



YOUR GUIDE TO FUNDRAISING FOR LIFELINE QUEENSLAND

YOU'VE GOT THIS!

It's people like you who make Lifeline's suicide prevention and crisis support services possible in Queensland. That's a pretty big deal – so thank you!

Before you get going, give this guide a read. Whether this is your first fundraiser or your 50th, there's loads of helpful info for getting started, ideas for inspiration, stuff to keep in mind along the way and how the money you raise can literally save lives.

We're so grateful for your support, and remember we're here to support you too. If you need help with your fundraiser or want to chat through your awesome fundraising ideas, send us an email at fundraising@lifelineqld.org.au or give us a call on **1800 961 881** (9am to 4pm AEST, Mon – Fri).

GET IN TOUCH



fundraising@lifelineqld.org.au



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LIFELINE QUEENSLAND

In Queensland we deliver Lifeline's 13 11 14 Lifeline Crisis Support Line, available 24/7, through 10 Lifeline centres – providing confidential suicide prevention services with a non-judgmental and compassionate listening ear. We also offer text messages, and online chat services 24/7.

We provide a range of services in the community, such as Lifeline Community Recovery, with teams ready and able to provide face-to-face support following a natural disaster.

Our Lifeline Training services also help organisations, groups and individuals create mentally healthy workplaces and communities. And since young people often turn to their peers first in difficult times, we provide Peer Skills training on the skills, knowledge and strategies needed to give effective support in times of need.

The funds you raise will help keep phone lines open and text and chat services running. You'll help keep Crisis Supporters purposely trained and supported. And you'll be making it easier to find help for the thousands of people across Australia experiencing a crisis or struggling with thoughts of suicide.

**WE CAN'T DO
THIS WITHOUT
PEOPLE LIKE
YOU**



1 in 6 people in Australia will consider suicide in their lifetime.



WHY WE DO IT



4 of 4 people have mental health to take care of.
(YEP, THAT'S EVERYONE)

The impact of suicide deaths are felt by up to

1,161 PEOPLE EVERY DAY

including family members, work colleagues, friends and first responders.

We encourage any person in Australia who is contemplating suicide, experiencing emotional distress, or caring for someone in crisis to call, text or chat with Lifeline.



Call **13 11 14** or text us on **0477 13 11 14**



Chat with us lifelineqld.org.au

START TALKING ABOUT IT

Sometimes it's easier to tell people we're 'fine' than it is to say how we really feel.

When 1 in 6 of us will consider suicide in our lifetime, a conversation can be live-saving.

Talking about mental health reduces stigma, helping to create supportive communities where we can talk openly about mental health and feel empowered to seek help when we need it.

THREE STEPS TO TAKE IF YOU ARE WORRIED ABOUT SOMEONE

1

Ask directly "Are you thinking about suicide?" Don't be afraid to do this, it shows you care and will actually decrease their risk because it shows someone is willing to talk about it.

2

If they say 'yes', **listen to them** and allow them to express how they are feeling. Don't leave them alone. **Stay with them** or get someone else reliable to stay with them.

3

Get them appropriate help. Call a crisis line like Lifeline 13 11 14 or Triple Zero (000) if life is in danger. If you can get in straight away, visit a GP or psychologist. Offer to make the appointment and accompany them if it is their wish. Even if the danger is not immediate they may need longer-term support for the issues that led to them feeling this way.

Suicide can be a sensitive topic and many people have personally been affected in one way or another. Always look after yourself and remember to reach out for help when you need it.

Find more mental health tools and support online
[toolkit.lifeline.org.au](https://www.toolkit.lifeline.org.au)

NEED SOME INSPIRATION?

TRY CROWD FUNDING

Reach out to your circles through socials, emails or give them a call to ask everyone to help you reach your goal. Every donation helps and it's a great way to connect others with a cause you care about.

GAME WITH FRIENDS OR STREAM

From epic Mario Kart and Super Smash competitions to solo streaming with donations online, button mash or masterfully play your way to raising funds.

HOST A MORNING TEA

Gather your people together and make a difference over a cuppa or cake.

HOST A QUIZ OR TRIVIA

Set an entry price and ask local businesses for a prize for the winning team. The best bit is writing all the questions. Do you know which Muppet is the only one with human hands?

HOST A CLOTHING SWAP

Clothes swaps refresh your wardrobe for less without harming the environment – and raise money for Lifeline Queensland with prices per item or an entry amount. Drop your leftovers at your local Lifeline Shop.

START A JAR

Need to break or start a habit as a team? Add a dollar to the jar every time it pops up – like saying “good” or “busy” when someone asks how you are.



MAKE A PLAN

SET A TIME

While Lifeline Queensland events like Giving Day have a set day, you can fundraise any day and time that works for you.

Remember to give yourself time to set up and feel organised.

CHOOSE A LOCATION

Choose somewhere with the facilities and equipment you need. Don't forget to think about wellbeing and any legal requirements like needing a permit or insurance for a market stall. We've attached some things to think about on the next page.

REGISTER YOUR FUNDRAISER

Now you know your plans, make it official. Register your fundraiser and let us know what you're up to. Once you've registered, you'll have a fundraising page you can personalise and share for easy donations online.

SEND YOUR INVITES

Whether you're hosting an event or asking people to donate online, get personal with your invites. Check out our downloadable resources to help you get started.

SEND IN YOUR DONATIONS

If you've collected donations through your fundraising page, that money goes straight to Lifeline Queensland, no need to do anything else!

If you've collected donations another way, you can donate those through your page or over the phone with our fundraising team using a debit or credit card.

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GOT THIS!

THE LEGAL STUFF

Before diving right in, let's get the boring but important stuff out of the way. Here's some things to think about:

COLLECTING DONATIONS

If you're seeking out support from local businesses, you can ask Lifeline Queensland for a letter of authority to show that you're collecting for us. Get in touch using the details at the bottom of this page.

When counting any physical cash you've raised or collected, make sure another person is with you. This is to ensure you both agree on the totals and avoid any confusion. Keep it secure and bank it as soon as possible after your event/activity.

CONSENT

You'll need guardian permission if children are helping at your event or if you're taking photos of children under 18. It's always best to ask for permission before taking photos of anyone and posting them online too.

DO YOU NEED A PERMIT ?

If you're raising money, selling or doing something in a public place, you'll probably need to get permission and insurance. There are permits to cover a whole host of things - including public entertainment, collections, and food. Contact your local council or the owner of the venue for advice on what you need.

INSURANCE

Lifeline Queensland can't accept liability for any event or fundraising activity you undertake. If you're planning an activity that involves the general public you should consider public liability insurance. Insurers will probably want to see a risk assessment.

If you're holding an event at a venue which already has liability insurance (pubs, venue hire, sports halls etc.), their insurance may cover your event, so check that they have the appropriate level of cover for your activity.

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FUNDRAISING TIPS

Here's our tips and tricks for smashing your fundraising goals.

SET A TARGET

This is a great way to give yourself a goal. It's a good idea to aim for something like to share like answer 10 calls for help or sponsoring a Crisis Supporter. If you smash through it (yeah you will, you've got this!), you can always extend the target to encourage more donations.

DONATE

Giving what you can from your own pocket can help show your commitment to helping save lives. It's also a good way to kick off donations and set the benchmark for others donating. If you can't make the first donation, that's ok. Try asking the person you're most comfortable with to lend a hand.

KEEP TRACK OF YOUR FUNDS IN ONE PLACE

Add cash donations to your online page. This helps to show exactly how close you are to (or how much you've smashed) your goal. You can do this by adding it as an offline donation, or add it straight into your page.

SHARE WHAT DONATIONS DO

We know you're up for saving lives with Lifeline Queensland, but it's a good idea to give your supporters an idea of what their money will be making possible. The 'How Donations Help' poster is a great place to start. Knowing that \$39 can cover the cost of a life-saving call, could encourage people to dig a little deeper.

SHARE YOUR STORY

No matter your reason for supporting Lifeline Queensland, people want to hear about it. Let them know why you're raising funds for suicide prevention and crisis support services, as well as what and how you're going to do it.

SHARE YOUR JOURNEY

Whether you're baking hundreds of cupcakes in your tiny kitchen, cracking through push ups or rallying supporters on Twitch, share updates to show the hard work you're putting in.

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FAQS

You can find more FAQs on our websites

CAN I GET A LETTER CONFIRMING I AM FUNDRAISING FOR LIFELINE QUEENSLAND?

Let us know using the contact details below and we will email you a copy.

WHERE DO THE FUNDS I RAISE GO?

The funds you raise will go towards Lifeline's crisis support and suicide prevention services run by 10 centres right here in Queensland.

CAN SOMEONE FROM LIFELINE QUEENSLAND ATTEND MY EVENT?

Let us know using the details below to get in touch. Sometimes we might not be able to make that happen (as much as we'd love to!) but we'll do our best to get someone from the team at Lifeline Queensland to your event.

ARE DONATIONS TAX DEDUCTIBLE?

Donations of \$2 or more to Lifeline Queensland are tax deductible and donations made to your online fundraising page will automatically receive a personal 'thank you' and a receipt for tax purposes via email.

However, if someone is receiving something in return for money give (e.g. purchased food, event entry), this is not tax deductible and Lifeline Queensland will not be able to provide a tax-deductible receipt.

CAN I USE THE LIFELINE QUEENSLAND LOGO FOR MY PROMOTIONAL MATERIAL?

Once you have registered, we can discuss how you plan to use our logo. If the use is approved, we will provide you with the right files and guides for use on promotional materials. Don't forget that anything you'd like to use the logo on will need to be sent to our Fundraising team for review to ensure it is used correctly before it is shared publicly.

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**DON'T FORGET
TO LOOK AFTER
YOURSELF**

Plan ahead and keep it simple. Choose a path that suits you and use a checklist to break tasks down to help you reach your goal and minimise stress.

Know that you don't need to be an expert. Fundraising and connection is for everyone, whether or not you've done any previous fundraising or completed any Lifeline training.

Delegate. Don't hesitate to ask others to lend a hand. You don't have to go it alone.

Don't sweat the small stuff and reach out for support. Sometimes we fall short of our ambitious goals or unexpected things happen like a few last-minute cancellations. Talk over your feelings with someone who can help you put things in perspective.

Rest, reflect, and be kind to yourself – you deserve it. The funds you raise will make a difference for someone in crisis and could even save their life. That's a pretty big deal. You'll also be raising awareness of Lifeline Queensland and reducing the stigma for seeking help.

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WHAT NEXT?

YOU LEGEND!

You did it! High-five the person next to you. Have a rest.

When you're done celebrating and you've wrapped up your fundraising, there's a few things you'll need to do.

Share your achievements. People who donated will love to hear what you pulled off, and you might even get a few more donations by impressed friends and family.

Let us know how it went, and send through some pics if you're happy for us to hang on to them and maybe share them on social media.

Pay in your fundraising through your online page or over the phone with our team.

