FUNDRAISING4SPORT
PRE-REGISTRATION GUIDE
FOR ORGANISATIONS AND ATHLETES
This guide has been compiled for those of you who have not previously worked with the Australian Sports Foundation — if you’re curious to know more, or find out how partnering with us works, read on.

Our Pre-Registration Guide will provide you with an introduction to the Australian Sports Foundation, how we can help you fundraise and a few tips on the registration process.

ABOUT THE AUSTRALIAN SPORTS FOUNDATION

We work with Australian sports clubs and organisations of all sizes, schools and individual athletes, to help raise money for Australian sport.

The Foundation partners with organisations and athletes to help raise funds for vital sporting projects — projects that improve the health of our nation, build communities and strengthen our national sporting identity.

The Foundation has unique Deductible Gift Recipient status, so partnering with us means that all donations of $2 or more are tax deductible — a real benefit to donors that will also make fundraising easier for you.

With almost 30 years’ experience raising money for Australian sport, and over $300 million raised during that time, partnering with us is the best choice.

The Foundation offers four fundraising models and initiatives to help assist Australian sport. All donations of $2 or more through our fundraising initiatives are tax deductible.

FUNDRAISING4SPORT — F4S

Fundraising4Sport is just that, fundraising for large organisations through to individual athletes, from grassroots to professional and representative levels. There are three separate program sub-sets to cover the range of projects across Australia:

Club and Organisation — Clubs and Organisations can raise funds for projects and programs that will develop their sport, increase participation, fund team travel and facilitates, fund high performance or create pathways [https://asf.org.au/fundraise-with-us/](https://asf.org.au/fundraise-with-us/).
**Community Fundraising** – It’s crowdfunding for sports lovers. Your community – schools, shops, workplaces, teams, individuals – join with your fans, members, and athletes to be part of your fundraising. You’ll have a project page on our website which includes your top fundraising champions and how much money they have raised for you https://asf.org.au/fundraise-with-us/community-fundraising/.

**Athlete Fundraising** – Athletes who are training and participating at the state level or higher, or are on the representative pathway, can sign up and fundraise to support their sporting needs. The program supports Junior, Open and Masters athletes. Athletes have their own fundraising page on our website https://asf.org.au/fundraise-with-us/athlete-fundraising/.

**GIVING4GRASSROOTSTM**

Our national small grants program that funds initiatives and programs aimed at increasing participation in grassroots and community sport throughout Australia. For more information on Giving4Grassroots™, please see our website https://asf.org.au/giving4grassroots/

**WHO WE WORK WITH**

We support local grassroots clubs, schools, councils, and community groups, right through to regional, state and national sporting organisations to raise money for anything to improve their club. The types of organisations we work with include:

- Grassroots sport clubs
- Professional sporting bodies
- Peak bodies
- National Sporting Organisations (NSOs)
- State Sporting Organisations
- Regional sporting associations
- Schools
- Government entities
- Community and church groups
If you’re developing sport in some way, are a non-profit, incorporated organisation, with an ABN, then you’re eligible to work with us.

**WHAT YOU CAN FUNDRAISE FOR:**

The Foundation will assist you with fundraising tax deductible donations for anything that develops sport in Australia. This may include things like:

- Developing and upgrading sporting facilities.
- Purchasing or upgrading sports equipment.
- Team travel.
- Hosting sporting events.
- Developing Junior development pathways and high performance programs for senior players.
- Participation programs.
- Coaching and support staff costs.
- Undertaking projects that record sports heritage and history.
- Scholarship programs to assist individual athletes with training and competition expenses.
- Programs using sport as a vehicle for social change.
- Community programs.
- Future funds.
- Disaster relief.

**COST**

Because the Foundation is a non-profit organisation and fully self-funded, we do need to retain a small amount of all donations.

Online donations – we retain 5% of all donations.

Manual donations – we retain 6% of all donations.

*Please note:* your usual bank charges such as credit card processing fees, may apply.
FREQUENTLY ASKED QUESTIONS

REGISTRATION

Is my organisation eligible to register with the Foundation?

Yes, if you:

• Are raising funds for the development of sport in Australia;
• Are non-profit and incorporated; and
• Have an ABN

What if I want to register as an athlete?

The Athlete Fundraising program is specifically for those who wish to fundraise separately from their club or team. To be eligible for our athlete fundraising you must be competing/training at the state level or higher, or on the representative pathway.

For the Athlete Fundraising application form, you will need to provide documentation supporting your representation in your sport at a state level or higher, or your preparation for selection, 100 points of ID (e.g. Medicare card and passport), bank details, and images of yourself.

Do we need to have a specific project in mind when registering?

No. The initial application is to register your organisation only. Once the registration process is finalised, you can activate as many sub-projects/campaigns as you like, as and when needed.

What is the best way to structure our fundraising?

Because you can fundraise for anything that develops sport, we encourage organisations to initially set up an overarching/general fundraising program (e.g. “ABC Football Club Foundation” or “ABC Football Club Development Fund”). Donations made to your general fund can be used for anything that helps develop your sport or your organisation.
You can then set up specific projects/campaigns as needed, where you want your donors to know their donation is being used for a specific purpose or need.

Please refer to the ‘best practice examples’ section below to see how this type of structure looks like on our website.

**What information do I need to complete the application?**

Applying to fundraise with us is easy. Having the following information at your fingertips ahead of time will simplify things and make the process faster for you:

- Legal organisation name (i.e. what appears on your incorporation certificate.)
- Contact details for two people (i.e. name, position, phone number, email.)
- Address
- Bank account details.
- ABN and INC/ACN number.
- Copy of incorporation certificate.
- Three images and logo for the website (767x512 size is ideal)
- Brief write up about your organisation and your general fundraising objectives.

**Can I save my application and come back to it later?**

Yes, just click on the ‘save and continue later’ button. You’ll be emailed a URL to your application, which will expire after 30 days.

**When will I hear back from the Foundation once I have submitted my completed application?**

You will be assigned a Sports Partnership Manager who will generally contact you within three business days to progress your registration. You will be provided with an agreement that will need to be signed and returned to the Foundation before we can get you live.
WORKING WITH THE FOUNDATION

What are the benefits?

The Foundation will provide:

- Tax deductibility for donations.
- Ongoing fundraising support and guidance on how to take your campaign to market.
- A fundraising webpage with online donation capacity.
- Portal-manage projects and access to live donation information with reporting capabilities.
- 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.

How do people donate to your project?

Once registered, you will be provided with a unique URL for an online donations facility. We also provide you with a manual donation form as an offline alternative.

How do I find donors?

The Foundation does not find donors for you as such. However, our Fundraising Toolkit will help you to manage your members, community or other supporters that may donate. Please see our top tips on how to raise funds.
If someone donates to our project, how do we know the funds will be allocated to us?

In the 30+ year history of the Foundation, over $300 million has been donated to sport via the Foundation, and this has always been allocated to projects in accordance with donor wishes.

How do we access the money we raise through the foundation?

The money that has been donated to your project will be distributed to you every two months in the form of a grant. We initiate this process so there’s no need for you to do anything.

Generally, the only exception is where you are fundraising for a facility project that requires Council development or building permits. We will hold the funds for you until you receive the necessary permits to start work.

What happens if my project doesn’t proceed?

If your proposed project doesn’t go ahead for some reason, we will work with you to identify an alternative use for the funds that would meet our criteria of developing sport.

Do we need to report on the way we spend funds raised through the Foundation?

Yes. Grants are acquitted twice a year using a simple online acquitted form, which can be accessed through our online portal.
BEST PRACTICE EXAMPLES

We have seen a variety of different projects that are both big and small become a huge success. The best way for you to check out what we may be able to do for you, is to see some of our existing projects on our website.

ATHLETE

Rhydian Cowley


Rhydian Cowley
Fundraising for Rhydian Cowley Olympic Journey

<table>
<thead>
<tr>
<th>Our goal</th>
<th>Raised so far</th>
<th>Total donations</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$9,485</td>
<td>73</td>
</tr>
</tbody>
</table>

DONATE NOW

About

20km race walker Rhydian Cowley will make his Olympic debut in Rio, having secured his position on the back of multiple Olympic qualifiers and a second place finish in the 2016 Australian 20km Walk Championships with a big personal best performance. He has previously represented Australia at the 2013 IAAF World Championships, 2015 Universiade, 2010 IAAF World Junior Championships, and at five World Race Walking Cups.

Rhydian's first experience with racewalking was as an 8 year old at Little Athletics, but an international career was only considered after making his first international team in 2008, as a Junior at the World Walking Cup.

After completing his university studies in 2015, Rhydian committed to training for the Olympics, foregoing work to allow time to travel interstate and overseas for training and racing experiences.

Whilst Rhydian does receive a small amount of support from the Victorian Institute of Sport and from Athletics Australia, there is a very significant shortfall compared to the costs of preparing. Money raised through this platform will help offset the significant preparation costs Rhydian has incurred over the last year or more, provide funds for him to complete his preparations for Rio, and provide a small financial buffer post-Rio to allow him to commence working towards his goal of becoming a world top-8 walker and potential future Olympic medalist.

You can check out Rhydian’s Twitter and Facebook links near the Donations tab above, and watch him race on Saturday 13 August at 3:50am Melbourne time (Friday 12 August at 2:30pm Rio time).

Help Rhydian make his Rio dream reality, donate today!

Social

MAKE A DONATION

Share

facebook
twitter
linkedin

info@asf.org.au
COMMUNITY GROUP

Dural Baptist Church


Dural Baptist Church

Dural Sport and Leisure Centre - Facility Development Fund

About

Dural Baptist Church owns and operates one of the area’s largest indoor sports centres – Dural Sport & Leisure Centre.

The original centre was completed over 20 years ago and this appeal will initially allow the refurbishment of the original toilets and foyer with other enhancements to the centre to follow if funding allows.

The Centre provides a wide range of sporting and leisure activities.

The Centre has two international sized futsal (indoor soccer) courts.

These courts can be sub-divided into five indoor futsal or netball courts.

We also cater for a variety of other indoor sports, depending on demand.

Other activities include seminars, school and youth activities and events, children’s holiday programs & parties and community programs such as Playtime and a Men’s Shed.

The venue is also available for hire throughout the year to different companies and organizations.
GRASSROOTS SPORTS CLUB

Bendigo Tennis Association


Bendigo Tennis Complex Redevelopment Plan

Fundraising Goal: $250,000

$300 Raised

4 Donations

$200 Largest Donation

MAKE A TAX DEDUCTIBLE DONATION

About this project

Project Background:
The Bendigo TA have been working with the City of Greater Bendigo, Tennis Australia, Tennis Victoria and the State Government of Victoria on a plan to upgrade the on and off court facilities at our main Complex, in Nelson St Bendigo. Following the investment already made into the Complex courts, stakeholders are finalising the design plans for the redevelopment of the clubhouse pavilion, car park area and surrounding landscaping. The project will keep the Centre at the forefront of playing venues in Australia, and further enhance our ability to build the sport of tennis both locally and across the region, as well as ensuring we continue to attract events of a National and International significance to Bendigo.

The vision for the project will result in the following:
- Redevelopment of the Bendigo Tennis Centre creating a modern, functional and flexible space
- Changes to courts ensuring compliance with Tennis Australia/International Tennis Federation standards including new show courts
- Improvements to fencing
- Improvements to court lighting
- Improvements to car parking
- External landscaping.

Tournament standard courts and facilities

With a strong tournament focus and strength in plastic cushion court numbers, attention new needs to be placed on the clubhouse and centre court to ensure that the quality of off court facilities matches the class of the on court facilities.

National event ready

This project will assist in attracting and delivering events of a regional, state and national significance at the Bendigo Tennis Centre, as well as providing the flexibility to provide a diversity of other events allowing it to operate at a high quality and regionally significant tennis centre for the next 20-30 years.

MAKE A DONATION

Video

Social

MAKE A DONATION

info@asf.org.au
Sydney Boys High School

About
Sydney Boys High School Sport supports programs across multiple sports. This project is dedicated to helping fund exchanges with other schools such as Melbourne High School and The Armidale School. AKPS and CHS levels, we provide opportunities for students to participate in competitive team sports because of the personal development and social adjustment benefits that such participation provides. The needs of boys who participate only for exercise and enjoyment are addressed.

OTHER PROJECTS THAT NEED SUPPORT

Sydney Boys High School
Sydney Boys Athletics
Raising funds to support the Sydney Boys High School Athletics program.

Sydney Boys High School
Sydney Boys Basketball
Raising funds to support the Sydney Boys High School Basketball program.

Sydney Boys High School
Sydney Boys Cricket
Raising funds to support the Sydney Boys High School Cricket program.

Sydney Boys High School
Sydney Boys Fencing
Raising funds to support the Sydney Boys High School Fencing program.

$2,028
$2,829
$500

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PROFESSIONAL SPORTING ORGANISATION

Red and Blue Foundation


About

The Red and Blue Foundation is the fundraising arm of the Melbourne Football Club. It exists to provide a vehicle for individuals and groups to support the Melbourne Football Club’s efforts to develop the sport of Australian football and to maximise club on-field success. The Melbourne Football Club pioneered Australian Rules Football when it wrote the rules to the game in 1866. The club and the sport are now an intrinsic part of the fabric of the city of Melbourne – the sporting capital of Australia – and with the iconic Melbourne Cricket Ground serving as the club’s home, the Melbourne Football Club remains an important part of the city’s identity. In the modern era, the costs involved with the development of critical areas of the club, and requirements to gain the edge in a highly competitive industry, have grown significantly. The Melbourne Football Club is on a new journey, and this journey is captured in our new three-year strategic plan. The club’s purpose is to win games of football and to provide positive and enjoyable experiences for our members, supporters, players, staff, customers and volunteers. Our vision is quite simply to be respected and grow. Football department expenditure is forecast to grow over the next three years, so the support of donors and fundraising is an essential part of the club’s future success. The red and blue

OTHER PROJECTS THAT NEED SUPPORT

Red and Blue Foundation
Foundation Heroes
Raising much needed funds for the development of the Melbourne Football Club.

Red and Blue Foundation
Melbourne Football Club Community and Grassroots Programs
Raising funds for MFC programs designed to grow the sport at a community level and enhance and support

Red and Blue Foundation
Melbourne Football Club Development Fund
To support the development of Melbourne Football Club and the growth of Australian Rules Football in the local community.

Red and Blue Foundation
Melbourne Football Club High Performance
Raising funds to provide players and staff the best possible resources to ensure on-field success.
There are plenty more fundraising success stories to be found on our website here

**APPLY NOW AND GET STARTED**

Welcome to fundraising with the Australian Sports Foundation
info@asf.org.au
asf.org.au