In the 2014/15 financial year, donations to sport through the ASF increased from $17m to over $24m.

This was achieved through the continued collaboration with partners, development of clear and integrated strategies and innovation through technology.

We worked with 58 sports including some you have never heard of such as Fistball, Underwater Rugby, Vigoro and Footgolf. We had almost 800 active projects across 675 organisations.

Victorians were the biggest $ givers to sport.
Donation trends for the 2014/15 financial year

We received over 8,500 donations to sport. Just over 900 donations were received from corporations and organisations. 55 donations came from Trusts and Foundations, totalling $2.1m.

Top six occupations by $$
Retirees were the most generous givers to sport, followed by Company Directors, those in Management roles, Health Care professionals, Tradespeople and Accountants.

6% of donors were regular givers to sport

Top three most generous age groups
35% over the age of 55 19% aged 45 - 54 14% aged of 25 - 34

Who donates to sport?

AFL & Golf were the beneficiaries of more than 50% of major gifts over $100,000

Over $10.5m
June 2015

June is a key time for sports fundraising and the busiest time for us and our fundraising partners

10 projects raised over $250,000 during the year and 4 projects raised $1m or more

47% of donations were $0 - $50
19% of donations were $101 - $500
12% of donations were $501 - $1,000
34 donations of $100,000 or more were received
3 donations of $1m or more were made

Top ten sports by total $$ donations

46% AFL
13% Golf
12% Multi-sports
4% Rugby Union
4% Sailing
4% Rowing
3% Cycling
2% Football/Soccer
2% Cricket
1% Swimming

46% over the age of 55
35% aged 45 - 54
19% aged of 25 - 34
asf.org.au experienced a **256%** increase in site traffic in the 2014/15 financial year

Sources included traffic from all channels including devices such as DONATE buttons and call-to-action click throughs:

**Referral 33.9%, Social 12.3%, Organic search 17.3%, Email 7.8%**

Our responsive website enabled us to cater for all devices.

Facebook accounted for **89%** of all social traffic

Manual vs Online Donations this financial year

<table>
<thead>
<tr>
<th>Manual/Offline</th>
<th>Online</th>
</tr>
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<tbody>
<tr>
<td>72%</td>
<td>28%</td>
</tr>
</tbody>
</table>

Total online donations continued to grow as the year progressed

- **33%** September 2014
- **40%** June 2015

Top six favourite sports of online donors were AFL, Rowing, Underwater Sports, Football, Golf and Gliding

The single biggest online donation received was **$180,000**