



Lifeline Adelaide saves lives

Community Fundraising Toolkit



Thank you for choosing to support Lifeline Adelaide

Lifeline Adelaide saves lives. Somewhere in Australia, there is a new call to Lifeline every 30 seconds.

We are committed to preventing suicide, supporting people in crisis, and promoting good mental health and emotional wellbeing.

Every year, we answer more than 36,000 calls from people experiencing crisis, and sadly, many are thinking about taking their lives. Our dedicated team of Crisis Supporters is here to listen and offer support and, where appropriate, refer people to other services that can help.

Uniting Communities operates the Lifeline Adelaide service, one of 40 Lifeline centres across Australia, working to support over one million people annually.



Australians will experience a mental illness in the next 12 months



Lifeline helps over **1,000,000** people every year

We urgently need your help to save more South Australians

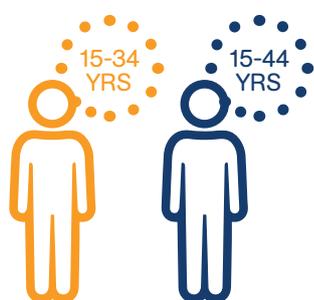
We are so **grateful** for community support

Every dollar raised goes to support Lifeline Adelaide answer calls from people in crisis. Your support can help save lives. To help you get started with your fundraising, we have put together this Community Fundraising Toolkit. You'll find everything you need to help ensure your fundraising efforts are a success!

Our fundraising team are here to support you on your fundraising journey. You can get in touch with us via email giving@unitingcommunities.org or call (08) 8202 5110. You can also visit www.lifelineadelaide.org to find out more.

How does your fundraising help?

Every 30 seconds, a person in Australia reaches out to Lifeline for support. **We exist so that no person in Australia has to face their darkest moments alone.**



Suicide is now the leading cause of death

among men aged 15-44 years and women aged 15-34 years



9 people die by suicide every day¹



Lifeline Adelaide relies on the generosity of the community to keep this vital service going. Each year, we train over 150 new Crisis Supporters to ensure every call can be answered, 365 days a year.



The money you raise will help us to continue to make sure that no call for help goes unanswered. Every contact can offer hope, and we rely on community support to help keep our lines running.

How to get started?

1 CHOOSE
how you will
fundraise



2 REGISTER
your
fundraising
idea



3 PLAN
your
event



4 SET-UP
a fundraising
page



5 PROMOTE
your
event



6 MAKE
it happen!



7 FINALISE
your fundraising



Step 1

Choose how you will fundraise

Decide what activity or event you would like to do to raise funds for Lifeline Adelaide. A good idea is to pick something fun that you're interested in – being passionate about your fundraising will help to encourage friends and family to support your journey. Events can be as simple as hosting a morning tea, or setting yourself with a new personal challenge to beat, or you can aim for something bigger like a quiz night or movie night!

Some ideas to get you started:

- morning tea
- BBQ fundraiser
- concert or music performance
- quiz night
- baking stall
- run a marathon
- family fun day
- casual or themed dress day at your workplace

Step 2

Register your fundraising idea

Before you begin planning your fundraising event, it is important to contact us to seek permission to fundraise on behalf of Lifeline Adelaide. This way we can ensure your efforts reflect that of our organisational values and are in line with our Fundraising Guidelines. Once approved, you will receive an Authority to Fundraise letter as official endorsement of your event or activity.

 **Download our Fundraising Proposal Form – fill in the details and submit it to us to register your idea.**

Step 3

Plan your event

You've received your authority to fundraise letter so you can now get started!

We can provide you with a supporter logo to promote your event - we do require any promotional materials using the Lifeline Adelaide supporter logo to be approved prior to use. See further information on page 7.

Step 4

Set-up a fundraising page

Once you've planned your event and have all the finer details organised, it is time to set-up your online fundraising page. This is one of the easiest ways to connect people to your event and manage the collection of donations. Our online fundraising system issues tax receipts direct to the donor and deposits all funds to Lifeline Adelaide, so you don't need to worry about handling cash or managing receipts.

If you do receive cash donations, these can be deposited directly into our bank account and tax receipts can be arranged. Details of the donors including their donation amount, full name, email address and date of gift, can be emailed through to giving@unitingcommunities.org. This is best done by collating a spreadsheet or table with all the donors' details so that we can quickly process receipts and get them out to donors soon after your fundraiser.

Set-up your fundraising page [here](#).

Step 5

Promote your event

Once your fundraising page is all set-up it's time to start spreading the word about your efforts – whether you're needing to drive ticket sales or encourage donations – the more people who know about your fundraising the more successful it will be! Share across your social media pages, send emails to your family and friends, or put posters up in your local community and engage local businesses where appropriate.

Tag us on:

 Facebook www.facebook.com/lifelineadelaide

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

 LinkedIn www.linkedin.com/company/lifeline-adelaide

Step 6

Make it happen!

You've done all the hard work and now it is time for the big event. Be sure to take lots of photos to share with us and of course – have fun!

Step 7

Finalise your fundraising

You did it – your fundraising was a success and you're now ready to finalise your efforts! Upon completion of your event or fundraising activity there are a few things required from you:

- Let us know how it went! We love to hear how your efforts went, any challenges you may have had or simply how you found fundraising for us. We'd love for you to send us any photos and information from the day so that we can let our community know how awesome you are!
- Bank any cash donations into our account so that we can put the funds to great use straight away. Funds should be deposited within 28 days after your event. Any funds collected through your online Lifeline Adelaide fundraising page will automatically be deposited to us.
- Contact our fundraising team on (08) 8202 5110 for bank account information.

Use of the Lifeline Adelaide Brand

It's important to remember that you are fundraising on behalf of Lifeline Adelaide and your event or activity is not a Lifeline Adelaide event. All events must be described as 'Proudly supporting Lifeline Adelaide' and used in conjunction with the supporter logo provided.

Please ensure all references are to Lifeline Adelaide and not shortened to simply Lifeline. This ensures your donors know the money raised goes to support the local centre in Adelaide.

Any marketing materials that are created to promote your fundraising efforts must be submitted to our fundraising team for approval via email to giving@unitingcommunities.org. We will do our best to provide approval within 48 hours.



FAQs?

Can I have a representative from Lifeline Adelaide at my event? Unfortunately, due to the nature of our work and the demand on our volunteers we will not be able to attend every community fundraising event. We may sometimes be able to provide representation, this is decided on a case by case basis.

Can you help me to organise event? While we can support you with queries you may have along the way, our team are unable to provide assistance with event organisation, marketing material creation or help in promoting your event.

Do I have to show marketing materials, such as flyers, to you for approval? Yes. We ask that all materials using the 'Proudly Supporting Lifeline Adelaide' logo or mentioning us are sent through to our team for approval prior to finalisation.

Can you provide me with Lifeline Adelaide merchandise for my event? We don't carry merchandise items in large quantities, however please get in contact and we can advise what may be available for your event.



THANK YOU

Your support of Lifeline Adelaide will ensure that no-one in Australia has to face their darkest moments alone.



Connect with us:

P. (08) 8202 5110

E. giving@unitingcommunities.org

www.lifelineadelaide.org

Fundraising proposal form

This form can be completed online [here](#)

Thank you for your interest in hosting an event/activity to support Lifeline Adelaide. Please take the time to read over our Community Fundraising Toolkit before completing the following form.

Personal Details (companies/organisations/groups, please nominate a contact person)

Title _____ First Name _____ Last Name _____

Company/Organisation/Group (if applicable) _____

Position title (if applicable) _____

Address _____

Suburb _____ State _____ Postcode _____

Phone _____ Mobile _____

Email _____

Have you previously hosted a fundraising event for Lifeline Adelaide? No Yes

If yes, please provide details e.g. type of event and when. _____

What has inspired you to raise funds for Lifeline Adelaide? _____

Proposed event details

Name of event/activity _____

Proposed date of event/time frame _____

Brief description of event _____

Event location _____

Estimated number of people attending _____

Are you organising a raffle as part of your event? No Yes

If yes, what is the total value of the prize \$ _____

Please read specific legislation regarding raffles at www.olg.sa.gov.au