

## **The Grass-roots Assistance Program (GRAP) Frequently Asked Questions**

### **1) How does The Sports Rewards Foundation generate income?**

- Our big fundraising day – National Sports Day. A small \$10 donation in return for a number of gifts. Our target? 2M+ Aussies every year, equating to over \$20million in revenue!
- Our commercial arm – a business directory ([www.sportsrewards.net.au](http://www.sportsrewards.net.au)) – pays a good percentage of profits into the Foundation for businesses paying to list on our website and be promoted to all card holders.
- Gala Dinners across the country (to commence in 2011)
- Other corporate supporters

### **2) How much of the money raised is actually used as cash grants and to help athletes fundraise?**

- Currently 100%! Our head office is located within the offices of My Home Care Services in Brisbane, meaning we don't pay rent or have any fixed overheads. Those working within the Foundation are paid via our commercial arm – the business directory.

### **3) What is the \$10 fee to apply to The Grass-roots Assistance Program for?**

- This fee covers costs of doing background checks to ensure you are looking to raise money for the sport you nominate in the application.
- The fee also ensures you are serious about raising money for your chosen sporting pursuit

### **4) Why do we have to do online or offline fundraising before getting a cash grant?**

- There are a number of reasons for this;
  - At The Sports Rewards Foundation, we don't believe in 'bandaid approaches' to helping people. By ensuring all applicants help themselves first, we are ensuring athletes and clubs become self reliant.
  - It creates a barrier to ensure we are only helping those athletes who genuinely require funding – because those who require the help will always make the effort help themselves first.
  - It ensures we can help every athlete in the country – irrespective of how much the Foundation has in the bank
  - It puts the financial control in your hands – in that you can raise as much as you require regardless of how much we afford to issue out as grants.

### **5) How do I get people to contribute to my online fundraising page, once I have registered?**

- You need to put the link to your site on any social media you have (facebook/twitter etc) and email to all your contacts. You need to constantly remind people and encourage them to visit the page in order to help you out.

**6) Why do you keep 15% of funds generated via my online fundraising?**

- We are powering the gifts your donors receive for donating to you; e.g. all donations over \$50 receive a Sports Rewards card and motivational e-book. The percentage we keep covers card production, postage (of cards, cheques to you etc), bank fees and the administration fees charged by 'Everyday Hero' to power the site.

**7) How long can I keep my online fundraising going for?**

- As long as you require funding for your chosen sport!

**8) When can I be paid for money paid to my fundraising page online?**

- You can be paid at the end of each calendar month – you simply need to email the request through and a cheque will be issued with the amount you have raised, less our admin fee of 15%.

**9) How do I get Sports Rewards cards and directories for offline fundraising?**

- Not everyone wishes to fundraise offline – so you need to email a request through. We will send 10 cards and directories initially.

**10) Do I have to sell them for the RRP of \$40**

- Yes – we don't want consumers to be paying different amounts for the same product in different parts of the country.

**11) How much of this do I keep?**

- 100% - because you are doing all the work!

**12) Can I get more cards/directories once I sell these and is there a limit to how many I can get?**

- Yes, simply email us to have more sent out.
- There isn't a limit, however, we will generally only send in small batches to ensure you do indeed sell everything we send and no stock is wasted.

**13) How does The Sports Rewards Foundation work out who gets a cash grant?**

- We have a sponsorship committee who decides this process and is largely based on the background checks we do e.g. who needs the money the most and is most serious about furthering their sporting career or using sport as a good stepping stone in their life.
- We know how much can be distributed each month, and we know how many people are applying.



- At all times we do our best to help every applicant with a cash cheque – however, it isn't always possible, hence why we have our online and offline fundraising options.

**14) How long do I have to fundraise for myself before being eligible for a cash grant?**

- A minimum of 30 days

**15) Can I register for the GRAP each year?**

- Yes

**16) What's the catch?**

- There is no catch!

For more information please contact head office on 1300 466 377 or email [admin@sportsrewards.org](mailto:admin@sportsrewards.org). We look forward to making sport more affordable and helping you reach your sporting goals!

Kind Regards,  
The Sports Rewards Foundation