

# Community Fundraising Toolkit

# Why Fundraise?

When you fundraise, you help ensure someone in our local community can access confidential crisis support and suicide prevention services — right when they need it most.

Suicide remains a devastating issue in Australia, and it's the leading cause of death for people aged 15-44. That's why your support matters.

Since 1968, Lifeline Northern Beaches, Mosman to Kirribilli has been working to prevent suicide and strengthen mental health across our community.



# Suicide Statistics

- 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 Makes Our Work Possible

With a team of highly trained counsellors and dedicated volunteers, Lifeline Northern Beaches, Mosman to Kirribilli 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, Lifeline Northern Beaches, Mosman to Kirribilli is here to listen and help those in need.

Thanks to people like you, in the past year we were able to:

- Answer more than **46,000 crisis calls**
- Issue over **2,500 suicide safety plans**
- Provide over **1,600 counselling sessions**
- Support **180** people through **free financial counselling**

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

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



# Get Inspired to Fundraise

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:** Organise a trivia night and charge an entry fee.
- **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.

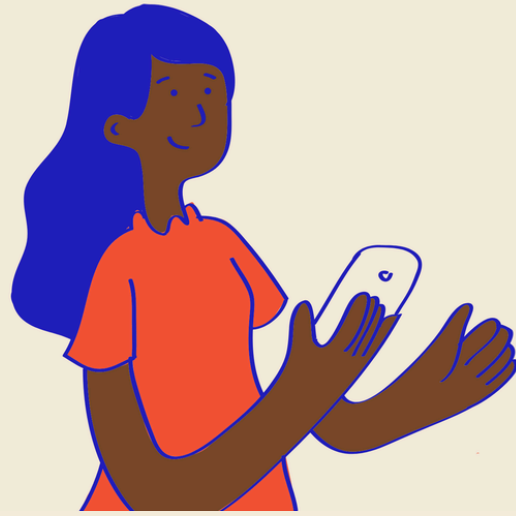


# Using Our Logo

- **Approval Process:** Submit any materials featuring the Lifeline Northern Beaches, Mosman to Kirribilli logo for approval before distribution. Send your materials to [fundraising@lifelinenb.org.au](mailto:fundraising@lifelinenb.org.au) at least five business days before your planned release.
- **Logo Placement and Attribution:** Use the phrase “Proudly supporting Lifeline Northern Beaches, Mosman to Kirribilli” on all materials. Avoid implying that your event is organised by Lifeline Northern Beaches, Mosman to Kirribilli.
- **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@lifelinenb.org.au](mailto:fundraising@lifelinenb.org.au) if you have any questions.



# Top Fundraising Tips



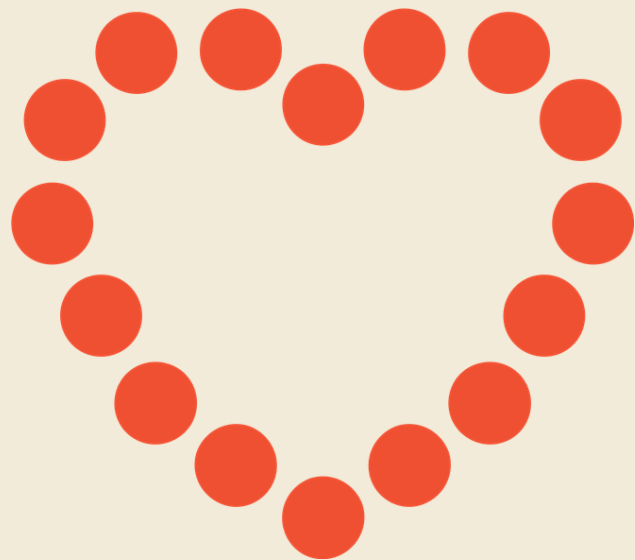
**Share Your Story-** Add a photo and personal message to your fundraising page —people are more likely to donate when they see your connection to the cause.



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



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



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



**Set a Personal Goal -** Whether it's your personal challenge or fundraising — invite your supporters to help you reach that goal.



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

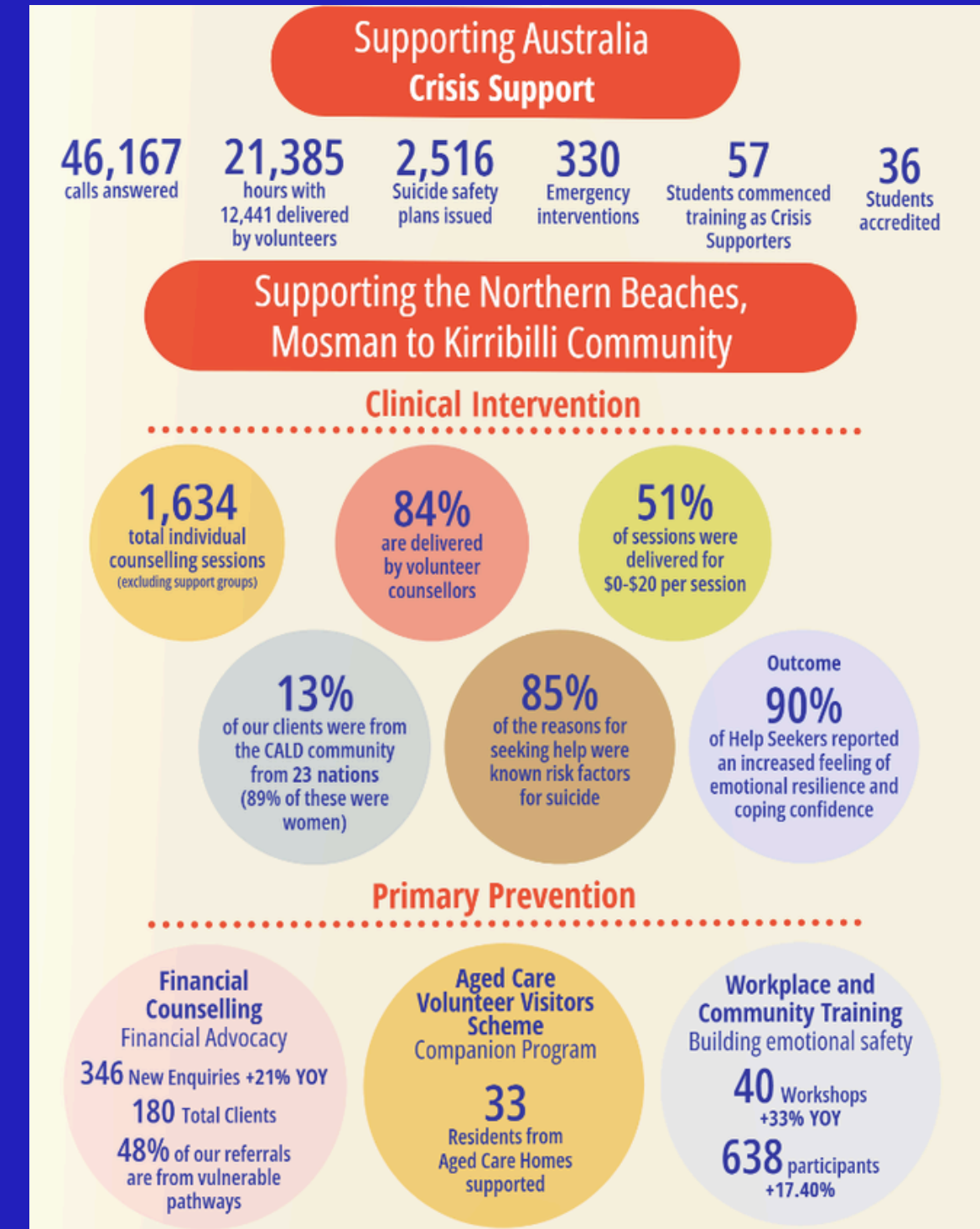
# Shareable Resources

We love to share stories of our community so please tag us **@lifelinenb**



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

[Share This Link](#)



View our Impact Report

[Share This Link](#)

# Fundraising Guidelines

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

- **Event Authorisation-** Register your event with Lifeline Northern Beaches, Mosman to Kirribilli and obtain an official Authority to Fundraise. This is a legal requirement for fundraising on behalf of a charity.
- **Responsibility-** The organiser 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-** Lifeline Northern Beaches, Mosman to Kirribilli 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 Lifeline Northern Beaches, Mosman to Kirribilli within three working days after your event. Use the provided bank account details and email [fundraising@lifelinenb.org.au](mailto:fundraising@lifelinenb.org.au) to confirm your transfer.
- **Non-Alignment Disclaimer-** Lifeline Northern Beaches, Mosman to Kirribilli reserves the right to decline or withdraw support for any event that does not align with our values or brand.

# Depositing Your Donations

Once you have collected your donations please send the funds to Lifeline Northern Beaches, Mosman to Kirribilli via direct bank deposit:

**Account Name:** Lifeline Northern Beaches

**BSB:** 012-330

**Account:** 347647743

*\*please include your event name as the reference*

Send an email to [fundraising@lifelinenb.org.au](mailto: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!





# Thank you for supporting your local community!

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

 02 9949 5522

 [fundraising@lifelinenb.org.au](mailto:fundraising@lifelinenb.org.au)

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

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