We've reviewed the stats and analysed the game to bring you the insights from a year of sports fundraising.

The 15/16 Financial Year saw just under $32 million in tax deductible donations made to sport, up from $24 million the previous year. That's a 31% increase in donations to projects to ensure Aussies can participate and enjoy the sports we love!

**2016**

- **9846 Donations**
  - To sporting teams, organisations and athletes

- **964 Organisations**
  - Fundraising for 1494 projects

- **39%** Donations made to grassroots clubs. *(Up from 32% last financial year)*

- **45%** Donations made to peak and professional sports.

- **16%** Donations made to National/State Sporting Organisations.
**HIGHEST GROSSING SPORTS**

Ten highest overall

- **AFL** (27%)
- **Golf** (21%)
- **Multi-Sport** (22%)
- **Rugby Union** (6%)
- **Sailing** (3%)
- **Rowing/Cycling/Swimming/Netball/Football** (2%)

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**NETBALL**

ONE OF OUR BIGGEST ALL-STAR SPORTS

Increased donations by +441%

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**WORKING WITH NEW SPORTS**

- Windsurfing
- Croquet
- Canoeing

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**THE IMPACT OF THE OLYMPICS ON FUNDRAISING FOR SPORT**

Funds raised for Olympic Councils and Olympic sports totalled $7.9m.

State Olympic Councils fundraised over $4.1m and a further $3.8m was raised for Olympic sports in partnership with us.

22 Rio-bound athletes fundraised much-needed funds to support their road to Rio, with our highest individual raising over $13,000.

Our new Athlete Fundraising program made this possible.
HIGHEST GROSSING ORGANISATIONS
Our top grossing organisation raised over $1,823,237 for their sport, with six other projects raising over $1 million.

Funds received by state:
- Victoria: 44% ($14,147,403)
- Other states: 28%, 11%, 8%, 2%

Projects based in Victoria received 44% of the donations, raising $14,147,403 for their respective sports.

Donation amounts:
- $1-50: 27%
- $51-100: 10%
- $200-500: 19%
- $500-1500: 13%

Average donation amount:
- Under $100: $50
- Under $500: $145
- Overall: $3,234

Community Fundraising received 252 donations & RAISED $152,273 in just a few months.

Community Fundraising:
This year we introduced our new capabilities for crowdfunding, and welcomed three community fundraising projects to our Community Fundraising program. Community fundraising means schools, shops, workplaces, teams, individuals, and anyone in your community, can join in with your fundraising efforts and fundraise for your cause and toward your target.

Aussies donated $638,420 worth of goods to projects and got a tax-deduction!
$651,833 Raised for sport through ADD-ONS

Adding donations to transactions such as membership sales, event tickets sales or registration fees proved to be a popular method last financial year.

Regular givers donated $920,000 and on average donated 3 x per year.

11.3% of donors opted to top-up their donation and cover the cost of credit card transaction fees.

WHO’S DONATING TO SPORT?

TOP THREE DONOR GROUPS

37% PARTICIPANTS/PLAYERS
21% PARENTS/GUARDIANS
17% FANS/SPECTATORS

88% PERSONAL DONATIONS
V 12% CORPORATE DONATIONS

MALE 71% (V) FEMALE 29% (V)

THE MOST GENEROUS OCCUPATIONS

Accounting and Finance CEO and Management Health and Medical

DONORS’ FAVOURITE SPORTS

AFL Rowing Cricket
Golf Soccer Hockey
Funds Donated by State:

NSW donors proved to be the most generous, donating 39% of all funds raised.

When are People Donating:

June remains our busiest month for donations, and a significant time for charitable giving throughout Australia.

How People are Donating:

Online transactions have more than doubled over the last year!

Device Trends:

Views on mobile devices have more than doubled over the last year!

Social media referrals to our website increased by 40%. This accounted for 16% of all web traffic.

Other methods include:

- Referral 30%
- Direct 26%
- Organic 19%
- Email 8%

To all of our Project Partners, Sports Community Partners, generous Donors and Supporters,

THANK YOU!!!

To find out more about our programs and fundraising for sport visit [asf.org.au](http://asf.org.au)