

Molle for 60

Proudly Supporting  **Lifeline**
NORTHERN BEACHES,
MOSMAN TO KIRIBILLI

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
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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

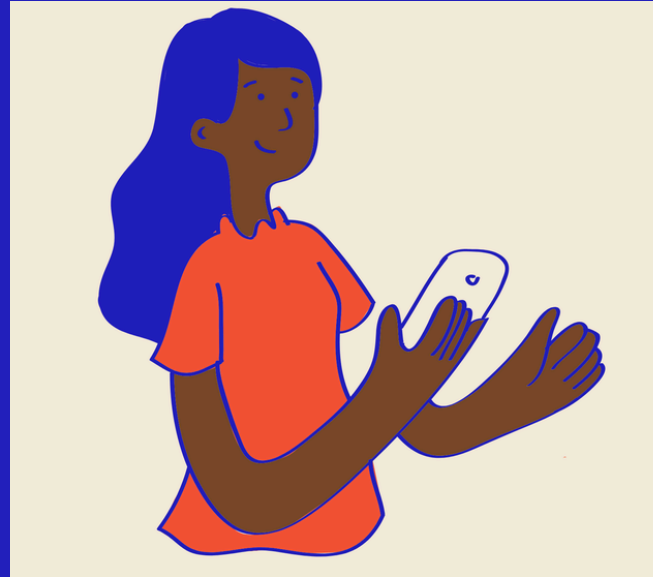
Primary Prevention

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



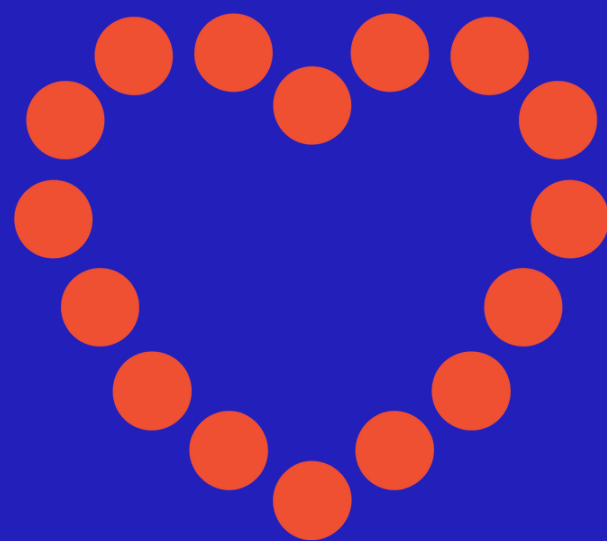
Share Your Story- Add a photo and personal message to your fundraising page—people are more likely to donate when they see your connection to the cause.



Use Social Media- Share updates, milestones, and photos on Instagram, Facebook, and LinkedIn. Use the assets we have created, tag @lifelinenb and use #Movefor60 #LifelineNB.



Engage Your Network- Invite family, friends, and colleagues to donate. Ask your workplace to support your efforts. We have created an email template on the next 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 Goals - Aim high but achievable—like running 60km or raising \$586 to fund 15 crisis calls.



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

Social Media

Please tag us @lifelinenb



SPONSOR MY CHALLENGE

TO HELP ENSURE NO ONE HAS TO FACE THEIR DARKEST MOMENTS ALONE

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NORTHERN BEACHES, MOSMAN TO KIRIBILLI

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\$39

IS THE COST TO ANSWER ONE CALL FROM SOMEONE FACING CRISIS, ISOLATION OR DISTRESS.

SHOW YOUR SUPPORT

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WHY 60?

EVERY 60 MINUTES 60 MEN ARE LOST TO SUICIDE WORLDWIDE

SHOW YOUR SUPPORT

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Email Template

Copy and paste this text into your email

Subject: I'm Moving for 60 – Will You Support Me?

Hi ***[insert name]***,

Every 60 minutes, 60 men around the world are lost to suicide — a devastating statistic that I am determined to change.

This October, during Mental Health Month, I've committed to Move for 60, challenging myself to move my body for ***[insert your goal]*** to help Lifeline Northern Beaches, Mosman to Kirribilli provide vital crisis support and suicide prevention services for the community.

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

I'm taking on this challenge to help make a difference to the mental health of our community — and I'd love your support. Please sponsor me here: ***[Insert your fundraising page link]***

Every dollar raised helps Lifeline Northern Beaches, Mosman to Kirribilli be there to listen to anyone who calls seeking support in their toughest moments.

Thanks so much for supporting me — and for supporting mental health.

[Your Name]

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

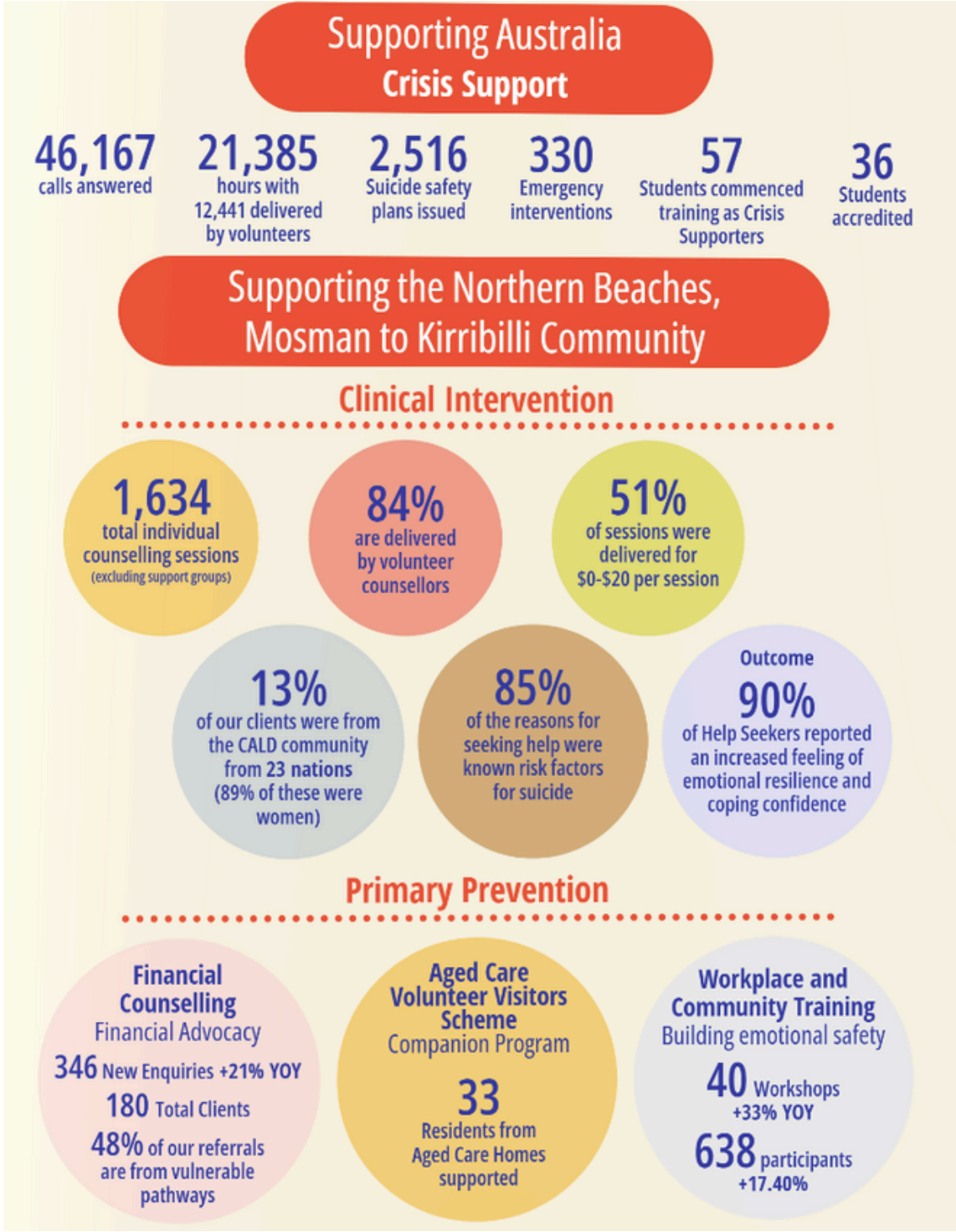
Shareable Resources

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](#)

Move for 60

Proudly Supporting



Thank you for your support!

 www.movefor60.com.au

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