

GIVING FOR SPORT REPORT **FY23**





students'
for sport
college.sic.edu.au

CLEANAWAY
13 13 39
Waste Management

VIOLET

MISSIE
DOOPS



CONTENTS

EXECUTIVE SUMMARY	2
KEY RESULTS	3
A MESSAGE FROM OUR CEO	4
PREAMBLE	5
THE OPPORTUNITY	6
GIVING FOR SPORT FY23	8
01 MORE CLUBS AND ATHLETES WORKING WITH ASF TO RAISE FUNDS	9
02 MORE AUSTRALIANS DONATING TO SPORT	15
03 INDIVIDUAL FUNDRAISING BUILDING STRONG COMMUNITY SUPPORT	24
THERE'S STILL MORE TO DO	28
HOW YOU CAN HELP	32



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.

EXECUTIVE SUMMARY

The Australian Sports Foundation (ASF) *Giving for Sport* report for FY23 presents a compelling picture of the evolving landscape of sports fundraising and showcases the continued generosity and support of Australian donors.

In a year marked by considerable challenges for community sporting clubs and athletes, the need for support becomes even more evident as we usher in the “Green and Gold Decade”, an era that demands our utmost attention.

As we unveil this report, we shine a light on vital insights that underscore the urgent need for action to safeguard our nation’s sporting future.

The ASF’s *Your Sport Your Say Clubs Under Pressure* report (released May 2023) revealed that in the past year, one in four small community sporting clubs have contemplated closing their doors due to financial pressure, how the cost of living is impacting participation, and the ongoing impact of COVID-19 and extreme weather events. These challenges are placing further strain on critical yet time pressured volunteers.

Extending beyond the grassroots, the ASF’s *Your Sport Your Say Running on Empty* report (released August 2023), which surveyed elite athletes, also paints a concerning picture, with a staggering two out of three of our representative athletes considering leaving their sport, due to financial instability and low incomes (46% of elite athletes earn less than the poverty line of \$23k), increasing mental health challenges and the associated financial pressure placed on athletes’ families.

Amidst a backdrop of urgency, there is a need for those who care about the health of our communities, and who value the social and community benefits of sport to continue to support our clubs, athletes and sporting organisations through these difficult times.

Through this lens, the ASF is therefore delighted to announce **a record \$79.9M in community and philanthropic donations to sport in FY23**; a year in which more Australians donated more money to help more sporting clubs, organisations and athletes than ever before.

IN THIS REPORT

- We highlight what is behind this growth in FY23 and break down trends in Australian giving for sport.
- We analyse the funds donated to the ASF for the benefit of Australian sporting clubs, organisations and athletes.
- We explore case studies from community clubs and athletes that have raised much-needed funds for facilities, participation programs and training.
- We outline the \$300M per annum philanthropic funding opportunity for Australian sport in the coming decade and the boost it could give to community sporting clubs and our representative and aspiring athletes.

KEY RESULTS

A record \$79.9M of philanthropic donations in FY23 is \$3.2M higher than the previous record in FY22, highlighting that in the face of high inflation, increasing costs, and natural disasters across many communities, Australians still recognise the importance of giving to sport.

Philanthropic funds distributed by the ASF have helped to deliver infrastructure, scholarships and equipment to community sport. They've also subsidised costs for participants and supported our aspiring athletes, reducing barriers to participation and competition.

Over 3,000 fundraising projects successfully secured funds with the ASF, representing 49% growth since FY22. This increase proves that individuals, clubs and organisations are increasingly valuing philanthropy as a revenue stream that can boost their performance and help them along the way to achieving financial sustainability.

This growth is vital as rising costs are impacting participants across the whole sector. Financial pressures are impacting the capacity of athletes to train, compete and pursue their sporting dreams, while sporting clubs and organisations are struggling under financial pressures to deliver their competitions and programs.

In many cases, remaining solvent without passing on additional costs to participants, who are themselves struggling with the rising cost of living, is a real challenge.

New South Wales was again the dominant state for fundraising value, achieved with \$41.5M, an increase of \$7.2M for FY23. Victoria was second with \$20.2M, followed by Queensland with \$7.7M.

As the first year passes in the "Green and Gold Decade" leading to Brisbane 2032, the urgency to increase investment into sport grows greater. The funding needs cannot be covered by Governments and corporate sponsorships alone.

Philanthropy must continue to play a role to ensure the sports sector is strong, whilst realising the economic and social dividends of this unique period for Australian sport.



\$79.9M

total donations
to the ASF



↑\$3.2M

increase in
giving for sport



↑49%

increase in
successful fundraisers



↑35%

increase in donations
to community sport



↑110%

increase in donations
to individuals



3,061

active fundraising
projects

A MESSAGE FROM OUR CEO

Sport is a powerful force for good. At the community level, participation improves physical and mental health, promotes inclusion and brings communities together in ways that little else can.

Community sport is a profoundly important platform for millions of volunteers to create or maintain friendships while contributing to community life. And our elite participants have a unique power to instil national pride and bring the nation together – as has been powerfully shown during the recent FIFA Women's World Cup.

The Green and Gold Decade is a tantalising prospect for the nation, but for Australia to fully leverage the opportunity of these exciting global events being held on our shores, our sporting organisations will need to invest in participation initiatives, in providing pathways, and in supporting our high-performance athletes and teams. And our community sports clubs – the base of the sporting pyramid, and the breeding ground for all our champions – will need to survive and thrive.

Funding is vital to enable a successful sporting ecosystem, and the reality is that there will always be a gap between what is needed and what Governments can afford to invest.

The ASF is committed to working with the community and the philanthropic sector to grow funding from this source, to help make sport more sustainable and to bridge the gap between what is needed and funding available from traditional income streams.



Patrick Walker
CEO, Australian Sports Foundation

PREAMBLE

ABOUT THE AUSTRALIAN SPORTS FOUNDATION

The ASF is Australia's national non-profit sports fundraising organisation, and the only organisation in Australia to which donations for sport are tax-deductible.

ASF focuses on supporting a thriving Australian sporting sector, where everyone has access to the health and social benefits of sport, regardless of their gender, background, location, ability or culture.

ASF has been helping athletes, clubs and organisations fundraise for 37 years. Since inception, **the ASF has distributed nearly \$700M through its online fundraising platform and community sport grant rounds.**

Funds raised through the ASF have increased exponentially in recent years, culminating in a record of nearly \$80M for FY23, raised from more than 50,000 donations to over 3,000 fundraising projects. There were around 900 fundraising projects for individuals, raising over \$4.5M.

The ASF has also established the Australian Sports Foundation Charitable Fund (ASFCF) to enable private and public ancillary funds to invest in a sporting future where everyone can play.

OUR FOOTPRINT IN AUSTRALIAN SPORTS FUNDRAISING



\$683M

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



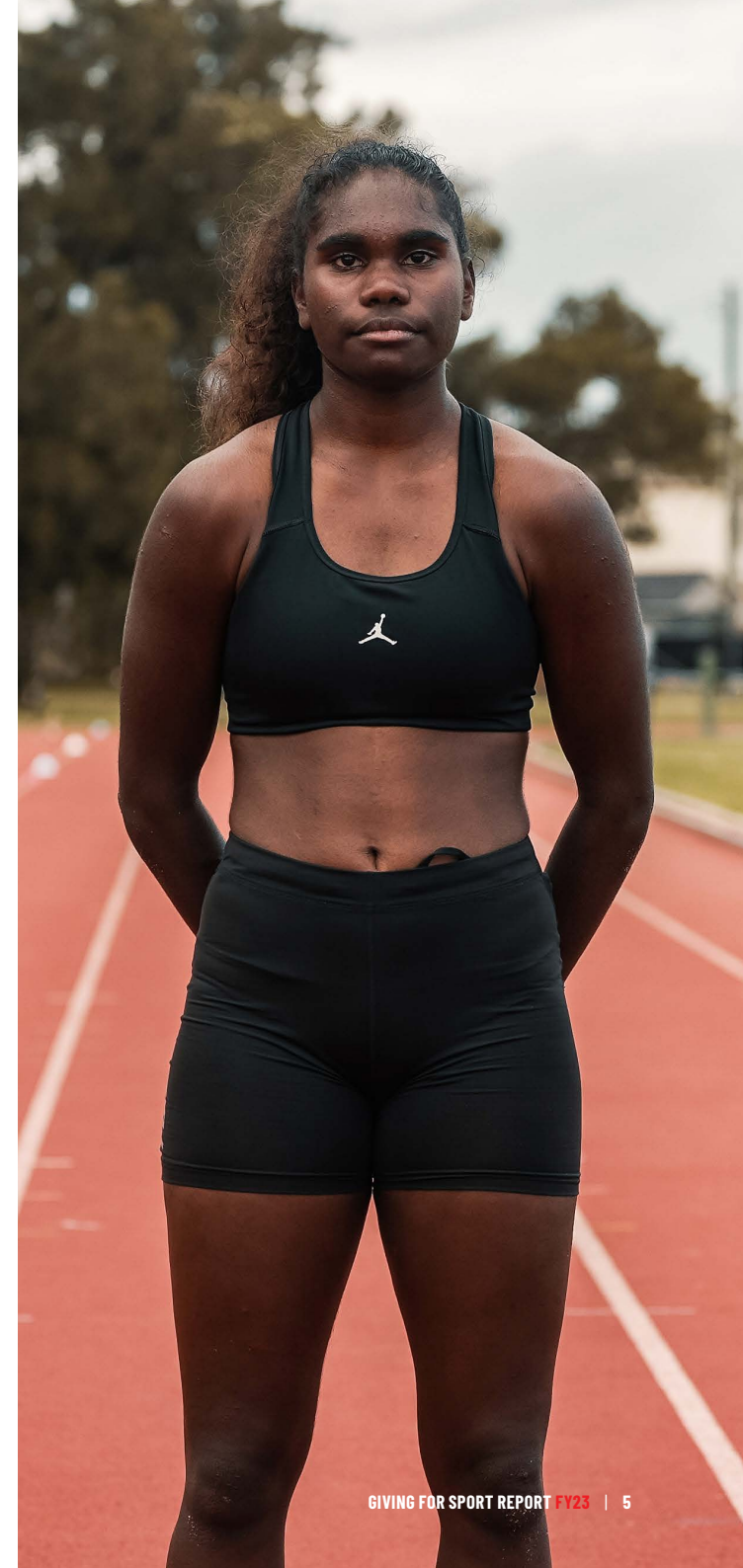
37 YEARS

experience in raising funds for sports



10,000+

individuals and community clubs that have benefited from our support



THE OPPORTUNITY

Philanthropic funding into sport is on the rise, but it still represents a small fraction of overall giving in Australia.

This is a missed opportunity, as philanthropic funding can make a real difference to the lives of athletes and the future of sport in our country.

The ASF encourages all clubs and athletes with a fundraising need to partner and fundraise. Together, we can make a difference and ensure that all Australians have the opportunity to participate in sport.

The next decade is a golden opportunity for Australian sport. With your support, we can help our athletes reach their full potential and achieve great things on the world stage.



ANOTHER MILESTONE ON THE JOURNEY TO \$300M

There is much to be celebrated as philanthropic funding for sport reaches another milestone of growth in FY23. This has allowed more Australians to benefit from the health and social benefits that sport brings. However, **giving to sport remains at less than 1% of annual giving in Australia** and there is much more opportunity to realise.

The latest *Your Sport Your Say* research data, conducted by the ASF with athletes and clubs, confirms that Australian sport continues to face significant challenges due to underfunding.

A potential solution lies in the enormous \$300M per annum opportunity for philanthropic funding in the sport and physical recreation sector that the ASF identified in its *Giving for Sport, Towards 2032: A Sporting Chance For All Through Philanthropy Report*.

The ASF calls for more support to ensure the continued growth and sustainability of Australian sport. Philanthropists and everyday Australians must invest to provide comprehensive support and help to realise the \$300M philanthropic opportunity ahead of us in the coming Green and Gold Decade of sport.

KEY STATISTICS



0.7%

of total giving goes to sport



\$300M

giving opportunity



\$220M

gap to close by 2032

WOMEN ONSIDE

WOMEN IN FOOTBALL EVERYWHERE

Women Onside is an organisation of women and their allies with deep lived experience in football, striving to increase equality and opportunities for women in football and women's football.

Thanks to the ASF and Women Onside's donors, Women Onside were able to provide direct and indirect support to the Afghan Women's National Team, who arrived in Australia in August 2021 following the fall of Kabul.

This support has also facilitated the continuation of Women Onside's impactful initiatives like leadership training programs Getting on Board, Onside Mentoring, and their signature event, the Women in Football Leadership Conference.

This transformative event ignited a powerful dialogue about women's football's immense potential and untapped opportunities. With a theme of 'Level Up!' the conference celebrated the remarkable achievements of women leaders while emphasising the need for further investment and a fresh approach to marketing women's football.

With continued support from donors, Women Onside will also be able to continue their special interest groups

in Coaching, Refereeing and Fan Engagement. Important work in an all-important year in which Australia and New Zealand hosted the 2023 FIFA Women's World Cup™.



\$52.5K

largest donation



The ASF fundraising platform has been instrumental in sustaining our mission to foster a more inclusive and equitable environment.

KERRY H, CHAIR

Raised
\$110.4K

★ **Goal reached!** Donations still accepted

Goal
\$75K

[View fundraising project](#)

<https://asf.org.au/projects/women-onside-limited>

GIVING FOR SPORT **FY23**



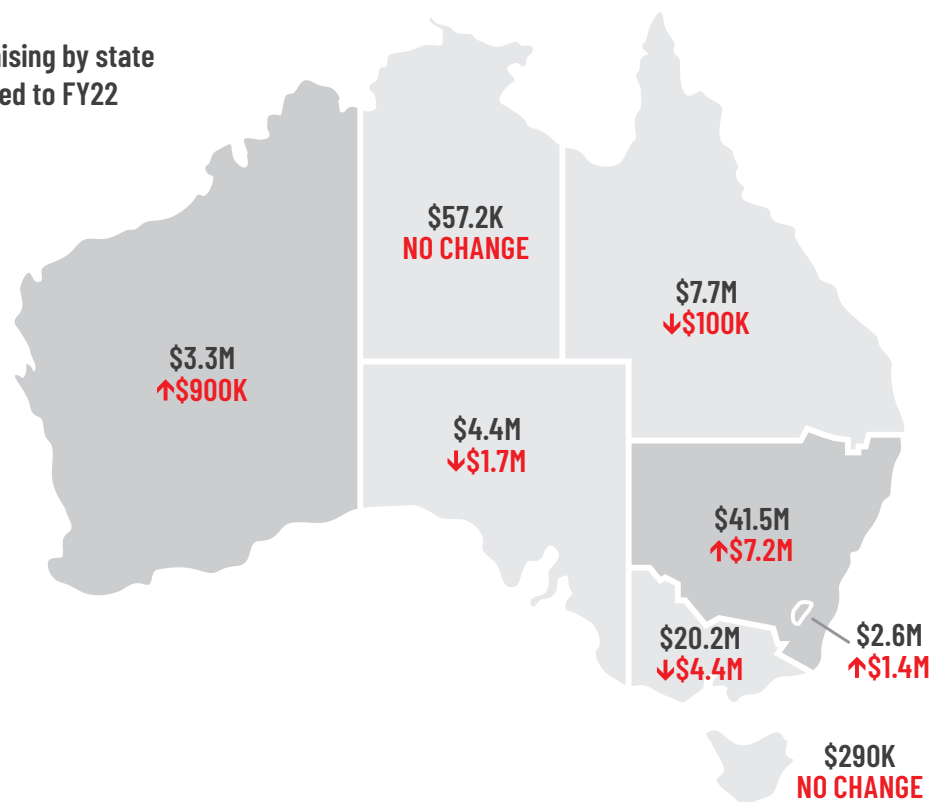


01 MORE CLUBS AND ATHLETES ARE WORKING WITH ASF TO RAISE FUNDS

In FY23, ASF helped volunteers grow their fundraising capacity and capability. As a result, community clubs across Australia have grown philanthropic investment by 35% and used it to help their community get involved in sport, regardless of their backgrounds or circumstances.

The collective effort showcases the continued resilience and unity community sport showed in the face of challenges caused by cost of living increases, funding pressures and natural disasters in FY23.

Figure 1: Fundraising by state in FY23 compared to FY22



TACKLING THE COST-OF-LIVING CRISIS

Challenging economic conditions and inflation are compounding the pressure on many community sporting clubs and their participants around Australia.

The ASF's recent report, *Your Sport Your Say* found that many clubs reported that their financial position had worsened over the year, largely due to increases in running costs. However, one in five clubs saw a boost in cash reserves, which demonstrates some green shoots in financial sustainability for sport at a grassroots level. Philanthropy can nurture and grow these green shoots, and in FY23, philanthropic funds raised through the ASF showed just how clubs can reduce the burden of increasing operating costs.

For participants, *Your Sport Your Say* identified that cost of living pressures were the primary cause of decreased participant registrations, as many households are forced to reduce their spend on community sport to make ends meet.¹ Philanthropy can play an important role in relieving this financial pressure on participants and help them get back to the sport they love. In FY23, philanthropic funds raised through the ASF to subsidise participant costs showed this in action.

KEY STATISTICS



\$7.2M

supporting clubs with
operating costs



\$654.6K

subsidising costs
for participants

DISASTER RECOVERY

Australia has experienced numerous natural disasters in the past year, including:

- Bushfires in New South Wales and Queensland, which destroyed homes and businesses in sporting communities.
- Intense flooding in New South Wales, Queensland and Victoria meant thousands of people were displaced and billions of dollars in damage, including to community sporting infrastructure.
- Cyclones Yasi and Larry hit Queensland, causing widespread damage across sporting communities.

These natural disasters have had a devastating impact on communities and community sport across Australia. Sport has a vital role to play in helping communities restore a sense of normality following natural disasters, and in FY23, ASF helped raise philanthropic funds to assist in the repair of damaged facilities or to replace lost or damaged equipment. Philanthropy also proved its worth by helping communities become more environmentally sustainable in the face of the climate change underpinning the severity of natural disasters.

KEY STATISTICS



\$427.4K

disaster
relief



\$77.5K

increasing environmental
sustainability

¹ <https://fundraise.sportsfoundation.org.au/our-research>

BREAKING DOWN BARRIERS TO PARTICIPATION

Sport is for everyone, but for some community groups, barriers to participation can be higher than others. These barriers can be socioeconomic, cultural, physical, psychological, or gender based. Addressing these barriers will create a more inclusive sporting culture where everyone has the opportunity to participate.

Encouragingly, there are signs that progress is being made. The ASF's annual *Your Sport Your Say* report found that almost 40% of clubs are seeing boosts to participation numbers, and more than half of all clubs are introducing new programs and initiatives to bring people back to sport.

Over one third of clubs reported increased participation amongst females, which is significantly higher than FY22. Further, the latest National Participation Update showed that weekly participation amongst people with disability and Aboriginal and Torres Strait Islanders had stayed steady or increased year-on-year.¹

Philanthropy plays a crucial role in delivering programs that lower barriers to participation and makes sport more accessible to everyone. In FY23, philanthropic funds raised through the ASF helped to create or extend programs that supported groups with higher barriers to participation.



\$25.3M

raised to support
beneficiaries facing barriers*



\$5.7M

raised for design and
delivery of programs

¹ https://www.clearinghouseforsport.gov.au/_data/assets/pdf_file/0010/1077544/AusPlay-National-Sport-and-Physical-Activity-Participation-Report-November-2022-V2.pdf

*ASF fundraising projects that have identified specific beneficiaries will be impacted



BASSENDAN GALAXY BASKETBALL CLUB

INCREASED PARTICIPATION IN COMMUNITY SPORT

Bassendean Galaxy Basketball Club is a Junior Basketball Club based in Bassendean, East Perth.

It was formed in 2018 after a few very keen parents couldn't find a local club for their children.

Galaxy is a club with a multitude of players from varying economic and social backgrounds, and the club prides itself on being inclusive.

In FY23, Bassendean signed up with the ASF to fundraise for the first time, with the aim to make sport participation at Galaxy more achievable for disadvantaged youth and / or those who find themselves unable to make payment of full fees.

Whether through direct subsidising of an individual player, or generally to keep all fees at a manageable level, donations to the Club will directly benefit the 300+ participants, their coaches, members and their families.



300+
people
impacted



As a result of the efforts from our "Increased participation in community sport" fundraising project, Galaxy have already been able to offer discounts in registration fees to those players who we identify as being at increased risk of discontinuing sport without this funding. This has allowed them to continue to join their friends in playing basketball and enjoy the many health and wellbeing benefits that being part of a Club and team has to offer.

LISA D, TREASURER

Raised
\$4.1K

Project start date **23/05/23**

Goal
\$20K

[View fundraising project](#)

<https://asf.org.au/projects/bassendean-galaxy-basketball-club/increased-participation-in-community-sport>

LEADERS OF ADOPTING PHILANTHROPY IN SPORT











Last year, the ASF partnered with many National and State Sporting Organisations to help increase their philanthropic revenue streams, provide better support to their club networks and communities, and raise funds for their community-enhancing programs.











There were a few key sports that led the way in seizing the opportunity of philanthropy and embedding it as a revenue stream. Below are some great examples of this in FY23:

- Surfing Victoria (pictured) using surfing as a way to connect Indigenous Victorians with the ocean whilst teaching new skills, water safety knowledge and healthy habits. Strong Aboriginal community leadership and engagement in culturally safe and engaging environments are the core values of the program and ensure its success.
- The WA Cricket Foundation continued to achieve their vision of inspiring Western Australia to be a better, healthier and more inclusive State. This was through channelling philanthropic funds to programs supporting cricket programs for women and girls, people with disability and Aboriginal and Torres Strait Islanders.
- The NSW Positive Rugby Foundation continued to champion wellbeing through Rugby, investing philanthropic funds into “Rugby for Good” projects, benefiting women and girls, juniors, regional areas, mental health and First Nations peoples.



TOTAL DONATIONS TO THE ASF BY SPORTS TYPE IN FY23 (TOP 20)

SPORT TYPE		\$ VALUE OF DONATIONS IN FY23	\$ VALUE INCREASE OF DONATIONS FROM FY22
 AUSTRALIAN FOOTBALL		\$20.0M	-\$7.3M
 MULTI-SPORT		\$17.2M	-\$2.3M
 GOLF		\$7.4M	+\$594.8K
 FOOTBALL (SOCCER)		\$7.0M	+\$4.3M
 RUGBY UNION		\$4.0M	+\$1.1M
 RUGBY LEAGUE		\$3.7M	+\$357.3K
 CRICKET		\$3.3M	+\$1.4M
 ROWING		\$3.0M	+\$740.2K
 SAILING		\$2.2M	+\$535.2K
 WATER POLO		\$1.3M	+\$810.1K

SPORT TYPE		\$ VALUE OF DONATIONS IN FY23	\$ VALUE INCREASE OF DONATIONS FROM FY22
 HORSE RACING		\$1.0M	+\$985.1K
 BASKETBALL		\$900.4K	-\$1.5M
 EQUESTRIAN		\$841.9K	+\$565.8K
 TENNIS		\$731.1K	+\$55.9K
 GLIDING		\$602.6K	-\$35.8K
 REAL TENNIS		\$524.3K	+\$490.6K
 HOCKEY		\$493.3K	+\$152.9K
 ATHLETICS		\$431.7K	+\$42.4K
 NETBALL		\$365.9K	+\$262.4K
 SURFING		\$349.4K	+\$113.1K

02 MORE AUSTRALIANS DONATING TO SPORT

The ASF distributed the highest amount of philanthropic funds into sport ever in FY23 - an increase of \$3.2M from the previous year.

MORE DONATIONS

Both value and volume of donations increased in FY23. The value increase of 35.1% to community sport and 4.1% overall shows that more donors recognised the importance of giving back to their communities and supporting worthy sporting causes, than ever before. This generosity is driving positive change and creating opportunities for many.

The ASF received over 53,000 donations, an increase of 32.5% on the prior year, resulting in a record aggregate amount of \$79.9M donated to sport.

This was driven by an increase of successful fundraising projects across all of sport, from grassroots to elite.

Figure 2: Number of fundraising projects that successfully raised funds

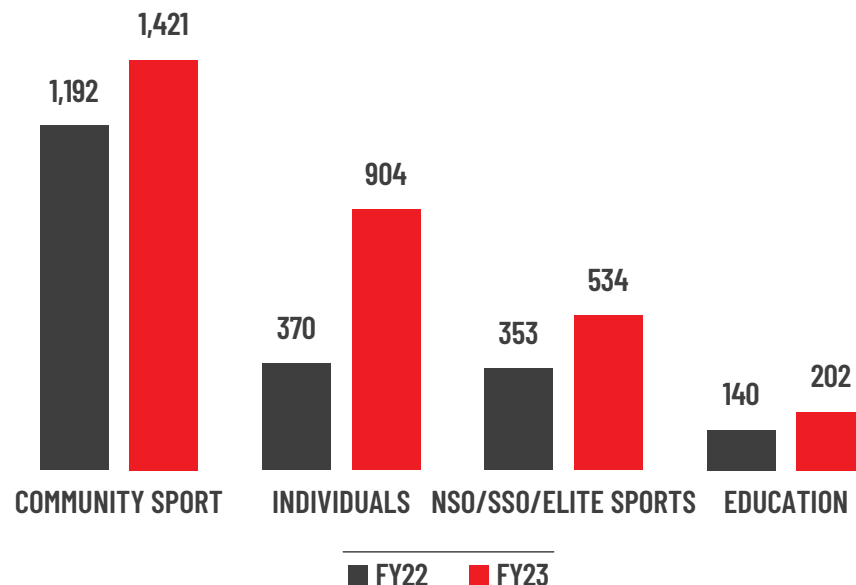
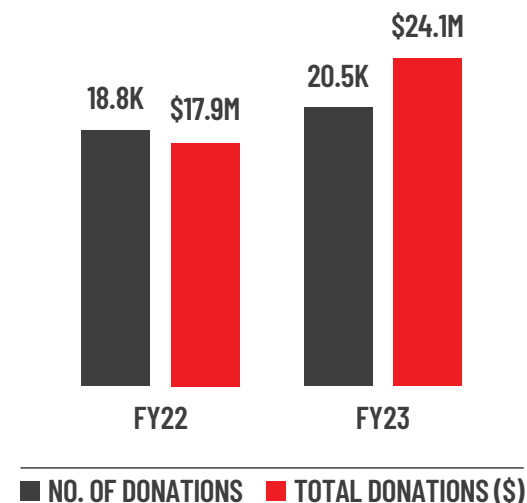


Figure 3: Donations to Community Sport



STRUCTURED GIVING TURNS ITS ATTENTION TOWARDS SPORT



TRENDS IN STRUCTURED GIVING

Structured Giving refers to relatively large scale philanthropy and is distinct from day-to-day individual donations. It generally involves using a vehicle designed to enable giving, such as Private or Public Ancillary Funds (PAFs and PuAFs), sub-funds, giving circles and testamentary trusts.

Structured giving can also occur without dedicated vehicles, for example, through corporate donations.

In sport, ASF's experience is that the most common form of structured giving is through PAFs and Corporate donations.



\$30.7M

corporate
donations



\$7.7M

PAF/trust
donations



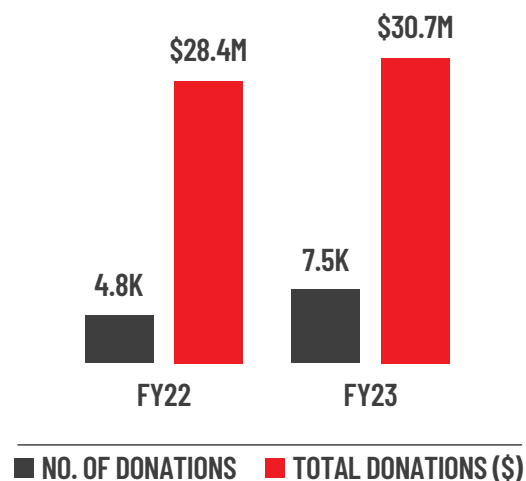
CORPORATE DONATIONS ON THE RISE

In FY23, corporate donations grew by 8.1% in value to \$30.7m, and by 56.2% in volume.

Giving by businesses in Australia is at least \$17.5 billion per annum, meaning there remains a huge opportunity for growth in corporate giving to sport in the future.¹

¹ <https://apo.org.au/sites/default/files/resource-files/2017-09/apo-nid106386.pdf>

Figure 4: Corporate donations

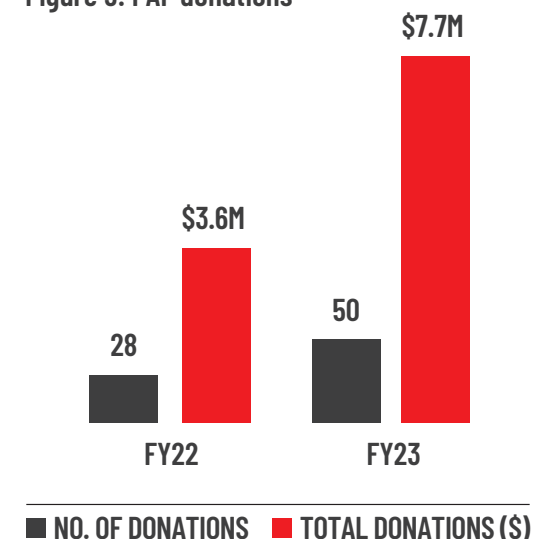


\$7.7M DONATIONS FROM PRIVATE ANCILLARY FUNDS (PAFS)

Australia is set to see an intergenerational transfer of wealth in Australia of \$1.1 trillion over the next seven years and with it, the number of Private Ancillary Funds (PAFs) will continue to grow. The ASF saw this trend play out in giving to sport in FY23, as the number of PAFs giving to sport grew 78.6% and the total value of donations increased 113.9%.

To help athletes and sports clubs connect with PAFs, the ASF has a dedicated charitable fund, 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 mission.

Figure 5: PAF donations



ACTIVE KIDS

Established in 2019, The Dickinson Foundation is a progressive philanthropic organisation dedicated to ensuring all young Australians are supported to participate, develop and stay in sport.

The Dickinson Foundation is a Private Ancillary Fund and works in partnership with the Australian Sports Foundation to fund the provision of much-needed equipment and uniforms to support junior participation at volunteer and locally run community clubs across Australia.

With funding provided by The Dickinson Foundation, our partnership has been able to provide three Active Kids grant rounds and delivered the largest to date in FY23.

These results demonstrate how PAFs can use their philanthropic funds to make a real difference in many communities through sport and positively impact the lives of young Australians.

<https://fundraise.sportsfoundation.org.au/grants>



**PROUDLY SUPPORTED
BY THE
DICKINSON FOUNDATION**

ACTIVE KIDS HIGHLIGHTS



90

Australian sports clubs
received a grant



\$390K+

of grants
distributed



26

sports across all States
and Territories benefited



OTHER TRENDS IN GIVING

MAJOR GIFTS BOOSTING COMMUNITY SPORT

FY23 saw slight decline in the value of major gifts to sport, with a 10.2% decrease to \$29.9M.

There was an 15.2% decrease in volume of major gift donations, which is in line with macro trends in Australia, with research conducted by the Centre for Social Impact showing that individual giving by Australia's most wealthy decreased 2.3% in 2022 vs. the previous year.¹

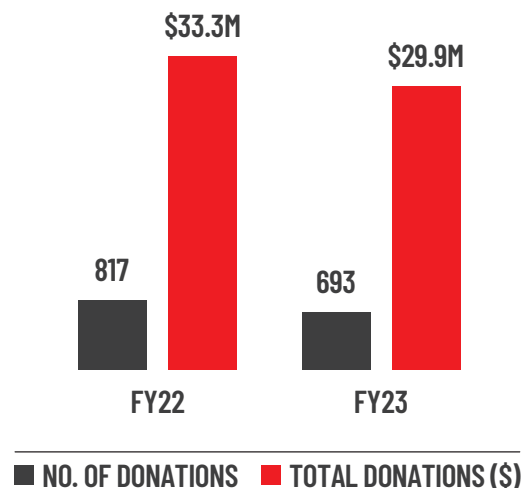
Despite the decrease in major gifts overall, the ASF saw the incidence of very large gifts (between \$500k and \$1m) continue to grow. Larger gifts were also donated through other structured giving vehicles, demonstrating that philanthropy among the wealthy continues to evolve.


Now Philanthropy Australia has provided a Blueprint to double structured giving over the next ten years, it's likely that the trend of individual major gifts will continue to decline, as wealthy individuals move to structured giving through different dedicated vehicles, such as Private Ancillary Funds (PAFs) or Trusts.²

¹ <https://www.csi.edu.au/research/high-net-wealth-giving-in-australia/>

² <https://www.philanthropy.org.au/our-impact/a-blueprint-to-grow-structured-giving/>

Figure 6: Major gift donations




\$29.9M
major gift
donations


\$11.7M
smaller
donations



WODEN RAMS

PHILLIP OVAL NEW CLUBHOUSE

Woden Valley Rams Rugby League Club is a community sporting club based in Woden, ACT. Formed in 1967, the club has a long history of developing top grade rugby league talent through 3 core principles of unity, commitment and accountability.

In FY23, the Rams kicked off a fundraiser in partnership with the ASF to fit out their newly constructed clubhouse, which was funded by the ACT Government. The fit-out of the new building will provide facilities for players, families, sponsors and supporters. The Rams will have a comfortable place to watch games and the ability to host social events and gameday awards. It also brings them significantly closer to securing their financial future and continuing their role for the local community.

The project is an excellent example of how philanthropy can boost Government funding to provide infrastructure that is fit for purpose for community sporting clubs and their communities.



200+
people
impacted



Without the fundraising made possible via ASF, the Woden Valley Rams would not be able to raise the necessary funds to complete our clubhouse fitout.

Being able to offer this fundraising opportunity has meant that all our club members, families and associates have been able to contribute to a facility that will benefit our club and the broader community for many years to come.

ANTHONY R, TREASURER

Raised
\$29.4K

Project start date **13/06/2023**

Goal
\$60K

[View fundraising project](https://asf.org.au/projects/woden-valley-rams-rugby-league-football-club)

<https://asf.org.au/projects/woden-valley-rams-rugby-league-football-club>

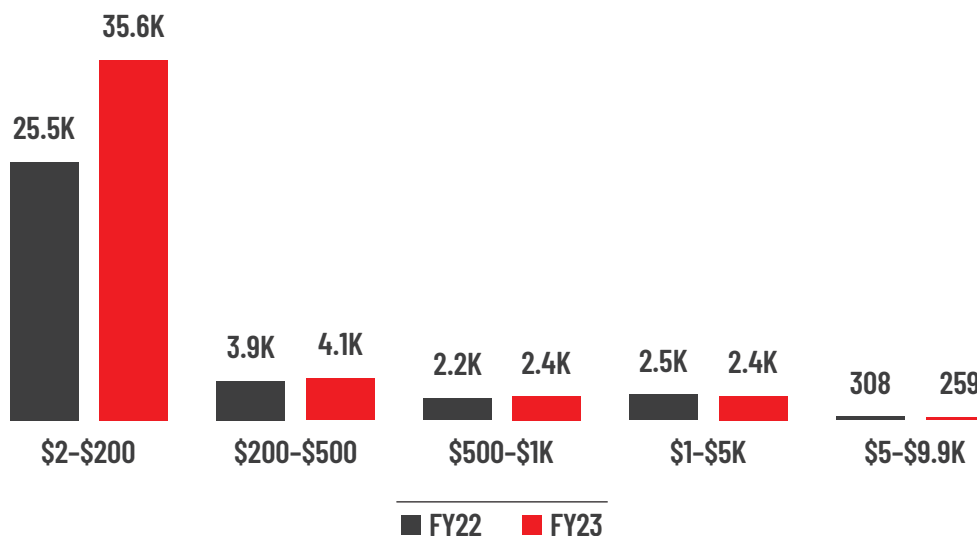


SMALLER DONATIONS INCREASING

Despite the cost-of-living crisis, donations by everyday Australians – described here as smaller donations – increased by 3% to \$11.7M and by 30% in volume to 44.8K.

This is a positive sign for sport across Australia, as it shows that people are still willing to give back to their communities, even when times are tough.

Figure 7: Number of smaller donations by donation range



MAKING EVERYDAY GIVING EASIER

In FY23, the ASF launched Apple Pay and Google Pay, making it easier and more secure than ever for donors to support their local sporting organisations or athletes. Apple Pay and Google Pay enable donations with just a few taps on a smartphone and uses the latest security technology to protect financial information.

Since launch in February 2023, Apple Pay and Google Pay transactions have made up 15% of donation volume and continues to grow steadily.



BLOWFLY CRICKET

COACHING THE UNCOACHABLES

BlowFly Cricket is a friendly, accepting, non-judgmental, safe and caring all-ability, inclusive grassroots cricket club that caters for children, adolescents, and adults of all genders, races and cultures with special needs and/or intellectual and physical disabilities.

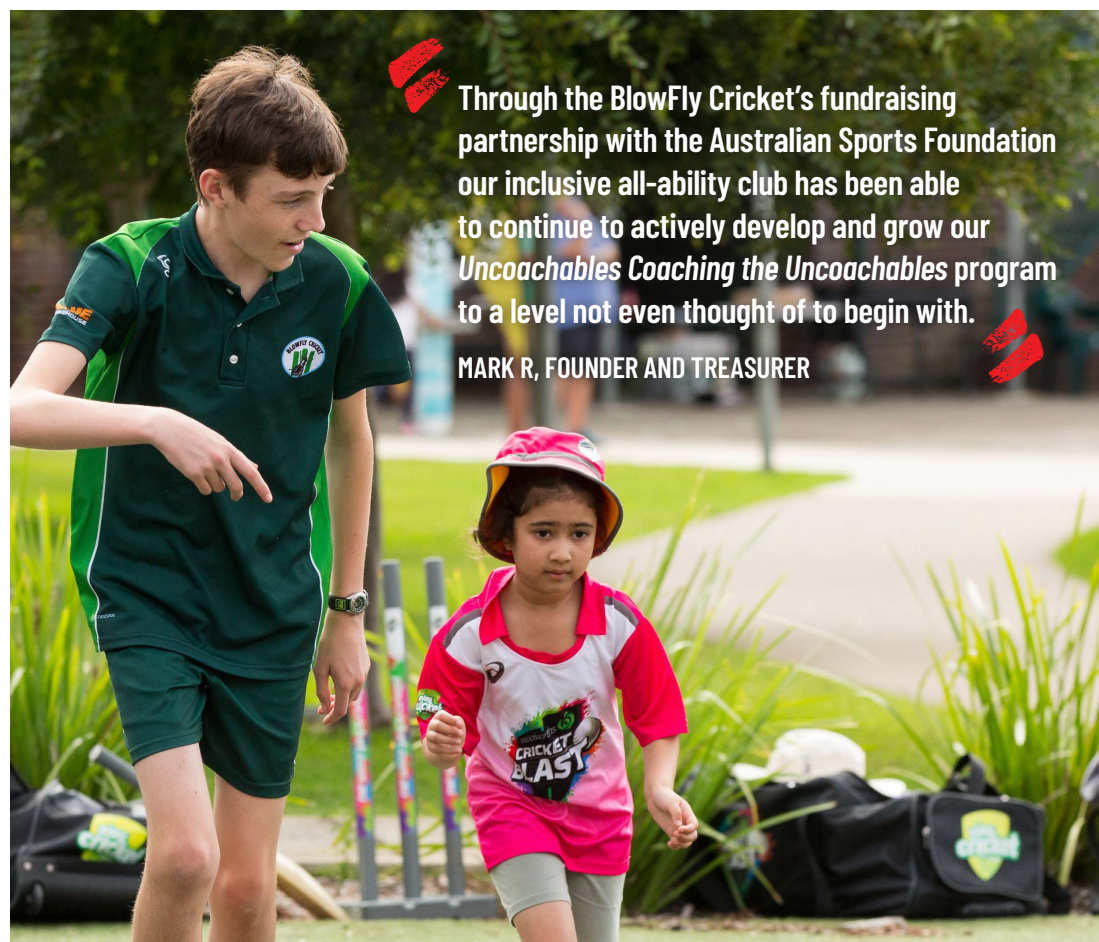
The club actively develops their 'Uncoachables Coaching the Uncoachables' program, firstly through the completion of the Cricket Australia Accredited Community Course and then ongoing mentorship and experiential learning at various BlowFly Cricket Coaching Clinics.

With more and more experience and exposure, BlowFly coaches develop increased levels of self-esteem, self-confidence, self-belief, assertive skills and maturation. Not to overlook the monetary payments for their time and effort.

Pleasingly, BlowFly had seven (7) new CA Accredited Community Coaches join their ranks in January 2023. This is a fantastic achievement, which augurs well for the progressive nature of this unique and highly acclaimed inclusive, all-abilities coaching program, funded by philanthropy.



50+
people
impacted



Through the BlowFly Cricket's fundraising partnership with the Australian Sports Foundation our inclusive all-ability club has been able to continue to actively develop and grow our *Uncoachables Coaching the Uncoachables* program to a level not even thought of to begin with.

MARK R, FOUNDER AND TREASURER

Raised
\$9.5K

Project start date **18/08/21**

Goal
\$10K

[View fundraising project](#)

<https://asf.org.au/projects/blowfly-cricket/the-uncoachables-coaching-the-uncoachables-2020-2024-seasons>

CAPITALISING ON THE END OF FINANCIAL YEAR OPPORTUNITY

End of financial year fundraisers are crucial for community sporting clubs, individuals, and athletes to garner support. As people consider making EOFY tax deductible donations, well-timed fundraising projects become a gateway to tapping into more potential donations.

In FY23, more clubs and athletes than ever before ran with this opportunity, raising 18% more than in FY22. The success of these fundraisers is a testament to the generosity of the Australian public. It also shows that clubs and athletes continue to find innovative ways to raise money and support their communities.

KEY STATISTICS



\$20.6M
donations



1.2K
new fundraising
projects



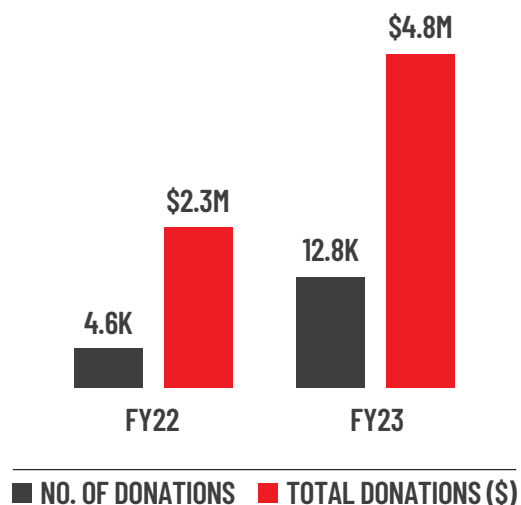
↑18%
increase in
donations YOY



03 INDIVIDUAL FUNDRAISING BUILDING STRONG COMMUNITY SUPPORT

Through its 'individuals' fundraising program, the ASF helped athletes, officials and other support staff selected to participate in representative, elite or high-performance sport to raise 110% more funds than in FY22.

Figure 8: Donations to Individuals



\$4.6M

support with competition and training costs



\$762.1K

support with travel



\$404.2K

athletes under 18



ARISA TREW

ROAD TO 2024 OLYMPICS IN PARIS

Arisa Trew is an outstanding young skateboarder. In June 2023, she became the first female to land a 720 trick in a skateboarding park competition. She is an Olympic hopeful for Paris 2024.

Arisa is currently ranked 14th in the world (June 2023) and has qualified first at every professional competition she has competed in. In June 2023, she won Tony Hawk's Vert Alert, making her Number 1 Vert skater in the world and then went on to win Xgames Vert and Xgames Park, being the youngest athlete to win 2 Golds at the Xgames in 20 years.

Fundraising and philanthropy enabled Arisa to travel to the USA to train with the best in the world, but the expenses won't stop there.

It will be philanthropic funds and the generosity of Arisa's supporters that are vital for her continue along the Green and Gold runway to the Paris 2024 Olympics and beyond.



35

donations
received



Fundraising has really helped with Arisa as her travel commitments are full on. She gets no funding from our National Sporting Organisation although she is a top tier athlete.

TREVOR W, COACH

Raised
\$3.8K

Project start date 20/02/23

Goal
\$20K

[View fundraising project](#)

<https://asf.org.au/projects/arisa-trew-road-to-2024-olympics-in-paris>



HELPING WHEN TRAGEDY STRIKES

All sports carry an element of risk, and it is vital that athlete welfare and rehabilitation is supported when tragedy strikes. For those who experience life changing trauma, or catastrophic injuries, extensive rehabilitation is often needed to support their re-engagement into sport.

In FY23, fundraising efforts through the ASF platform have been instrumental in empowering these remarkable individuals to overcome challenges, pursue continued participation in sport, and redefine the boundaries of what is possible in the world of differently-abled sports.

HARRISON CRISP

TO UNI AND BEYOND

Harrison was 15 years old and in prime health and fitness at the time of his accident on November 2nd 2019. Harrison was riding with his brother, friends and parents on the Lake Canobolas Mountain Bike track. After the last loop they planned a stop at the Lake for a swim and ice creams but 300 metres from the end of the track Harrison fell off his bike, severing his spinal cord.

Harrison's C4 complete spinal cord injury is a catastrophic injury that will require lifetime care and support.

For Harrison, maintaining his physical activity and wellbeing are central to being able to live life as best and independently as he can in a differently-abled way, and to build and maintain relationships by engaging in sport.

Donations offer Harrison the opportunity to find new ways of being active and continue his sporting interests with new forms of recreation.



\$40K

The cost of 4 years of care and support while Harrison is at uni.



Fundraising has been critical in helping achieve the goals of *To Uni and Beyond*. Not only has it helped financially but to have a community come together to support me as I transition to a new stage in my life, having that emotional backing gave me the confidence that this was something that I could achieve and it's been something I've been grateful for every day since.

HARRISON CRISP

Raised
\$95.6K

Project start date **01/10/22**

Goal
\$250K

[View fundraising project](#)

<https://asf.org.au/projects/harrison-crisp---to-uni-and-beyond>

THERE'S STILL MORE TO DO

Whilst this report demonstrates strong examples of clubs and athletes rebuilding, growing, and thriving thanks to philanthropy, many are still being pushed to the brink of closure or early retirement.



FUNDING COMMUNITY SPORTING NEEDS

Rising costs and decreasing revenue have led almost one in five community sporting clubs to consider closing their doors in FY23.¹ This is a serious problem, as community sport is essential for our physical and mental health, our economy, and our national pride.

Sport in Australia is underfunded, particularly at the grassroots level. This lack of funding has a number of negative consequences, including:

- **Reduced participation rates:** People from low-income backgrounds are more likely to be excluded from sport due to the high costs involved.
- **Poorer facilities:** Many sporting facilities in Australia are in need of repair or upgrading. This can make it difficult for people to participate in sport, especially people with disabilities.
- **Lack of opportunities:** There are limited opportunities for people to participate in high-level sport in Australia. This is due to the high costs involved and the lack of support for athletes at the grassroots level.

By raising and investing more philanthropic funds into community sport, we can improve our physical and mental health, boost our economy, and strengthen our national pride.

DOMINOES BASKETBALL CLUB NEW BASKETBALLS AND EQUIPMENT

Dominoes Basketball Club is a grassroots club with a 52-year history. The club gives boys and girls, and young men and women from a wide range of ages, levels, backgrounds and sporting capabilities, the opportunity to play basketball in a structured, friendly and inclusive environment.

Dominoes were the recipient of a \$500 ASF grant after entering the competition in the ASF *Your Sport Your Say* survey. The \$500 allowed them to purchase 10 brand new basketballs for their Aussie Hoops programs and ensured they had the appropriate tools for all participants to attend, many who don't own a basketball of their own.

The need doesn't stop there though. Basketballs have an expiry date/end of life date and although they can still be used for training purposes, they can no longer be used as match/ game basketballs. Dominoes need to completely replenish their basketballs for all of the teams for the 2024 season for game day usage, and in FY23, they turned to philanthropy to fund the \$8,000 cost.

The challenge the Dominoes Basketball Club face is not unique and is one many Community Clubs face across Australia

every day. More philanthropic funds into sport can support clubs like Dominoes get the equipment they need to keep their participants in the game.



20+
people
impacted



DOMINOES BASKETBALL CLUB ARE STILL SEEKING DONATIONS AND THEIR PROJECT REMAINS OPEN FOR DONORS WISHING TO PROVIDE THEIR SUPPORT

[Donate to this project](#)

<https://asf.org.au/projects/dominoes-basketball-club>

SUPPORTING OUR GREEN AND GOLD HOPEFULS

In sport, the pathway to becoming elite is paved with considerable expenses. Individuals must pay for training, equipment, travel, and costs associated with competing, coaching or engaging in other sports disciplines at a high level. These costs can be prohibitive for many, especially those from low-income backgrounds.

For elite athletes in particular, the development pathway requires them to compete regularly to raise their profile and qualify for events they hope can support their journey to the top. The associated costs only continue to grow as the distance to travel increases for National and International competitions. For athletes under 18, and even older, these costs often fall to their households.

Philanthropy can help support athletes who are competing at a National or International level by providing financial assistance to cover the costs of training, travel, accommodation, food, and other expenses. This can help to level the playing field and give all athletes the opportunity to compete at the highest level, regardless of their financial background.

In FY23, more individuals raised funds through the ASF than ever before. This demonstrates the growing confidence of athletes to turn to their supporters for assistance in navigating the financial challenges and to help them fulfil their potential. It also provides hope that the pipeline of budding athletes aiming to represent the nation in Green and Gold will continue. In the runway to the Brisbane 2032 Olympic and Paralympic Games, it is more important than ever to keep this momentum.



FILLING THE CRACKS IN THE GREEN AND GOLD RUNWAY

Australia's elite athletes are struggling financially. This is having a devastating impact on their mental health, their families' financial security, and their ability to stay in the sport they have dedicated so much of their lives to.

Almost half of elite athletes (46%) over the age of 18 are earning incomes, from all sources, of less than \$23,000 per annum. An income of \$23k a year equates to \$442 a week, which places them below the poverty line.¹

Government and sponsorship funding cannot fulfil all athlete funding needs — philanthropists and everyday Australians must invest to provide comprehensive support across all sports and backgrounds. This will enable athletes to focus on being the best they can be and the best in the world.

¹ *Your Sport Your Say, Running on Empty* (August 2023)

CASE STUDY: BLIZZARD

SARAH BLIZZARD FUNDRAISING FOR THE GREEN AND GOLD DECADE

Sarah Blizzard is an Australian Bobsleigh athlete currently on a mission to qualify for the Milan 2026 Winter Olympic Games.

Previously ranked 7th in the 2020/21 World Cup Series, Sarah and her team have achieved multiple top 10 finishes throughout this season. After being in the sport for three years and the disappointment of being selected as the alternative for the Beijing 2022 Winter Olympics, Sarah made the decision to slowly transition from brakeman in the back of the sled, to pilot, which requires practicing in a monobob - in which one woman does all the work herself. With no sleds available to rent, Sarah set about fundraising to purchase of her own at a cost of around \$30,000.

Unlike the skeleton, Bobsleigh in Australia is not an official Australian Institute of Sport backed venture, so Sarah largely relies on fundraising, sponsorship and her own reserves to enable her to train and compete. The cost of the sled along with van hire, specialist equipment, accommodation and coaching all add up and often Sarah is stretched thin between running her own business and seeking financial assistance to cover ever increasing training costs.

Sarah's main goal for the year ahead is competing as a pilot in her own team and qualifying for the 2026 and 2030 Winter Olympics.



30K

The cost of specialist equipment to support Sarah's Olympic preparations



Fundraising with the ASF helps me to cover the costs of better-quality equipment which helps to make qualifying easier and helps me become more competitive against the best teams. Even the smallest amounts make a huge difference.

SARAH BLIZZARD

SARAH IS SEEKING DONATIONS FOR THE 23/24 SEASON AND HER PROJECT REMAINS OPEN FOR DONORS WISHING TO PROVIDE THEIR SUPPORT

[Donate to this project](#)

<https://asf.org.au/projects/help-fund-bobteam-blizzards-2023-24-season>

HOW YOU CAN HELP



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.



FOR MORE INFORMATION

Please contact the ASF team: info@asf.org.au







FOR MORE INFORMATION OR TO DONATE TO SPORTS
FUNDRAISING PROJECTS, VISIT [ASF.ORG.AU](https://www.asf.org.au)

 AUSTRALIAN
SPORTS FOUNDATION