

Australian Sports Foundation

**We are a not-for-profit.
Our PURPOSE is to raise money for Australian sport**

Sport is part of Australian culture, and is at the heart of every Australian community



Sport has a unique power to improve physical & mental health, to teach valuable life skills & to bring different cultures and communities together



Every Australian should be able to enjoy sport, regardless of ability, economic, cultural or social circumstances





PLATFORM

We help clubs, schools & athletes raise money:

Online platform; Tax Deductibility; Charitable status; Governance & Assurance; Tools & resources; Advice & Support



CAUSE

We raise money to give to grassroots sport:

Ancillary Funds, Corporates and HNW's; Online Campaigns - Bushfire Recovery



ADVOCATE

Peak Body for philanthropy in sport:

We *Promote* benefits of sport; *Inspire* Australians to give to sport; *Motivate* sport to ask for support; *advocate* for changes to facilitate giving to sport

WTF?

Where's the Funding?



GOVERNMENT GRANTS



Australian Government



**Government
of South Australia**



**Local Government Association
of South Australia**

Sport Australia
Dept of Health
NDIS/NDIA

grants.gov.au

Office for
Recreation,
Sport & Racing

grantassist.sa.gov.au

Your Local
Council



OTHER GRANTS



AHA Clubs SA
AFL Facility
Fund

Sports Foundation
Corporate
Organisations
Philanthropic
Trusts

Bequests
Estates
Donations

sanfl.com.au/funding



Bequests (Gifts in Wills)

Research by Pareto Fundraising (2019)

- Gifts in wills make up 20% of fundraised income
- More than doubled in the past decade
- Average bequest value was \$65,000
- The financial return from bequests is usually the highest of all forms of fundraising
- With our ageing population and the 'baby boomer bulge', now is an ideal time.



Bequests (Gifts in Wills)

Some considerations...

- Erratic and unpredictable in nature
- 7-10 years after confirmation – good things come to those who wait
- Contesting wills and sound of mind – make sure you engage with the family!
- A move from short-term to long-term thinking is required.
- Clubs should develop a clear long-term strategy and be committed to sustainable fundraising efforts over many years – stability and succession planning are challenging





Funding Centre

Where not-for-profits go for money

**\$125
per year**

- Searchable online grants database engine
- E-Newsletter containing grant information (you set the frequency)
- Training and information
- Storage point for all grant documentation
- Manage your grant tasks and timelines

fundingcentre.com.au



Grassroots Football, Cricket and Netball Program

- State Government - \$10 million, SANFL and SACA - \$1 million each
- Round 2 announced shortly
- Applications exceeded \$12M in funding requests from \$6M pool

Round 3

- If confirmed will launch mid 2020
- \$5 million from ORSR
- Is the **key infrastructure** funding program for netball, cricket and football
- Will be hotly contested. Projects need to be **'shovel ready'**
- ORSR reviewing all funding programs.
- Awaiting advice on what other programs will be available 2020





Clubs SA Facilities Fund

2020 Program

- \$99,000 in funding available
- Two rounds in 2020 - Round 1 open now
- Round 1 - closing 3 April / announcements 9 April
- Round 2 - closing 17 July / announcements 23 July
- Projects must be finished by December 2020
- Funding for half of project cost **up to \$5,000**
- **Not all applications will attract full \$5,000**
- Expectation that funds are spread of multiple projects
- Higher value placed on projects that directly support participation or reduce volunteer workload
- Online application via SANFL website

<https://sanfl.com.au/communityfootball/funding/>





AFL Bushfire Funding

Open now to clubs, leagues and umpiring associations in ATO listed bushfire postcodes. Funding available for:

- Rebuild and/or repair of facilities damaged by fires
- Provision of temporary facilities in the short-term
- Repair of damaged grounds from emergency services or used for evacuation
- Playing and training equipment and apparel/uniforms
- Assist club sponsorship gaps
- Club membership/registration
- Transport costs for impacted football families
- Volunteer/administration support so clubs continue to operate
- Next assessments May 2020

SANFL already working on playing field upgrades for Hills and KI and infrastructure needs for Western Districts

https://afl.smartygrants.com.au/AFL_CRF



TIPS FOR WINNING GRANTS



BE PREPARED



Ensure key documentation is up to date and readily available

- Mission & Vision
- Strategic Plan
- Financial Statements

Shovel Ready

- Ensure all permissions have been arranged
- Have final designs and costings
- Have other financial contributions well progressed or locked in



KNOW WHAT YOU'RE ASKING FOR & WHY



**Be clear in what
you want to
achieve**



**Provide as much
detail as possible**

*Upgrade and refurbishment of home
and away change rooms to
accommodate female participants*



**Ensure you have
supporting
evidence**

Player Registration Statistics etc

Audit Report



CHECK THE DETAILS

MAKE SURE YOU'RE ELIGIBLE

- Read and then re-read guidelines and criteria
- Contact the grant maker to discuss your project
- Ensure no outstanding previous grant obligation

SHORE UP TIMELINES & COSTINGS

- Make sure your project is achievable within the grant timeframe
- Ensure your budget is accurate, and you have sufficient financial support to complete the project

QUALITY CONTROL

- Proof read and correct spelling/grammar mistakes
- Get someone that knows nothing about your project to read the application, to ensure your application can be understood by someone that knows nothing about your organisation and the project



**KEEP
CLAM
AND
PROOF
READ**



HAVE SKIN IN THE GAME

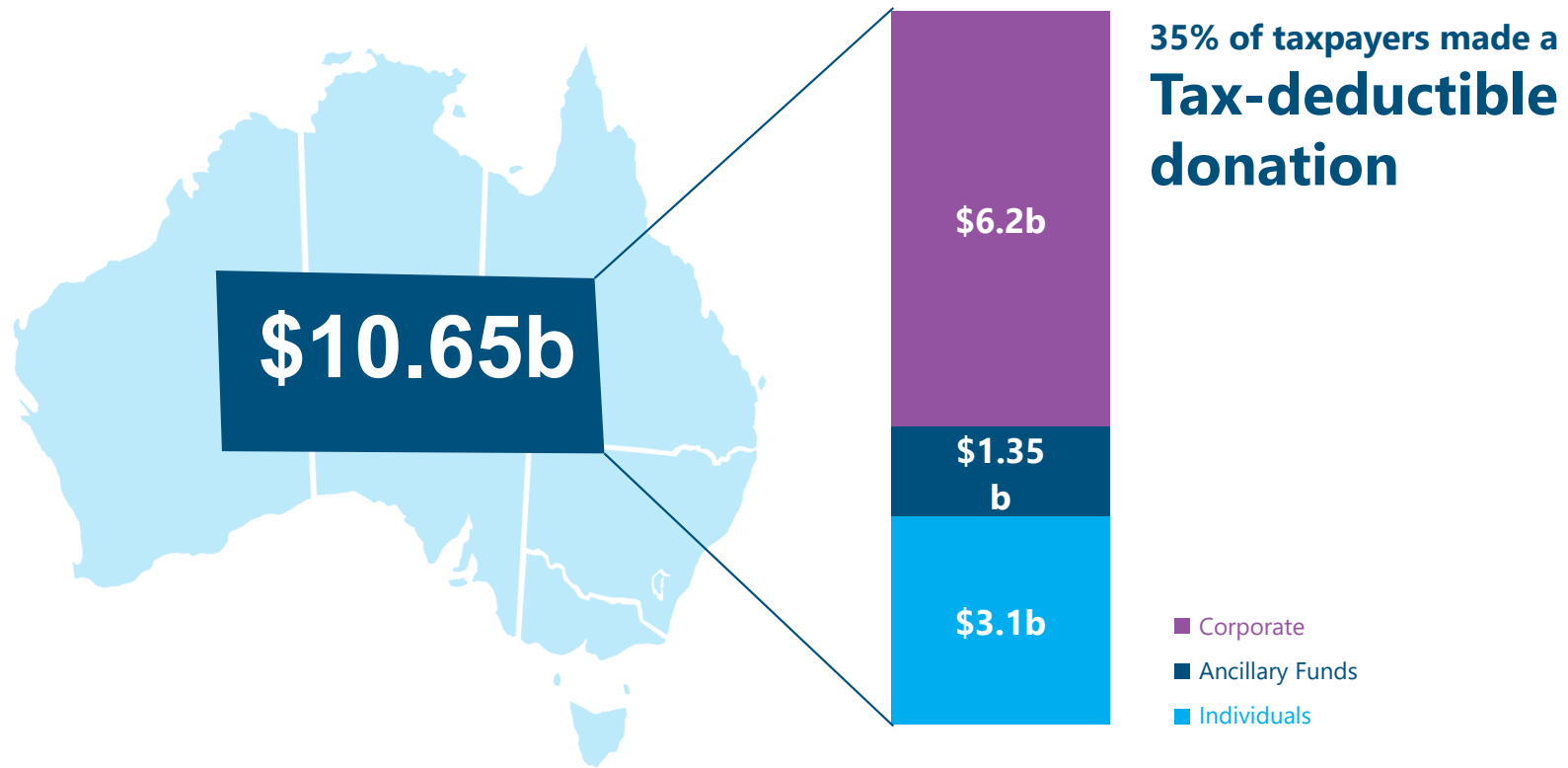


Critical to receiving funding is capacity for clubs to contribute, even if it's a nominal amount or in-kind support via provision of labour etc

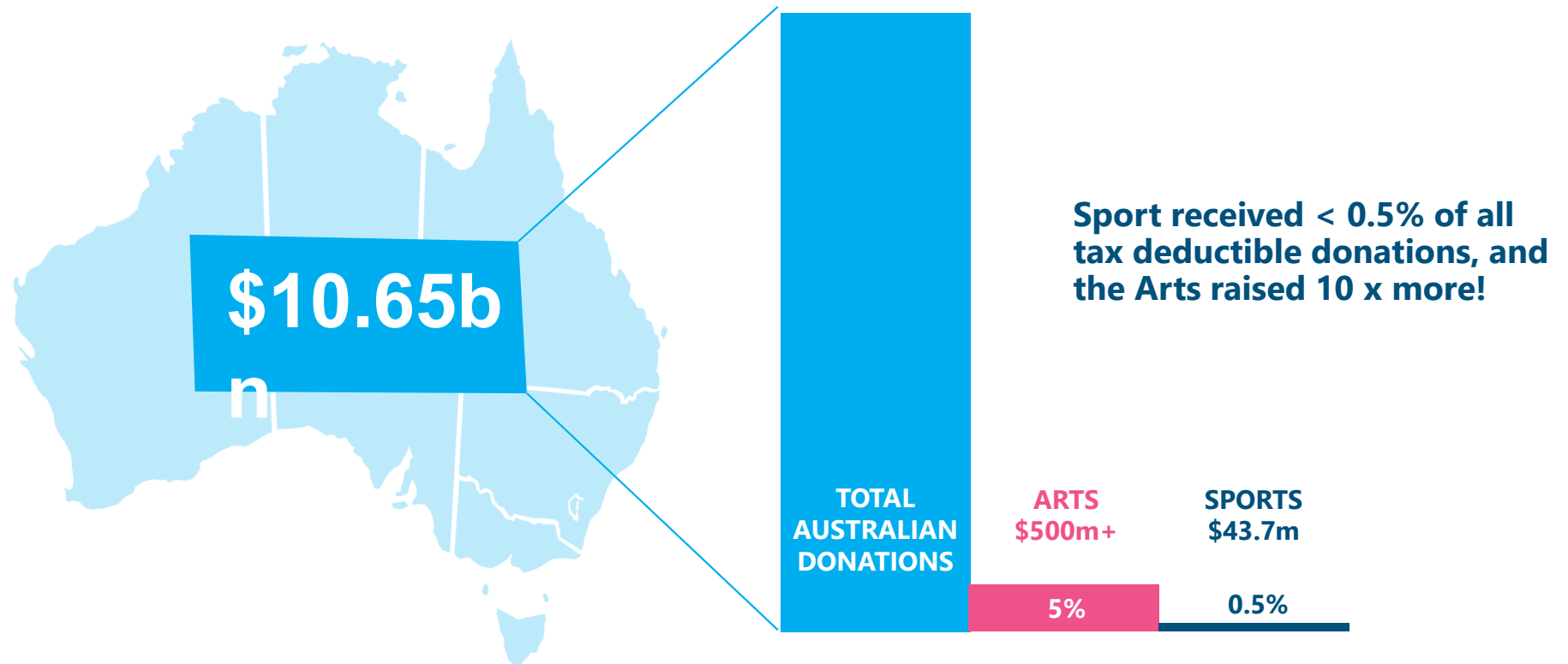
Fundraising is a good way to demonstrate club commitment



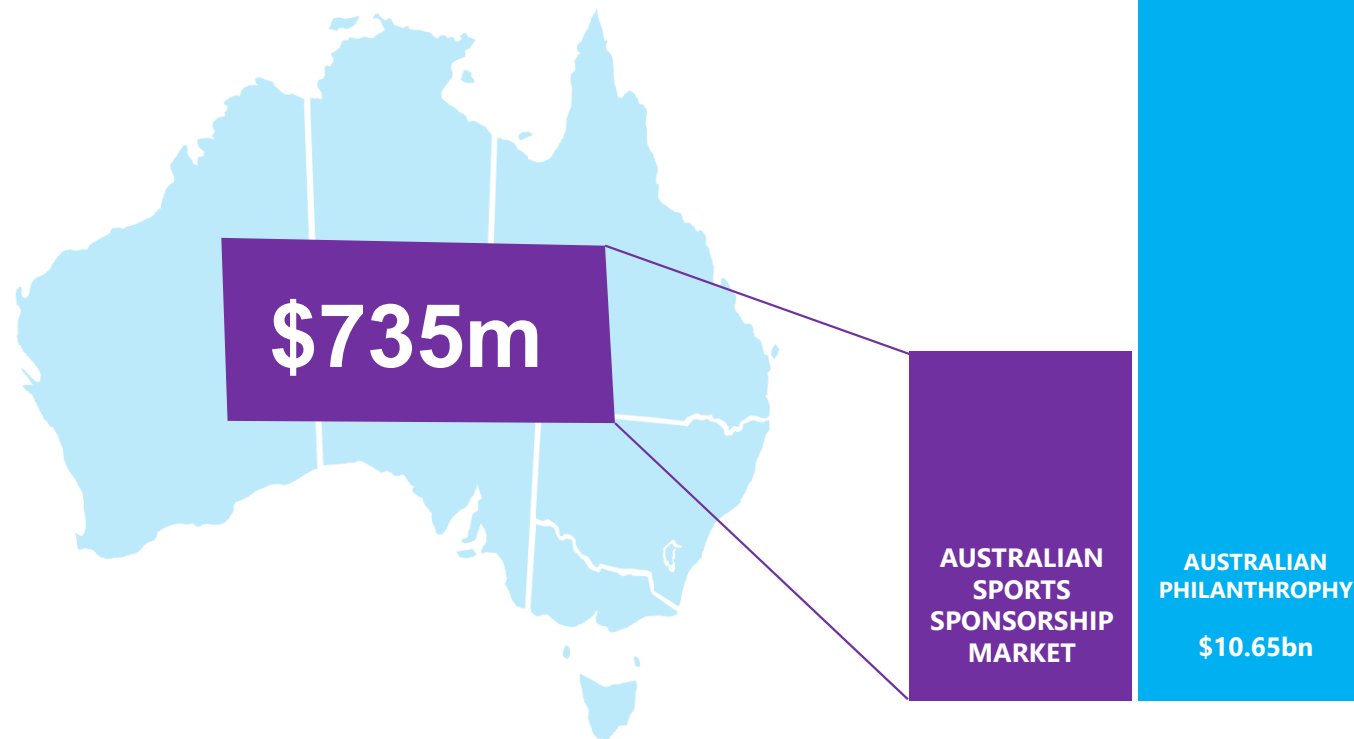
Tax Deductible Giving Market



Tax Deductible Giving Market



Sponsorship vs Philanthropy



Sports Sponsorship is a fraction of the Philanthropic market...

Yet sport allocates little to no focus or resources to philanthropy as a revenue stream

Sports Fundraising FY19

Total for FY19:
\$43.7m

Registered Orgs
and Athletes:
2,500



Largest Amount
Donated:
\$3m

AVG \$ Donated:
\$2,539

State Comparisons FY

Grassroots Sports Fundraising

FY19

Total for FY19:
\$12.8m

Registered Clubs
Nationally: 2017



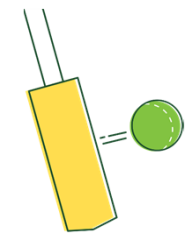
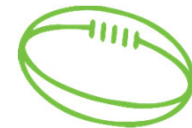
Largest Amount
Donated:
\$250,000

AVG \$ Donated:
\$922

State Comparisons FY

Major Sports Comparison FY19

SPORTS TYPE	Total FY19 Donation Amount
Athletics	\$134,112.78
Australian Football	\$16,993,286.76
Basketball	\$1,953,900.98
Cricket	\$598,951.11
Equestrian	\$522,389.45
Football (Soccer)	\$1,387,690.65
Golf	\$4,075,999.39
Netball	\$72,462.13
Rowing	\$987,583.25
Rugby League	\$1,042,448.87
Rugby Union	\$3,799,522.95
Sailing	\$2,491,030.19
Surfing	\$140,866.20
Swimming	\$21,570.70
Tennis	\$748,792.46
Water Polo	\$380,646.59
TOTAL	\$33,954,914.31

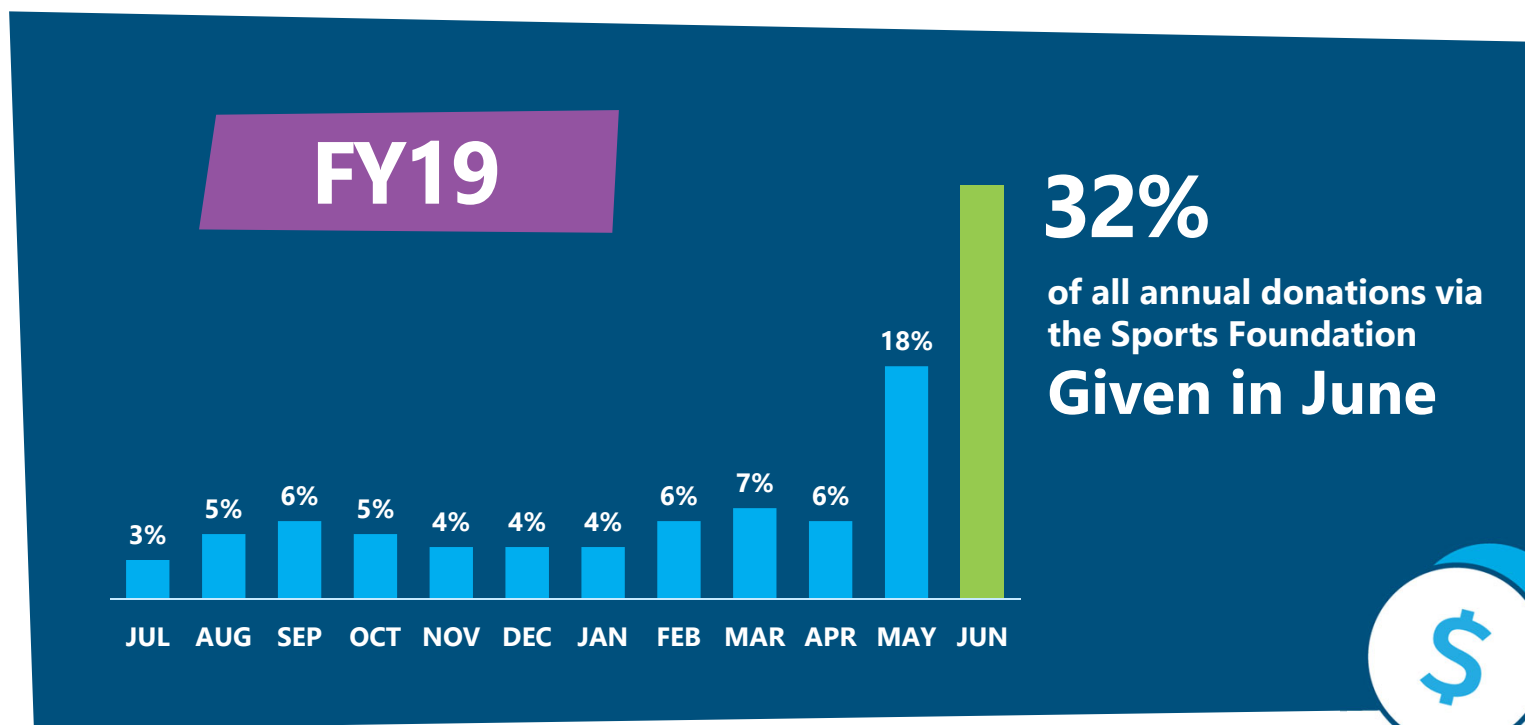


Footy Fundraising Breakdown

Organisation Type	Total FY19 Donation Amount
Grassroots Clubs (10%)	\$1,669,753
Pro Clubs (89%)	\$15,246,264
National Sporting Organisation (AFL)	\$69,768
State Sporting Organisation (SANFL, WAFL etc.)	\$7,500
TOTAL	\$16,993,286



When Do People Donate?

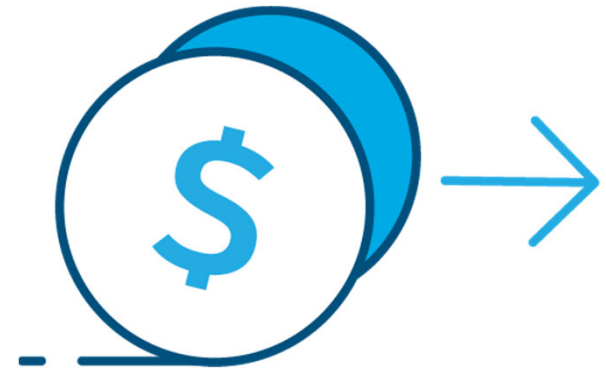


What is a Tax-deductible

As long as your **donation** is \$2 or more, and you make it to a **Deductible Gift Recipient (DGR)**, you can claim the full amount of money that you **donated** on your **tax** return.

The Australian Sports Foundation are the only organisation in Australia to have **Deductible Gift Recipient (DGR)** status for sports.

A tax deduction for most gifts is claimed in the tax return for the income year in which the gift is made.



What is a Tax-deductible

Donation?

Made voluntarily – a GIFT

Do NOT return material benefits

Are made unconditionally

Are NOT tied to contracts or agreements



A Donation is NOT...

Membership or registration fees

Ticket purchases

Levy

Money paid for auction items or raffle tickets

Adelaide Uni Rugby Club

CLASSIFICATION: Grassroots

SPORT TYPE: Rugby Union

Purpose: raise funds for high performance pathways, facility improvements and student memberships.

Delivery: Utilised an 'exclusive First XV club' to create a sense of pride belonging and donor recognition drive interest to support their project

Key Strategies

- Engaged Old Blacks Community
- Targeted contact with those most likely to donate
- Timed the campaign to coincide with EOFY
- Honour board for First XV donors

Results

- Raised \$8,690 from 18 donors in 20 days (4-25 June)

<https://asf.org.au/projects/adelaide-university-rugby-union-football-club/>



Keilor Cricket Club (VIC)



PROJECT: Roller & Uniforms

Purpose: Club roller was not heavy enough to support adequate preparation of pitches. Required a ride on roller to produce better cricket wickets. Juniors and Seniors moved from plain White clothes to coloured playing and training uniforms.

Key Strategies

- Dedicated resource at the club solely focused on fundraising
- Personal approach to potential donors
- Adopted a different approach for business support
- Didn't rely on one fundraising activity

Results

- Raised \$10k for uniforms + \$4k for roller short of their targets but raised enough to go ahead with both projects
- Donor engaged through the initial campaigns and has given substantially since.
- Now raised over \$56k in total.



Charlton Park 2020 Association VIC

CLASSIFICATION: Community Group

SPORT TYPE: Multi-sport

Purpose: \$4.2m multi-purpose sporting facility

- Fundraising committee formed in 2006
- Local population 6,000

Key Strategies

- Government Grants
- Community EOFY Appeal
- Legacy recognition for donors
- Play for Purpose Raffle

Results:

\$1.3M in Community Fundraising, including:

- \$200K Sports Foundation fundraising
- \$20K Play for Purpose

More community members participating in sport more often



Charlton Park 2020

June 27, 2017 · 🌐

3 days until June 30th. Can you spare the cost of a coffee or a take away meal to help build Charlton's multipurpose facility.

TAX DEDUCTIBLE donations can be made at <https://asf.org.au/projects/charlton-park-2020-association/>



Willetton Basketball Association WA



A Hundred Hundreds



Willetton Tigers

Follow

Like Comment Share ...

60 6 Comments 7 Shares

1.4K views · about 4 months ago ·

It's an exciting time at the club and we need your help with our expansion project!

CLASSIFICATION: Grassroots Sports Club

SPORT TYPE: Basketball

Purpose: Raise funds for facility rebuild

Delivery: End of Financial Year Campaign – 100 100s

Key Strategies

- Created a catchy campaign to run throughout the month of June in the lead up to EOFY
- Seeking 100 donors to donate \$100
- Created digital campaign using ambassadors from the club to talk about the vision and desired outcome of the project
- Kept the community updated on progress of the campaign throughout the month

Result: Over \$5,000 in donations for the month

Harlequin Rugby Club (VIC)

CLASSIFICATION: Grassroots Sports Club

SPORT TYPE: Rugby

Purpose: raising funds to enhance members experiences through facility developments.

Delivery: EOFY campaign to entire club including juniors

Key Strategies

- Decision by the board to incorporate fundraising at the club.
- Engaged with the Sports Foundation to assist in building their fundraising plan.

Result: Raised \$13,924 from 88 donors, exceeding their fundraising target of \$10k.

<https://asf.org.au/projects/harlequin-club/light-up-the-quins-scoreboard-in-2019/>



Benefits of fundraising with the Sports Foundation

- 01** Customised fundraising project webpage/s and online donation forms
- 02** Ability for donors to claim a tax deduction on donations of \$2 or more
- 03** Tools, tips, templates, resources and support from Australia's sports fundraising experts
- 04** Web Portal – live donation information
- 05** Monthly distribution of funds raised
- 06** Opportunity to apply for Sports Foundation grants

How to get your clubs fundraising started

Register online

asf.org.au

5-10 mins to complete

- Simple online application
- Not-for-profit entity
- ABN
- Incorporation Number or ACN
- Bank account details

Accept the T&C's

- Once your application has been completed accept the T&Cs
- You can create your first fundraising project immediately!

Must be fundraising for Australian Sport

- Project needs to be supporting Australian Sport.
- Speak with your Partnership Manager if you need help with creating the project

Can do attitude!

- Fundraising won't happen by itself.
- Make sure sport fundraising is part of your club's vision to get the most out of it.

MANAGING GRANTS



Contracts & Agreement

- Review and ask to amend agreement/contract if necessary
- Sign and return
- Ensure relevant stakeholders understand their role in delivering the project

Plan

- Diarise keys reporting dates and meetings
- Add project update as agenda item at meetings to provide updates/progress reports to ensure ongoing compliance

Monitor

- Capture evidence of achieving your outcomes/goals as you go along (photos, surveys etc)
- Flag any issues with the grant partner as early as possible

Celebrate

- Ensure you recognise the support of your grant partner whenever you can

Acquit

- Submit written activity report and financial documents

