

Community Fundraising Toolkit



Why fundraise for Lifeline Northern Beaches?

Our Vision: An Australia free of suicide

Suicide remains a devastating issue, and in Australia, it's the leading cause of death for people aged 15 to 44.

Since 1968, Lifeline Northern Beaches has worked to prevent suicide and support mental health in our own backyard. With a team of over 640 dedicated volunteers, Lifeline Northern Beaches makes a positive impact on thousands of lives each year. From Palm Beach to Kirribilli, we deliver vital services to individuals in crisis and those at risk of suicide.

From the 24-hour national crisis support line (13 11 14) to local face-to-face counselling, free financial counselling and support groups, Lifeline Northern Beaches is here to listen and help those in need.

Click the link to start a fundraiser in a few quick steps [HERE](#)



Our National Problem

- Suicide is **the leading cause of death** for Australians aged 15-44.
- Suicide is the **15th Leading** cause of death in our country.
- **Over 3,200** Australians die by suicide annually- up YOY.
- Males are **3 x more likely** to die by suicide than females.
- **Over 7 million** Australian adults are close to someone who has died or attempted suicide.
- **1 in 2** young people are impacted by suicide by the time they turn 25.

Source: AIHW

Making a positive impact

Our work to prevent suicide and support mental health in our community

FY 23/24

Prevention



Support

Wellbeing

Primary Prevention

Early Intervention

Intervention

Postvention

Educate Community

Training

- 527 participants
 - 30 Workshops
- More than 640 Volunteers
- 200 Crisis Supporters
 - 206 Bookies
 - 185 Retail Staff
 - 30 Aged Care Community Visitors
 - 24 Counsellors

Community Events including:

- Lifeline Surf Challenge
- Lifeline High School Surf Challenge
- Out of the Shadows Walk
- Push Up Challenge

Reduce the Drivers of Distress

Counselling Services

- Over 2,000 Counselling Services 85% 1:1
- Over 160 New Clients
- 63 Support Group Sessions

Financial Counselling

- 286 Enquiries + 33% on year prior
 - 129 cases completed + 45% on year prior
 - 64% growth in new clients
 - Engaged with all our priority groups
- 93%* reported an increased feeling of emotional resilience
- 97%* felt more positive and hopeful about the future.

30 Residents were connected to the Aged Care Visitor Scheme

Source: Lifeline Northern Beaches Impact Reporting

Deliver Crisis Support

- 51,703 calls answered
 - 14,598 Hours
 - 3 Crisis Training Group Intakes
- Total individual intakes 59
- Total completed accreditations 31

Intervention and Postvention

- 3,254 Safety Plans issued
- 253 Emergency Interventions
- 900 help seekers supported post the Bondi Junction tragedy



Lifeline
NORTHERN BEACHES

Get inspired to fundraise

Make a life saving difference in your community

Every year, individuals, schools, and community groups raise vital funds by hosting creative events. Here are some ideas to spark your imagination:

- **Get Moving:** Join a fun run, walk, or bike ride and ask for friends and family to sponsor.
- **Take on a Challenge:** Dye your hair, give up a habit, or learn a new skill for donations.
- **Host Trivia:** Organize a trivia night and charge an entry fee—or partner with a venue for extra support.
- **Dress Up for Donations:** Sponsor your boss or principal to dress up for the day.
- **Dinner & Auction:** Plan a dinner and auction with goods donated by local businesses.
- **Offer Services:** Wash cars, mow lawns, or complete odd jobs for donations.
- **Movie Night:** Host a movie marathon and donate what you'd spend at the cinema.
- **Seasonal Fair:** Sell crafts, cakes, or gifts at a themed fair.



Fundraising event ideas

Auction

Art exhibition

Afternoon tea

BBQ

Bake-off

Bingo

Bike ride

Book fair

Concert

Clothes swap

Car wash

Dog wash

Dress-up day

Dance/disco

Dinner party

Exercise challenge

Fun run

Fashion Show

Fete

Gala party

Games night

Garden party

Golf

Hair day

Jumble sale

Karaoke night

Luncheon

Movie night

Mufti day

Novelty races

Odd jobs

Picnic

Pyjamas day

Raffle

Sausage sizzle

Sports day

Swim Competition

Silly sock day

Swear jar

Surf Competition

Trivia night

Themed party

Walkathon

Xmas stall

If you have any queries
about your fundraising
event, please contact

our Community
Fundraising

Team via phone on
02 9949 5522

Email

fundraising@lifelinenb.org.au

Top Fundraising Tips

- 1. Share Your Story-** Add a photo and personal message to your fundraising page—people give more when they see your connection to the cause.
- 2. Use Social Media-** Share updates, milestones, and photos on Instagram, Facebook, and LinkedIn. Use hashtags like #LifelineNB to spread the word.
- 3. Engage Your Network**
Invite family, friends, and colleagues to donate, volunteer, or support your efforts.
- 4. Set Goals-** Aim high but achievable—like raising \$975 to fund 25 crisis calls—and share your progress.
- 5. Create Incentives-** Offer fun rewards or challenges (e.g., “I’ll dye my hair blue if we raise \$500!”).
- 6. Host Events-** Try a bake sale, trivia night, or morning tea to bring people together and fundraise.
- 7. Say Thanks-** Show appreciation with messages, shoutouts, or thank-you cards to inspire future support.



Using our logo

To maintain the integrity of the Lifeline Northern Beaches brand, we ask that you follow these guidelines when using our logo:

1.Approval Process: Submit any materials featuring the Lifeline Northern Beaches logo for approval before distribution. This includes flyers, social media posts, and merchandise. Send your materials to fundraising@lifelinenb.org.au at least five business days before your planned release.

2.Logo Placement and Attribution: Use the phrase “Proudly supporting Lifeline Northern Beaches” on all materials. Avoid implying that your event is organized by Lifeline Northern Beaches.

3.Brand Guidelines: Ensure the logo remains unaltered, including its proportions, colors, and orientation. High-resolution logo files and guidelines are available upon request.

4.For Assistance: Contact us at fundraising@lifelinenb.org.au if you have any questions or need help incorporating our branding correctly.



Fundraising Guidelines

To ensure a safe and successful fundraising experience, please adhere to the following guidelines:

- 1. Event Authorization-** Register your event with Lifeline Northern Beaches and obtain an official Authority to Fundraise. This is a legal requirement for fundraising on behalf of a charity.
- 2. Responsibility-** The organizer is responsible for all aspects of the event, including planning, promotions, and covering any associated costs.
- 3. Legal Compliance-** Ensure your event complies with local and state regulations, including securing any required permits or licenses. Contact our team for guidance if needed.
- 4. Safety First-** Lifeline Northern Beaches does not provide public liability insurance for third-party events. Please arrange your own insurance and follow safety best practices.
- 5. Financial Transparency-** Submit all funds raised to Lifeline Northern Beaches within three working days after your event. Use the provided bank account details and email fundraising@lifelinenb.org.au to confirm your transfer.
- 6. Non-Alignment Disclaimer-** Lifeline Northern Beaches reserves the right to decline or withdraw support for any event that does not align with our values or brand.

Thank you for supporting Lifeline Northern Beaches! Your efforts help us provide life-saving services and make a difference in our community.

Depositing your donations

Once you have collected your donations you will need to send the funds to Lifeline Northern Beaches in one of two ways:

Via direct bank deposit

- Make an electronic transfer from your online account using the following details (please include your event name as the reference):
BSB: **012-330** Account: **347647743**
Account name: **Lifeline Northern Beaches Inc.**
- Also send an email to **fundraising@lifelinenb.org.au** so we can check the details against our records.
- Lifeline will send you a letter to acknowledge the funds were received. Thanks for your valuable support!



Fundraising Stories

Cunninghams: Lifeline Classic Fundraising

"For five years, Cunninghams has been a big supporter and champion of the Lifeline Classic. From entering a team to having Cunninghams team members selling merchandise and raffle tickets at the event, we are dedicated to not just financial support but also hands-on involvement.

Through our partnership with LocalKind and touring the Lifeline call centre in Balgowlah, we know how vital Lifeline's work is in supporting the most vulnerable in our community.

Since participating in the Lifeline Classic in 2018, we've raised over \$55,000, and we're thrilled to be part of it again this year, raising crucial funds for this essential service."



Get Help

We are here for you today and everyday

Crisis Support 24/7

Call 13 11 14

Text 0477 13 11 14

Chat lifeline.org.au/crisis-chat

Local Support

Visit [our website](#) for more information on our local services including:

- Counselling
- Financial Counselling
- Support Groups
- Community Visitors Scheme
- Mental health training

