



aflplayers care

AFL PLAYERS BREAK CHARITY RECORD

December 20, 2019

AFL and AFLW footballers donated a record half a million dollars to Australian charities in 2019.

Through the AFL Players Care program, players donated \$512,460 to 35 Australian charities this year, eclipsing the existing record by \$4,000.

Since AFL Players Care launched in 2015, donations made by players have increased each year, with \$1,887,125 contributed across four years.

Every male player donates \$50 of their match fee from each AFL game they play into the AFL Players Care fund, half (\$25) of which goes to the official charity of all AFL players, Ladder, who exist to make young people's lives better.

On top of the \$217,800 Ladder receives each year, AFL Players Care also pledged an extra \$60,000 in 2019 to help fund a new mentoring program for young people.

\$180,000 is distributed by the fund annually to each club playing group for the players to donate as they see fit, with the remaining leftover for ad hoc donations.

AFLW players also played their role with AFL Players Care, donating \$6,900 to Our Watch, to help end violence against women and their children, with each AFLW contributing \$25 for the season.

AFL Players' Association CEO, Paul Marsh, praised the players' generosity.

"AFL and AFLW players understand the need to give back and AFL Players Care is another way they go above and beyond," Marsh said.

"The program is one-of-a-kind in Australian sport and to see the results in 2019, and throughout its four-year existence, is truly heartwarming. Their efforts have helped hundreds of Australians going through tough times."

[CLICK HERE TO VIEW AN INFOGRAPHIC DETAILING THE 2019 AFL PLAYERS CARE PROGRAM](#)

The initiative also grew to include hands on experiences for the playing group in 2019, with Red Dust, which aims to reduce chronic disease in rural Australia with a focus on nutrition, hygiene, substance misuse and physical activity, engaged to deliver the experience.

In October, six AFL and AFLW players travelled to Yuendumu, a rural town 292km northwest of Alice Springs, to deliver services to the local community on behalf of Red Dust.

Trent Dumont, Alicia Janz, Ally Anderson, Nick Larkey, Courtney Cramey and Jarman Impey took part in a seven-day tour that included helping local teachers deliver school curriculum and sporting activities to students, encouraging healthy and hygienic habits within the community and learning about the local culture.

Players also donated \$11,800 to FightMND via donations from the first-year players at the AFLPA Induction Camp in January and \$5,000 each from the Melbourne and Essendon playing groups. \$10,000 was donated to Stand Up Events to support the all-inclusive Move IN May event.

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