



Racing Queensland encourages clubs to consider the **Play For Purpose** initiative as a means to raise monies for key projects.

**Play For Purpose** is a not-for-profit online raffle that is the result of a collaboration between the 50-50 Foundation, Tabcorp and the Australian Sports Foundation (ASF). It is a great opportunity for not-for-profit Race Clubs to raise funds for specific initiatives that qualify as approved charitable projects under the **Play For Purpose** framework.

The **Play For Purpose** raffles raise money for charitable projects at grassroots sporting clubs and charities by donating 50% of each \$10 ticket to the project of the ticket holder's choice. There are thousands of prizes on offer with the first prize being a choice of one of four prize packages, each valued at \$250,000.

## **WHAT YOU NEED TO DO:**

1. You should identify an appropriate **charitable project** for your club;
2. Sign up with **Play For Purpose** at [www.playforpurpose.com.au](http://www.playforpurpose.com.au) nominating the proposed **charitable project** for approval;
3. If approved, **Play For Purpose** will design a personalised webpage tailored to your club/project. You can promote this webpage to your members, patrons and greater community, and encourage them to buy tickets in the prize draw;
4. Once you have sold at least \$100 worth of tickets via your page you will also be given a place on the main **Play For Purpose** website where you will potentially raise more funds from Play For Purpose customers that choose your club;
5. You will also be given access to a powerful portal that will assist you to raise funds at no cost.

**Play For Purpose** will then provide 50% of the proceeds from each ticket sale that has been nominated to support your project.

## **WHAT QUALIFIES AS A CHARITABLE PROJECT?**

For your Club to receive the support of the **Play For Purpose** initiative the funds raised must be used for **charitable sporting projects** from the following categories:

- Promoting improved health;
- Promotion of inclusion and participation by disadvantaged groups;
- Upgrade of community sports facilities;
- Promoting mental health;
- Schools or university sports; or
- Sports history and culture.

Most projects benefitting racing clubs will fall under the category of “**Upgrade of Community Sports Facilities**”. These projects involve the construction, upgrade or maintenance of sporting grounds and sporting facilities for the benefit of local community. To be eligible these projects must either:

- (i) **Improve access to sporting facilities by all members of the community, such as upgrades to bathroom facilities or improved disability access; OR**
- (ii) **Improve 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.**

To qualify as ‘charitable’ the facilities cannot be limited to only members of your club.

As such, **Play For Purpose** is a great opportunity for clubs to raise capital for projects that increase participant capacity at your facility. Suggested projects\* may include:

- Toilets and disabled access facilities;
- Increased tie-up stalls/kennels/stables;
- Extensions to jockey rooms;
- Lighting to extend training hours;
- Upgrades to racing/training surfaces to allow larger fields; or
- Equipment that will extend the potential number of meets (verti-drains, surface conditioners etc).

*\*(Note, the above projects are only suggested by RQ and are not approved projects, the actual approval process will be subject to the **Play For Purpose** framework and the ASF.)*

### **MORE INFORMATION:**

For more information please visit the **Play For Purpose** website at [www.playforpurpose.com.au](http://www.playforpurpose.com.au).

Alternatively, please see the attached:

- Brochure outlining the **Play For Purpose** program;
- A copy of the registration agreement that participants are required to adhere to; and
- Frequently asked questions concerning the **Play For Purpose** program;

If you would like any assistance or support throughout this process, please contact Racing Queensland’s Partnerships and Commercial Development Manager on (07) 3869 9418.