

Lifeline

NORTHERN BEACHES

FUNDRAISING TOOLKIT



Contents

- About Lifeline Northern Beaches
- How does fundraising help?
- Stories
- How can Lifeline Northern Beaches help you?
- Organising an Event
- Event Ideas
- Sending Funds to Lifeline
- Getting Help
- Get in Contact

About Lifeline Northern Beaches

Our vision is an Australia free from suicide.

Our purpose is to create connection with people in crisis and empower our community to be safe from suicide. Our Lifeline volunteers, services and programs support people in our community.

Since 1968, Lifeline Northern Beaches has worked to prevent suicide and support mental health in our community. Tragically, suicide is still an issue that's affecting us in a very real way – In Australia, suicide is the leading cause of death for Australians between the ages of 15 and 44.

The team of more than 640 volunteers across every part of Lifeline Northern Beaches make a positive impact on thousands of lives every year.

Lifeline Northern Beaches' support services are based in Balgowlah, with outreach services in Mosman, and partner services across the northern beaches and lower north shore. Our wide range of services support people through a time of personal crisis and who may be at risk of suicide.

From the 24-hour national telephone line, 13 11 14, to local face-to-face counselling, Lifeline Northern Beaches is here to listen, and we're here to help





Lifeline
NORTHERN BEACHES



How does fundraising help our local community?



Our workforce

- Volunteers: 672
- Employees: 128



Financial Counselling

- Number of financial counsellors: 3
- Financial counselling client cases: 180
- Financial counselling cases completed: 129



Clinical Counselling

- Number of counsellors: 23
- Counselling clients served: 287
- Clinical counselling session attendance: 1,583
- Individual session attendance: 1,799
- Group session attendance: 290



Crisis Support

- Crisis calls answered: 51,703
- Lifeline Text conversations: 6,695
- Number of Crisis Supporters: 291



Community Visitors Scheme

- Volunteers: 25
- Residential aged-care facilities served: 15



Training Crisis

- Supporter intakes: 3
- Number of Crisis Supporters trained: 73
- Number of community training courses: 30



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 \$40,000, and we're thrilled to be part of it again this year, raising crucial funds for this essential service."

How Lifeline Northern Beaches can support you?

To support your event, the Lifeline Northern Beaches team can:

- Answer any queries you have regarding your event and offer advice and encouragement;
- Under some circumstances and if time allows, may be able to offer a staff member to appear at an event or cheque presentation;
- Provide a Lifeline banner or marketing collateral for use at your event (subject to availability);
- Provide a letter of support to validate the authenticity of your event or project and its organisers; and provide the following documents to assist you in making your event a success:
 - Event Checklist
 - Fundraising Results Summary Page
 - Donor or Supporter thank you letter template
 - Certificate of Appreciation template

Organising an Event



Every year, individuals, schools, workplaces, clubs and community groups raise funds by organising all kinds of unique events. Here are some ideas to get your brain ticking over to your event. Find one that suits you or produce 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** – hair dye/shave, give up chocolate or learn a new skill.
- **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 schoolmates 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 the auction.
- **Donations in lieu of gifts** – instead of Christmas, wedding or birthday gifts, why not ask for donations instead?
- **Wash cars, mow lawns or other odd jobs** – offer your services to friends, family and neighbours and get them to donate instead 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 cinema.
- **Seasonal or themed fair** – hold a Valentine's, Easter or Christmas fair selling crafts, cakes, cards and homemade gifts.

There are many more fundraising ideas, if you need more ideas, please contact the Events Team at Lifeline 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!

Event Ideas

- Auction
- Art exhibition
- Afternoon tea
- BBQ
- Bake-off
- Bingo
- Board Swap
- Bike ride
- Book fair
- Cookbook
- Concert
- Clothes swap
- Car wash
- Dog wash
- Dress-up day
- Dance/disco
- Dinner party
- Exercise challenge
- Fun run
- Fashion Show
- Fete
- Food festival
- Father's Day stall
- Gala party
- Games night
- Garden party
- Golf
- Halloween party
- Hair day
- Hula hoop competition
- Indoor games night
- Jumble sale
- Karaoke night
- Lucky dips
- Lunchtime movie screening
- Line-dancing
- Luncheon
- Movie night
- Marathon
- Masquerade party
- Mufti day
- Novelty races
- New Year's Eve party
- Outdoor movie screening
- Olympics challenge
- Obstacle course
- Odd jobs
- Picnic
- Pyjamas day
- Plant sale
- Pancake breakfast
- Raffle
- Sausage sizzle
- Sports day
- Swim Competition
- Spelling bee
- Silly sock day
- Salsa dancing evening
- Swear jar
- Surf Competition
- Trivia night
- Treasure hunt
- Themed party
- Talent show
- Tug-of-war
- Under the Stars movie
- Video game tournament
- Variety show
- Vintage day
- Valentine's Day event
- Walkathon
- Xmas stall
- Yoga

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

Key messaging when talking about Lifeline

- Lifeline is a national charity providing all Australians with 24-hour crisis support and suicide prevention services.
- Lifeline aims to deliver digital services to Australians in emotional distress ANYTIME, ANYWHERE in the way they are most comfortable accessing support.
- We offer a confidential, non-judgemental service across phone, webchat and text delivered by trained volunteer crisis supporters.
- People call us for all kinds of reasons – relationship trouble, stress, anxiety, financial problems, domestic abuse, grief and loss, trauma, events that trigger them in the media, anxiety, depression, and isolation.
- Every 28 seconds, a person in Australia reaches out to Lifeline for help.
- Through phone, text and online chat Lifeline is available 24 hours a day to listen, without judgement, to any person in Australia who is feeling overwhelmed, experiencing crisis or longs to be heard.

Suicide Stats

- Every day in Australia, nine people die by suicide.
- In 2022, 3,249 Australians took their own life.
- Suicide is the leading cause of death for people aged between 15 – 44.

Key messaging when talking about Lifeline Northern Beaches

- Since 1968, Lifeline Northern Beaches has been providing services in our local community from Palm Beach to Kirribilli plus parts of North Sydney and Eastern Suburbs.
- The Lifeline Northern Beaches community includes 670 volunteers who help make our services possible (215 crisis supporters, 205 “Bookies” (help with the book fairs), 181 in retail and 49 in community programs).
- Supporting Lifeline Northern Beaches enables the following services and programs in our community:
 - **CRISIS SUPPORT (13 11 14)** - answered over 55,000 calls last year in our local call centre
 - **CLINICAL COUNSELLING** - Low-cost counselling for our community, with over 2,000 counselling sessions in the last year.
 - **FREE FINANCIAL COUNSELLING** - supporting locals impacted by the cost-of-living crisis, domestic violence and homelessness.
 - **COMMUNITY VISITORS SCHEME** - A program to provide connection and suicide prevention for aged care residence.
 - **SUPPORT GROUPS** - Targeted support for those impacted by suicide grief and loss.
 - **TRAINING** - capacity building in the community to develop skills and build resilience to prevent suicide (includes accidental counsellor training).
 - **CRITICAL INCIDENT RESPONSE** - Counselling response following critical incidents and traumatic events (recently we provided on the ground critical response support for the Westfield Bondi Junction tragedy).

Sending Funds to Lifeline Northern Beaches

Once your event is over and you have paid all your expenses and collected donations you will need to send the money to Lifeline. You can do this in one of two ways:

1. 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.
- After you have transferred funds across to our bank account (within 3 working days please!), also send an email to fundraising@lifelinenb.org.au so we can check the details against our records.

2. Donation via cheque/cash or money order:

- Please ensure your cheques or money orders are made payable to Lifeline Northern Beaches Inc., and send them to:
- Lifeline Northern Beaches
310 Sydney Road
Balgowlah NSW 2093
- Lifeline will send you a letter to acknowledge the funds were received.

Thanks for your valuable support!



Lifeline
NORTHERN BEACHES





Getting Help

Crisis Support 24/7

Call 13 11 14

Text 0477 13 11 14

Chat lifeline.org.au/crisis-chat

Local Support

Counselling

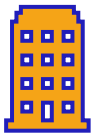
Financial Counselling

Support Groups

Community Visitors Scheme

Mental health training

Get in Contact



**310 Sydney Rd, Balgowlah NSW 2093
02 9949 5522**



**Call Lifeline on 13 11 14 anytime.
Too hard to talk? You're not alone.
Text 0477 13 11 14.**



fundraising@lifelinenb.org.au

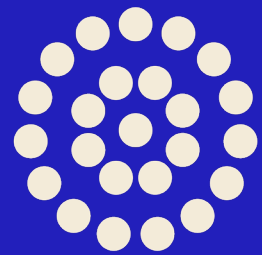


lifelinenb.org.au



<https://www.instagram.com/lifelinenb>





Lifeline
NORTHERN BEACHES