



SURF CLASSIC

Fundraising Toolkit



Why Fundraise?

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, Mosman to Kirribilli (LLNBM2K) has worked to prevent suicide and support mental health in our own backyard.

With a team of over 640 dedicated volunteers, LLNBM2K makes a positive impact on thousands of lives each year.

From the national crisis support line (13 11 14) to local face-to-face counselling, free financial counselling and support groups, LLNBM2K is here to listen and help those in need.



Our National Problem

- Every single day, we lose 9 Australians to suicide.
- 65,000 Australians (estimated) attempt suicide each year.
- 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.

Your Fundraising Impact

Lifeline Northern Beaches, Mosman to Kirribilli has been dedicated to delivering vital wellbeing and suicide prevention services in our community since 1968.

In that time, we've answered over 1 million crisis calls and provided thousands of counselling sessions.

In the past year, our Crisis Support Centre in Balgowlah answered more than 46,000 calls from people struggling to cope, needing someone to talk to. Many are facing their toughest moments alone.

Just \$39 helps us answer one call from someone facing crisis, isolation or distress.

➤ [Click here to view our Impact Report](#)

➤ [Click here to watch a video to hear from volunteers and help seekers at the heart of our work](#)

Supporting Australia Crisis Support

46,167
calls answered

21,385
hours with
12,441 delivered
by volunteers

2,516
Suicide safety
plans issued

330
Emergency
interventions

57
Students commenced
training as Crisis
Supporters

36
Students
accredited

Supporting the Northern Beaches, Mosman to Kirribilli Community

Clinical Intervention

1,634
total individual
counselling sessions
(excluding support groups)

84%
are delivered
by volunteer
counsellors

51%
of sessions were
delivered for
\$0-\$20 per session

13%
of our clients were from
the CALD community
from 23 nations
(89% of these were
women)

85%
of the reasons for
seeking help were
known risk factors
for suicide

Outcome
90%
of Help Seekers reported
an increased feeling of
emotional resilience and
coping confidence

Primary Prevention

Financial
Counselling
Financial Advocacy
346 New Enquiries +21% YOY
180 Total Clients
48% of our referrals
are from vulnerable
pathways

Aged Care
Volunteer Visitors
Scheme
Companion Program
33
Residents from
Aged Care Homes
supported

Workplace and
Community Training
Building emotional safety
40 Workshops
+33% YOY
638 participants
+17.40%

Top Fundraising Tips



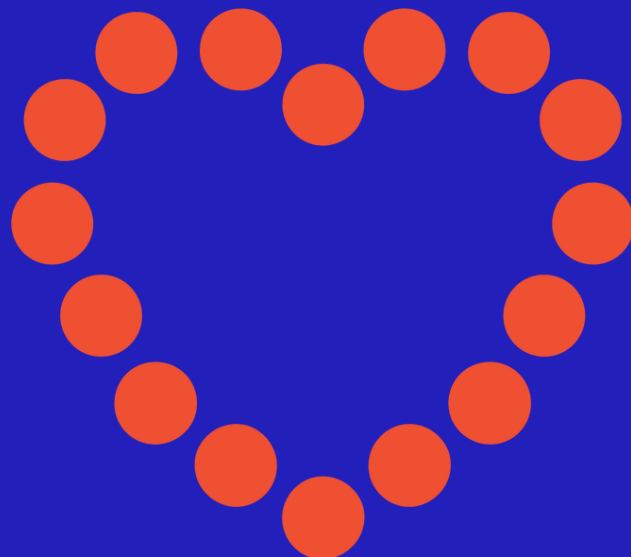
Share Your Story- Add a photo and personal message to your fundraising page—people are more likely to donate when they see your connection to the cause.



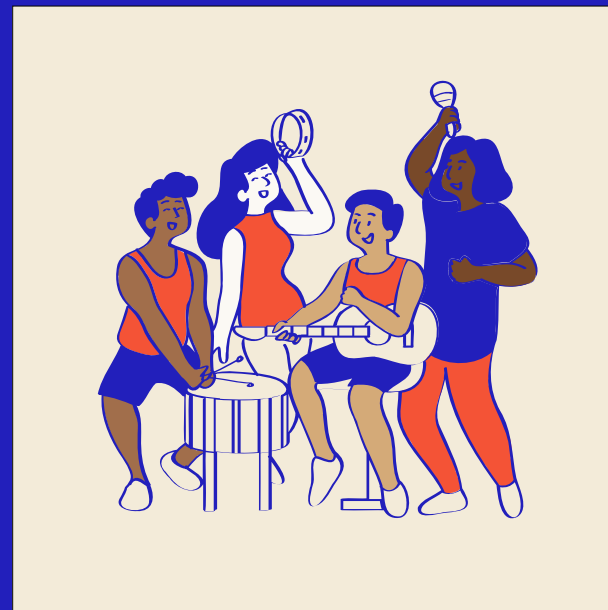
Use Social Media- Share updates, milestones, and photos on Instagram, Facebook, and LinkedIn. Use the assets we have created, tag @lifelinenb and use #LifelineSurfClassic #LifelineNB.



Engage Your Network- Invite family, friends, and colleagues to donate to your page.



Lead the way- Show you are committed to the cause by donating to yourself. Ask your network to match or double your donation.



Create an event - This is a great way to engage a group of people. We have listed some ideas on the next page.



Say Thanks- Show appreciation with messages, shoutouts, or thank-you cards to inspire future support.

Fundraising Event Ideas

Auction
Art exhibition
Afternoon tea
BBQ
Bake-off
Bingo
Concert
Clothes swap
Car wash
Dog wash
Dress-up day
Dance/disco

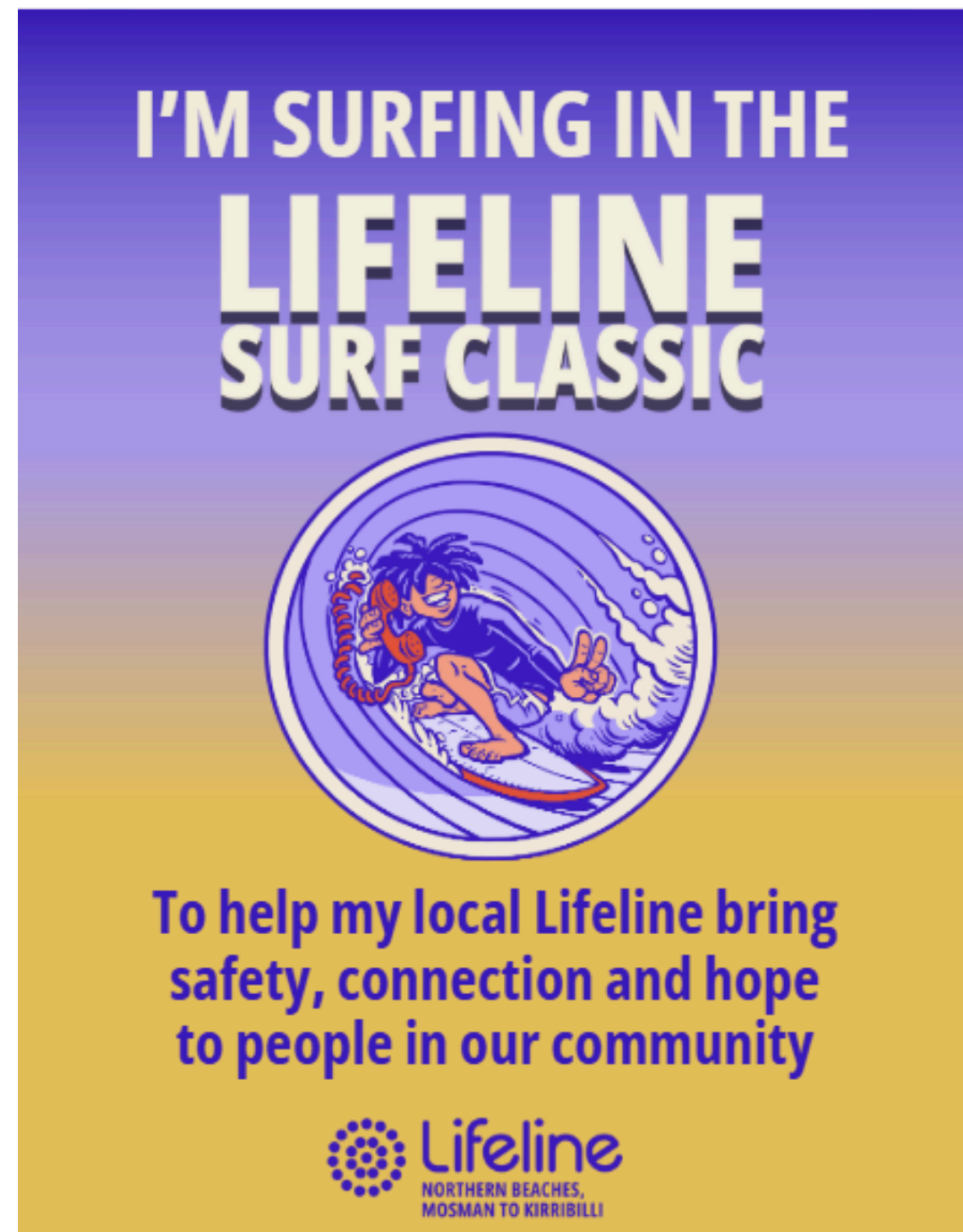
Dinner party
Games night
Garden party
Golf Day
Karaoke night
Luncheon
Movie night
Mufti day
Raffle
Sausage sizzle
Trivia night
Themed party

If you have any queries about your fundraising event, please contact our Community Fundraising Team

fundraising@lifelineb.org.au

Social Media

Please tag us @lifelineb



[Click here to download](#)

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Email Template

Copy and paste this text into your email

Subject: I'm Surfing the Lifeline Surf Classic – Will You Support Me?

Hi *[insert name]*,

This November, I'm hitting the waves at the Lifeline Surf Classic — a community surf comp with a powerful purpose: raising funds for Lifeline Northern Beaches, Mosman to Kirribilli, to provide vital crisis support and suicide prevention services.

Last year, Lifeline's Balgowlah Call Centre answered over 46,000 calls from people struggling to cope — and demand is rising. Just \$39 helps answer one potentially life-saving call.

I've joined the Lifeline Surf Classic to help make sure no one has to face their darkest moments alone — and I'd love your support. Please sponsor me here: *[Insert your fundraising page link]*

Every dollar raised helps your local Lifeline be there to listen, support, and offer hope when it's needed most.

Thanks so much for backing me — and for supporting mental health in our community.

[Your Name]

[Click to download an Email Signature Banner](#)

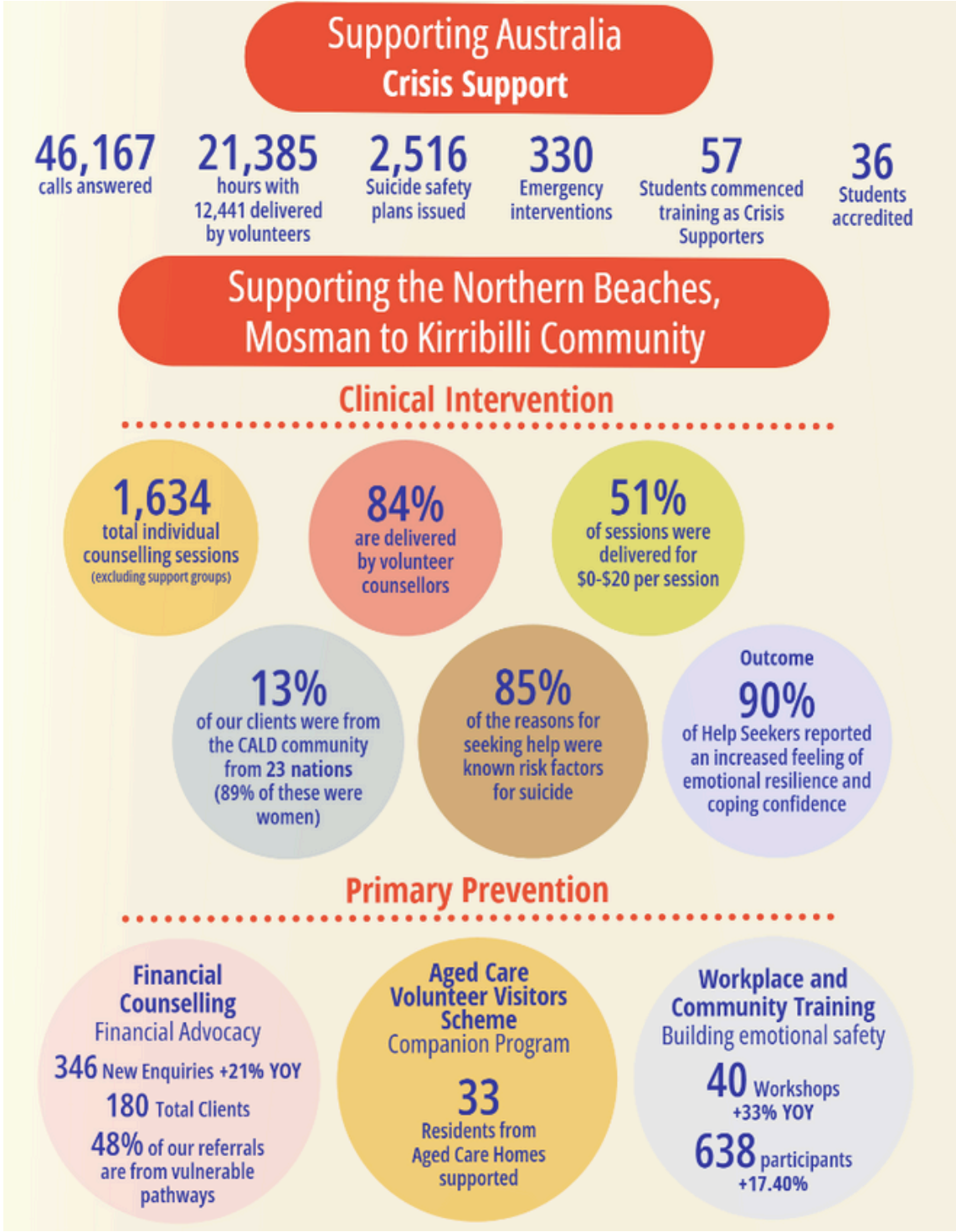
Shareable Resources

Please tag us @lifelinenb



Share this short video about how Lifeline Northern Beaches, Mosman to Kirribilli supports our local community.

[Share This Link](#)



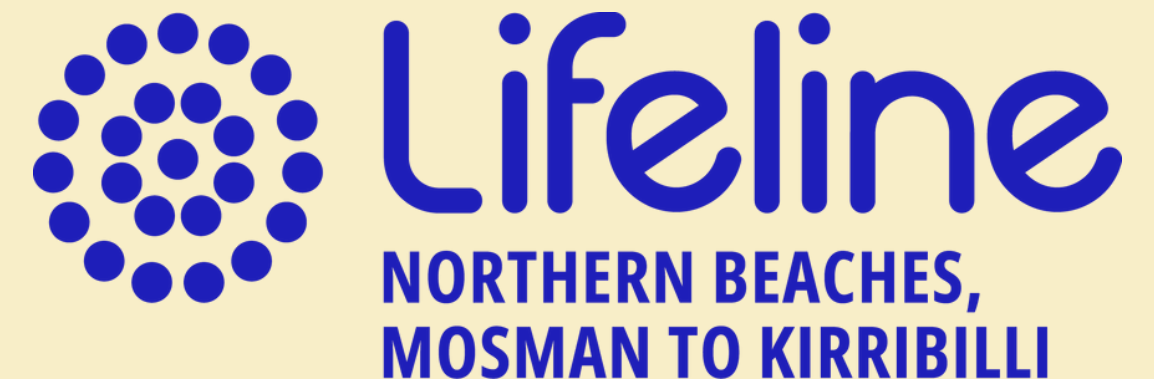
[Share statistics from our latest Impact Report](#)

[Share This Link](#)

Using Our Brand

To maintain the integrity of the Lifeline Northern Beaches, Mosman to Kirribilli (LLNBM2K) brand, we ask that you follow these guidelines:

- Approval Process: Submit any materials featuring the LLNBM2K logo or mentioning our brand for approval to fundraising@lifelinesb.org.au.
- Logo Placement and Attribution: Use the phrase “Proudly supporting Lifeline Northern Beaches, Mosman to Kirribilli” on all materials. Avoid implying that your event is organized by LLNBMK.
- Brand Guidelines: Ensure the logo remains unaltered, including its proportions, colours, and orientation. High-resolution logo files and guidelines are available upon request.
- For Assistance: Contact us at fundraising@lifelinesb.org.au if you have any questions.



Fundraising Guidelines

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

- **Event Authorization-** Register your event with Lifeline Northern Beaches, Mosman to Kirribilli (LLNBM2K) and obtain an official Authority to Fundraise. This is a legal requirement for fundraising on behalf of a charity.
- **Responsibility-** The organizer is responsible for all aspects of the event, including planning, promotions, and covering any associated costs.
- **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.
- **Safety First-** LLNBM2K does not provide public liability insurance for third-party events. Please arrange your own insurance and follow safety best practices.
- **Financial Transparency-** Submit all funds raised to LLNBM2K within three working days after your event. Use the provided bank account details and email fundraising@lifelinenb.org.au to confirm your transfer.
- **Non-Alignment Disclaimer** — LLNBM2K reserves the right to decline or withdraw support from any event that conflicts with our values or brand, including those promoting alcohol, gambling, or activities that may compromise mental health.

Depositing Your Donations

If you have collected donations outside of your Team fundraising page, you will need to transfer the funds to Lifeline Northern Beaches, Mosman to Kirribilli:

BSB: 012-330

Account: 347647743

Account name: Lifeline Northern Beaches Inc.

Please 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!





SURF



CLASSIC

**Thank you for
your support!**

 www.lifelineclassic.com.au

 [@lifelinenb](https://www.instagram.com/lifelinenb)

 [Lifeline Northern Beaches](https://www.facebook.com/LifelineNorthernBeaches)