

Lifeline WA Community Fundraising

- *Raise Funds Your Own Way*

A Fundraising Kit to help guide you along the way.

Every day, ordinary (and ultimately extraordinary) individuals and groups organise unique events to raise funds for Lifeline WA.



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WELCOME

Thank you for choosing Lifeline WA as a beneficiary charity for your upcoming community fundraising event/initiative. This Fundraising Kit will help to make your fundraising endeavours a success and assist you in raising funds in the spirit of our organisation.

Funds raised will enable us to answer more calls on our 24 hour telephone crisis support service - 13 11 14; to recruit and train more volunteers; and to continue to provide and expand our suicide prevention, crisis support and emotional wellbeing programs across Western Australia.

Alarming statistics show that...

- **Suicide is the leading cause of death in Australia for males under the age of 44, and females under the age of 34**
- **45,000 West Australians call the 13 11 14 service every year**
- **The national road toll is around 1600, however over 2000 people die by suicide each year**
- **1 in 5 Australians will experience a mental health disorder in a twelve month period and 45% will experience a mental health disorder in their lifetime[^]**
- **Lifeline answers a new call every minute, and around 50 calls a day are related to suicide**
- **Most suicidal people don't want to die, they just want their emotional pain to end**
- **Suicidal people often endure a period of ambivalence, where they are not sure whether they want to live or die. It is during this period they can be saved**

[^]As reported by The Australian Institute of Health and Welfare (AIHW)

* ABS Causes of Death Report 2007

* Australian Institute of Health and Welfare – Mental Health Services in Australia Report 2006-07

1. Lifeline WA & HelpMe Campaign messages

Lifeline WA's HelpMe Campaign aims to inspire people in distress to seek and accept help and, those around them, to reach out in support.

Lifeline WA believes that by addressing the stigma associated with mental illness and raising community awareness about what can be done to keep people safe from suicide, more people will receive the care they need, when they need it.

Lifeline WA & HelpMe Campaign philosophies

- Most suicidal people don't want to die, they just want their emotional pain to end.
- Suicidal people often endure a period of ambivalence, where they are not sure whether they want to live or die. It is during this period they can be saved.
- The social stigma associated with mental illness and suicide is very real and present barrier to help seeking, help accepting and help giving. We need to address this stigma so people know its OK to reach out for support.
- Many vulnerable people simply do not know where to go to get help. Through the provision of information we will help them access appropriate care.
- People thinking about suicide often signal their pain and intentions. They offer us opportunities to respond. Being alert to these signals is the prevention opportunity.
- We all have a role in preventing suicide. Awareness, education and information will enable us to play our part.
- 13 11 14 is the first point of call for people in crisis as a means to assisting acute emotional distress and as a referrer; to after care. More people need to know about this service.

For more information on the HelpMe Campaign and its objectives go to www.lifelinewa.org.au

2. How your fundraising will help Lifeline WA connect people with care

Lifeline WA is part of the national Lifeline network; the leading provider of suicide prevention services in Australia. Lifeline WA is not-for-profit organisation that relies on financial support from the community to continue providing opportunities for people to benefit from and contribute to quality services in local communities across Western Australia.

Lifeline WA offers access to a national, 24 hour telephone crisis support service on 13 11 14 and provides a range of services that connect people with care including crisis support, suicide prevention, mental health support, self help resources and information about community services and training. In 2009 Lifeline nationally connected with over a million people via telephone, face to face and online mediums.

Lifeline WA's dedicated staff and volunteers work tirelessly on our services and programs to ensure that our mission, *to prevent suicide, support people in crisis and create opportunities for emotional wellbeing*, becomes a reality. Over 11,000 volunteers dedicate their time and skills to deliver services, fundraise and support the operation of Lifeline nationally.

By choosing to support Lifeline WA, you are choosing to help Lifeline nationally continue connecting over 1250 Australians each day, with one of our telephone volunteers. For some, these conversations are life-saving.

Look how your funds raised can make a difference to someone's life or contribute to your local community:

Answer a call to Lifeline WA - \$40.00

You can connect someone in need of care and emotional support in their time of crisis. Each call to Lifeline's 13 11 14 number costs us \$40.00 in training, time and technology costs. Help Lifeline WA to answer one more call today.



Help to create suicide safer communities - \$75.00 – \$850.00



Lifeline WA has a vision for suicide safer communities. We believe everyone can help make this vision a reality in the lives of people and communities around us. We invite you to share in this work through our training programs. To learn more about Lifeline WA's suicide intervention training, please contact Lifeline WA on (08) 9261 4444.

Train a Lifeline WA Telephone Counsellor and/or provide on-going support, training and supervision of our Telephone Counsellors each year - \$1500.00 - \$2500.00

Lifeline WA's 24 hour crisis support service would not exist without our team of dedicated telephone volunteers. Each person must be put through a 4-5 month program of practical counsellor training before being accredited as a Lifeline Telephone Counsellor. Lifeline WA must raise enough money each year to run training programs to ensure we have enough trained people to answer the 45,000 calls from West Australians to our service each year. Help us train more people to be there 24/7 in your community.



each



Contribute to the costs of running Lifeline's 24-hour crisis support service nationally- \$3.2 million

Lifeline's 13 11 14 service is staffed by trained telephone volunteers who are ready to take calls 24-hour a day, any day of the week, from anywhere in Australia. These volunteers operate from 42 Lifeline Centres in every State and Territory around Australia. Lifeline answers around 450,000 calls per year from people needing emotional support.

Anyone can call Lifeline. The 13 11 14 service offers a support service that respects everyone's right to be heard, understood and cared for. We also provide information and referral to other support services that are available in communities around Australia.

Somewhere in Australia there is a new call to Lifeline every minute. People call about many things and needs of callers vary across genders, age groups, cultures and between rural and metropolitan areas.

3. Organising an Event

Every year, ordinary (and ultimately extraordinary) individuals, schools, workplaces, clubs and community groups raise funds by organising a unique event to support Lifeline.

Fundraising ideas vary from events like trivia nights, walkathons and fun runs, to dress up days, morning teas and raffles. Here are few fundraising ideas to get your brain ticking over. Find one that suits you or come up with your own idea!

- **Get mobile for charity** – enter a fun run, walk, or bike ride event and have family, friends and colleagues sponsor you.
- **Undertake a personal challenge and be sponsored** - weight loss, hair dye/shave, give up chocolate or learn a new skill.
- **Gala ball with a theme** – add a donation in the price of tickets and speak with clubs or hotels that have a function room, they may offer to reduce their price of the function room or food for a charity event.
- **Trivia night** – hold a trivia night and charge an entry fee, or if you hold it in a pub, restaurant, club or café, persuade the owner to donate some takings from the trivia night.
- **Dress up day** – or even better, dress the principal or the boss up! Get together with your school mates or colleagues and sponsor the principal or boss to dress up for the day... persuade them to match the funds raised and donate themselves!
- **Dinner and Auction** – organise a dinner with friends, family and colleagues and include an auction to raise more funds, seek out local businesses who may be interested in donating goods to auction.
- **Donations in lieu of gifts** – instead of Christmas, wedding or birthday gifts, why not consider asking for donations instead.
- **Girls/Boys night in** – ask your friends to bring a dish, have a night in and donate what money would usually be spent on a night out.
- **Wash cars, mow lawns or other odd jobs** – offer your services to friends, family and neighbours and get them to make a donation in lieu of what they would normally be charged.
- **Movie marathon** – get together with friends, share your favourite movies, grab some ice cream and popcorn and donate what it would usually cost to go to the movie cinema.
- **Seasonal or themed fair** – hold a Valentines, Easter or Christmas fair selling crafts, cakes, cards and home made gifts.
- **Second hand clothing fashion parade and sale** – get together with friends and donate clothing that isn't wanted anymore, price the items, hold a fashion parade and sell them to the highest bidder.
- **Hold a talent quest or karaoke night** – dare your friends to perform by sponsoring their talent!
- **Giant raffle** – approach local businesses and encourage them to donate prizes for the raffle and ask if you can advertise the raffle in their business windows – the business gains attention for supporting a good cause and at the same time it creates greater attention for your raffle.

There are many more fundraising ideas, and it goes without saying that not all of the ideas listed above will be suitable for all situations or people of all ages. If these ideas don't suit you, please contact the Fundraising Team at Lifeline WA who will be happy to provide advice and tips for turning ideas into something that works for you. We want to make your fundraising experience fun, rewarding and stress free!

Here are a few examples of what others have done...

The La Chaîne Brunch 2011

Perth's top hospitality figures gathered for a feast on March 13 as La Chaîne des Rôtisseurs held its 12th annual *charity brunch and auction* for the benefit of Lifeline WA, raising a record \$200,000.

With an array of dishes prepared by top chefs, such as Perth Convention Exhibition Centre executive chef Adrian Tobin, the La Chaîne Brunch every year is a culinary experience unmatched in Perth.



Celebrity chef Vince Garreffa generously donates his Mount Lawley back yard to the event each year; complete with marquees, chairs, tables and sparkling table settings. Verity James, another celebrity chef in the Perth industry, was the MC for the day with special guest, Channel 7's Rick Ardon, making an appearance.

The event is formally organised by the La Chaîne des Rôtisseurs committee and guests are primarily made up of La Chaîne members. La Chaîne Des Rôtisseurs is a society dedicated to preserving the traditions of fine dining and is the oldest and largest gastronomic organisation in the world.

The main fundraising element of the event was the live auction, accompanied by a small silent auction throughout the day. Auction items ranged from a day for 10 people on a luxury 65ft yacht (complete with celebrity chef on board) to restaurant vouchers, signed memorabilia to a pearl necklace.

Lifeline WA is very grateful for the continuing and generous support of La Chaîne des Rôtisseurs and the hard work they put into the event each year.

The Winter Ceilidh

As the weather cools down, the Scottish fire up! The Winter Ceilidh is an annual event put on for Lifeline WA at the Perth Town Hall. Guests warm themselves in true Scottish fashion with food, drink and lots of dancing all the while helping to make the lives of those in need a little warmer too.



Guests arrive to champagne and oysters, shucked by Jerry Fraser, followed by a 3 course dinner and an evening full of kilt flipping fun.

This event is run by a passionate group of women who have a personal connection to Lifeline. Their efforts every year are truly inspiring.

4. Fundraising Event Checklist

We realise all fundraising events are different. Each event will have its own special set of circumstances and requirements. Whilst most fundraising events do have similar circumstances and requirements the checklist below is not meant to be definitive, nor will each point in each category apply to all events. It's here as a guide for you to use it as you would any planning tool and tailor it to your needs. We hope it helps you successfully implement your very own fundraising event from start to finish.

1. **Register** **Done**
2. **Familiarise yourself with the cause**
3. **Plan your event**
 - get some help or form a committee - attempting to run an event on your own can be stressful!
 - set a financial goal
 - set other objectives for the event
 - create a budget
 - choose a date (be mindful of local competition or holidays)
 - choose venue/location
 - be organised
4. **Location & Venue**
 - think about season or weather conditions
 - confirm venue
 - negotiate prices – often venues reduce their prices for charity events
 - plan food and beverage arrangements
 - plan audio visual arrangements
 - plan room set up (i.e. information about the charity, displays, photos, music, plants etc)
 - confirm agenda and set up times
 - check on housekeeping – parking, toilets, wheelchair access etc
 - confirm rules when displaying posters, photos etc
 - security and insurance
 - be careful to check venue contracts for costs, payment schedule, minimum numbers, cancellation policies, etc.
5. **Support and Promotion**
 - be clear in communicating why you are supporting Lifeline
 - decide on key message(s)
 - source sponsorship and support – ensure sponsor is relevant to event or list benefits to them
 - source support from businesses for giveaways or prizes

- prepare promotional materials
- send out invitations/e-mails or use Facebook or Twitter to encourage support from your friends
- post or hand out flyers around your workplace, school, local area or in café or shopping centre notice boards
- contact local media – know the local paper/TV/radio deadlines
- Create an online fundraising page

6. **The day of your Event**

- BE ORGANISED!
- talk about why you are supporting Lifeline
- bring receipt books and donor receipt template form in case people request a receipt for their donation
- bring extra notes/coins incase people request change from their donation
- collect donations – ensure you have a safe place to store donations
- most importantly HAVE FUN!!!!

7. **After your Event**

- complete your Fundraising Results Summary Page
- send money raised (along with the donation return slip, Fundraising ID Card, the completed Fundraising Results Summary Page and donor receipt template) to Lifeline
- send leftover receipt books or marketing collateral to Lifeline
- send acknowledgement thank you letters or certificates

5. Other ways you can be involved with Lifeline

Lifeline WA relies on community support to help fund vital services. You can support Lifeline by:

- **Making a personal donation**
- **Leaving a bequest to Lifeline WA in your Will**
- **Volunteering your services by becoming a telephone counsellor or at a fundraising events**
- **Volunteering in our Lifeline Treasures Op Shop**
- **Donating goods to our Lifeline Treasures Op Shop**

Lifeline WA also welcomes contact from corporate organisations interested in partnering with us.

Our dedicated volunteers, donors and supporters form a valued part of the Lifeline WA community and continue to connect those in need with care.

To learn more about others way in which you can be involved with Lifeline WA, telephone the Lifeline WA Fundraising Team on (08) 9261 4413 or e-mail the Fundraising Team at fundraising@lifelinewa.org.au.