

STATE OF SPORTS FUNDRAISING FY25

A comprehensive
analysis of fundraising
performance and trends
across Australian sport



 AUSTRALIAN
SPORTS FOUNDATION



We acknowledge and pay respect to the Traditional Owners and Elders—past and present—of the lands on which the Australian Sports Foundation operates. We extend this acknowledgment to the Traditional Owners of Country throughout Australia and recognise their continuing connection to land, waters, and community.

At the ASF, we celebrate the diversity and strength of Aboriginal and Torres Strait Islander peoples and their significant contributions to Australian sport and society.

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EXECUTIVE SUMMARY

The Australian Sports Foundation (ASF) channelled the highest ever amount of philanthropic funds into sport in FY25 – an increase of 20% from the previous year. This new milestone is a result of record donor engagement and the greatest volume of ASF fundraising campaigns in our history.

IN THIS REPORT

- We unpack the key drivers behind growth in FY25 and examine emerging patterns in Australian sports fundraising.
- We explore the financial requirements of Australian sport and showcase how fundraising initiatives are creating positive ripple effects for communities and participants alike.
- We shine a spotlight on the outstanding achievements of our FY25 fundraisers.
- We share an inspiring story from a club that successfully raised funds to launch new programs and reduce financial barriers to participation.
- We feature a compelling narrative from an Olympic athlete who successfully raised funds to pursue a medal.

KEY RESULTS

The Australian Sports Foundation (ASF) State of Sports Fundraising report for the 2025 Financial Year (FY25) highlights the continued growth of fundraising in Australian sport, the impact of donor support, and celebrates the wins achieved across the sector over the past year.



\$118.8M

Total funds raised



20%

Increase in donation value



15%

Increase in donation volume



12%

Increase in donations to community sport



19%

Increase in donations to individuals



21%

Increase in effective fundraising campaigns

A MESSAGE FROM OUR CEO



RYAN HOLLOWAY

FY25 set a new benchmark, with the value of donations to sport increasing by 20% and more Australians than ever stepping up to support clubs, athletes and organisations nationwide. This generosity comes at a time when participation costs and financial pressures are rising across the sector, and it demonstrates the deep value Australians place on keeping sport strong, inclusive and accessible.

The Paris 2024 Games set the tone for the year, as Australians rallied behind those in green and gold and helped drive a record number of donations to athletes throughout FY25. At the same time, FY25 was defined by continued growth in fundraising efforts by community sport, with campaigns supporting grassroots sport successfully raising funds increasing 14% compared to the previous year. Together, these results show how deeply Australians value sport, from their local club through to international competition.

Looking ahead, sport will continue to need support through philanthropy. The number of donations to athletes and community fundraisers has grown, but the average value of those donations has not kept pace, remaining steady for individuals and decreasing for community sport in FY25. Australians are doing what they can in the face of rising costs, contributing more often, even if in smaller amounts.

This generosity matters, and with major sporting events on the horizon, including Brisbane 2032, continued fundraising and donor support will ensure the sector thrives and builds a lasting legacy.

Meeting these challenges will require strong leadership and collaboration across the Australian sports landscape. FY26 marks a time of transition for the ASF, and I extend my sincere thanks to our former CEO, Sue Hunt AM. Her leadership in FY25 shaped a renewed vision and direction that will continue to strengthen our commitment and support for Australian sport as the trusted partner in philanthropy and fundraising. It is a privilege to step into the Interim CEO role and build on these foundations. Together with our talented team, our Board, our partners and our donors, I look forward to growing philanthropic support and fundraising activity in sport to ensure that every Australian has the opportunity to experience the health and societal benefits sport offers.

Ryan Holloway
Interim CEO, Australian Sports Foundation

PREAMBLE

ABOUT THE AUSTRALIAN SPORTS FOUNDATION

The Australian Sports Foundation is Australia's national non-profit sports fundraising organisation and charity, and the only organisation in Australia to which donations for sport are tax-deductible. The ASF has distributed over \$900 million to Australian sports clubs and athletes over the past 39 years through our online fundraising platform and community sport grant rounds, helping to strengthen local communities and develop an inclusive and active sporting nation.

Sport is at the heart of every community in Australia. It has the power to enhance lives, improve physical and mental health, and bring people together. Our mission is that everyone in Australia, regardless of background, ability or culture, has access to the health and social benefits of sport. We are committed to an Australia where everyone can play.

OUR FOOTPRINT IN AUSTRALIAN SPORTS FUNDRAISING



\$900M+

raised for grassroots sporting organisations. Schools, Athletes and National Sports



39 YEARS

experience in raising funds for sports



14,000+

individuals and community clubs that have benefitted from our support



HOW AUSTRALIAN SPORT FUNDRAISED WITH THE ASF IN FY25

In FY25, New South Wales (NSW) reclaimed the top spot as the leading state for sports fundraising in Australia. This marked a significant turnaround after a previous year of decline.

Growth in NSW was driven by fundraising efforts in Football (Soccer), Golf and both Rugby League and Rugby Union. In Football, Sutherland Sharks FC raised significant funds to build an exciting new clubhouse and a female football facility, while the Western Sydney Wanderers Foundation continued to grow in strength.

Peer-to-peer campaigns also drove growth in NSW's success. Notably, New South Wales Rugby Union encouraged many of their teams to raise funds to support participation in the 2025 Australian Schools and Junior Rugby Union Championships.

Peer-to-peer fundraising also grew in South Australia and Queensland, reflecting a broader trend. More National and State Sporting Organisations are now using this type of fundraising approach to help their teams cover the costs of travelling to and competing in competitions across Australia and overseas.

Victoria was a very close second to NSW in total funds raised. It was another strong year for both grassroots and elite AFL clubs, with many of Melbourne's beloved premiership teams either breaking ground on new facilities or completing major infrastructure projects. These spaces will serve as important community hubs, benefiting both members and high-performance athletes.

Key statistics: Fundraising by state in FY25

State or territory	No. of campaigns raising funds	\$ value of donations in FY25	\$ value increase/decrease of donations from FY24
New South Wales (NSW)	1,160	\$45.7M	\$11.3M
Victoria (VIC)	1,176	\$45.6M	\$8.5M
Queensland (QLD)	984	\$10.4M	\$1.7M
Australian Capital Territory (ACT)	191	\$5.8M	-\$5.2M
Western Australia (WA)	430	\$5.3M	\$2.2M
South Australia (SA)	450	\$5.3M	\$1.5M
Tasmania (TAS)	94	\$410.7K	-\$44.1K
Northern Territory (NT)	34	\$142.8K	\$98.4K



MORE FUNDRAISING AT GRASSROOTS LEVEL

FY25 marked another record year of growth in fundraising across Australian sport, leading to a 21% increase in campaigns supporting the development in sport nationwide. From grassroots through to elite levels, more sporting organisations than ever before embraced fundraising and partnered with the ASF to drive meaningful results.

This collective achievement demonstrates the ongoing determination and unity across the sector, as Australian sport continues to navigate financial pressures stemming from insufficient funding and escalating participation costs.

NUMBER OF CAMPAIGNS THAT SUCCESSFULLY RAISED FUNDS

Community Sport



Individuals



NSO/SSO/Elite Sports



Education



Key statistics: Fundraising by sport in FY25 (top 20)

Sport type		No. of campaigns raising funds	\$ value of donations in FY25	\$ value increase/decrease of donations from FY24
	Australian Football	310	\$40.5M	\$11.0M
	Football (Soccer)	207	\$20.3M	\$11.1M
	Golf	163	\$10.6M	\$1.0M
	Multi-sport	221	\$8.5M	-\$3.1M
	Rugby Union	383	\$5.4M	\$1.8M
	Rugby League	72	\$4.7M	\$500.0K
	Rowing	225	\$4.4M	-\$6.0M
	Surfing	38	\$4.3M	\$2.9M
	Cricket	169	\$4.0M	\$900.0K
	Sailing	202	\$1.9M	-\$700.0K
	Equestrian	50	\$1.2M	-\$400.0K
	Motor Sports	43	\$1.0M	\$163.7K
	Other	232	\$988.5K	\$836.7K
	Hockey	154	\$968.9K	\$190.7K
	Basketball	151	\$938.5K	\$31.7K
	Water Polo	126	\$870.2K	-\$222.6K
	Athletics	205	\$810.2K	-\$143.8K
	Lawn Bowls	21	\$770.3K	\$645.1K
	Cycling - Track/Road	71	\$589.5K	-\$13.6K
	Baseball	58	\$575.1K	\$502.1K

NOT THE USUAL SUSPECTS

The top sports raising funds with the ASF looked a little different in FY25. Smaller sports like Baseball and Lawn Bowls saw huge growth, earning them a place in the Top 20. Both were boosted by major donations from High-Net-Worth individuals and Charitable Foundations to campaigns fundraising for community infrastructure in VIC.

More niche sports, grouped under “Other” sports, also experienced growth that collectively propelled them into the Top 20. One standout was Skipping Australia, whose peer-to-peer campaign helped send their largest-ever team of 141 athletes to compete in more than 250 events at the World Championships in Japan in July 2025.



FUNDRAISER IMPACT – Skipping Australia



\$170K

Total donations



141

Athletes impacted



CASE STUDY

WESTERN SYDNEY WANDERERS

WANDERERS FOUNDATION (NSW)

Established in 2020, the Wanderers Foundation is the dedicated community arm of Western Sydney Wanderers FC and a powerful force for social change. The Foundation harnesses the power of football to create meaningful impact across one of Australia's most diverse regions, focusing on four key pillars: Female Football, All Abilities, Multicultural Engagement, and Schools.

In just five years, the Foundation has positively impacted more than 10,000 individuals through programs that build confidence, foster inclusion, and promote healthy, active lifestyles. From youth development clinics and school holiday programs to female football academies, Powerchair teams, and multicultural tournaments, each initiative is designed to remove barriers and open doors for participation.

The Foundation's impact is clear: young women aspiring to play at the highest level are given pathways to develop their skills, people of all abilities are welcomed into the game, and multicultural and Indigenous communities are connected through football.

In FY24, Wanderers established a Development Committee to grow community awareness and launched the inaugural Captain's Club, securing three-year commitments from dedicated donors to strengthen long-term sustainability. In FY25, the Foundation continued to raise vital funds to further expand these programs.

<https://asf.org.au/projects/wsw-community-and-youth-development/wanderers-foundation>

FUNDRAISER IMPACT



\$4M

Total donations



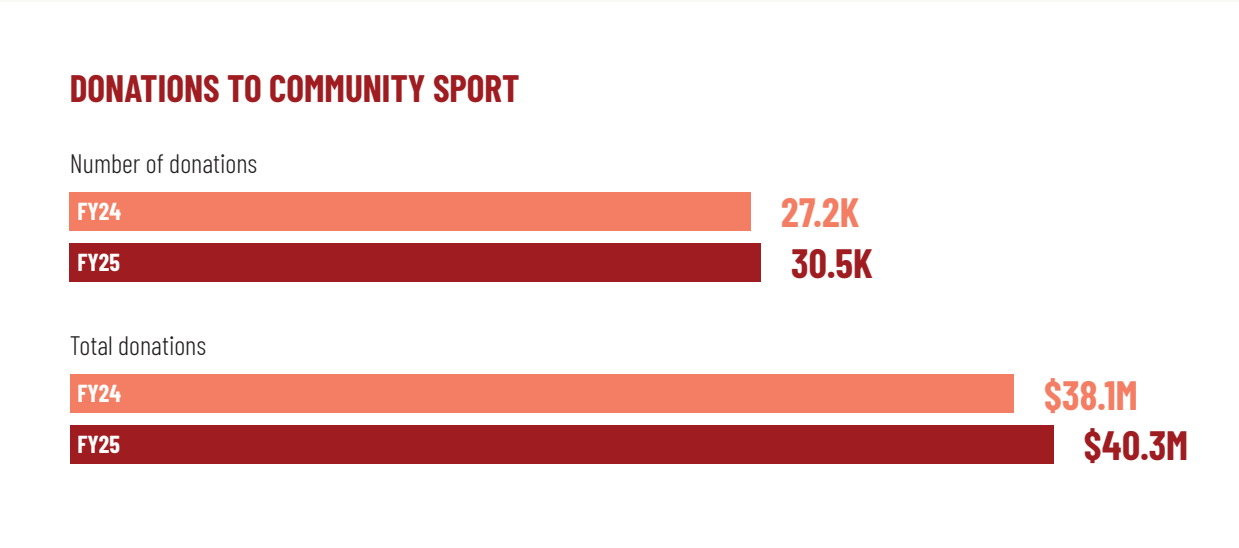
10,000+

People in the community impacted

HOW COMMUNITY SPORT IS FUNDING THE GAP

In FY25, a record number of donors gave to community sporting clubs and organisations. Growth in the volume of donations outpaced growth in total value, suggesting that while many Australians continue to face rising living costs, they are still giving what they can to support local sport. This also highlights the continued effectiveness of grassroots fundraising campaigns, which increased donation numbers for another consecutive year.

The main areas of fundraising growth in FY25 were operating costs and building future funds. This reflects a growing focus among clubs, organisations and individual athletes on achieving greater financial sustainability by raising funds not only for immediate needs but also for long-term planning.



Key statistics: Changes in fundraising needs

Sport type	\$ value of donations in FY25	\$ value increase/decrease of donations from FY24
Development of new or existing infrastructure/facilities	\$36.0M	-\$3.7M
Delivery against multiple long-term objectives/pillars	\$22.1M	\$5.6M
Support with general operating costs	\$14.9M	\$6.1M
Design and/or delivery of programs	\$8.4M	\$2.4M
Building a Future Fund	\$8.3M	\$6.1M
Coaching and development	\$7.0M	-\$2.0M
Support with competition and training costs	\$5.9M	-\$2.2M
Establishment and/or delivery of scholarship(s)	\$3.6M	\$3.0M
Equipment, kit and/or uniform	\$3.0M	-\$800.0K
Travel	\$1.5M	-\$300.0K
Subsidising costs for members/participants	\$1.0M	\$2.0K
Preserving history and heritage	\$157.2K	\$2.0K
Medical costs	\$140.7K	-\$419.1K
Hosting a sporting event	\$80.2K	-\$20.3K
Disaster relief	\$75.9K	-\$26.8K
Increasing environmental sustainability	\$2.0K	-\$133.7K

HOW ATHLETES ARE FUNDING THEIR PATH TO GREATNESS

In FY25, more athletes than ever before used the ASF platform to connect with donors and raise the funds they need to train, compete, and chase their sporting goals.

MORE DONATIONS HELPING ATHLETES THRIVE

FY25 marked the year of the Paris 2024 Olympics and enormous achievements for many Australian athletes. As the Olympic campaign came to a close, the number of athletes fundraising with the ASF showed no signs of slowing down and neither did their supporters.

The total funds raised by athletes grew 6% to \$7.3M, driven by a 19% increase in donations. This shows that more donors are choosing to give what they can to support Australian athletes on their journey to success.

DONATIONS TO INDIVIDUALS

Number of donations



Total donations



“I’m really honoured to be the first ambassador for the Australian Sports Foundation. This platform has helped me so much on my journey, helping cover training, nutrition, self-funded camps and travel. I want to show other athletes that it’s here, it’s easy to use, and it makes a real difference.”

Caitlin Parker

CASE STUDY

CAITLIN PARKER

Boxer representing Australia at the Olympics (VIC)

Dual Olympian and ASF ambassador Caitlin Parker made history as the first Australian woman to win an Olympic boxing medal, claiming bronze in the 75kg middleweight division at the Paris Games in August 2024. Her impressive career also includes silver medals at the 2023 World Championships and 2022 Commonwealth Games, establishing her as a powerful advocate for Australian sport at all levels.

In FY25, Caitlin inspired the next generation of athletes with her trailblazing story and fundraising success, all whilst continuing to raise funds to keep her on the pathway to the LA Olympics in 2028. This year, Caitlin raised almost \$20,000 with the ASF and used this to support her training, travel, and competition costs.

Fundraising with the ASF has fuelled Caitlin’s journey to greatness and she is passionate about educating other athletes about the benefits that fundraising can bring.

FUNDRAISER IMPACT

 **\$19.9K**
Total donations

 **1**
Participant impacted

 **1**
Olympic Bronze medal

WHERE TO FROM HERE?



FUNDRAISE ONLINE

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

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 CHILDREN'S SPORT

1.5 million Aussie kids are being priced out of sport. Your donation to our Children's Sport Participation Fund could help cover fees, uniforms and equipment, giving every child the chance to play.

asf.org.au/campaigns/australian-sports-foundation/childrens-sport-fund



FOR MORE INFORMATION

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