

ONE FOOT FORWARD

the walk for mental health

Fundraising Toolkit

Make a difference for the Black Dog Institute





One Foot Forward

Black Dog Institute (BDI) is the voice of mental health. Built on science, compassion and action, we are taking mental health science into a bright new era. And we need your help in keeping this energy and momentum up.

When you raise funds for BDI, you're helping fast-track mental health research and trials, supporting health professionals, policymakers and everyday Australians to make informed decisions about mental health.

This linking of science and solution means the work we do can have an immediate effect in preventing and treating mental illness in our entire community, and specifically, to those most vulnerable.

Born from science.

Driven by compassion.

Black Dog Institute is about science in action.

Did you know?



Suicide is the leading
cause of death
among people aged
15–44³



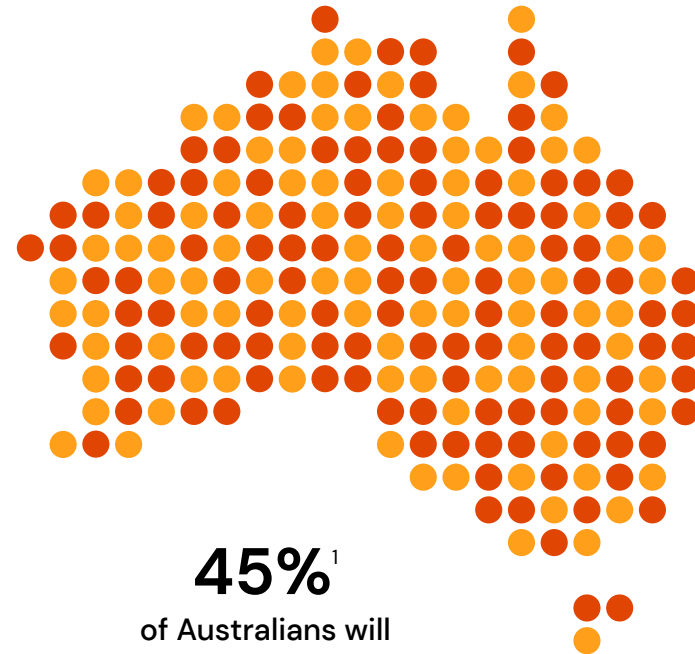
\$12 Billion⁴
The amount mental
illness costs Australian
businesses each year



60%²
of those experiencing
mental illness symptoms
do not seek treatment



By
2030⁵
depression will be the leading
health concern worldwide



45%¹
of Australians will
experience mental
illness within their lifetime

1. Australian Institute of Health and Welfare. (2018). Australia's Health 2014. AIHW: Canberra.
2. Slade, T., Johnston, A., Teesson, M., Whiteford, H., Burgess, P., Pirkis, J., Saw, S. (2009) The Mental Health of Australians 2. Report on the 2007 National Survey of Mental Health and Wellbeing. Department of Health and Ageing: Canberra.
3. Australian Bureau of Statistics. (2018). Causes of Death Data, Australia, 2017. ABS: Canberra.
4. National Occupational Health and Safety Commission. (2003). National occupational health and safety commission annual report 2002–2003. NOHSC: Canberra.
5. World Health Organization. (2008). The global burden of disease: 2004 update. WHO: Geneva.

Making a positive impact

Your fundraising can help save lives through:



World-class research into mental illness and suicide prevention



High-quality clinical care and online treatments



Evidence-based education programs for health professionals and schools

\$50,000

can help health professionals care for more rural Australians by educating 150 health professionals on the latest mental health research and clinical evidence

\$15,000

can better equip students, teachers, parents and carers to manage their mental health and wellbeing by educating 2,400 more young people and their families

\$5,000

can improve the mental fitness of young people by delivering mental health presentations in 10 schools

\$500

can empower young people to manage their mental health by training 1 youth presenter to deliver high school education programs



Our top fundraising tips



Our research shows just

1hr

of exercise a week helps prevent depression

1. Create your own personal page!

People want to see who they are donating to! Personalise your page with a profile picture and let everyone know why you are getting active for Black Dog Institute.

2. Set big goals

Choose an ambitious fundraising & KM goal – it's always good to have something to strive towards and motivate you.

3. Get social

It's one of the most powerful tools in fundraising today. Spread the positive news on Facebook, Instagram, Tiktok etc and let your network know you are fundraising for Black Dog Institute. Don't forget old school email and SMS – a personal message will help you reach your fundraising goals sooner.

4. Better together

Reach out to your family, friends, colleagues and greater community and invite them to take part in the challenge with you. We know everyone's idea of a challenge is different, so remind them that all team members can choose a KM goal that suits them and still be contributing to the overall team's success!

5. Lead the way

Show your committed to the cause with your donors by asking them to match or double your donation. This is a great request for your workplace!

6. Get creative with incentives

"If I raise over \$1000 I will run in a taco suit" – a real incentive from a Black Dog fundraiser running in the City2Surf. You know your supporters best— what would they 'pay to see'?

7. Say thanks

Let your supporter know you appreciate their donation. Spread the love and give them a big thank you for helping you get closer to your goal.

8. Spread the love

Use your workplace as a fundraising hub! Host morning/afternoon teas, bake sales or sausage sizzles. Why not reach out to some local businesses and hold a raffle? The more, the merrier!

Resources

We have developed a huge selection of helpful resources to make fundraising as easy as possible for you.

1. Social tiles
2. Zoom backgrounds
3. Email signatures
4. Instagram story templates
5. Posters
6. Fundraising Toolkit





Getting help

You are not alone. There are people you can talk to, who will listen and help to keep you safe.

If you or someone else you know is experiencing distress or is in immediate danger, we encourage you to call the emergency services on 000.

You can also:

- Call Lifeline on 13 11 14
- Talk to someone you trust
- Contact your GP, a counsellor, psychologist or psychiatrist
- Visit a hospital emergency department

Get in touch

fundraising@blackdog.org.au

Find us on:

Thank you

The funds you raise will help Black Dog Institute put ground-breaking new mental health tools in to the hands of people who need them.

Your support is invaluable.



**Black Dog
Institute**