



# Fundraising, Sponsorship and Grants Guide



## Queensland Fitness, Sport and Recreation Skills Alliance

This guide provides information to support fitness, sport and recreation organisation successfully increase their revenue raising opportunities.

### Acknowledgements

Australian Government -  
Australian Sports Commission  
Department of Sport and  
Recreation NSW

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## Introduction

In our current economic times most Fitness, Sport and Recreation organisations operate in difficult financial circumstances and are generally under-resourced.

The future of your club may be dependant on its ability to access extra dollars from outside sources. Fundraising is a great activity for your club – it can help with purchasing additional equipment, sporting goods, team uniforms and repairing or rebuilding your clubhouse.

Like most clubs, it will be your volunteers who are your fundraisers; most of us cannot afford to engage a professional company/consultant to help with this activity. To avoid some basic mistakes you should follow a planned approach to your fundraising, don't have too many fundraisers happening at the same time and don't do the same fundraiser over and over as people get bored and you will notice your profits declining. Also, keep an eye on what other fundraising is happening in your local area and time your fundraising not to clash.

To ultimately show an improvement in the clubs bottom line, your committee must keep an eye on every aspect of its fundraising campaign. Your committee needs to develop an annual fundraising plan, linking to the club development plan/strategic plan and the fundraising opportunities that exist within these plans.

This booklet aims to provide practical information and guidance on how to effectively plan fundraising task and the legal and administrative implications to be considered when undertaking these types of ventures. Further, we have included information on funding sources and ideas to increase your revenue raising opportunities.

## Fundraising

Fundraising is the process of gathering revenue that is additional to your organisation's operating budget and is usually required in order to fund special activities such as:

- buildings/improvements
- events
- equipment and resources
- new programs
- special projects

Your operational budget (income/expenditure) should be separate from your fundraising program and the operational funds should not be used to fund the above type items, unless you have excessive profits.

### Types of Fundraising

Generally speaking Fitness, Sport and Recreation organisations generate funds from:

- Internal and external fundraising activities
- Grants from government agencies
- Sponsorship from industry and business
- Donations from foundations, trusts, businesses or individuals

It is essential that fitness, sport and recreation organisations carefully consider each of these sources and develop fundraising strategies aimed at achieving maximum benefit from each. Figure 1 below, shows established fundraising principles to help with the processes including:

- Determining why funds are needed
- Set objectives – SMART (**S**pecific, **M**easurable, **A**chievable, **R**ealistic, **T**ime bound)
- Set Budget
- Develop the fundraising plan
- Reduce costs by assessing the resources available (people, equipment, facilities, money, commitment)

**Figure 1 – The Fundraising process**



### Fundraising Activities

Internal fundraising is a means of raising funds through initiatives targeted at the organisation itself, including members, families and friends. External fundraising targets outside your organisation and includes the wider community.

Keep this in mind when developing your fundraising activities as you do not want to put too much financial burden on your members or the same people in your community.

Look for opportunities to collaborate on joint fundraising efforts with other clubs/organisations/local schools to share costs of the fundraising effort and share in the profits. For example – running a “Pink” event where some funds go to the Cancer Foundation and some funds to your organisation, or a Naidoc event during Naidoc week with your local Indigenous organisation. Hold a fete involving lots of local organisations rather than each organisation holding their own fete.

Costs associated with fundraising must not outweigh the benefits – consider cost of prizes, fees and charges, hiring equipment, administration, labour and your time, just to name a few. The fundraising needs to be worthwhile, making a decent profit for the effort.

*See Appendix 1 – Fundraising Ideas for Clubs*

#### **Profit Margin**

There is no limit to the amount of money raised through fundraising activities. It is dependent on the effort put into the activity and expenses incurred. Opportunities know no bounds – go for it!!.

#### **Fundraising Committee**

For success it is wise to allocate responsibility to a group of people within your club – a fundraising committee. All fundraising activities/efforts should first be signed off by the management committee to ensure good governance and synergy with the club development/strategic plans. The role of the fundraising committee can include:

- identifying projects from the club plans which need funding
- identifying potential sources of funds
- developing a fundraising plan
- determining the number of agencies/sponsors should be approach
- preparing grant applications or sponsorship proposals
- ensuring acquired funds are used appropriately and for the designated purpose
- maintaining relationships with grant agency, sponsors and other stakeholders as required
- checking Queensland Office of Gaming Regulations before commencing any raffles/gaming activities [www.olgr.qld.gov.au](http://www.olgr.qld.gov.au)

### Regulations

The regulations that govern charitable and not-for-profit gaming are administered by the Office of Liquor Gaming and Racing (OLGR). Activities such as Casino/bingo nights, betting, tipping competitions and lucky envelopes are all subject to the rules of OLGR. A club can conduct small raffles (art unions) up to \$2,000 without any licence or permit. More information can be obtained on [www.olgr.qld.gov.au](http://www.olgr.qld.gov.au). Or directly at [http://www.olgr.qld.gov.au/industry/gaming\\_licensing/comp\\_raffles\\_faq/index.shtml](http://www.olgr.qld.gov.au/industry/gaming_licensing/comp_raffles_faq/index.shtml)

### Fundraising and the GST

Information about the effects of the GST on fundraising is included in the Australian Tax Office *Introduction for New Administrators*. For more information, go to [www.ato.gov.au/nonprofit](http://www.ato.gov.au/nonprofit).

Not-for-profit fitness, sport and recreation organisations must register for GST if the annual turnover is \$150,000 or more. If the turnover is lower, you may still choose to register in order to be reimbursed for the GST paid out.

Organisations registered for GST are liable to remit 1/11<sup>th</sup> of all income to the Australian Taxation Officer (ATO) and can claim input tax credits on eligible purchases.

It is important to monitor the organisation's turnover, especially if grants/funding is received which increases your turnover to the \$150,000. You must register for GST within 21 days of the GST turnover meeting the \$150,000 GST registration threshold.

To register for GST your organisation needs to complete an application form. Before your organisation can register for GST it must have an ABN. If your organisation does not have an ABN you can apply for an ABN and register for GST by completing [ABN registration for companies, partnerships, trusts and other organisations](#) (NAT 2939).

If your organisation already has an ABN, it can register for GST by completing [Add a new business account](#) (NAT 2954).

### Grants

Grants are funds received from statutory, voluntary and philanthropic agencies. Often the success of your application will hinge on how your project/program fits into the overall philosophy and specific criteria and conditions established by the funding body and will be well documented within the funding guidelines. Apply for grants that match your Strategic/Development Plans as these documents will be your evidence of the identified need and research you have undertaken. If you do not have anyone in your club who has the expertise to write your grant, seek help from your local Council Sport and Recreation team, ask other clubs if they will share their successful applications or provide you with some advice or engage a grant writing consultant. It is wise to attend any grant writing workshops the local council or funding body offer, as you will find out exactly what they will be looking for and what their priorities are. There is no point writing an application if it does not match the current priorities.

### Grant Helpful Hints

#### *Stage 1 Planning*

1. Start early

- It always takes longer than you think
- Changes to guidelines from funding round to funding round are usually minimal
- You don't need to wait for a program's funding round to open before you start planning your project
- Prepare a yearly calendar of closing dates for all funding sources, local, state and federal government and other sources

2. Identify who will be the applicant. The applicant will need to be a legal entity who can enter into a contract e.g. an incorporated group

- Identify the contact person for the applicant and relevant contact details

3. Spend time planning so you are clear about:

- Identifying the link to your plans
- What you want to achieve/do, what will be the outcomes
- Who will/needs to be involved
- Materials required
- Costs
- Timeline - what's to be done, when, by whom

4. You'll also need to emphasise:

- Why your project is important
- How it links to your plans and broader community
- Value for money
- How you will monitor and evaluate the success of your project / how you will know
- How will the project be maintained/continued in the long term, after the project is finished?

5. Identify early who you will need to consult, get advice from, seek approval/letters of support/referees

- Make contact with them early and discuss your project idea
- Once you are clear about what you want to do, identify the appropriate funding source

### **Stage 2 Gathering the information**

- Collect all the information you need
  - Guidelines
  - Application form
  - Any other relevant documents eg plans, strategies
- Read the guidelines and application form thoroughly
- If the program is ongoing, check what changes, if any, have been made
- Programs often produce useful information on how to fill out the form, checklists etc - use them
- Get any approvals or permits required
- Find out about the assessment process
  - How will the proposal be assessed?
  - Against what criteria?
  - What are the higher scored criteria?
  - What is the turnaround time for approval?

### **Stage 3 Writing the Proposal – All funding is Competitive**

- Keep in mind who will be reading your application - they are likely to know nothing of your organisation
- Make the proposal interesting and easy to read:
  - don't use acronyms or abbreviations
  - use simple language
  - formatting, use of bullet points, good print size
  - TYPE your application if at all possible
  - Use exact numbers instead of approximations (shows you have done your research)
- Answer all the questions unless any really aren't applicable - this isn't usually the case
- In describing your project, present a clear picture of what it is about, what your project will specifically achieve, and how it will be achieved
- Match your project to the program:
  - Show how the goals of your project match that of the program
  - Use words from the guidelines, quote from plans etc
  - If the program has a particular focus (eg on-ground works), highlight it in your project.
- Keep to the word count

### Budget

- Make sure it has sufficient detail to be clear
- Ensure it adds up and the budget summary matches the full budget
- Make certain the budget matches the project description. The panel needs to be able to see what is being done and how much each activity will cost
- If there are funding rules, follow them:
  - Don't put in ineligible items
  - Stick within recommended amounts or limits
  - If required put in the formula you used to work out the budget (20 hours per week x \$26 per hour = \$520)
- Justify your budget especially if an item is more than a recommended limit
- Demonstrate that you're using the most cost effective and economical methods
- **Matching funding** - if this is required, be clear about contributions to the project and whether they are cash or in-kind

### Feasibility/Technical Advice (some programs)

- You may be required to provide written advice from 'experts' or 'consenting authorities' to support your claims. It is important you identify and involve these individuals early in the planning process

### Permits/approvals

- Don't leave them to the last minute – Identify any permits/approvals do you will need early in your process e.g. landholder's consent (and signatures at time of lodging), planning permits (local government) (some may take a couple of months)
- Are there any cultural heritage sites at or near your project site?
- Local Council planning officers/Community Service Officers/Sport and Recreation Officers will be able to assist you in identifying possible permit requirements

### Letters of Support and Referees

- As soon as you have your project idea ready to go, contact your referees
- Identify relevant individuals/organisation you could approach for a letter of support or to act as your application referee
- In the last few days of big funding rounds many organisations are inundated with requests for letters of support or to act as project referees and if you leave it to the last minute they may not be able to supply you with letters

### Community Benefit

- Some grant programs (Community Benefit/Jupiter's Fund) require your project to show significant benefits to the broader community. Think about how your project will add benefit and value to your local community for example - increased participation in your activity will improve the health and wellbeing of the community, improve family relationships, provide avenues for cultural diversity through engagement in the sport.

### Stage 4 Completing and lodging your application

- Check that your application addresses ALL the criteria in the guidelines
- Make sure it is complete (use checklist provided if there is one)
  - All questions answered
  - All additional information attached (letters of support, permits, certificate of incorporation, insurance evidence)
  - All boxes ticked and application signed by the appropriate person
- Use the 'stranger test'. Ask someone who knows nothing about your project to read your application and tell you what you want to do, how you will do it and what the outcomes will be. If they can't, chances are your application is not clear.
- Send the original or submit on line
- Keep a copy of application and all the attachments
- Lodge on time - preferably a couple of days before closing. Sometimes servers go down due to the number of people trying to submit applications or access the website so better to be early
- Late applications and/or attachments are not usually accepted

Grant programs are usually very competitive as more often than not, funds are limited. The aim is to give your proposal its best chance of success. If you are having trouble completing any part of the application, please seek help and advice from the funding bodies.

### Useful Links

The list below is useful contacts and links to various sites providing information and advice on obtaining funding:

#### **GrantsLINK**

A link to commonwealth grants in the community

Ph: 1800 026 222

Website: [www.grantslink.gov.au](http://www.grantslink.gov.au)

#### **Grantsearch Australia**

An online database of funding sources

Ph: 08 9228 0882

Website: [www.grantsearch.com](http://www.grantsearch.com)

#### **Ourcommunity.com.au**

An online donations and volunteers service with practical information

Ph: 03 9320 6800

Website: [www.ourcommunity.com.au](http://www.ourcommunity.com.au)

#### **Philanthropy Australia**

Provide a range of information products and services for organisations looking for funding

Ph: 03 9620 0200

Website: [www.philanthropy.org.au](http://www.philanthropy.org.au)

### Queensland Government Funding Opportunities

This document outlines funding opportunities available from individual government departments

Website: [www.qld.gov.au/services/grants](http://www.qld.gov.au/services/grants)

## Sponsorship

Sponsorship is when a business provides funds, resources or services to a club or individual, in return for some form of rights and/or associations with the club/individual that may be used to help the business commercially. This could be in the form of a logo on a jersey, signs at an oval, free advertising on a website or in the monthly newsletter or financially supporting an individual with a set income.

Many large fitness, sports and recreation organisations and successful sports people depend on the income and support from sponsors and may not survive without this type of partnership. Businesses like to be associated with sports and recreation clubs and sports players as it helps build their reputation within the community, generates goodwill and can be considered as a cost-effective alternative to traditional advertising.

### Who to approach

**Members, family and friends** - it is easier to start with your club members, friends and family. If people know your club and understand what you do, then they are more likely to listen and give their support. Ask around and see if there is someone within the club who has a small business and is willing to sponsor the club or an activity.

**Local businesses and suppliers** – The business who currently supply goods and services to your club are your first port of call i.e. fitness/sports clothing, sports equipment, local landscapers, food and drinks companies, local shops etc. Also research local businesses and target those who could benefit from a partnership with your club.

### Improve Your Sponsorship Success Rate

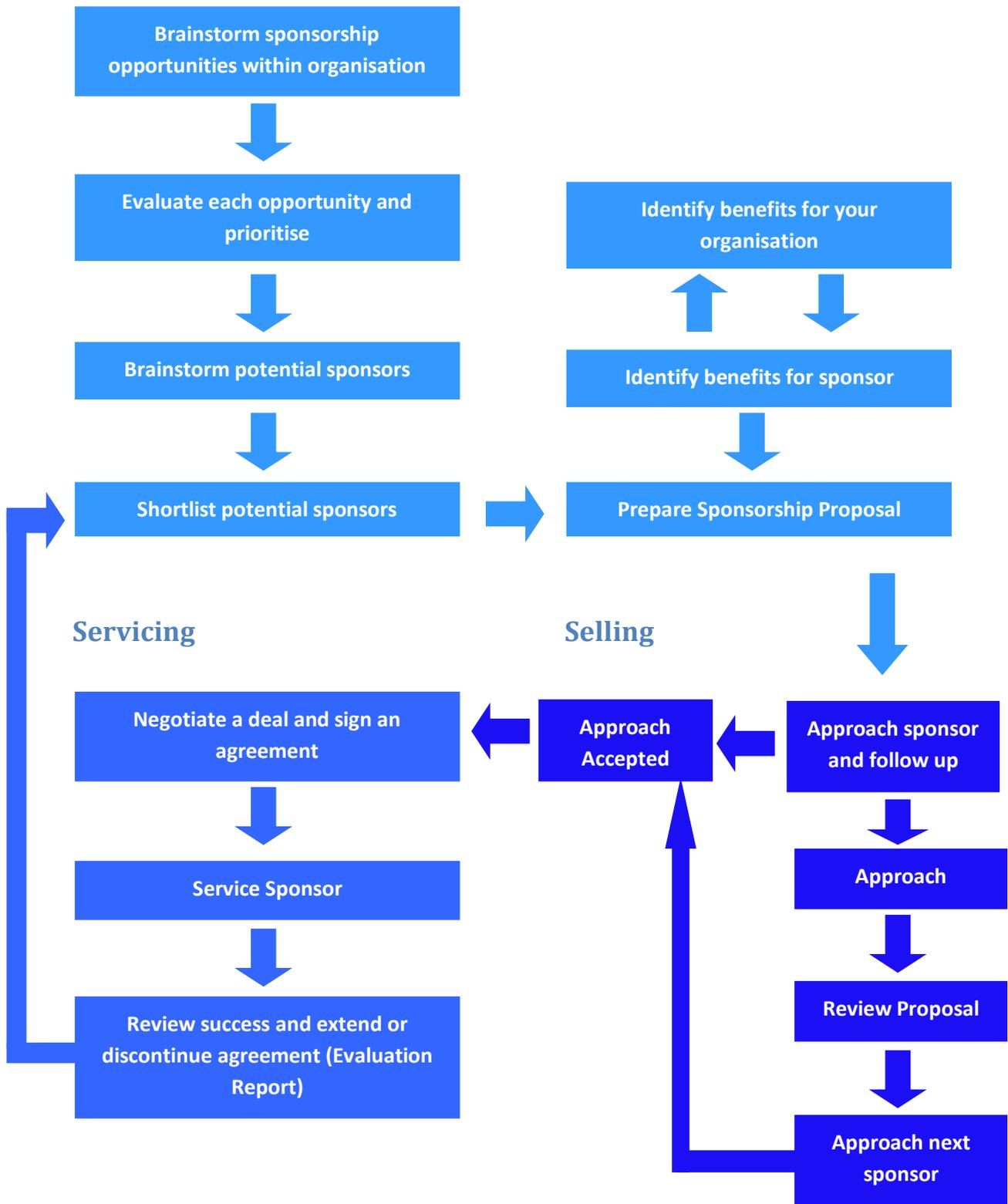
Selling sponsorship can be considered an art form. Improve your chances of winning the deal using the following strategies:

- **Offer an opportunity and not a problem** - Offer a solution to a potential sponsor's problems, such as providing a bottom line saving or profit
- **Target companies with the right fit** - Does your target audience demographics, characteristics and geographic location fit with those of the company or brand to be promoted?
- **Offer privileges that the company can exploit** - Offer value for money - price your 'product' (club/team/individual) to ensure your organisation will benefit from the relationship and the sponsor will gain the expected outcomes. Make sure your product is priced similarly to comparable products. What are other clubs offering in their sponsorship deals and at what cost?
- **Be the Winner** - Make sure your proposal is addressed or delivered to the person who has the power to say 'yes'. Often the contents of a courier bag are treated with more respect than an envelope received in the mail
- **Be professional** - Make sure your representatives, including volunteers, always present themselves in a professional manner and understand what is required of a commercial relationship

- **Be persistent, not a pest** - Following up a sponsorship request is necessary, but not to the extent that you interrupt the recipient's ability to do their job. It will take time for a potential sponsor to come to grips with what you are offering and for a relationship to grow and develop
- **Face to Face Meetings** – Arrange a meeting to work through your proposal and be prepared to amend/adjust to meet the requirements of the sponsor – be flexible

There are three main phases in the sponsorship process – planning, selling and servicing (see table below).

### Planning



Flow Chart: Cuskelly, G (1996) Sports Sponsorship. Brisbane: Griffith University

### Written Proposals

A sponsorship proposal is a formal offer to do business. It needs to be well presented and contain enough information for a company to gain a thorough understanding of what it is being offered and what can be gained.

#### Getting started

- Member support - discuss sponsorship proposals with your members. If a sponsorship is to work it needs to have the backing of your members, staff and management committee
- Enough resources - writing sponsorship proposals and contacting companies can be time consuming. Make sure you have the time and appropriate people willing to take on tasks
- Allow sufficient lead-time - depending on what you are asking for the assessment, negotiation and planning involved to successfully manage a sponsorship takes substantial time. Don't leave it to the last minute
- Timing – most organisations have budgets that are planned one year in advance, so you need to time your sponsorship so that it will be in the budget planning phase
- Be a Winner - tailor your proposal by acquiring background information on the potential sponsor's desired image, products, services and business objectives – do your research and present a quality proposal
- Price yourself competitively - find out what similar sponsorships are selling for. Before signing, a potential sponsor will independently put a value on your proposal. If your offer is cost effective or unique - you are in the running. Make sure you are also making a profit or getting what you want from the sponsorship – don't sell yourself out
- Target the correct person - Address it to the decision maker. If you are unsure, contact the company and find out who is the appropriate person to contact

## Sponsorship Proposal Content

<b>Overview of the club offering or event</b>	One or two sentences describing the sponsorship deal
<b>Background of the club</b>	Information on the organisation and its history
<b>Details about the event or the club offering</b>	<ul style="list-style-type: none"> <li>→ Dates, times and location</li> <li>→ Demographics – How many people will attend the event? Where are they from? How old are they?</li> <li>→ Who will manage the sponsorship?</li> <li>→ Current and past sponsors</li> </ul>
<b>Sponsor benefits</b>	<p>How will the event or offering help improve the sponsor's bottom line? Possible headings include:</p> <ul style="list-style-type: none"> <li>→ Media coverage – television, radio, press, signage</li> <li>→ Networking opportunities</li> <li>→ Enhancement of sponsor's image</li> <li>→ Client entertainment</li> </ul>
<b>Sponsor investment</b>	Cost or description of goods and/or services
<b>Brief background on the rights holder</b>	<ul style="list-style-type: none"> <li>→ Mission statement</li> <li>→ Experience</li> <li>→ Long term goals – these are based on your club's <u>Strategic Business Plan</u></li> </ul>
<b>Evaluation</b>	How will you measure the success of the event and delivery of promised benefits?
<b>Other considerations</b>	<ul style="list-style-type: none"> <li>→ Make the length of the document proportional to the value of sponsorship. Try to keep it under 10 pages.</li> <li>→ Ensure headings are clear</li> <li>→ Don't include any items you might want returned (e.g. photos, videotapes, and certificates). Images are well worthwhile to include</li> <li>→ Use statistical information – helps the reader identify cost benefit demographic fit in relation to their own target audience</li> </ul>

### Sponsorship Example:

Gold Sponsor (\$5000) – benefits include: advertising on club grandstand to size of 3000x2000mm, company logo on club letterhead, website, newsletter advertising, jersey sponsor on player uniforms, invitation to all games and club functions, club player of the year trophy

Silver Sponsor (\$2500) – benefits include: advertising on club grandstand to size of 1500x1000mm, website, newsletter advertising, invitations to games and club functions

### Sponsorship Agreements

Sponsorship agreements can be as simple as a verbal agreement to give a donation of a hundred bread rolls from the local bakery on a weekly basis through to complex three-year agreements as your club's major sponsor.

#### Formal Contracts

It is good business practice to have a formal agreement or contract in place and is essential for significant sponsorships. Lack of a written contract increases the potential for misunderstandings and the relationship dissolving. A change of personnel within either organisation can mean the intent of an agreement is lost, unless the agreement is in writing. Clearly state the conditions agreed to or commitment in the contract. If unsure, seek legal advice to ensure the agreement is sound.

#### Keeping Sponsors Happy

After entering into a commercial agreement with your sponsor, it is important the club honours its commitments and keeps the sponsor happy by keeping them involved and informed.

Depending on the type of sponsorship, here are some ways to ensure a successful sponsor relationship:

- Promote the sponsor at every opportunity
- Acknowledge the sponsor in every media story you release (logo)
- Communicate with your members to ensure they look after sponsor's rights
- Invite the sponsor to events and to give prizes at awards nights
- Establish more than one key contact in case the main contact moves on
- Keep your sponsor informed about the club, especially any potential unpleasant publicity
- If possible, use your sponsors facilities – hold functions, BBQ's, meetings etc
- Attend their functions and/or promotions
- Invite the sponsors to special events, home games
- Provide sponsors with seats/VIP areas for special games/events
- Buy/recommend their products services wherever possible
- Before signing a new sponsor, give existing sponsors the opportunity to address any concerns they may have
- If you have sold naming rights, you must acknowledge them in everything you say and do
- You must also ensure that the media are aware and adhere to the naming rights
- Thank your sponsors at every opportunity – in all speeches and at presentation events
- Send your sponsor an evaluation report

#### Sponsorship evaluation

Undertaking an evaluation of your annual sponsorships, will aid your club formally reviewing its activities, improve planning processes and provide your sponsor with a report on the activities, returns and benefits of the partnership. At the negotiation phase of the sponsorship is the best time to determine the level and content of such as report. Every case is different and depends on the size and type of offering. The report can be as simple or as complex as you want it to be.

Follow this simple guide to help you write an evaluation report.

## Standard evaluation report format

<b>Introduction</b>	What the evaluation covers and the methods of measurement used
<b>Situational analysis</b>	<ul style="list-style-type: none"> <li>→ What was sponsored and for how long?</li> <li>→ A copy of the contracted rights, benefits, category of membership, level of exclusivity</li> <li>→ The performance of the club or event during the period of the sponsorship</li> <li>→ A list of other sponsors</li> <li>→ A description of sponsor's competitors in this area</li> <li>→ Copies of publicity/marketing</li> </ul>
<b>Sponsorship analysis</b>	<ul style="list-style-type: none"> <li>→ How you assessed the needs in preparation for sponsorship</li> <li>→ How you did the surveys, measured the media coverage or counted the attendance</li> </ul>
<b>Results</b>	<p>Report on both positive and negative outcomes as a result of the sponsorship. Headings could include:</p> <ul style="list-style-type: none"> <li>→ <b>Sales</b> – a detailed analysis of direct sales generated for the sponsor through sponsorship</li> <li>→ <b>Media</b> – report on all media featuring the sponsor during the period including number of mentions, transcriptions of radio coverage in minutes (supply copy if available), copies of articles from newspapers and magazines</li> <li>→ <b>Sponsor's image</b> – surveys should be undertaken amongst spectators, club members and the public, if appropriate, to demonstrate sponsor awareness, attitude to sponsor, sales that resulted through sponsorship, likelihood of future sales due to sponsorship</li> <li>→ <b>Numbers affected by the sponsorship</b> – relevant statistics should be included here, including: <ul style="list-style-type: none"> <li>○ Number of people who attended an event relevant to sponsorship</li> <li>○ Impact of media coverage on members</li> <li>○ How many people changed their attitude/use of products towards the sponsor</li> <li>○ Demographics – age group, earning capacity, gender etc.</li> <li>○ Whether the organisation or event/activity is in a growth or decline cycle</li> </ul> </li> <li>→ <b>Publicity delivered through signage:</b> <ul style="list-style-type: none"> <li>○ Publicity received</li> <li>○ Quality of the publicity generated through the sponsorship signage</li> <li>○ Number of impacts produced by your marketing including posters, newspaper ads, tickets etc.</li> </ul> </li> <li>→ <b>Hospitality:</b> <ul style="list-style-type: none"> <li>○ Hospitality provided</li> <li>○ Facilities used</li> <li>○ Missed opportunities (e.g. empty seats where tickets were provided)</li> </ul> </li> <li>→ <b>Cost benefit analysis:</b> <ul style="list-style-type: none"> <li>○ All club costs associated with the sponsorship</li> <li>○ All benefits that accrued to the sponsor</li> <li>○ All benefits that accrued to the club</li> </ul> </li> </ul>
<b>Recommended</b>	Improvements that would help the sponsor maximise its benefits

### Appendix 1 - Fundraising Ideas for Clubs

#### *Advertising space at the club*

- Sell off advertising space – newsletter, website, grandstand, scoreboard, fencing around the club, clubhouse etc

#### *Auction/silent auction*

- Try and get prizes donated, the better the prizes the more money you will make
- Good prizes include memorabilia items, mystery flights and small appliances
- Some clubs provide discounted memorabilia to auction

#### *BBQ and a major sporting event viewed in a big-screen TV*

- Organise a function during the off season to keep in touch with everyone
- You could even organise a practice game between yourselves and have a BBQ after
- Make the most of major events such as Melbourne Cup Day, AFL/NRL Grand Final Day and World Cup Soccer/Rugby/Cricket
- Hold a function at your clubs rooms, hire a big TV screen and have sweeps throughout the day as well as a BBQ
- You can take bets for everything from first goal, to winning margin or even most runs/wickets made

#### *Bake Sale/Cake Stall*

#### *Bequests*

#### *Bingo*

#### *Bus tour*

#### *Car Wash*

- Find Sponsors for the car wash (local businesses) at \$20 each
- On the day your members wash cars for free and hand each driver a photocopied sheet with business card sized ads for the sponsors
- Add another sheet which explains your club and maybe what you are raising money for and encouraging the drivers to support the sponsors
- With 50 sponsors at \$20 each you have raised \$1000 (minus expenses)
- Try to get washing products donated and have a BBQ for the drivers while their cars are washed

#### *Casino Night*

- Rent out several gaming tables such as blackjack, poker or roulette from a party supply company that will rent such equipment, and they will often have staff available to assist you with dealing or managing the games
- Casino nights are run with 'funny money', so no actual gambling takes place. As part of the ticket price, each guest receives a certain number of tokens to play with at the tables. Further tokens can be purchased throughout the night
- Prizes are given out at various points in the night – a 'high roller' prize – the 'first to lose their money' prize... Silent auctions are another part of a casino night that can generate a lot of income for your fundraiser. (Get your prizes donated)
- Sell casino night tickets to the community. Ticket sales will produce a large proportion of the event's income. Set up a buffet dinner or finger food at the event so that people can mingle while eating and drinking

### *Celebrity Autograph and Photo Session*

### *Celebrity Sporting Contest*

### *Cinema Night*

- Cinemas such as Hoyts and Village sell discounted movie tickets for group bookings
- Depending on numbers you can even have the cinema to yourself!
- Tickets are sold at your club for about \$7-\$9 each and can then be sold for as much as you like for your fundraiser
- Contact your local cinema for more details

### *Cocktail party*

- Ladies Day
- Club Night

### *Dance*

- Discos, Formal Ball/Fancy Dress, Country and Western Dance or Boot Scooting /Bush dancing (with lessons)

### *Dinner with a profile coach / administrator – could also be breakfast or lunch*

### *Dress up night*

- Have a theme for the night e.g. 60s, 70s, 80s, school or even 'letters'

### *Email Tagline*

- If your club sends out regular emails to your members at the bottom of the email advertise your upcoming social functions so that members are constantly reminded about them

### *Fashion Parade*

- This is a great way to get local businesses involved in a fun day

### *Fete/Bazaar*

### *Garage sale - annual, bi-annual*

- Get all members, family and friends to bring their unused/unwanted items down and have a garage sale
- Remember someone's trash is another person's treasure!
- A BBQ is a good idea to attract more people and encourage them to stay longer

### *Ghost Marathon*

- Make believe marathon sponsored by your club. The cost of participating could be \$20 but no one actually runs/swims/rides because it is a "ghost" marathon. Entrants receive a great t-shirt as a souvenir of their "participation"

### *Golf Tournament*

### *Halloween Haunted House*

### *Installing a Vending Machine*

### *Karaoke Night*

- Hire a karaoke machine, charge an entry fee or a "per song" fee
- Have prizes for the best song

### *Merchandise*

- Team merchandise is a great way to make money and create team unity
- Items such as t-shirts, shorts, hats, key rings (and towels??) can be bought in bulk with club logo and sponsors logo

### *Parking arrangements for special events*

- Clubs provide volunteers to direct parking for a percentage of the parking fees



*Personalised coffee mugs*

*Progressive Dinner Party*

*Publishing a cookbook or calendar*

*Raffles*

- Meat/chicken/seafood trays, hampers, vouchers, memorabilia and big ticketed items like cars/boats
- Contact all local businesses and try to get as many prizes donated as possible

*Renting Your Club to outside groups*

- Depending on the size and availability of space at the club, try and reach out to the organisers (via email) and persuade them to use your facilities, giving a very reasonable hourly rate. For example, if your club has a dining hall, a dancing company can use the floor space as a studio for dance rehearsals and classes

*Sausage Sizzle*

- Sausage sizzles can be great after training or games and encourage people to stay around and socialise
- Big retail stores such as IGA, Office Works, Bunnings and Freedom support the community by offering community organisations the opportunity to hold a BBQ outside their store
- Contact these places and book your spot for a Saturday or Sunday morning
- It's a great way to advertise your club and make some money
- Try and get sausages, bread, sauce donated to create more profit

*Seasonal Events – Easter Egg Hunt, Halloween, Melbourne Cup, Christmas In July,*

*Selling bricks for a memorial sidewalk*

*Selling Coupon Books*

*Selling personalised buttons or pins*

- button/pin-making kits are commercially available and will enable you to create club souvenirs or promotional items

*Selling Products from National Fundraising Companies*

- Fundraising Companies allow clubs and schools to make a substantial profit by selling their products. For example, the Cadbury Fundraiser has a range of Confectionary Fundraising Products Boxes/Packs to choose from – where some chocolates or lollies can be sold for \$1, \$2, \$3 and \$4 depending on the box and contents. This can help clubs make at least \$20-30 profit per box/pack

*Special Vintage Port*

*Sports breakfast/lunch/dinner served by celebrities*

*Suitcase Dinner*

- A discounted weekend travel package (airfares/accommodation and tickets to a sporting event) is donated to the club or could be purchased at a discounted price. A dinner is held and everyone attending brings his or hers suitcase ready to leave for the airport that night.

*Theatre / Concert night*

### *Trivia Night*

- Trivia Nights are good fun and are always a great way to make money. Players form teams that compete against each other in answering questions or completing novel acts /giving creative answers/ being the best heckler /best themed dressing outfit etc
- If having a theme (60s, 70s, action heroes etc.), you can have questions related to this theme, but it's always good to mix it up a bit
- The goal is to get the most number of points and at the end of the night, the team that gets the most wins the main prize. Throughout the night, teams should also be competing for smaller prizes
- Teams can be from 4 to 10 people and for entry, should charge between \$10-20 per person. You can raise a lot more than this if you hold a raffle or auction during the night
- Time your trivia – aim for at least 2 ½ - 4 hours with at least seven rounds of ten questions

## Appendix 2 – Grant Programs

*Read the guidelines and check what types of previous projects and organisations have been funded.*

### **Gambling Community Benefit Fund**

Provides one-off grants up to \$30,000 to community groups in Queensland to develop, strengthen and enhance non-government organisations to provide services and activities that benefit the community. Grants are provided on a quarterly basis. Treasury Department

Ph: 1800 633 619

Website: <http://www.olgr.qld.gov.au/grants/CBFU/index.shtml>

### **Reef Hotel Casino Community Benefit Fund – North Queensland Only**

Provides grants from as little as \$300 up to \$15,000 to not-for-profit organisations for facilities or services that have a broad community benefit. There are two funding rounds each year and applications can be made anytime. [Note: Schools and P&C's are not eligible]

Ph: 0412 514 780

Website: <http://www.cairnscasinocbf.com/>

## **STATE GOVERNMENT GRANTS**

### **Sport & Recreation**

Sport and Recreation Queensland fund programs to encourage people to participate in sport and active recreation. Funding is available for minor and major equipment purchases and grants are available to organisations to undertake education and training initiatives.

National Parks, Recreation, Sport and Racing Department

Website: <http://www.nprsr.qld.gov.au/funding/index.html>

### **Young Athlete Assistance Program**

The program aims to assist young athletes within Queensland who have competed at a State sporting championship or State school championship. Financial assistance of \$200 is available to assist with the cost of travel and accommodation for the eligible event.

National Parks, Recreation, Sport and Racing Department

<http://www.nprsr.qld.gov.au/funding/overview/young-athlete.html>

### **Building Supportive Community Grants Program**

The Building Supportive Community Grants Program works to strengthen the capacity of local communities to welcome and include people with a disability in everyday life. Grants of up to \$5,000 are available to support local activities, while grants of up to \$15,000 are available to activities that target a number of communities or have a statewide focus.

Department of Communities, Child Safety and Disability Services

Ph: 4046 7200

Website: <http://www.communities.qld.gov.au/disability/community-involvement/2012-building-supportive-communities-grants>

### **Arts Queensland Sector Project Grants**

The Sector Project Grants focus on three key themes: promoting a diverse, dynamic, creative culture; strengthening partnerships and collaboration; capitalising on Queensland's unique strengths and characteristics. Grants of up to \$50,000 are available under this program. Applications are very competitive so make sure you read all of the information available especially the guidelines.

Arts Queensland

Ph: 4048 1411 or 1800 175 531

Website: <http://www.arts.qld.gov.au/funding/sector-grant.html>

### **Transport-related Grants and subsidies**

There are a number of grants and subsidies available encouraging cycling, public transport and projects that contribute to improving road safety in local communities.

Department of Transport and Main Roads

Ph: 13 23 80

Website: <http://www.tmr.qld.gov.au/Community-and-environment/Community-engagement/Grants-and-subsidies.aspx>

### **Youth Engagement Grants**

The Office of Youth Affairs provides grants to fund activities throughout Queensland that are managed by young people and are designed for young people. In addition, funding is available for projects that increase young people's engagement in their local communities and participation in Government and community decision making.

Office of Youth Affairs, Department of Communities, Child Safety and Disability Services

Ph: 07 3008 8782

Website: <http://www.communities.qld.gov.au/communityservices/youth/youth-engagement-and-participation/youth-engagement-grants>

### **Office for Women Grants**

The Office for Women assists organisations requiring funding for events or projects that are aimed at improving women's health, lifestyle, economic security and safety. Grants are also available for hosting events celebrating International Women's Day in Queensland.

Office for Women, Department of Communities, Child Safety and Disability Services

Ph: 1800 177 577

Website: <http://www.communities.qld.gov.au/women/about-us/external-grants>

### **Community Services Funding**

The Department of Communities provides funding across eight key funding areas: child care; family support; community support; domestic violence prevention; homelessness; older people; personal intervention and support; youth support.

Department of Communities, Child Safety and Disability Services

Ph: 13 13 04

Website: <http://www.communities.qld.gov.au/gateway/funding-and-grants>

### **Schools / Education Funding**

In addition to targeting and core funding, Education Queensland provides grants covering a range of initiatives including helping P&C Associations to provide enhancements to school grounds and facilities, providing assistance to parents with a textbook and resource allowance.

Department of Education, Training and Employment

Ph: 3237 0774

Website: <http://education.qld.gov.au/schools/grants/index.html>

## FEDERAL GOVERNMENT

### **Sport Incentive Program**

The Australian Sports Foundation (ASF) operates the Sport Incentive Program. Specifically the program aims to increase opportunities for Australians to participate in sport and excel in sports performance.

Australian Sports Commission

Ph: 02 6214 7868

Website: [http://asf.org.au/how/category\\_1](http://asf.org.au/how/category_1)

## NON-GOVERNMENT PROGRAMS

### **Telstra Foundation Community Development Fund**

The Telstra Foundation Community Development Fund supports projects with one purpose in mind – to connect children and young people to their communities.

Telstra Foundation

Ph: 1800 208 378

Website: <http://www.telstrafoundation.com>

### **The Foundation for Young Australians**

The Foundation supports individuals and youth organisations focusing specifically on 12-25 year olds and initiatives that enhance youth participation or create opportunities for the development of young people. Grants are also available to groups of young people with creative, fun, innovative ideas that can be turned into action.

The Foundation for Young Australians

Ph: (03) 9670 5436

Website: <http://www.fya.org.au/>