

# ONE FOOT FORWARD

the walk for mental health

## Workplace 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  
**15–44**<sup>3</sup>



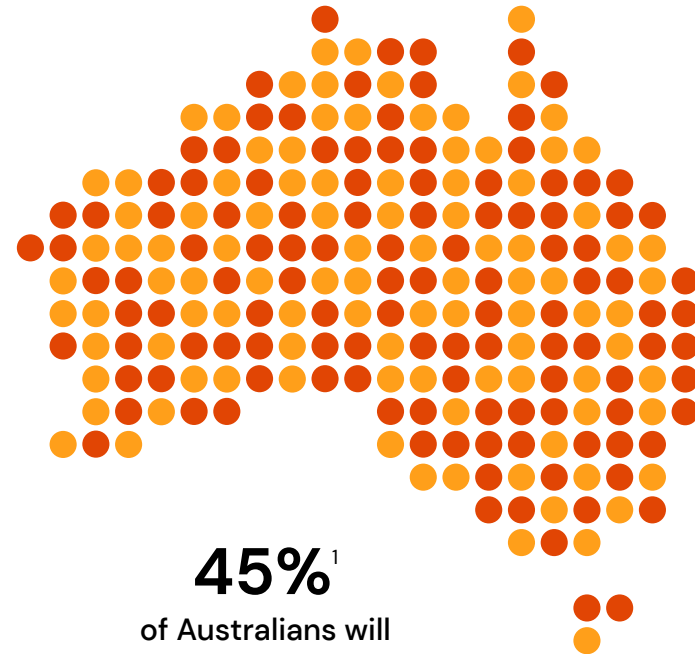
**\$12 Billion**<sup>4</sup>  
The amount mental  
illness costs Australian  
businesses each year



**60%**<sup>2</sup>  
of those experiencing  
mental illness symptoms  
do not seek treatment



By  
**2030**<sup>5</sup>  
depression will be the leading  
health concern worldwide



**45%**<sup>1</sup>  
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

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## \$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

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## \$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

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## \$5,000

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

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## \$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 and your workplace are getting active.

## 2. Launch your team

Get together (in person or online) to discuss how you're going to smash your fundraising and km goals as a group.

## 3. Get social

Reach out to family, friends, colleagues and the greater community to walk with you or they can show their support by simply donating to your page.

## 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 your overall team success!

## 5. Matchy Match

Ask your workplace to match your donations, either just for Mental Health Day or for the entire month.

## 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 colleagues best— what would they 'pay to see'?

## 7. Get competitive!

Share your organisation's leaderboard each week to drive a bit of healthy competition.

## 8. Say thanks

Let your supporters 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

We have templates and tiles in the [Resources section](#) to make this super easy.

# Mental Health Day

## Monday 10th

## October

Monday 10th October is World Mental Health Day. We are encouraging our wonderful workplaces to get everyone together in solidarity to start the important conversation around mental health.

How?

- Ask one of your senior leaders to **share a personal mental health story** or talk about how they feel about mental health within the workplace to role model a culture of speaking openly about mental health.
- **Extend the lunch break** – allow staff to take an extra long lunch break today and walk together in solidarity for mental health.
- Share some Black Dog Institute **mental health resources** with your team – [Check out our resources here.](#)
- **Post on socials** – the positive news on Facebook, Instagram, LinkedIn and let your network know you are fundraising for Black Dog Institute.





# 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. Workplace 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

[corporatepartners@blackdog.org.au](mailto:corporatepartners@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.**

