

# Community Fundraising Toolkit

Make a difference for the Black Dog Institute



**Black Dog  
Institute**

# Team Black Dog



Black Dog Institute is the modern voice of mental health. Built on science, evidence, trust and compassion, 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?

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.

Suicide is the leading cause of death for Australians aged

15–44<sup>3</sup>



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

45%

of Australians  
will experience  
mental illness  
in their lifetime<sup>1</sup>



65%

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

Each year mental illness costs Australian businesses

\$12 billion<sup>4</sup>



# 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. Upload a picture and tell your story

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. Take a pic, upload and share!

Everyone loves to see a picture of the person/team they are donating to. Personalise your page with a profile picture and let everyone know why you're getting behind the Black Dog Institute.

## 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 physical challenges aren't for everyone, so let them know they can get on board and show their support by simply donating instead.

## 5. Lead the way

Show your committed to the cause with your donors by asking them to match or double your donation

## 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!

# Using our logo

We've developed a few simple rules when it comes to using our logo, to ensure you're representing Black Dog Institute in the correct way.

Any promotional material created for your fundraiser must clearly state the event is, "Proudly supporting Black Dog Institute" as opposed to a "Black Dog Institute Event".

Using our logo in print or digital applications must comply with our brand guidelines. To do so, we'll need written approval for your submission/request prior to publication.

Approval can be obtained within 5 business days by **emailing us**.

So please— get in touch here. We'll be happy to assist.



Proudly supporting

**Black Dog  
Institute**





# Fundraising guidelines

Below is some information we have collated to ensure we can use the funds raised as effectively and meaningfully as possible in mental health research, programs and health tools. If you have any questions about these guidelines, please don't hesitate to get in touch with us directly.

- Any fundraising activity undertaken by a third party to raise funds for Black Dog Institute will be conducted by that individual or group and is the sole responsibility of the person's submitting the proposal to Black Dog Institute.
- Black Dog Institute reserves the right to refuse approval of any proposed fundraising activity deemed to be unacceptable or non-aligned with Black Dog Institute's brand.
- Black Dog Institute is not responsible for any expenses incurred by a third party undertaking fundraising activities. The person/parties authorised to fundraise are responsible for payment of all expenses in relation to the agreed fundraising activity.
- Black Dog Institute is unable to secure raffle or auction prizes for third party fundraising activities.
- Black Dog Institute does not provide public liability insurance for fundraising events organised by a third party. Organisers need to take out their own Public Liability Insurance.
- Black Dog Institute accepts no responsibility for any accidents or incidents that occur during the organisation or running of the approved fundraising activity. Third parties indemnify Black Dog Institute in any insurance undertaken in relation to their activity.
- It is the responsibility of the person/parties authorised to undertake the fundraising activity to gain any licences or approvals to operate their fundraising activity from relevant local and state regulators. Black Dog Institute can assist with this process.
- Any person/party who undertakes a fundraising activity on behalf of a registered charity without authorisation by that charity is acting outside of the law and can be prosecuted.
- Black Dog Institute reserves the right to refuse or cancel at any time the granting of an Authority to Fundraise if it believes it is not in the best interests of the individual, the community or Black Dog Institute.

# Thank you for your donations



## Depositing Details

Funds raised through a fundraising page, such as Everyday Hero, will be deposited automatically. To donate your fundraising proceeds to Black Dog Institute you can:

### Donate by EFTPOS

Make a direct deposit to the Black Dog Institute.  
Our details are:

BSB: 082 360

Account no: 547392802

Account name: Black Dog Institute

### Donate via our website

<https://www.blackdoginstitute.org.au/get-involved/make-a-donation/donate-now>

### Donate by cheque

Please make all cheques payable to Black Dog Institute and post them to:

Attn: Fundraising Black Dog Institute, Hospital Road Randwick, NSW, 2031

If you would like a receipt issued for your direct deposit, send us an email at [fundraising@blackdog.org.au](mailto:fundraising@blackdog.org.au)

- Name of the individual, family or organisation for receipting
- Address or email of where to send your receipt
- information about what the donation is supporting: general donation, in loving memory or supporting a fundraiser
- Visit a hospital emergency department



# 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 contact

[fundraising@blackdog.org.au](mailto:fundraising@blackdog.org.au)

Find us on:



[facebook.com/blackdoginst](https://facebook.com/blackdoginst)



[twitter.com/blackdoginst](https://twitter.com/blackdoginst)



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