



# YOUR FUNDRAISING KIT

Everything you need to know  
about fundraising for Beyond Blue.

[fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

MAKE AN IMPACT THAT GOES  
**BEYOND YOU**



# THANKS FOR MAKING A POSITIVE IMPACT

By giving up your time to fundraise for Beyond Blue, you are supporting the three million people in Australia affected by anxiety, depression and suicide.

That deserves a massive thank you!

Whatever form your fundraising takes, you'll be raising funds to help Beyond Blue continue our work improving the lives of all people in Australia affected by mental health conditions.

**Every donation helps Beyond Blue:**

- Provide an expert listening ear – 24 hours a day, seven days a week – through our Support Service
- Develop and trial ground-breaking new initiatives to tackle anxiety, depression and suicide
- Give people the information they need, whenever they need it, wherever they live
- Distribute free information resources across Australia
- Produce evidence-based awareness campaigns to reach people at risk of developing mental health conditions; and
- Fund world-leading research.

We hope your Beyond Blue fundraiser is as fun as it is rewarding, and even worthy of a spot on your annual events calendar.

**This kit will provide advice on how to:**

- Choose an awesome fundraising event that suits you
- Organise your event and raise funds
- Bank funds and thank donors
- Be aware of your responsibilities as a Beyond Blue fundraiser.

Our Fundraising team is here to support you, so if you would like more information please contact us by calling 03 9810 6100 or email [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)



# ABOUT US

Many of us have been affected by anxiety, depression and suicide, either personally or through family, friends or colleagues. Right now, over one million Australian adults are experiencing depression and two million are experiencing anxiety. On average, eight people take their own lives every day in Australia. Annually, suicide accounts for twice as many deaths as road accidents.

Since 2000, Beyond Blue has been working to reduce the impact of anxiety, depression and suicide by supporting people to protect their mental health and to recover when they are unwell, reduce people's experience of stigma and discrimination, and to improve people's opportunities to get effective support and services at the right time.

Our vision is for all people in Australia to achieve their best possible mental health.

To find out more about our work, visit [beyondblue.org.au](http://beyondblue.org.au)

## **Where does the money raised go?**

Your support will help us meet the continuous demand for our services and resources.

Every year, more people contact the Beyond Blue Support Service, visit our website, order our resources and request Beyond Blue Speakers to attend events to share their powerful stories of hope, recovery and resilience.

**Every month, thousands of people reach out to Beyond Blue for advice, support and information.**

- In 2016-17, Beyond Blue Support Service counsellors responded to more than 140,000 people in need of an expert listening ear. Almost 95,000 people made contact by phone, 40,000 chose web chat and 8,000 sent emails.
- Over the past two years, the Beyond Blue website has seen over 8 million visits.



# SUPPORTING THOSE AROUND YOU, AND BEYOND

Whether you raise a little or a lot, your support makes a real difference. Here are some of the ways your funds will assist people all across the country currently experiencing anxiety or depression.

**\$30**

**\$30** covers the cost of producing, printing, packing and posting free information materials about anxiety, depression and staying well to anyone in Australia.

All Beyond Blue information resources are available free so that anyone, regardless of income or location, can find out more about anxiety and depression.

**\$48**

**\$48** ensures that every phone call, web chat and email to the 24/7 Beyond Blue Support Service is answered.

The mental health professionals at our Support Service provide practical support, advice and hope to people in need of an expert listening ear 24 hours a day, seven days a week.

**\$110**

**\$110** enables a Beyond Blue Speaker or Ambassador to share their story in the community.

By sharing their stories of anxiety and depression, recovery and hope across the country, Beyond Blue Ambassadors and Speakers help reduce stigma and encourage people to reach out when they need support.



**\$270**

**\$270 funds a session with a NewAccess coach across eight locations in Australia.**

NewAccess is a trailblazing Beyond Blue initiative, providing free support from trained coaches to help people overcome mild to moderate anxiety or depression. NewAccess coaches are available in eight Primary Healthcare Networks nationwide.

**\$600**

**\$600 helps deliver innovative online programs across Australia to help protect everyone's mental health.**

BRAVE is a free, self-guided interactive online program that teaches parents and young people how to cope with their worries and protect their mental health.

**\$1,000**

**\$1,000 helps train a Support Coordinator for The Way Back Support Service.**

The Way Back Support Service is a suicide prevention service, developed to support people for three months after they've attempted suicide. The program is being trialled in the Northern Territory, New South Wales and Australian Capital Territory.

A photograph of two women in the foreground, smiling and holding light blue coffee cups on saucers. They are in a bright, indoor setting with large windows in the background. Other people are visible in the background, slightly out of focus, suggesting a social gathering or event. The overall atmosphere is warm and positive.

## HOSTING A FUNDRAISER AT WORK

Make a difference in the space of your lunch hour! Holding a Beyond Blue fundraiser at work is a fantastic opportunity for colleagues to have fun while giving back to the community. Here are some tips and tools you can use to fundraise at work.

## Get approval

Whether it's a small get together or an organisation-wide event, make sure you get your manager's approval before registering your fundraiser with us. You can host an event, run a raffle, or simply put up a donation box in the common area – whatever suits your workplace best.

## Choose your activity

When it comes to raising funds at work for Beyond Blue, opportunities are limited only by your imagination. You can host anything you like (we've even seen roller-skating in wedding dresses), but the simplest ideas can be the most successful. For example, you could:

- **Host a morning tea:**  
Set up a battle of the cooks. Get your work mates to show off their cooking skills and whip up some treats to share with your team. Charge a gold coin donation (or blue note!) for a serve of cake, or auction the most epic entries.
- **Auction off your colleagues' talents:**  
If you have tradies, skilled cooks or other handy people on your team, capitalise on their skills with a goods and services auction. This could make for an entertaining bidding war!
- **Raffle:**  
Check in with your colleagues, contacts and local businesses to see if they can donate goods and/or services to an auction or raffle. Make sure you follow your state or territory laws and apply for any permits necessary.

## Register your fundraiser

Once you've decided on a fundraising idea or activity, visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au) and register your fundraiser. This will automatically create an online fundraising page for you, which comes in very handy when asking for donations.

## Customise your Beyond Blue event page

Personalising your online fundraising page will help extend the impact of your fundraiser; making it easier to grab colleagues' attention, promote your event and encourage donations. Upload a photo, share your motivation for fundraising for Beyond Blue and thank your donors.

## Invite people

Send an email or meeting request to your colleagues and contacts, with the event details and a link to your Beyond Blue fundraising event page. You could also upload the event details to your workplace intranet or hang a poster in the lunch room.

## Download free resources

There are many materials you can get from Beyond Blue to help promote and support your fundraiser. These include posters, which can be personalised, social media images and thank you certificates. They can all be downloaded from [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au). You can also find template letters and emails to help you seek support from your employer, local businesses and media.

Beyond Blue has a range of free brochures, fact sheets and information cards which you can distribute to help raise awareness of anxiety, depression and suicide prevention. You can order them from [beyondblue.org.au/order](https://beyondblue.org.au/order)

## Employer support

You could ask your manager or employer whether they would be willing to support your efforts by matching the amount you raise. If they agree to come on board, you can use this as further encouragement for people to donate to your event and increase the amount they match! A template letter to give your employer is available at [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

## #BeyondYou

Social media is an easy and creative way to promote your event, share updates and post photos from your event. If your organisation allows you to use its social media channels to promote your Beyond Blue fundraiser, great! If not, you can use your own accounts and tag your organisation in the posts. Remember to tag [@beyondblue](https://www.facebook.com/beyondblue) on Facebook and Twitter and [@beyondblueofficial](https://www.instagram.com/beyondblueofficial) on Instagram, and use the hashtag [#BeyondYou](https://www.instagram.com/hashtag/BeyondYou).

## Set a reminder

As your event approaches, send a reminder message or two to build excitement.

## Say thank you!

Visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au) to download thank you certificates for your supporters and anyone whose generous efforts contributed to the success of your fundraiser.

## Wrap it up

We'd love to hear how your fundraising went, so please send us an email with photos and updates to [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)

If you collected cash as part of your fundraiser, you can bank it straight onto your online fundraising page (using your debit or credit card) or deposit it into our bank account. Give us a call on **03 9810 6100** or email us at [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au) if you have any questions.



# HOW TO HOST A FUNDRAISER AS AN INDIVIDUAL OR COMMUNITY GROUP

Holding a Beyond Blue fundraiser is a fantastic opportunity to have fun with your friends, family, school or sporting club while giving back to the community. Here are some tips and tools you can use to make your fundraiser a huge success.



### Set the date

If you're hosting an event, make sure you give yourself enough time to organise everything and plenty of notice to family and friends so they can save the date.

### Choose your activity

There are endless ways you can raise funds for Beyond Blue. You can host anything you like, sometimes the simplest events can be the most successful. For example, you could:

- **Host a Beyond Blue BBQ:**  
Everyone loves a good BBQ! Pull on your apron, fire up the barbie and trade food and drinks for gold coin (or blue note!) donations.
- **Games night:**  
Whether it's a quiz night for the whole community or having a few friends over for a board game battle, a modest entry fee is all that's needed to let the games begin.
- **Bake sale:**  
Encourage a few friends to show off their culinary skills by whipping up some delicious baked goods to share at a morning or afternoon tea. Want to be fancy? Make it a high tea! Don't forget to exchange samples for gold coins or blue notes.
- **Movie night:**  
Get your family, friends and favourite workmates together for a night in with popcorn. Your guests could donate what they would spend on a regular night out.

You may also like to see what other people supporting Beyond Blue have done, by checking out the **#beyondblue** hashtag on Instagram and Twitter. Use this tag when posting about your event, too!

### Register your fundraiser

Once you've decided on a fundraising activity or event, register your fundraiser and create an online fundraising page at [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

### Customise your Beyond Blue fundraiser page

Personalising your online fundraising page will make an impact on your event; making it easier to grab your friends' attention, promote your event and encourage donations. Upload a photo, share your motivation for fundraising for Beyond Blue and thank your donors.

### Invite people!

Send an email and/or create a Facebook event to invite family, friends and colleagues to your Beyond Blue event. Include all the event details and include a link to your page to encourage donations before the day.

### Download free resources

There are many materials you can download from Beyond Blue to help promote and support your fundraiser. These include posters, social media images and thank you certificates. You can also find template letters and emails to help you seek support from local businesses and media. These can all be downloaded from [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

Beyond Blue has a range of free brochures, fact sheets and information cards which help raise awareness of anxiety, depression and suicide prevention. You can have a selection of helpful resources at your event. Download or order from [beyondblue.org.au/order](https://beyondblue.org.au/order)

### #BeyondYou

Social media is an easy and creative way to promote your event, share updates and post photos from your fundraiser. If you're from a community group and can use its social media channels to promote your Beyond Blue event – great! If not, you can use your own account. Remember to tag [@beyondblue](https://www.facebook.com/beyondblue) on Facebook and Twitter and [@beyondblueofficial](https://www.instagram.com/beyondblueofficial) on Instagram, and use the hashtag **#BeyondYou**.

### Send a reminder

Send a reminder email or text as the date of your event approaches to confirm attendance and any other important details. If you've set up an event on Facebook, message your guests in the week leading up to the big day.

### Say thank you

Visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au) to download thank you certificates for your supporters and anyone whose generous efforts contributed to the success of your fundraiser.

### Wrap it up

We'd love to hear how your fundraising went, so please send us an email with photos and updates to [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)

If you collected cash as part of your fundraiser, you can bank it straight onto your online fundraising page (using your debit or credit card) or deposit it into our bank account. Give us a call on **03 9810 6100** or email us at [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au) if you have any questions.



# THINGS YOU SHOULD KNOW

## Banking

All funds raised from your fundraiser can be deposited directly through your Beyond Blue online fundraising page. Everyone who donates to your online fundraising page will be automatically emailed a tax-deductible receipt.

For cash donations received while fundraising you can:

- make a payment of the amount raised directly to your Beyond Blue fundraising page using a credit or debit card
- directly transfer the funds to our bank account or send us a cheque. For details or assistance, please email us at [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)

## The fine print

### Fundraising guidelines

By registering as a Community Fundraiser for Beyond Blue you:

- understand that all fundraising activities must align with Beyond Blue's values and Beyond Blue reserves the right to reject any fundraising activity or donation based on misapplication of its values
- confirm that by registering to fundraise you are acting on behalf of and with the authority and power to bind those individuals and companies named as the Community Fundraiser
- confirm that your proposed fundraising activity complies with all relevant legislative and local government requirements and that all appropriate permits, licenses and insurance for fundraising in the state and/or territory where the activity is to be held will or have been obtained
- will not exploit the position as a Community Fundraiser and/or the association with Beyond Blue for personal gain
- agree that all personal and sensitive information associated with the proposed fundraising activity will be handled in accordance with all relevant privacy legislation
- confirm that any fundraising activity costs shall at all times be held to a percentage of revenue which is generally acceptable within the not-for-profit sector and by the public
- will ensure that financial and activity reports are made available to the public, including the amounts raised, how the money was spent and the net proportion donated to Beyond Blue
- confirm that any monies raised or donated during the fundraising activity will be used for the stated purpose for which they were raised and within any specified timeframe

- agree to seek permission to use the Beyond Blue name and/or 'Proudly supporting' logo on materials related to the fundraising activity
- agree not to align Beyond Blue with any pharmaceutical, insurance, gambling, alcohol or tobacco organisations in relation to the fundraising activity
- agree not to engage in telemarketing or door-to-door fundraising
- give consent for photographs or other information you provide from the event to be published online or in publications by Beyond Blue
- give consent to Beyond Blue using and disclosing your personal information to Beyond Blue's agencies and other third parties engaged to provide services in connection with fundraising activities and the purposes set out in the Privacy Policy of Beyond Blue which is available at [beyondblue.org.au/general/privacy-policy](http://beyondblue.org.au/general/privacy-policy)

## Media and publicity

If you are hosting a fundraising event that is open to the community, you might choose to contact local radio stations and newspapers to try and promote your event further. In our Downloadable resources section, there are downloadable media tips and an alert template to help you push your story out to the media.

If you do use the media alert template we provide, please send it to the Fundraising team for approval prior to sending out to media outlets.

Please note that Beyond Blue cannot help in the promotion of your event, nor travel to attend events or cheque presentations.

You can also choose to promote your event in Beyond Blue's Events section. Visit [beyondblue.org.au/get-involved/events](http://beyondblue.org.au/get-involved/events) to list your event.

### Naming and promoting your event

There are a number of templates available for you to download and use to promote your Beyond Blue fundraiser – please visit [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

As a supporter of Beyond Blue, you have access to a special 'Proudly supporting Beyond Blue' logo. The Fundraising team can supply the logo along with Beyond Blue guidelines for you to use in online or print promotional material. Remember that Beyond Blue must approve all promotional material produced prior to distribution.



When naming your event, it's important to promote that you are supporting Beyond Blue and not 'partnering with' or 'teaming up with' Beyond Blue. If you have any questions around naming your event, chat to the Fundraising team.

For logo and guideline requests, approval of promotional material, or any questions related to naming and promoting your event, contact the Fundraising team on **03 9810 6100** or send an email to [fundraising@beyondblue.org.au](mailto:fundraising@beyondblue.org.au)

### National, state and territory laws

All fundraising activities must comply with all relevant national, state and territory laws and regulations. In each state and territory, there is a Charitable Fundraising Act or equivalent to which Beyond Blue and people fundraising on behalf of Beyond Blue must adhere. You also need to be aware of regulations relating to liquor licensing and preparation of food.

To find out more about fundraising legislation in your state or territory, please contact the relevant authority:

- [Australian Capital Territory](#)  
ACT Office of Regulatory Services:  
[accesscanberra.act.gov.au](https://accesscanberra.act.gov.au)
- [New South Wales](#)  
NSW Fair Trading: [fairtrading.nsw.gov.au](https://fairtrading.nsw.gov.au)
- [Northern Territory](#)  
Office of Consumer and Business Services:  
[consumeraffairs.nt.gov.au](https://consumeraffairs.nt.gov.au)
- [Queensland](#)  
Office of Fair Trading: [fairtrading.qld.gov.au](https://fairtrading.qld.gov.au)
- [South Australia](#)  
Office of Consumer and Business Services: [cbs.sa.gov.au](https://cbs.sa.gov.au)
- [Tasmania](#)  
Office of Consumer Affairs  
and Fair Trading: [cbos.tas.gov.au](https://cbos.tas.gov.au)
- [Victoria](#)  
Consumer Affairs Victoria: [consumer.vic.gov.au](https://consumer.vic.gov.au)
- [Western Australia](#)  
Department of Commerce: [commerce.wa.gov.au](https://commerce.wa.gov.au)

### 'Third party' permits

You may be required to obtain permits for your event or fundraising activities. Check with your relevant authority and local council to ensure that you have all permits needed to serve food, alcohol, hold an event in public, and conduct all fundraising activities for your event.

### Insurance

You may be required to obtain public liability insurance for your fundraising event or activity. Unfortunately, Beyond Blue cannot provide insurance. Tip: depending on what type of coverage they have, your local venue may be able to put you under their public liability insurance policy.

### Money matters

As a valued Community Fundraiser and activity/event organiser, you are responsible for all financial aspects of the activity or event, including record keeping, management of funds and ensuring that all funds raised online and offline are received by Beyond Blue.

Your basic obligations are to ensure that:

- you keep and provide Beyond Blue with accurate financial records of your fundraising event or activity
- all funds raised online and offline are received by Beyond Blue within 28 days of completion of fundraising
- expenses incurred for the fundraising event or activity do not exceed more than 30 per cent of the total funds raised. Please note that Beyond Blue will not be able to pay or reimburse any expenses incurred.

### Tax-deductible donations

All donations over \$2 are eligible for a tax-deductible receipt. Please note that the following cannot be issued with a tax-deductible receipt:

- purchase of a good or service related to a Beyond Blue fundraiser
- purchase of raffle tickets
- purchase of an auction item
- goods or services donated for a fundraising event or activity
- monies received and or/donated on behalf of others.

Remember, everyone who donates to your online fundraising page is automatically issued with a tax-deductible receipt.

### Recognition as a legitimate Beyond Blue community fundraiser

Beyond Blue keeps a record of everyone who registers to hold a fundraising event or activity. If you are unsure if someone has registered with Beyond Blue, please call our Fundraising team on **03 9810 6100**.



**Beyond  
Blue**

**THANK YOU FOR YOUR SUPPORT!**

**FIND OUT MORE:**

About fundraising: [fundraise.beyondblue.org.au](https://fundraise.beyondblue.org.au)

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