



**PLAY FOR  
PURPOSE**

# **SPORTS PARTNER INFORMATION PACK**

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

# WHO ARE WE?

**Play For Purpose is a collaboration between three key parties, aiming to raise money for charitable grassroots sporting projects.**



50-50 Foundation is an ACNC charity established in 2012 who has operated over 300 charity raffles across Australia. The 50-50 Foundation is the licensed operator of Play For Purpose.



Tabcorp's Charitable Games Division is a social enterprise which supercharges fundraising for charities and sporting clubs by providing innovative fundraising products and technology solutions. Tabcorp recognises the challenges facing not-for-profit fundraising efforts and supports the 50-50 Foundation by providing the resources and expertise to run Play For Purpose including the technology platform, marketing and guarantee of prizes.



The Australian Sports Foundation (Sports Foundation) is the only organisation in Australia to have Deductible Gift Recipient status for sports. The Sports Foundation provides fundraising for grassroots clubs, community groups, sports organisations and athletes. The Sports Foundation have partnered with Play For Purpose and will grant the funds raised to Sporting Clubs for approved charitable sporting projects.

**PROUDLY SUPPORTED BY**



Sport Australia is the operating brand name of the Australian Sports Commission. Sport Australia has endorsed the Play For Purpose raffle as a fundraising opportunity for Australian sporting organisations.

# HOW IT WORKS

1.



Play For Purpose is a not-for-profit online raffle. It is free for sporting organisations and clubs to sign up!

2.



Once an organisation has signed up, they are given their very own website to sell raffle tickets and promote their charitable sporting project.

3.



Supporters can buy tickets for \$10 each. \$5 from every ticket sold will support charitable sporting projects at their chosen club or sport organisation.

4.



There is a huge variety of prizes on offer, including a top prize valued at \$250,000!

**It's the ultimate WIN-WIN!**



# THE BENEFITS

**Play For Purpose provides access to a sales and promotional platform, with the ability to sell tickets via three key online channels. Plus, organisations can access a broad range of marketing resources to promote and track their fundraising campaign.**



- ✓ Free to participate
- ✓ Reduced time and cost of running a traditional raffle
- ✓ Access to a larger, more exciting prize offering
- ✓ Promotes fundraising for charitable sporting projects
- ✓ Leverage world-class technology and powerful back-end system
- ✓ Fundraise all year around via regular raffles
- ✓ Build, collect and maintain supporter data, building a new & sustainable source of revenue for clubs and sports organisations
- ✓ 50% from every ticket supports charitable sporting projects at your club or sports organisation
- ✓ Benefit from additional bonuses and incentives, rewarding proactive fundraising efforts.

# THE PLATFORM

**Sporting clubs and organisations have the opportunity to fundraise across three online channels:**



## MAIN SITE

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



## PARTNER MICROSITE

Sporting Clubs and Organisations 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

Individuals or teams can fundraise on behalf of a Club or Organisation, selling tickets via their own dedicated page. All tickets sold via Champion pages are attributed to that Partner's fundraiser.



## PARTNER PORTAL

Clubs and Organisations 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 and edit your unique Fundraising microsite.

# THE RAFFLE

Every ticket offers the chance to win awesome prizes, including a first prize valued at \$250,000! The prizes we offer each Raffle are designed to appeal to a wide audience, with the five major prizes set to change with each Raffle, providing your supporters with something new and exciting in every draw!

## RAFFLE DRAW SCHEDULE 2019/2020

**Raffle 8:** 17 July – 23 Sep, 2020

**Raffle 9:** 24 Sep – 16 Dec, 2020

**Raffle 10:** 17 Dec – 10 Mar, 2021

\*Those prize details featured on this page pertain to Draw 7 closing on 23 Sep, 2020.

## FIRST PRIZE



## SECOND PRIZE

Plan your perfect holiday with a Travel Club voucher.



## THIRD PRIZE

Imagine what you could buy with a David Jones voucher.



## FOURTH PRIZE

Indulge in a shopping spree with a JB Hi-Fi voucher.



## FIFTH PRIZE

Refresh your home decor with a Freedom voucher.



# CHARITABLE SPORTING PROJECTS

Funds raised through Play For Purpose must be used for charitable sporting projects. There are many types of sports projects that can be charitable, for example, if they advance the physical or mental health of the community, improve community facilities or assist disadvantaged or marginalised groups. Clubs and sporting organisations can be guided by the categories listed here.

## 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 marginalised 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.

# CHARITABLE SPORTING PROJECTS CONT.

- ▶ 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.

## 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.**

# CHARITABLE SPORTING PROJECTS CONT.

## 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:**  
[playforpurpose.com.au/sporting-club-benefits](https://playforpurpose.com.au/sporting-club-benefits)



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