



HBF RUN FOR A REASON **FUNDRAISING KIT**

SUNDAY 22 MAY 2016

EVERYTHING YOU NEED TO KNOW ABOUT
FUNDRAISING FOR LIFELINE WA





THANK YOU

For choosing to run for LIFELINE WA and supporting our suicide prevention services.

Thank you for choosing **Lifeline WA** as your **REASON** this year. By raising funds for Lifeline WA you will be helping Lifeline WA continue its work in crisis support and suicide prevention.

YOUR SUPPORT WILL HELP US REACH THE EVER INCREASING DEMAND FOR OUR SERVICES

In the past year Lifeline connected with more than 120,000 Western Australians in crisis.

Lifeline WA answered more than 30,000 crisis calls; and more than 14,000 online crisis chat sessions.

Our services are expected to grow by 15% per cent in the coming year.

Suicide is the leading cause of death for Australians under the age of 44

On average one Western Australian is lost to suicide daily

One in five Western Australians will experience a mental health illness

Somewhere in Australia there is a new call to Lifeline every 32 seconds

**HELP US REACH EVEN MORE WESTERN AUSTRALIANS
IN THEIR HOUR OF NEED**

How your donation makes a difference



Telephone Crisis Support Volunteer Jennifer Bradbeer and her dog Bella

\$40

provides one online crisis chat session

The online crisis support chat delivers short-term support for people who are overwhelmed and having difficulty coping or staying safe. Crisis support chat is a confidential service operating from 7pm to 4am (AEST), 7 days a week.

\$60

funds one crisis support call to the 13 11 14 crisis support line

Our trained Telephone Crisis Support Volunteers provide assistance to Australians in crisis 24 hours a day, seven days a week. The 13 11 14 support line receives a new call every 32 seconds; answering an average of 2600 calls a day.

\$300

buys one four hour shift for an online crisis supporter

Lifeline WA's online crisis supporters operate from 10pm to 2am (AWST), seven days a week with five staff on shift every night, responding to an average of 1,400 chats a month. The demand for our crisis support chat service continues to grow among the younger demographic as a preferred support service.

\$600

buys one four hour shift for a Telephone Crisis Support Volunteer

On average a Telephone Crisis Support Volunteer will do one four hour shift a week. Lifeline WA volunteers respond to more than 30,000 calls a year. Each year the demand for our service continues to grow and to meet this demand further funding is needed.

\$1500

helps fund the training of a 13 11 14 Crisis Support Supervisor

Lifeline WA's Crisis Support Supervisors provide in-shift support, assuring the quality of care given by our volunteers. They also work on the professional development of our volunteers building on their skills. A supervisor guides a suicide intervention, which involves specific steps to disable the caller's plan to end their life.

\$4000

trains one 13 11 14 Telephone Crisis Support Volunteer

Each telephone crisis support volunteer undergoes a minimum of 194 hours of training in their first year to ensure the very best care is available for those seeking help. The training model delivers the best possible service, the highest quality and a research-based care model to help the caller work through their crisis.



Take the lead in **FUNDRAISING**

Our fundraising tips can help you get off to a flying start! Below are some tips to get you started and on your way to reaching your goal. Planning how you are going to raise funds from start to finish can save you a lot of time and hassle later, and help you to go beyond your initial target.

SET A TARGET

Make sure you set yourself a fundraising target. People with a fundraising target on their page tend to raise more money than those without one. You may be surprised by the generosity of your supporters.

PERSONALISE YOUR PAGE

Try to tell a story to your supporters: explain why you are trying to raise money, the specific uses the money can be put to and why you are personally moved to support your cause.

TELL EVERYONE

Use Facebook, Twitter, Instagram, LinkedIn, email and word of mouth – to tell people why you're taking part in the #HBFRunforaReason. You can do this by including a link to your Everyday Hero page on your e-mail signature and social media posts. Don't forget to tag @Lifeline WA for Facebook and @Lifeline_WA (Twitter and Instagram) or hashtag **#LegitforLifeline**.

KEEP YOUR SUPPORTERS INFORMED

Mail your fundraising link and provide regular updates on your progress to your networks. The updates are interesting for those who have already supported you and a reminder for those who haven't.

EMPLOYER SUPPORT

Lots of companies encourage staff to participate in charitable events and fundraising, so ask your company if it is willing to include something about you on the company's website, intranet or newsletter. Some companies also offer a donation-matching scheme, where they will match the amount of money an employee raises. This can be a great incentive for more donations from your supporters.

BOOST YOUR FUNDRAISING WITH AN EVENT

You can give your fundraising a huge boost by organising quick and easy events. You may like to host a morning tea at your office or even a dinner with family and friends where you charge an admission fee. Events represent a great way of raising awareness of your cause and can help you reach your target sooner. You will find a poster on the following page to help promote your event.

SAY THANK YOU!

When someone makes a donation – say thank you! You can do it through your fundraising page, or if you're friends with the supporter on Facebook, you can post a thank you on their wall. The post will act as a reminder to anyone who is intending to sponsor you but hasn't got around to it yet.

DON'T STOP FUNDRAISING WHEN THE EVENT FINISHES

A surprising number of donations are received after the event has finished. It's a great way of letting those who have supported you know you have achieved your goal, and perfect for prompting anyone who still hasn't donated.

#LEGITFORLIFELINE



Event: _____

Date: _____

Time: _____

Venue: _____

Contact: _____

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All proceeds will support Lifeline WA to continue their work in suicide prevention and awareness. Visit www.lifelinewa.org.au