

GIVING FOR SPORT FY24

A COMPREHENSIVE ANALYSIS
OF PHILANTHROPY'S IMPACT
ON AUSTRALIAN SPORTS





The Australian Sports Foundation acknowledges the Traditional Custodians of country throughout Australia and their connections to land, sea and community.

We pay our respects to their Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples today.

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EXECUTIVE SUMMARY

The Australian Sports Foundation (ASF) *Giving for Sport report* for FY24 celebrates a year of incredible generosity and support from Australian donors toward the development and success of sport across the nation.

This year’s report showcases the resilience and dedication of our sporting community, along with the transformative impact of increased philanthropic contributions. This wave of support has empowered clubs and athletes throughout Australia to tackle critical challenges and foster a stronger, more inclusive sports environment.

The release of the ASF’s *Your Sport Your Say: Running on Empty* report in August 2023, which illuminated the severe financial and mental health challenges faced by aspiring and representative athletes, sparked important conversations across the nation. As a result, this ignited a surge in donations, particularly to individual athletes in the lead-up to the Paris 2024 Olympic and Paralympic games. The spotlight on mental health in sport also led to a rise in fundraising initiatives aimed at supporting the holistic needs of athletes, from community clubs to elite level.

Additionally, following the success of the CommBank Matildas at the FIFA Women’s World Cup, we saw a renewed focus on women’s participation in sport across Australia. This heightened attention resulted in unprecedented donations towards projects benefiting women and girls, advancing efforts to level the playing field and encouraging greater female participation.

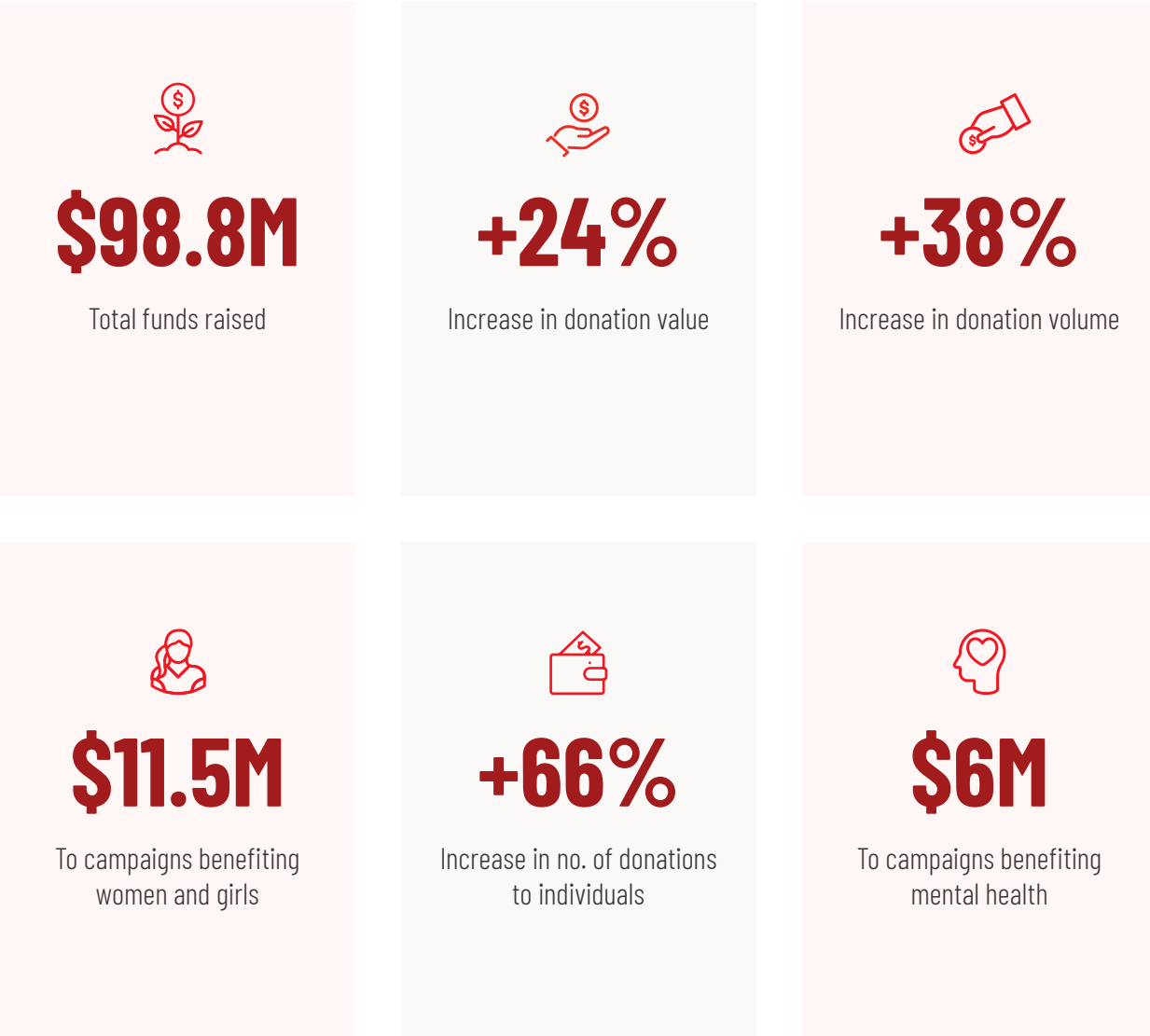
This year, a record-breaking \$98.8 million was donated to the ASF, demonstrating the generosity of Australian donors and the strength of our nation. As we enter FY25, maintaining this momentum is crucial to ensuring that our clubs, athletes, and sporting organisations continue to thrive.

IN THIS REPORT

- We explore the factors driving this growth and examine the trends shaping philanthropic giving in sport.
- We celebrate the impact that donations have had on clubs, organisations, athletes and individuals in FY24.
- We feature case studies from community clubs that raised significant funds to improve facilities, deliver programs, and subsidise costs.
- We highlight stories from athletes who fundraised to pursue their dreams, including breaking world records and competing at the Paris 2024 Olympic and Paralympic Games.
- We analyse how the funds raised are contributing to the development of sport in Australia and making a positive difference for volunteers and participants.

KEY RESULTS

The FY24 *Giving for Sport report* showcases the continuing rise of sports fundraising in Australia, the incredible impact of our donors, and the successes we’ve celebrated in the last 12 months.



A MESSAGE FROM OUR PAST AND PRESENT CEO.



PATRICK WALKER

It has been a landmark year for sport in Australia. From record-breaking philanthropic support to significant strides made towards gender equality and inclusivity, we've seen just how much sport can achieve when communities, donors, and organisations come together.

This year, the Australian Sports Foundation experienced the largest growth in donations in our history, with a 24% increase that is helping to transform sport across the nation. Despite the financial challenges many Australians are facing, more people than ever are choosing to give back to sport. It's an extraordinary testament to the value they place on keeping our communities healthy and connected.

As we look ahead, FY24 also marks a personal milestone as my final year with the ASF. It has been a privilege to lead this incredible organisation and to work alongside so many passionate individuals dedicated to the future of sport in Australia. I'm pleased to introduce Sue Hunt AM as the new CEO. I'm confident she will continue to lead the charge in making sport more sustainable, inclusive and accessible for all Australians.

Patrick Walker
Former CEO, Australian Sports Foundation



SUE HUNT AM

I am honoured to step into the role of CEO of the Australian Sports Foundation during such a remarkable period for Australian sport. FY24 has been a record-breaking year, with unprecedented philanthropic support flowing into community clubs, athletes, and organisations across the nation. These results are a testament to the generosity of Australians and the value they place on sport as a driver of health, connection, and opportunity.

As I begin this new chapter, my focus is on building upon the incredible momentum generated over the past year, and throughout Patrick's tenure. The extraordinary growth we've seen in donations highlights the power of sport to unite communities and inspire people from all walks of life.

Together with the dedicated team at the ASF, I look forward to working alongside our fundraisers, partners and donors to continue fostering a healthier, more connected Australia through sport.

Sue Hunt AM,
CEO, Australian Sports Foundation

PREAMBLE ABOUT THE AUSTRALIAN SPORTS FOUNDATION

The ASF is Australia's national non-profit sports fundraising organisation, providing the only way for Australians to make tax-deductible donations to sport.

Our mission is to ensure that every Australian has access to the health and social benefits of sport, regardless of their background or ability. Over the past 38 years, the ASF has helped raise nearly \$800 million through our online fundraising platform and community sport grant rounds, supporting more than 11,500 community clubs and individuals across the nation.

In FY24 alone, the ASF has helped raise a record-breaking total of \$98.8 million for Australian sport. We saw an outpouring of support from the nation, with a 24% increase in funds raised, across over 3,000 club and athlete fundraising campaigns.

In addition to our fundraising platform, the ASF administers the Australian Sports Foundation Charitable Fund (ASFCF). This fund supports initiatives that use sport to drive social change, encouraging private and public ancillary funds to invest in a sporting future.

OUR FOOTPRINT IN AUSTRALIAN SPORTS FUNDRAISING



\$780M+

raised for grassroots sporting organisations, schools, athletes and national sports



38+

years experience in raising funds for sport



11,500+

individuals and community clubs that have benefited from our support

HOW SPORT ENGAGED WITH THE ASF IN FY24.

In FY24, the ASF experienced record growth in fundraising efforts across all levels of sport in Australia. This led to a 25% increase in the number of campaigns raising funds to further the development of sport in Australia, from grassroots through to elite level.

MORE FUNDRAISING CAMPAIGNS

A greater number of community sporting organisations and individuals than ever before embraced fundraising with the ASF in FY24.

This collective effort highlights the continued resilience and unity of sport in Australia as it faces challenges driven by underfunding and the rising costs of participation and competition.

NUMBER OF FUNDRAISING CAMPAIGNS THAT SUCCESSFULLY RAISED FUNDS

Community Sport



Individuals



NSO/SSO/Elite Sports



Education



FUNDRAISING BY STATE IN FY24.

In FY24, Victoria reclaimed the top spot as the state raising the most funds for sport in Australia.

This growth was driven by a huge year for both grassroots and professional AFL clubs, as many of Victoria’s beloved teams focused on developing infrastructure that benefits both their communities and high-performance players.

The Australian Capital Territory also saw record growth, driven primarily by donations to support the building of a state-of-the-art rowing facility, the ‘Red Shed’. Donations to the Red Shed accounted for 73% of the total funds raised in the ACT.

The Red Shed is a community rowing facility with a mission to enable rowing for all, inspire wellness and foster community.

Key statistics: Fundraising by state in FY24

State	No. of campaigns raising funds	\$ value of donations in FY24	\$ value increase/decrease of donations from FY23
Victoria	1,037	\$37.1M	\$16.9M
New South Wales	1,021	\$34.4M	-\$7.1M
Australian Capital Territory	142	\$11.0M	\$8.4M
Queensland	630	\$8.7M	\$1.1M
South Australia	463	\$3.8M	-\$618.9K
Western Australia	402	\$3.1M	-\$98.3K
Tasmania	78	\$454.8K	\$164.8K
Northern Territory	27	\$44.4k	-\$12.8K

Key statistics: Fundraising by sport in FY24 (top 20)

Sport type	No. of campaigns raising funds	\$ value of donations in FY24	\$ value increase/decrease of donations from FY23
 Australian Football	267	\$29.5M	\$9.5M
 Multi-sport	88	\$11.6M	-\$5.8M
 Rowing	228	\$10.4M	\$7.3M
 Golf	138	\$9.6M	\$2.2M
 Football (Soccer)	193	\$9.2M	\$2.2M
 Rugby League	55	\$4.2M	\$561.8K
 Rugby Union	353	\$3.6M	-\$667.4K
 Cricket	167	\$3.1M	-\$250.0K
 Sailing	185	\$2.6M	\$393.7K
 Equestrian	58	\$1.6M	\$767.8K
 Surfing	46	\$1.4M	\$1.0M
 Swimming	68	\$1.2M	\$977.0K
 Water Polo	157	\$1.1M	-\$119.1K
 Basketball	130	\$906.8K	\$6.4K
 Motor Sports	25	\$836.3K	\$548.0K
 Hockey	136	\$778.2K	\$284.9K
 Athletics	138	\$662.3K	\$229.0K
 Cycling – Track/Road	75	\$603.1K	\$390.3K
 Tennis	55	\$549.7K	-\$181.4K
 Horse Racing	4	\$441.9K	-\$573.9K

CASE STUDY RED SHED, ACT

Red Shed is an ambitious project by the Black Mountain Rowing Club to develop a new state-of-the-art community rowing facility with a mission to enable rowing for all, inspire wellness, and foster community.

The Red Shed project was made possible thanks to a generous donation from philanthropists John and Jeanette Gasson that has funded the land lease, building design, construction, and ongoing maintenance of the facility.

This financial support has laid the groundwork for Red Shed to fulfill its “Rowing for All” mission and provide a valuable resource for the Canberra community.

Recognising the transformative potential of the sport, Red Shed aims to engage individuals from diverse backgrounds and abilities, encouraging inclusivity and fostering a sense of belonging among its members.

KEY STATS



\$9.5M

Raised



1000+

Participants impacted

Photo by Happy House Media (@happyhousemedia.au)

HOW DONATIONS ARE LEVELING THE PLAYING FIELD.

Sport plays a vital role in enhancing our wellbeing, strengthening communities, and contributing to the fabric of our nation, and donors are increasingly recognising this. This year’s giving trends highlight how more donors are embracing the transformative power of sport and choosing to support in greater numbers.

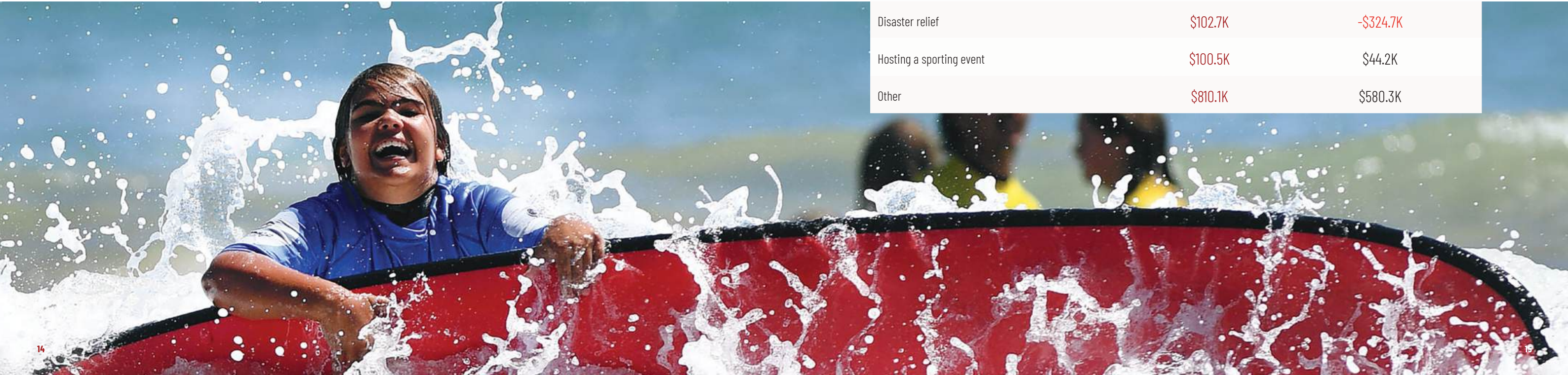
Donors significantly increased their support across nearly all cause areas in FY24. Improvements to infrastructure and facilities remained the strongest focus for community clubs and organisations, with \$39.7M raised – an \$8.5M increase from the previous year. These investments are crucial to enhancing the physical, social, and economic wellbeing of communities, enhancing the quality of life for Australians.

Coaching and development, support with competition and training costs, and general operating costs also saw notable increases, reflecting the growing need for comprehensive support across all aspects of sport.

Causes such as medical costs and disaster relief received less donor support in FY24, driven by fewer fundraising campaigns in these areas. However, this decline can be taken as a positive indicator, considering the negative impact both disasters and injury can have on individuals and communities.

Key statistics: Changes in cause areas supported by donors

Sport type	\$ value of donations in FY24	\$ value increase/decrease of donations from FY23
Development of new or existing infrastructure/facilities	\$39.7M	\$8.5M
Delivery against multiple long-term objectives/pillars	\$16.5M	\$1.8M
Coaching and development	\$9.0M	\$1.0M
Support with general operating costs	\$8.8M	\$1.6M
Support with competition and training costs	\$8.1M	\$3.5M
Design and/or delivery of programs	\$6.0M	\$390.2K
Equipment, kit and/or uniform	\$3.8M	\$1.1M
Building a Future Fund	\$2.2M	-\$141.6K
Travel	\$1.2M	\$418.9K
Subsidising costs for members/participants	\$998.4K	\$341.0K
Establishment and/or delivery of scholarship(s)	\$609.9K	\$324.4K
Medical costs	\$559.8K	-\$182.6K
Preserving history and heritage	\$155.1K	-\$252.2K
Increasing environmental sustainability	\$135.7K	\$58.2K
Disaster relief	\$102.7K	-\$324.7K
Hosting a sporting event	\$100.5K	\$44.2K
Other	\$810.1K	\$580.3K



DONATIONS TO SPORT GO FURTHER

A donation to a sports club or athlete goes beyond supporting athletic excellence; it fuels a ripple effect of positive benefits for society. Sport fosters community spirit, improves physical health, and enhances mental wellbeing. It also instills values such as teamwork, discipline, and resilience in participants, especially in young people.

These donations help athletes and clubs achieve their dreams while promoting a healthier, more connected community. Philanthropic contributions support programs that engage youth, provide inclusive opportunities, and create safe spaces for physical activity, making a meaningful and lasting impact on society.

WOMEN AND GIRLS

FY24 was an extraordinary year for women in sport, highlighted by the CommBank Matildas' success at the FIFA Women's World Cup. This event sparked national conversations around gender equality, raising awareness of key issues such as closing the gender pay gap and increasing women's participation in sport.

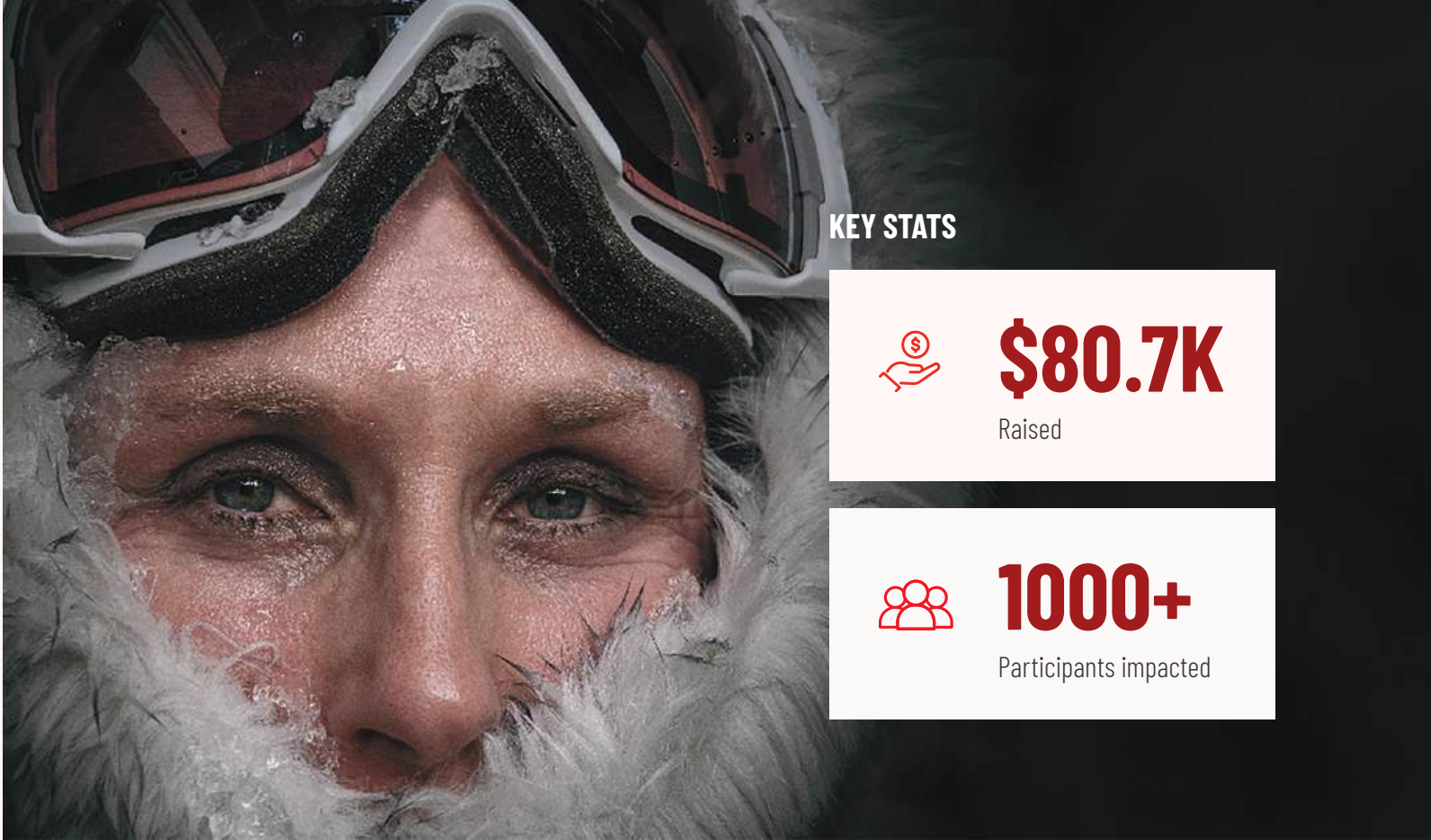
DONATIONS TO CAMPAIGNS BENEFITING WOMEN AND GIRLS



In response, the Australian Government launched the \$200 million Play Our Way grant program, aimed at creating greater opportunities for women and girls to access and remain involved in sport.

Philanthropic support also surged, with donations flowing into campaigns focused on lowering financial barriers, enhancing facilities, and providing scholarships that empower women and girls to thrive in their chosen sports. The growing visibility of female role models has further inspired women and girls to reconnect with sport, driving increased participation and access.

While challenges such as participation barriers and pay disparities remain, the progress made this year has laid a strong foundation for the future of women's sport in Australia. Continued support for these initiatives will help ensure that women's sport continues to thrive, contributing to a healthier, more inclusive society.



KEY STATS



\$80.7K
Raised



1000+
Participants impacted

CASE STUDY DONNA URQUHART, VIC RUN ANTARCTICA

In January 2024, ultra-marathon runner and pain scientist Donna Urquhart set a Guinness World Record for the longest Polar Ultramarathon at Union Glacier Camp in Antarctica. Facing sub-zero temperatures and 100km/h winds, Donna completed the ultimate endurance challenge in the coldest, windiest, and driest desert on earth.

The Run Antarctica project was more than a test of Donna's physical limits; it was part of a broader mission to empower young girls and women in sport. The project raised awareness about the barriers females face, especially during adolescence when participation in sport often declines due to a lack of confidence and self-consciousness.

Through community talks, an online platform, and workshops, the Run Antarctica project aimed to inspire girls by sharing evidence-based strategies that combine mental and physical strength.

The funds raised with the ASF not only helped fund Donna and her team's journey attempting to set the world record, but also supported charity partners like the Danny Frawley Centre and the Stars Foundation and were used to develop educational workshops to help girls build resilience and confidence in sport.

Following the success of the Run Antarctica project, Donna Urquhart has launched empowerHer Sport, a new initiative aimed at transforming how young girls and women experience sport in Australia. empowerHer Sport is dedicated to addressing the key barriers that prevent female athletes from staying involved in sport, such as mental, physical, emotional, and social challenges. Through research-based educational programs and supportive communities, the organisation seeks to create lasting change in how young females engage with sport across Australia and is currently fundraising with the ASF.

<https://asf.org.au/projects/empowerher-sport/empowerher-sport-transforming-lives>



GETTING YOUNG AUSTRALIANS ACTIVE.

Getting kids involved in sport is essential for their physical, mental, and social development.

Participation in sports promotes physical health by helping children build strong bodies and maintain an active lifestyle. Sports also provide a platform for building confidence, developing problem-solving abilities, and creating connections with others.

Early engagement in sports can spark a lasting interest in physical activity, while also promoting social inclusion. By participating in sports, kids not only stay active but also form friendships and become part of a community. These connections, along with the physical and emotional benefits, create a foundation for a well-rounded future.

In FY24, donations to campaigns focused on children and youth participation played a crucial role in making these opportunities more accessible. By supporting these efforts, donors are helping young Australians gain access to sports programs that offer far-reaching benefits for their development and wellbeing.

DONATIONS TO CAMPAIGNS BENEFITING CHILDREN AND YOUTH



KEY STATS



CASE STUDY REVOLVE RECYCLING FOUNDATION, NSW 500 BIKES FOR KIDS

In 2023, the Revolve Recycling Foundation was established to provide second-hand bikes to children in need across Australia.

With 350,000 households disposing of bikes each year, and one in four children lacking access to a bike, the foundation aims to bridge this gap by diverting bikes from landfill and distributing them to kids in remote and underserved communities.

The foundation's first major project, Bikes for Kids, successfully delivered over 100 bikes to children in remote communities. This pilot project allowed Revolve Recycling to test the logistics of collecting, refurbishing, and distributing bikes. In this trial, they partnered with community leaders and schools to ensure that the bikes were not only delivered but also maintained and cared for, helping to foster a sense of ownership and responsibility among recipients.

Building on the success of this initial project, Revolve Recycling Foundation has partnered with Chase and Grace Projects, based in Alice Springs, to enable the delivery of 200 bikes to Northern Territory communities later in 2024. With the help of the Australian Sports Foundation, Revolve Recycling Foundation continues to fundraise to expand these programs and reach more children across Australia. Their long-term goal is to distribute 1,000 bikes annually, supporting children's physical, social, and mental wellbeing through access to bicycles.

The foundation's innovative approach has sparked interest from individual donors and organisations alike, including a significant \$35,000 donation from the Heart Foundation. With this support, Revolve Recycling Foundation is not only reducing environmental waste but also making a positive impact on the health and wellbeing of children in remote and disadvantaged communities across Australia.

<https://asf.org.au/projects/revolve-recycling-foundation/500-bikes-for-kids>

SPORT AS A BEACON FOR MENTAL HEALTH

Sport plays a pivotal role in enhancing mental health by offering a meaningful outlet for both physical and emotional wellbeing. Participation in sport provides a structured way to stay active, which is widely recognised for its ability to reduce symptoms of anxiety, depression and stress. The sense of accomplishment, camaraderie, and routine that comes from regular participation with like-minded people fosters a positive mindset and strong sense of belonging, helping individuals effectively manage life's other pressures.

RESILIENCE THROUGH SPORT

Sport also teaches valuable life skills, such as resilience and persistence, by offering a constructive way to cope with setbacks and push through challenges. These experiences not only build mental toughness but also equip our children and young adults with skills that extend beyond the playing field.

THE CRUCIAL LINK

For athletes, mental wellbeing is directly tied to their performance. The intense demands of training and competition, along with other life commitments, can take a toll, making it crucial that they receive mental health support when it's needed.

In FY24, the connection between sport and mental health has become even more prominent, with a growing recognition of the role that sports can play in promoting overall wellbeing. This increased awareness is reflected in a 41% rise in donations to support mental health campaigns, totalling \$6 million. These funds have been vital in supporting initiatives that ensure athletes and Australians receive the support they need to thrive both mentally and physically.

DONATIONS TO CAMPAIGNS BENEFITTING MENTAL HEALTH



KEY STATS



\$83.7K

Raised



600+

Participants impacted

CASE STUDY

MEREWETHER GREENS RUGBY FOUNDATION, NSW

NEWCASTLE TO BATHURST BIKE RIDE

In March 2024, the Merewether Greens Rugby Foundation hosted its inaugural Newcastle to Bathurst fundraising bike ride, a pivotal event aimed at raising \$100,000 to support the club's newly established Greens Assistance Program.

Developed in collaboration with a local psychology practice, this program offers three confidential mental health counselling sessions annually to players from the under 13's to seniors, coaches, managers, and support staff, reflecting the club's commitment to both mental and physical wellbeing. The program is the first of its kind in the Hunter region and highlights the club's proactive approach to tackling mental health challenges and stigmas within the rugby community.

The bike ride, a challenging three-day journey from Newcastle to Bathurst tackled by 26 cyclists, aimed to raise funds to ensure the sustainability of the Greens Assistance Program, enabling the Merewether Greens to provide crucial mental health services that empower players to seek help, manage stress, and maintain resilience both on and off the field.

In addition to mental health support, the club is looking to expand its welfare initiatives in the coming years to address concussion and injury rehabilitation, recognising the importance of a holistic approach to player welfare. The success of the fundraising event has laid the foundation for these future programs, which aim to promote long-term physical and mental health within the club.

<https://asf.org.au/projects/merewether-greens-rugby-foundation/newcastle-to-bathurst-fundraising-bike-ride>



HOW COMMUNITY SPORT ENGAGED WITH THE ASF IN FY24.

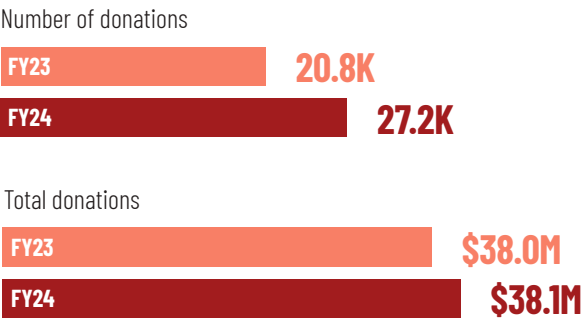
In FY24, the ASF played a key role in helping volunteers expand their fundraising capacity and skills. As a result, the ASF platform saw the highest increase in effective fundraisers to date.

COMMUNITY FUNDRAISERS ATTRACTING MORE DONORS

FY24 saw a record number of donors supporting community sporting clubs and organisations. The stronger growth in the volume of donations, compared to the total value of donations, reflects that people continue to contribute what they can to support their communities, despite rising cost-of-living pressures.

This trend highlights the effectiveness of community sport fundraising campaigns, which have consistently attracted more donors and donations year after year.

DONATIONS TO COMMUNITY SPORT



KEY STATS



CASE STUDY OFFICER SPORTS CLUB, VIC NEW SOCIAL ROOMS FIT OUT

When Officer Sports Club came to the realisation that their sporting clubs and the community had far outgrown their existing facilities, some of which were more than 50 years old, they decided it was time to start fresh.

After many years of planning, lobbying, and delays, they finally secured approval for the Joint Use Community Social Rooms project. The build was jointly funded by the Federal Government, State Government, Cardinia Shire, and various committees and user groups. However, as the project neared completion, the Club encountered unexpected costs that threatened to derail their plans.

To cover these additional expenses, Officer Sports Club launched a fundraising campaign with the Australian Sports Foundation.

The Club introduced the Signature Brick Program, which allowed supporters to purchase a personalised brick to be installed at the new social rooms, creating a lasting legacy for donors. Starting at \$250, donors could have their name, or a family or business name engraved on a brick, with additional benefits offered at higher donation levels. The bricks, sourced from the local Officer Kiln, added a historical connection to the project, further engaging the community.

In FY24, Officer Sports Club proudly opened the new social rooms, a modern facility that now serves as a vibrant hub for the community. The space accommodates the needs of eight sporting clubs, supporting around 1,000 active participants.

<https://asf.org.au/projects/officer-sports-club/new-social-rooms-fit-out>

BOOSTING PHILANTHROPY FOR COMMUNITY SPORT

In March 2024, the ASF partnered with Uber to launch the Uber Reserve Grade campaign, which awarded West Brunswick Amateur Football Club (also known as West) a \$50,000 grant as the most deserving reserve team in Australia. This selection was made by a panel that included CommBank Matildas footballer Mary Fowler.

West is an independent, volunteer-run club dedicated to making footy fun, inclusive and accessible. The reserve teams are the heart of the club, contributing both on and off the field and forming the backbone of the volunteer base.

The \$50,000 grant significantly bolstered West's ongoing fundraising efforts with the ASF, enabling the club to further support its players and expand its impact. West is committed to its values of inclusivity and aims to do more work in the LGBTQIA+ community, First Nations engagement, and supporting parents, carers and people with disabilities.



HOW ATHLETES ENGAGED WITH THE ASF IN FY24.

In FY24, the ASF helped more athletes than ever before raise funds to support them to train, compete and move closer to achieving their goals.

MORE DONATIONS HELPING ATHLETES TO THRIVE

Athletes don't reach the pinnacle of their sporting career overnight. The journey to becoming elite is marked by years of hard work and mounting expenses, which continue to increase as athletes advance and consequently travel farther for national and international competitions. For athletes under 18, these costs often fall on their families.

Australia's Olympic and Paralympic hopefuls are all too familiar with these financial challenges. In the lead-up to the Paris 2024 Olympic and Paralympic Games, athletes had to intensify their already demanding schedules of competition, travel, and training, often while juggling additional jobs, in hopes of qualifying for the event of a lifetime.

In FY24, Australian athletes saw the largest increase in philanthropic support to date. Donation value grew by 45%, and the number of donations increased by 66%, reflecting donors' growing enthusiasm for supporting athletes at every stage of their journey.

DONATIONS TO INDIVIDUALS

Number of donations



Total donations



KEY STATS



\$17.3K
Raised



1
Participant impacted



CASE STUDY STELLA BARTON, VIC STELLA BARTON AIMING FOR PARIS

Stella Barton, a determined Para-Equestrian rider, has been competing in Australian Grade 1 Para Dressage since 2016.

Her equestrian journey began at age seven with Riding for the Disabled, and while she briefly considered giving up the sport at 14, her passion was reignited when her coach, Mary Longden, suggested that she had Paralympic potential.

Stella has worked tirelessly to qualify for the Paris 2024 Paralympics, but her journey hasn't been without its challenges. In 2023, her personal horse, Disco, was no longer able to perform at the level required for her Paralympic campaign. Luckily, three-time Paralympian Sharon Jarvis saw her potential and generously offered her horse, Bug, for training and competition. With Bug, Stella achieved a series of personal bests which led to her qualification for Paris.

To support her Paralympic journey, Stella launched a fundraising campaign with the Australian Sports Foundation. Through the generosity of her donors, Stella almost reached her target of \$20,000. The funds raised have been essential for covering Bug's care, including transport, training, and grooming, as well as Stella's travel, competition, and her team's associated expenses.

<https://asf.org.au/projects/stella-barton/stella-barton-aiming-for-paris>

BOOSTING PHILANTHROPY FOR OLYMPIC AND PARALYMPIC ATHLETES

ASF's 2023 Running on Empty report revealed that half of Australia's Brisbane 2032 hopefuls have considered leaving their sport due to financial constraints. Supporting our Olympians and Paralympians is critical as they pursue their dreams of bringing home gold in Paris 2024.

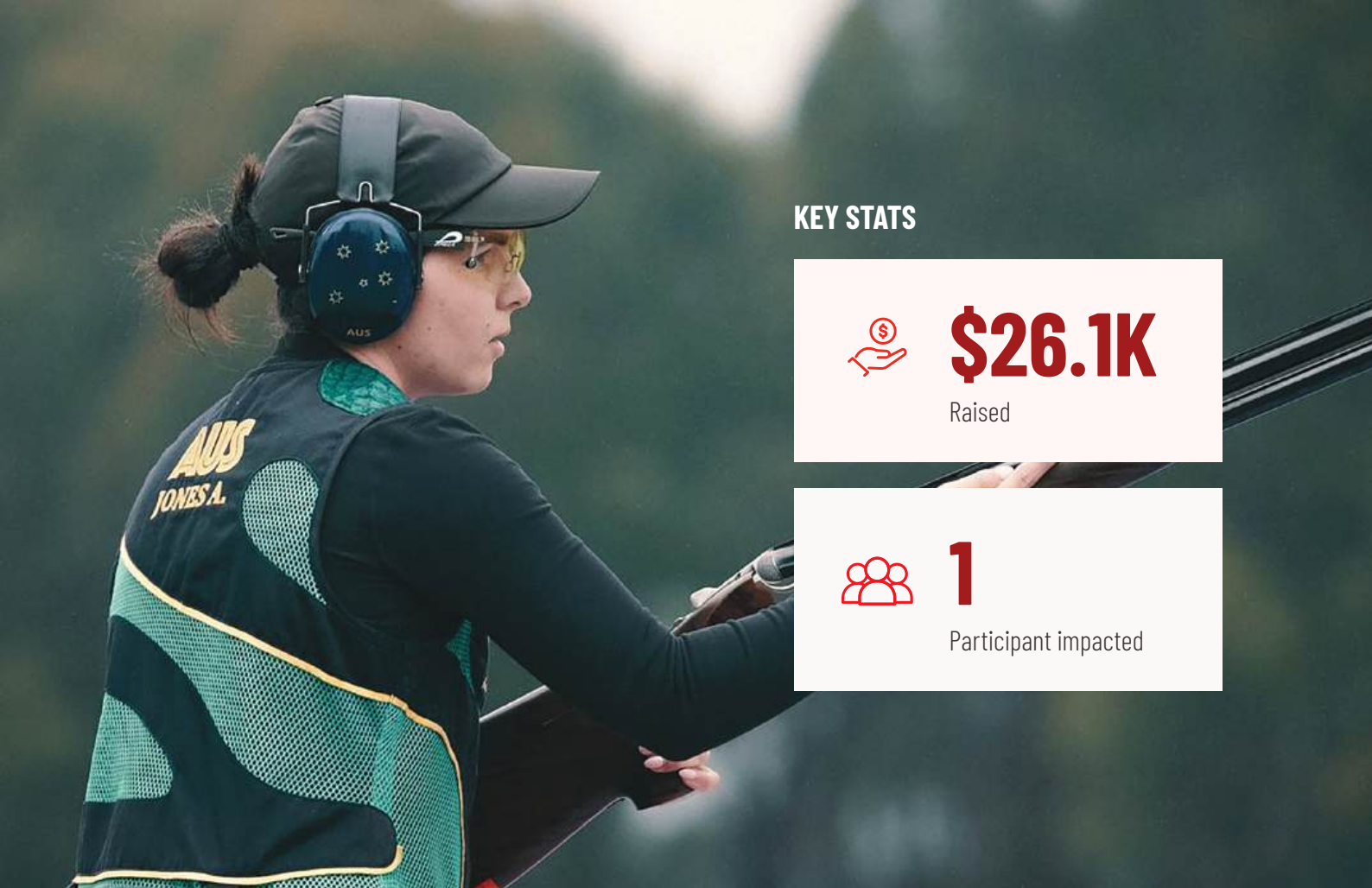
In FY24, 51 members of the Paris Olympic Team actively fundraised with ASF in the lead-up to and throughout the Games. This group included five medallists: Arisa Trew, Christopher Burton, Grae Morris, Natalya Diehm and Caitlin Parker. Collectively, these Olympians raised \$844,072 with ASF.

Additionally, nearly 30 qualified Paralympians also fundraised with ASF, including six medallists, raising an impressive \$290,945 in total. These medallists included Jet Altschwager, Brayden Foxley-Conolly, Jamieson Leeson, Daniel Michel, Darren Hicks and Susan Seipel.

FY24 also marked the start of the partnership between the ASF and the Aussie Athlete Fund. Founded by five-time Olympian Nat Cook OAM OLY, the Aussie Athlete Fund was established to support the financial sustainability of athletes, allowing them to pursue their careers without the burden of debt.

In collaboration with Ampol, the Aussie Athlete Fund launched the \$1 Million Challenge in FY24, aiming to pair 100 Australian athletes with 100 businesses to raise \$10,000 each. All funds go directly toward supporting athletes' sporting careers.

KEY STATS



KEY STATS



CASE STUDY AISLIN JONES, VIC PARIS SELECTION SERIES & TRAINING & TRAVEL

In 2016, Aislin Jones made history at the Rio Games as Australia's youngest Olympic shooter ever. Eight years later, her dream came true again when she qualified for the 2024 Paris Olympics.

However, the road to Paris came with significant financial challenges. Competing at an elite level requires extensive travel, training, and preparation, all of which are costly. To dedicate more time to her training, Aislin made the difficult decision to reduce her work hours, often taking unpaid leave for qualification events. This only added to the financial strain of covering travel and competition expenses.

To manage these rising costs, Aislin turned to fundraising. She launched a campaign with the ASF, setting a goal of \$35,000. With the support of local businesses, family, and friends, the campaign provided essential funding to allow Aislin to travel, train, and compete without the added burden of financial stress.

The Gippsland community rallied around Aislin. Individual donations flowed in, and local businesses displayed flyers promoting her campaign and came up with creative ways to generate donations, such as gold coin gift wrapping. Aislin worked tirelessly, repeatedly asking for donations, which paid off. Thanks to the overwhelming support from her community, she raised enough funds to compete in Paris and represent Australia once again on the Olympic stage.

<https://asf.org.au/projects/aislin-jones/paris-selection-series--training--travel>

MORE DONATIONS

The Australian Sports Foundation channelled the highest-ever amount of philanthropic funds into sport in FY24 — an increase of over 24% from the previous year. This was driven by a record number of donations supporting more community projects than ever before.

Both the value and volume of donations to sport increased in FY24. The 38% rise in donation volume shows that more donors recognised the importance of giving back to their communities and supporting worthy sporting causes. This generosity enables sport to drive positive change and create opportunities for more Australians.

TOTAL NUMBER OF DONATIONS AND DOLLAR VALUE OF DONATIONS

Total number of donations



Total donations



GIFT TYPES*



*The ASF has reviewed and improved its methodology to attribute gift types in FY24, meaning changes to FY23 numbers reported in FY23 *Giving for Sport*



KEY STATS



\$20.2K

Raised



20

Participants impacted

CASE STUDY VOLLEYROOS, ACT WOMEN'S VOLLEYROOS 2023

The Australian Women's Volleyball Team, commonly known as the Volleyroos, is a unit of strong, determined, and passionate women committed to growing the sport of volleyball in Australia and competing at the highest international levels. For many of these athletes, being selected to represent Australia is a lifelong dream, but the harsh reality is that this dream comes with a significant financial burden. Despite their incredible achievements, the Volleyroos receive limited funding, leaving players to cover much of the cost themselves.

With the 2032 Olympic Games in Brisbane on the horizon, the team's goal is to be at their strongest and most competitive on the international stage.

To achieve their goals, the team planned to hold multiple training camps at the Australian Institute of Sport (AIS) and compete in international tournaments in Indonesia, Vietnam, and Thailand. However, without financial support, there were concerns that some team members may be unable to participate, potentially impacting the team's overall performance and progress.

The Volleyroos' FY24 fundraising campaign was essential to easing these financial pressures, enabling the team to focus on their training and competition without the burden of major personal expense. By raising the necessary funds, the team could continue preparing at the highest level, paving their way for future Olympic success.

<https://asf.org.au/projects/volleyball-australia/womens-volleyroos-2023>

DONORS GIVE MORE THROUGH THE ASF

Donors contribute more through the ASF platform, with the average donation significantly exceeding industry benchmarks. While the most common donation amount on ASF is \$100, other platforms see \$50 contributions more often.

Over the past 12 months, the average online donation to ASF was \$1,205.06, with a median of \$100 from over 50,000 donations.

Notably, 83% of donations were \$250 or less, and for these smaller contributions, the average donation since July 2022 was \$77.70. These figures highlight the generosity and trust that donors place in the ASF platform.

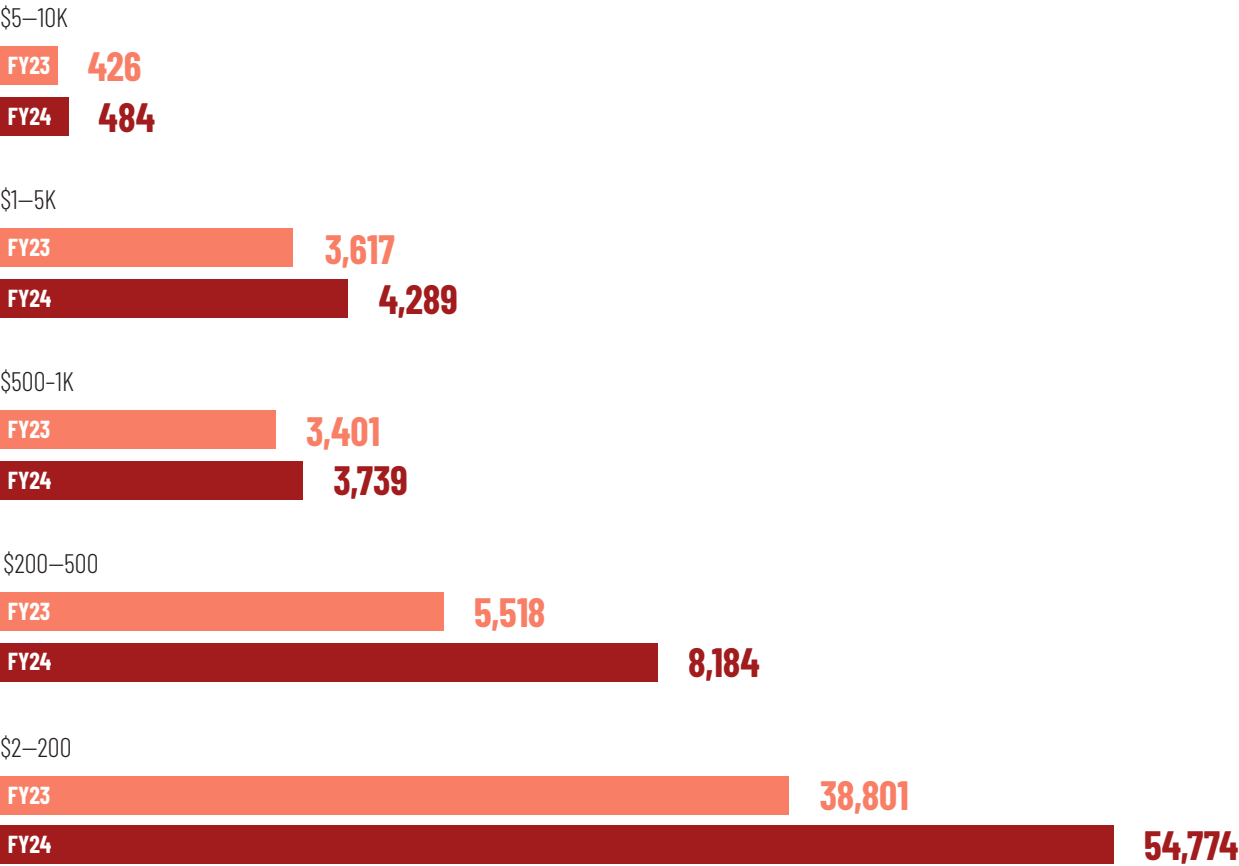
GRASSROOTS DONATIONS

DONATIONS UNDER \$10,000

Despite ongoing cost-of-living challenges, grassroots donations in FY24 saw an 8.3% increase in value and a 38% rise in volume. This demonstrates that, even in tough times, people remain committed to supporting their communities.

This trend is a promising indicator for sports across Australia, reflecting a continued willingness to give back, even in the face of economic hardships.

NUMBER OF GRASSROOTS DONATIONS BY DONATION RANGE



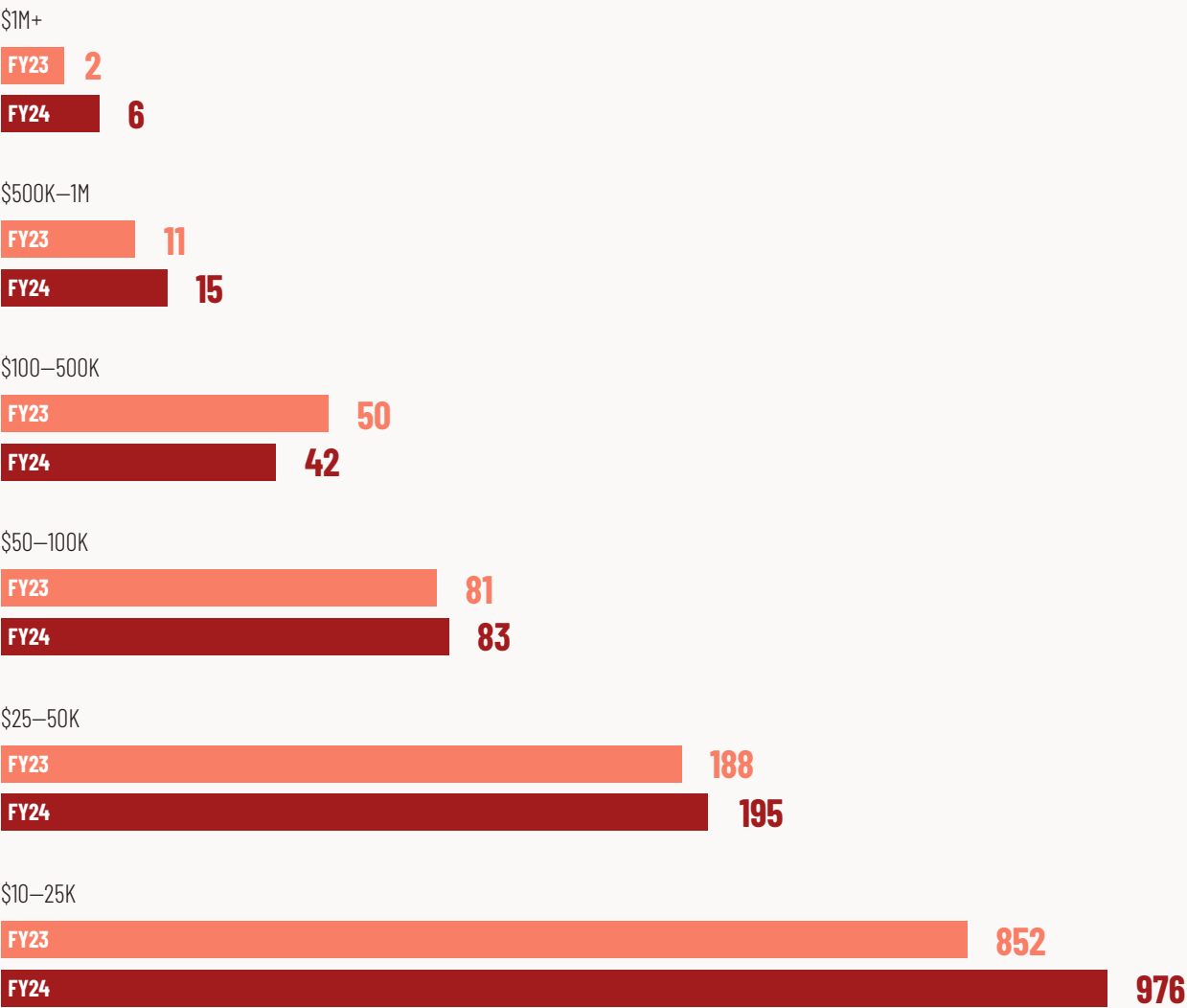
MAJOR DONATIONS

DONATIONS OVER \$10,000


In FY24, the ASF saw a significant increase in major donations to sport, with a 47.8% rise in value and an 11.2% increase in volume. This growth was driven by an increase in large gifts over \$1 million. These trends align with broader patterns in Australia, where high-income earners have consistently been the largest contributors to philanthropic giving over the past decade.



NUMBER OF MAJOR DONATIONS BY DONATION RANGE




KEY FUNDRAISING STATS




\$100

Most common donation



\$56.6K

Average major donation



\$3.5M

Largest donation to a fundraising campaign



DONATIONS FROM PRIVATE ANCILLARY FUNDS AND PUBLIC ANCILLARY FUNDS

Australia is poised for an intergenerational transfer of wealth, with \$1.1 trillion expected to change hands over the next seven years. With this shift, we're seeing a growing number of Private Ancillary Funds (PAFs) and Public Ancillary Funds (PuAFs).

To help athletes and sports clubs connect with ancillary funds, the ASF has a dedicated charitable fund, the Australian Sports Foundation Charitable Fund (ASFCF), which enables PAF's and PuAF's to distribute funds in support of charitable sporting projects that are closely aligned with their own missions.

However, amateur sport in Australia currently lacks charitable status, which limits the ability of PAFs and PuAFs to financially support sport.

This trend was evident in FY24, as the number of PAFs contributing to sport with the ASF fell by 9%, and the total value of their donations decreased by 24.6%.

THE ANCILLARY OPPORTUNITY – CHARITABLE STATUS FOR COMMUNITY SPORT

While philanthropic funding for sport is on the rise, it still represents a small fraction of overall giving in Australia. This presents a missed opportunity, as increased philanthropic support could have a transformative impact on athletes and the future of sport in the country.

To address this significant funding gap, the ASF seeks to boost philanthropic giving from PAFs and PuAFs. To help achieve this, the ASF is advocating for community sport to be included as a charitable purpose under Section 12 of the Charities Act 2013 (Cth).

This change would unlock over \$103 million in philanthropic giving annually for the sector by 2030, allowing donations from philanthropic trusts to support community clubs and amateur athletes. If successful, community sporting organisations and amateur athletes will continue to partner with the ASF to raise funds, with the ASF managing regulatory compliance and assisting in accessing funding from philanthropic donors.

In FY24, the ASF began consulting with clubs, athletes, and communities on this issue. The findings from this consultation will be presented to the Australian Government in late 2024, along with the ASF's recommendations.

The ASF's advocacy for community sport's recognition as a charitable purpose offers a bright future for grassroots athletes and organisations. By unlocking this opportunity, we would take a significant step towards creating a more equitable and prosperous sporting landscape in Australia, where every participant, regardless of background, has the chance to receive the benefits of sport.

PAF AND PUAF DONATIONS

Number of donations



Total donations



KEY STATS



\$103M

In philanthropic donations annually by 2030



190K

New participants to community sport across Australia by 2028

Levelling the Playing Field, How much funding could clubs and athletes raise if amateur sport was designated as a charitable purpose?
Pragmatic Policy Group, February 2024.

WHERE TO FROM HERE?



FUNDRAISE ONLINE

Encourage sporting organisations, community clubs and individual athletes to embrace online fundraising with the ASF.

<https://asf.org.au/sign-up>



ADVOCATE FOR SPORT

Advocate for sport as vital to physical and mental health, as well as social cohesion, and encourage private and corporate philanthropy to invest in sport to achieve positive social outcomes.



SUPPORT CHARITABLE STATUS

Support the ASF's bid to secure charitable status for amateur sport, allowing us to work more closely with PAF's to increase financial support to community sport and aspiring athletes.

<https://asf.org.au/charitable-status>



PARTNER WITH ASF

To discuss partnering with the ASF, please contact:

info@asf.org.au



