
- Team travel
- Hosting sporting events
- Next generation pathway and elite and high performance programs
- Participation and outreach programs
- Coaching, program and support staff costs
- And whatever you need to develop your sport!

#### Fundraising Snapshot



The who, what, when, where and how people donate to grassroots sport

#### Registration Guide



Everything you need to know about working with us to fundraise for grassroots sports

#### Fundraising Toolkit



Includes templates and step-by-step instructions on preparing your grassroots sports fundraising plan

# *Fundraising for Sport*

## QUESTION TIME

### **Contact details:**

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