

Fundraising for Sport



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Housekeeping

Fundraising for Sport

AGENDA

- Intro to the Australian Sports Foundation
- 2016/17 Fundraising for Sport Snapshot
- Sports fundraising landscape
- Fundraising with the Australian Sports Foundation
- Fundraising principles
- Success stories
- Next steps

WHAT YOU WILL TAKE AWAY:

A clear understanding of the opportunity for your yacht 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
- >\$300m
- >1500 active projects

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2015/16 SPORTS FUNDRAISING SNAPSHOT

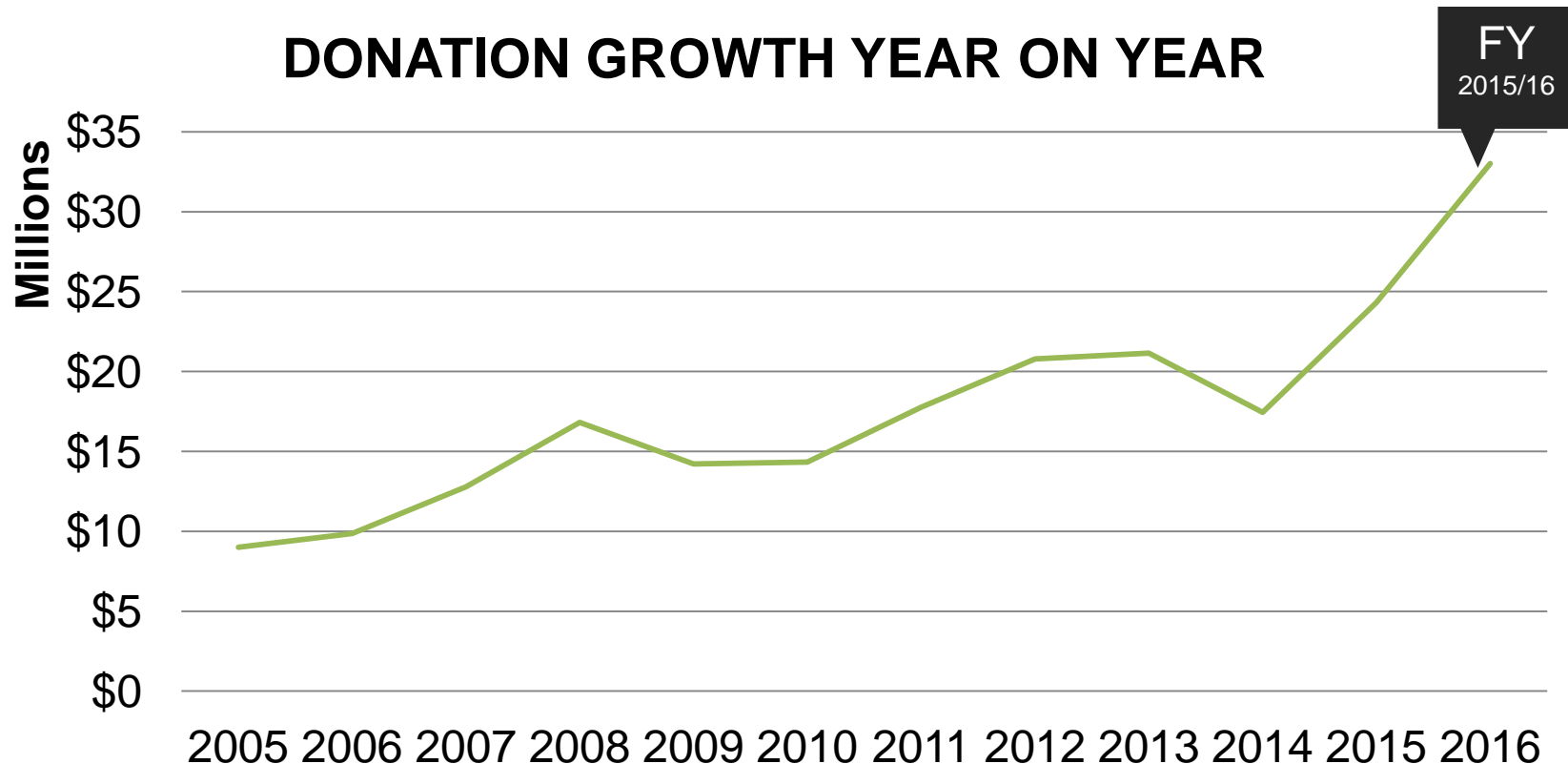


The 15/16 Financial Year saw just under \$32 million in tax deductible donations made to sport, up from \$24 million the previous year. That's a 31% increase in donations to projects to ensure Aussies can participate and enjoy the sports we love!



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DONATIONS GROWTH

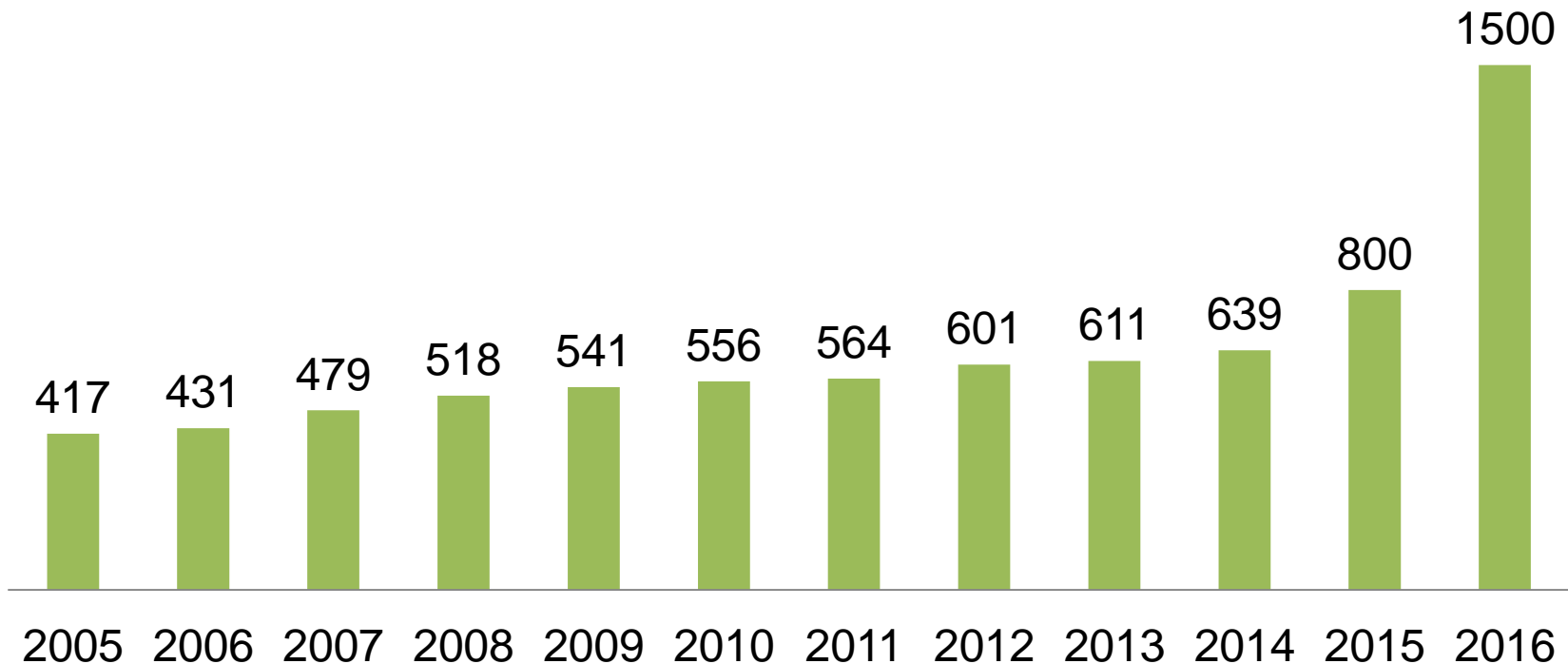


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PROJECT GROWTH

FUNDRAISING PROJECTS YEAR ON YEAR

AS AT
June 2016



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Sailing Stats

All of Sailing in Australia:

- 515 individual donations to 125 projects, totaling \$802,830 for 2015/16 FY

Grassroots giving

- 489 individual donations to 106 project
- totaling \$617,745
- average grassroots donation is \$1,785

| STATE | # OF PROJECTS | # OF ORGANISATIONS |
|-------|---------------|--------------------|
| NSW | 39 | 21 |
| NT | 1 | 1 |
| QLD | 15 | 7 |
| SA | 20 | 8 |
| TAS | 3 | 3 |
| VIC | 36 | 20 |
| WA | 11 | 8 |

Fundraising with the Australian Sports Foundation



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F4S- WHO CAN REGISTER?

- Non-profit
- Incorporated
 - ABN
- Elite athletes
- 145 sailing projects Australia-wide



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F4S- WHAT CAN YOU RAISE FUNDS 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



CLUBS CAN FUNDRAISE FOR
ANYTHING THAT WILL
DEVELOP SPORT IN
AUSTRALIA

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F4S- WHAT OTHER CLUBS ARE DOING?

- Development funds
- Facilities
- Equipment
- Juniors and membership retention
- Feasibility studies
- Capital Funds
- High Performance athlete support
- Scholarship funds



CLUBS CAN FUNDRAISE FOR
ANYTHING THAT WILL
DEVELOP SPORT IN
AUSTRALIA

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F4S- WHAT'S INCLUDED?

Through the F4S program we provide:

- tax deductibility for donations
- ongoing support of a Sports Partnership Manager
- fundraising webpage with **online donation** capacity
- Portal- live donation information, access to forms and templates
- updates on best practice fundraising and case studies
- access to fundraising resources such as webinars
- tax deductible receipts for donors
- distribution of donation funds every two months
- acquittal process every six months

The ASF retains a small percentage of donations processed

Online- 5%

Offline/Manual- 6%

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F4S- HOW TO REGISTER

www.asf.org.au

Fundraise with us

Our Fundraising4Sport (F4S) program raises funds for sporting and community clubs and organisations of all sizes for projects that seek to develop sport and/or increase participation.

Whether you're raising money to build a new clubhouse or team rooms, upgrade lighting or purchase sports equipment, or need additional funding to grow participation, enhance performance or support team travel, our F4S program is a great way to attract donors.

FAQ

START APPLICATION

Guide to Registering

Fundraising4Sport Program

ATHLETE WEBPAGE EXAMPLE



DONATE NOW

Jason Whateley

Australia's Boxing Heavyweight Champion heading to Rio Olympics to represent Australia

Our goal
\$50,000

Raised so far
\$247

Total donations
3

About

Boxer Jason Whateley will be making his Olympic debut at Rio after taking home the bronze medal at the 2016 Asia/Oceania Olympic Qualification Tournament in China. This will be Jason's third time representing Australia, after competing in the Green and Gold at the 2013 and 2015 World Championships.

Jason swapped his football boots for boxing gloves at 17 after winning his first bout at the Bairnsdale Boxing Club. A natural at boxing, it didn't take long for Jason to win four silver medals at the Australian Boxing Championships and win back-to-back National 91kg heavyweight titles in 2015 and 2016.

Based in Melbourne, Jason has taken time off work from his gym, Pure Boxing, to concentrate on his

Social



MAKE A DONATION

Fundraising4Sport Program

F4S WEBPAGE EXAMPLE

Double Bay Sailing Club Incorporated

Double Bay Sailing Club



MAKE A TAX DEDUCTIBLE DONATION

About us

The principal activity of Double Bay Sailing Club is to provide members with enjoyable, well organised and competitive Laser sailing on Sydney Harbour, arguably the best harbour in the world.

Lasers are the one design single-handed boat raced in the Olympics. We host fleets of Standard Rig Lasers, Radial Rig Lasers and 4.7 Rig Lasers. While Lasers are not the most forgiving boat to sail, it does not take long for sailors of other dinghies to pick up the boat handling skills at least to complete our races.

We cater for men and women, junior and open fleets, and all divisions of the masters.

Members range from absolute novices who may have recently completed sailing lessons to national and international champions, including former and prospective Olympians. With approximately 100 members, we generally get at least 40 members to the starting lines each Saturday. We have storage in our clubhouse for 70 Lasers.

In addition, our small yacht division hosts regular, relaxed racing on the Harbour and occasionally takes on the elite sailors in blue water classics like the Sydney to Hobart. In 2014, two of our members skippered and navigated Wild Rose, the overall winner of the Sydney to Hobart. We offer eight yacht tender/dinghy storage racks to our yacht owning members.

The club's support fleet consists of the Jazzman (6.4m Brunswick Arvor 215), the Dene Bergman (6.2m Avon RIB), and the Paul Adam (3.4m South Pacific Cormorant RIB).

The club is run entirely by volunteers, from a modest timber building adjacent to the Bay Street, Double Bay ferry wharf. The clubhouse was expanded and completely renovated in 2012.

Share



OUR PROJECTS



DBSC Facility Upgrade

Supporting the upgrade the facilities at the Double Bay Sailing Club, including storage, boat retrieval, rigging, race management and widening of the

\$56,870

DONATE



DBSC High Performance Development

Raising funds to provide scholarship support to high performance sailors in junior, open and masters categories.

\$15,180

Raised

DETAILS

DONATE



Double Bay Sailing Club Equipment Upgrade

Raising funds to upgrade response vessels and purchase other equipment as required.

\$43,360

Raised

DETAILS

DONATE

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TOP 10 FUNDRAISING IDEAS

- Direct mail
 - Social media / website
 - Events
 - Membership “add on”
 - Corporate Social Responsibility
 - Major Gifts
 - Seasonal Appeals
 - Coterie groups
-

New!

New!

New!

- Community Fundraising
- Workplace Giving
- Donation of Property

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F4S- Family and Associates Rule

- New ATO ruling allowing parents and relatives support child's team
- Limited to \$300 per head of project
- Example:

Team travel project has 8 athletes and 2 staff members traveling. Parent can donate \$3000 towards the project and claim 100% of cost.

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Travel Example

[← St Josephs College Gregory Terrace](#)[Our Project →](#)

2016 1st XI Football England Tour



Fundraising Goal: \$40,000

| | | |
|-----------------|-----------|------------------|
| \$89,354 | 50 | \$5,303 |
| Raised | Donations | Largest Donation |

[MAKE A TAX DEDUCTIBLE DONATION](#)

About this project

English Premier League Club, Bournemouth FC, have invited Terrace Football to visit and experience training and playing at a EPL club. This tour will complete the 2016 1st XI pre-season program and provide a wonderful opportunity for both this years and future 1st XI Football teams. Participants will train and play at AFC Bournemouth, interact with coaching staff, professional staff and EPL players. The squad will also witness an EPL match at Bournemouth and an International friendly in London. This tour and evening

[MAKE A DONATION](#)

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DONATION OF GOODS

Historic AFL items donated to Sydney Swans displayed by Isaac Heeney and Callum Mills

June 3, 2016

★ Read later



David Sygall

Sports reporter

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History in their hands: Callum Mills and Isaac Heeney hold premiership caps from 1888 and 1889, and premiership medals from 1933 and 1918, which were donated to the Sydney Swans Foundation. *Photo: Jessica Hromas*

The Swans have been gifted remarkable pieces of football history to take pride of place in a museum at their proposed new headquarters and provide ongoing funds for the club's academy

Adv



M

1

2

3

4

5



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Regatta Example



DONATION FORM

Rowing Equipment



Project Number 11111

Please return this form to:

St Ignatius' College Riverview Tambourine Bay Rd LANE COVE, NSW 2066

DONATION AMOUNT

- ☐ I would like to donate the suggested contribution of \$ 290
- ☐ I would like to donate another amount of \$
- ☐ I am unable to attend the 2015 All Saints Corporate Regatta but would like to make a donation of \$

DONOR DETAILS |

| | | | | | | |
|---------------------------------------|----|-----|--------|------|----------|-----------|
| Title | Mr | Mrs | Ms | Miss | Dr | Other |
| First name | | | | | | Last name |
| Company name (if required on receipt) | | | | | | |
| Mobile | | | Email* | | | |
| Street address | | | | | | |
| Town/City | | | State | | Postcode | |

*Your receipt will be emailed to you, please ensure you include a current email address



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Add on Example



St Catherine's parents' rowing program

ENTRY FORM

I apply to train for and compete in the St Catherine's parents' rowing program and understand training sessions will be held on:

- Fridays: 2, 9, 16, 23 and 30 November
- Sundays: 4, 11, 18 and 25 November and 2 December.

Training for 2012 will conclude on Sunday 9 December with a family race day during the afternoon. We will enjoy a BBQ together and will clean up the shed for the end of the year.

I hereby release St Catherine's Rowing from liability for all claims of any kind including all claims for negligence that I may have arising out of personal injury, loss of life, property damage or loss of any kind that I may suffer as a result of training for and competing in the corporate rowing program. This release operates in favour of the entities named above and all persons, corporations and entities involved in or associated with the promoting or staging of the training program.

This release binds my heirs, executors, administrators and assigns.

I enclose the following:

- ☐ participation fee \$100 made payable to St Catherine's School
- ☐ suggested voluntary donation \$200 in support of the St Catherine's Rowing Project made payable to the Australian Sports Foundation (tax deductible).

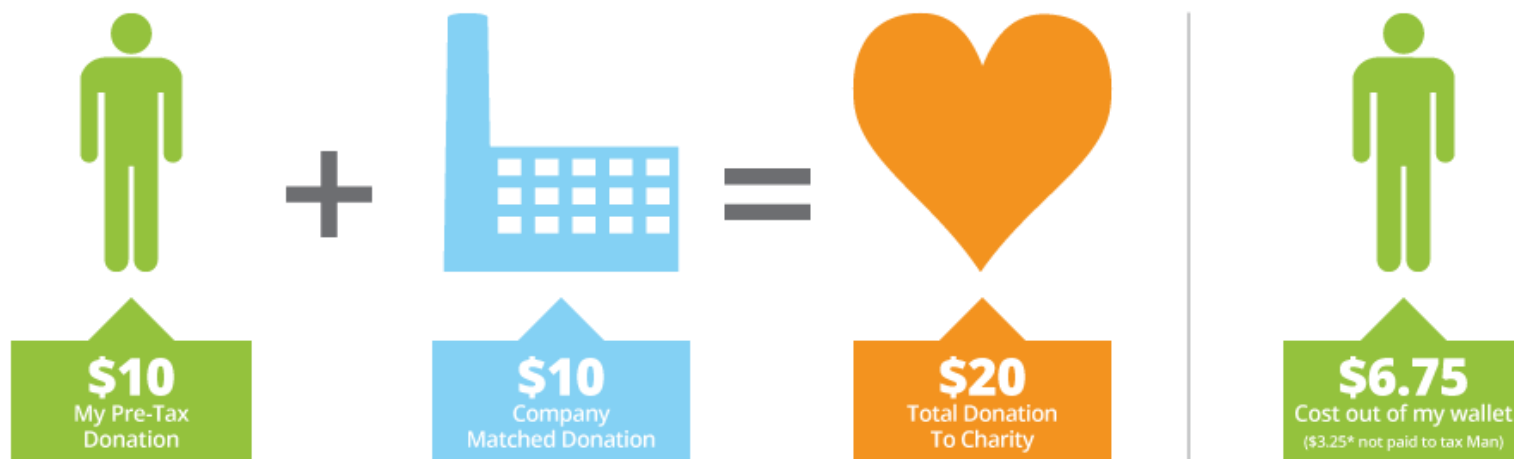
Signature

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WORKPLACE GIVING

Turning \$6.75 into \$20.00 for your cause.



*Based on \$50,000 annual income in Australia
If 100% company matching is offered

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WORKPLACE GIVING

Good2Give Clients include



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SUCCESS STORIES



A Yacht Club in NSW- Capital Campaign

Need: Initial target \$100k for major clubhouse redevelopment

Ask: Direct mail campaign to members, donations could be spread over 3 financial years, amounts ranged from \$50 to \$40k

Impact: Raised \$500k



A Yacht Club in NSW- Membership Add On

Need: Ongoing funds for youth sailing programs

Ask: \$50 donation add on with annual subscription

Impact: \$985k raised over 18 years



Yachting Australia (now Sailing Australia)- Patrons Program

Need: Additional funding for Australian Sailing Team after government support cut

Ask: Since 2006 a group of up to 20 HNW supporters have been asked to make an annual commitment of \$20k

Impact: Raised almost \$2M; Olympic Medals- Gold- 6, Silver- 3, Bronze- 1

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How ASF helps Club's sustainability

- Next Steps
 - 1) Take back to you Board or Committee
 - 2) Register your Club
 - 3) Develop what you need is
 - 4) Develop your Ask
- Why work with ASF
 - 1) better member engagement
 - 2) Build giving culture
 - 3) growing market of giving to sport

Questions?

Contact details for more info:

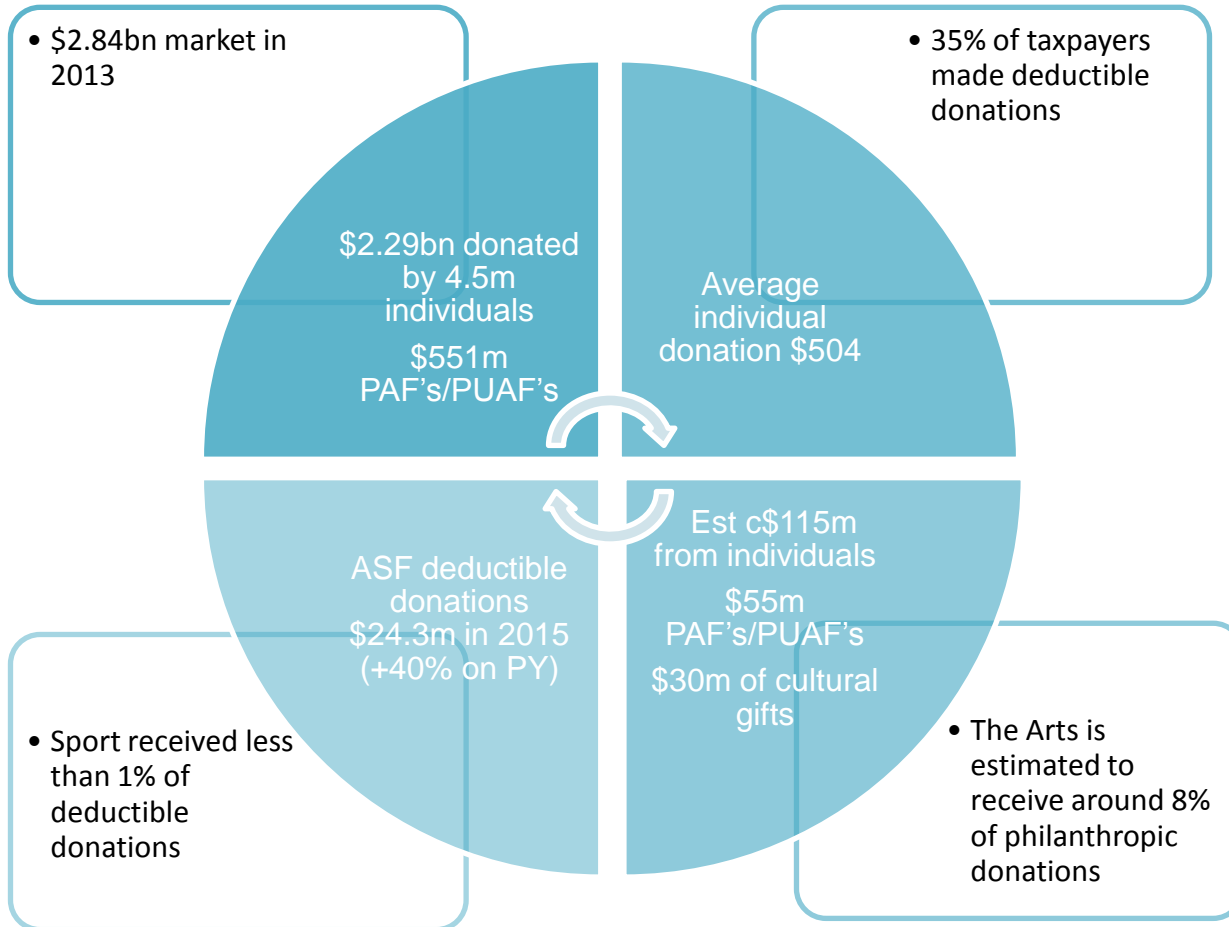
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www.asf.org.au

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OVERVIEW OF PHILANTHROPY MARKET



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COMMUNITY FUNDRAISING – TAX DEDUCTIBLE CROWDFUNDING

Road to the World Cup



Fundraising Goal: \$160,000

\$601
Raised

5
Donations

\$510
Largest
Donation

MAKE A TAX DEDUCTIBLE DONATION

Home

Meet the team

Donate to the team

Our team

All Individuals Search



Thomas Goodman
\$0.00
Raised so far

GIVE NOW



Matthew Hearne
\$0.00
Raised so far

GIVE NOW



Taylor Harvey
\$0.00
Raised so far

GIVE NOW



Shaun McCann
\$0.00
Raised so far

GIVE NOW



Jarrod Law
\$0.00
Raised so far

GIVE NOW



Sam Larkings
\$0.00
Raised so far

GIVE NOW



Chris Pyne
\$0.00
Raised so far



Cameron Gudgeon
\$0.00
Raised so far



Ryan Kinner
\$0.00
Raised so far



Chris Barty
\$0.00
Raised so far



Christian Tsangas
\$0.00
Raised so far



Ben Atkins
\$0.00
Raised so far

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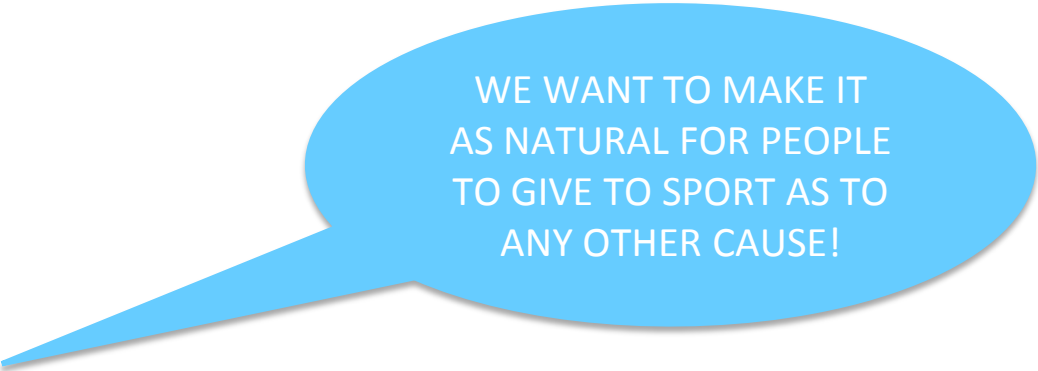
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WHY PEOPLE GIVE TO SPORT

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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BUILDING YOUR STORY



A successful fundraising story will include:

- About the Organisation
- Need – What (specific)
- Cause - Why
- Impact - How
- Ask – Who (audience)
- Urgency - When
- Emotive

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DESIGNING YOUR CAMPAIGN

