AUSTRALIAN SPORTS FOUNDATION

# GIVING FOR SPORT REPORT 2026 SHOWS RECORD GROWTH IN SPORTS PHILANTHROPY ACROSS AUSTRALIA

**More Australians than ever are donating to sport, with new figures revealing strong growth in community giving, major gifts and philanthropic partnerships supporting grassroots clubs, athletes and local communities nationwide.**

The Australian Sports Foundation (ASF) has released its *Giving for Sport Report 2026*, highlighting a landmark year for sports philanthropy in Australia, with more than 84,600 donors supporting sport through the ASF in the 2024/25 financial year.

The report shows total donations to sport facilitated by the ASF increased by more than 14 per cent year-on-year, reinforcing sport's growing recognition as a powerful driver of community connection, health and social impact.

"As Australia's only organisation enabling tax-deductible donations to sport, the ASF plays a unique role in connecting generosity with impact," said Ryan Holloway, ASF CEO.

"Australians recognise that donations to clubs and athletes foster community spirit, improve physical and mental health, and instil values like teamwork and resilience while supporting youth engagement and inclusive opportunities nationwide.

"This year's results demonstrate growing trust in the ASF to steward philanthropic funds and ensure they reach communities where they can make the greatest difference."

The *Giving for Sport Report 2026* reveals growth across all donor segments, from small community donations to major philanthropic gifts.

- **84,600 donors** supported sport in FY25
- **A total of $118.8 million** was donated to sport in FY25
- **3,300 fundraising partners** received donations
- More than **2,000 campaigns** supporting children and youth
- Over **750 campaigns** supporting women and girls – **up $11.3 million** on FY24
- More than **230 campaigns** focused on mental health and wellbeing - **up $11.4 million** on FY24

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Community donations continued to rise despite economic pressures, with a 21 per cent increase in total value and a 16 per cent increase in volume, reflecting Australians' enduring commitment to local sport.

At the same time, major gifts and ancillary fund giving played a growing role. High-net-worth donors contributed more than $94 million to sport via the ASF in FY25, accounting for over 60 per cent of total funds raised, while ancillary fund (philanthropic trusts) distributions increased by 72 per cent, signalling increased confidence in the ASF as a philanthropic intermediary.

The report highlights how partnerships with the ASF enable donors to scale their impact from individual gifts to large-scale, national programs.

One example is the Active Kids program, delivered in partnership with The Dickinson Foundation. In 2025, the program provided more than $600,000 worth of sporting equipment, uniforms and freight to 180 volunteer-run community clubs across Australia, supporting young people aged 20 and under to participate in sport.

"By working with the ASF, donors can transform local generosity into national impact," said Ryan Holloway.

The report showcases the tangible benefits of sports philanthropy at a grassroots level, from improving access for women and girls to supporting mental health, inclusion and safety.

Programs such as the She Hoops Indigenous Leadership Program, delivered in partnership with the Aboriginal Basketball Academy, demonstrate how targeted investment in sport can create meaningful opportunities for Indigenous girls. Designed for participants aged 14–17, the program combines leadership education with on-court sessions led by WNBL player Abby Cubillo, building leadership capability, resilience, and social and emotional skills while promoting inclusion, connection and participation in basketball.

Initiatives such as the Parkrun Defibrillator Appeal, which has equipped more than 520 Parkrun events nationwide with defibrillators, demonstrate how donations to sport can directly save lives and strengthen community wellbeing.

"Sport is more than competition," said Ryan Holloway.

"It is a powerful platform for connection, belonging and positive social change. Sport delivers measurable health, social and economic benefits.

"Our focus is on continuing to build trust, capability and partnerships so more Australians can give to sport - and more communities can thrive because of it."

**BENEFICARY TYPE FY25:**

| Beneficiary type | Number of campaigns | $ value of donations in FY25 | $ value increase of donations from FY24 |
|---|---|---|---|
| **Women and girls** | 753 | $22.8M | +$11.3M |
| **Mental health and wellbeing** | 237 | $17.5M | +$11.4M |
| **Local community** | 512 | $16.9M | +$5.6M |
| **People with disability** | 307 | $13.9M | +$6.1M |
| **New members/ participants** | 433 | $13.0M | +$6.8M |
| **Socially or economically disadvantaged** | 229 | $10.8M | +$6.4M |
| **Aboriginal and Torres Strait Islanders** | 209 | $8.2M | -$500.0K |
| **Culturally and Linguistically Diverse** | 147 | $3.7M | -$500.0K |
| **LGBTQIA+** | 111 | $3.3M | -$900.0K |

**BENEFICARY AGE FY25:**

| Age group | Number of campaigns | $ value of donations in FY25 | $ value increase of donations from FY24 |
|---|---|---|---|
| **Youth (13 – 24)** | 1,641 | $31.0M | +$14.1M |
| **Children (0 – 12)** | 649 | $22.1M | +$13.2M |
| **Older Australians (65+)** | 184 | $4.2M | +$200.0K |

**About the Australian Sports Foundation:** The Australian Sports Foundation is the nation's non-profit sports fundraising organisation and the only body that enables tax-deductible donations to sport. The ASF's mission is to ensure everyone in Australia has access to the health and social benefits of sport, regardless of background, ability or culture. For more info: https://asf.org.au/.

**For further media information, or to request an interview with ASF CEO, Ryan Holloway, please contact:**

Terry Stuart – Stamping Ground
0407 272 062 / terry@stampingground.com.au