



## About Play For Purpose

Play For Purpose is a 100% not-for-profit Aussie raffle where people can win big prizes AND score winning feelings by supporting the Sporting Clubs and Charities they love. We're operated by the 50-50 Foundation, an ACNC registered charity that has run over 300 charity raffles in support of 500+ charities and sport organisations since 2012.



### 100% not-for-profit

We make a difference, not a profit. A guaranteed 50% of every ticket funds your organisation and the rest covers prizes and some of the costs to run the raffle.



### Technology for good

You'll get a tailored website and marketing materials to help sell your raffle tickets.



### Epic prizes

We offer a \$300k prize pool with a top prize worth \$250k and hundreds of other prizes.



### Made possible by The Lott

As part of its support of community organisations, The Lott, the official home of Australia's Lotteries, provides resources and financial support to every raffle. This reduces administration costs and means more money from every ticket goes directly to your cause.



### Other good sports

The Australian Sports Foundation and Sport Australia help to deliver this life-changing work to sports clubs across Australia.



## How it Works

We give you all the tools you need to run your fundraising raffle for FREE .



1. Once you sign up, you'll be given your own microsite to sell raffle tickets all year round (we run up to 5 raffles a year).



2. Supporters can head directly to your microsite to purchase raffle tickets or select your cause at [Playforpurpose.com.au](https://playforpurpose.com.au).



3. Tickets are \$10 each with a guaranteed \$5 from every ticket going back to your organisation to support a charitable cause.



4. Players can win one of 395 prizes on offer valued at \$300,000 - including a top prize worth \$250,000.



**\$10 raffle ticket**



**Supports good causes**



**\$250k first prize**



## **Sporting Partner benefits**

Play For Purpose provides access to a sales and promotional platform, with the ability to sell tickets online for FREE across three online channels.

- ✓ Free to participate
- ✓ Reduced time and cost of running a traditional raffle
- ✓ Access to a \$300k raffle prize pool offer
- ✓ Tailorable microsite
- ✓ Fundraise all year around via regular raffles
- ✓ Build, collect and maintain supporter data, building a new & sustainable source of revenue for charities
- ✓ 50% from every ticket supports your organisation with remittance provided every quarter, managed by the Australian Sports Foundation
- ✓ Benefit from additional bonuses and incentives, rewarding proactive fundraising efforts.



## Partners can fundraise via three channels:

### MAIN SITE

[www.playforpurpose.com](http://www.playforpurpose.com)

Customers who hear about Play For Purpose can visit the site and support a sporting organisation or charity of their choice.

### PARTNER MICROSITE

[www.playforpurpose.com/your-name](http://www.playforpurpose.com/your-name)

Sport Partners are given their own dedicated microsite which is customised and branded. No other partner pages can be seen or visited from this page.

### CHAMPION FUNDRAISERS

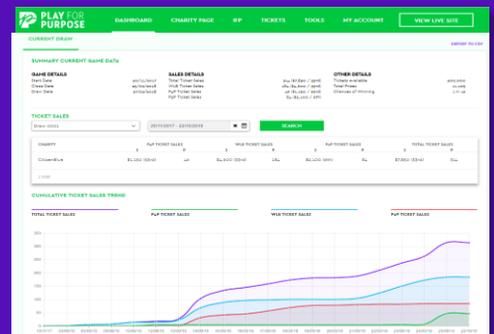
<https://playforpurpose.com.au/your-name/fundraisers>

Individuals can fundraise on behalf of a Sporting Organisation, selling tickets via their own dedicated page. All tickets sold via the individual are attributed to that Partner's fundraiser.

## Partner Portal

Sport Partners can access sales dashboards, tracking & analytics and campaign management tools via a powerful back-end portal.

The portal also features marketing guides and templates making it easy to plan and execute their fundraising campaign.



## The Raffle

Every Play For Purpose ticket provides a chance of winning one of 395 amazing prizes!

The prizes on offer have been designed to appeal to a wide audience, by providing choice and variety. These are subject to change with each draw, and are expected to increase in size and value as the raffle grows in popularity!

*\*those prize details listed below pertain to Draw 10 closing on 11 March 2021.*



VA VA  
VROOM!

# \$250K PRIZE

## AUDI SQ5 + \$125K GOLD

|                                                                                                                                                                                          |                                                                                                                                                                                                   |                                                                                                                                                                                          |                                                                                                                                                                                                 |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>2ND PRIZE</b></p> <p><b>JB HI-FI</b></p>  <p><b>JB HI-FI<br/>VOUCHER<br/>WORTH \$15,000</b></p> | <p><b>3RD PRIZE</b></p> <p><b>Harvey Norman</b></p>  <p><b>HARVEY NORMAN<br/>VOUCHER<br/>WORTH \$7,500</b></p> | <p><b>4TH PRIZE</b></p> <p><b>MITRE 10</b></p>  <p><b>MITRE 10<br/>VOUCHER<br/>WORTH \$5,000</b></p> | <p><b>5TH PRIZE</b></p> <p><b>Travel Club</b></p>  <p><b>TRAVEL CLUB<br/>VOUCHER<br/>WORTH \$2,500</b></p> |
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### RAFFLE DRAW SCHEDULE – 2020/21

**Raffle 10:** 18 December, 2020 – 11 March, 2021 | **Raffle 10:** 12 March – 9 June, 2021

*\*\*Draw dates subject to change.*

*Partners can join at any time and be instantly included into the current Raffle.*

## What is a *charitable sporting project*?

Funds raised through Play For Purpose must be used for a **charitable sporting projects**. There are many types of sports projects that can be charitable. Clubs can choose from the categories below.

### Promoting health through sport

Promoting improved health in the community by encouraging more people to participate in sport and be more active more often. This includes:

- 'Come and try' days, expanding programs to reach new participants, funding of new teams or coaches, running new exercise initiatives, upgrading community facilities, or providing scholarships to enable and encourage sports participation. The aim is to increase physical activity in the community in order to improve health outcomes.
- Initiatives aimed at targeting individuals who are less likely to be involved in your club's existing sporting programs, such as individuals with disabilities, in regional or rural areas, from culturally diverse backgrounds, in older age groups, from low-income households or women and girls.

### Participation and outreach

Sports projects to promote inclusion and participation by disadvantaged or marginalized members of the community. This includes

- Open days, 'come and try' days or events designed to attract new participants from disadvantaged or marginalised communities, such as refugees, indigenous persons, persons with disabilities, people suffering from mental illness
- Initiatives aiming to increase and promote tolerance and respect in the community by attracting participants from a diverse range of cultural, ethnic or social backgrounds
- Sports scholarships, fee-free or subsidised access to sport for those from low socio-economic backgrounds to participate in sport
- Funding of sports equipment and uniforms to be used by disadvantaged groups or participants that could otherwise not afford to participate in sport.
- Training people in coaching, umpiring or refereeing in order to offer sports in a culturally appropriate way to disadvantaged or marginalised groups.



## What is a *charitable sporting project*? (continued)

### **Upgrade of community sports facilities**

Construction, upgrade or maintenance of sporting grounds and sporting facilities for the benefit of the local community. In order to be charitable, the sports facilities cannot be limited to only club members. These types of projects include:

- Improve access to sporting facilities by all members of the community, such as upgrades to bathroom facilities or improved disability access
- Improving grounds and facilities to enable more teams to train or play more often, such as increased regularity of use through synthetic turf, addition/upgrade of floodlights or improved drainage

### **Promoting mental health**

Projects aimed at improving or addressing mental health problems in the community through sport.

### **university sports**

Projects or scholarships aimed to fund, improve or expand sports programs connected to a university, to enable students to participate in sport as part of a well-rounded education. This could include the funding of before and after school sports programs open to students at universities.

### **Sports history & culture**

Projects to record sports history and memorabilia including funding of projects to bring together items of educational or cultural value and which would be of public interest.

### **Natural disaster relief or recovery**

Any sporting project specifically relating to natural disaster relief or recovery should be deemed charitable. Examples include facility rebuilds or repairs, the replacement or refurbishment of equipment and fee relief for individuals directly impacted by a natural disaster.



**Apply today at**

**[www.playforpurpose.com.au/sporting-club-benefits](http://www.playforpurpose.com.au/sporting-club-benefits)**