

# Fundraising toolkit



Black Dog  
Institute

Exercise Your  
Mood **Walk**



Everything you need to start fundraising  
for Exercise Your Mood Walk

Creating a mentally healthier world



**Black Dog**  
Institute

[www.blackdoginstitute.org.au](http://www.blackdoginstitute.org.au)

# Thank you!

## Welcome to Exercise Your Moodwalk!

Thank you for.....

choosing to support and fundraise for the Black Dog Institute. The awareness and funds you raise are really important to us, and your dedication means a lot!



This fundraising kit contains everything you need to start your fundraising experience.

### Your kit includes:

- steps to start fundraising
- fundraising ideas
- social media tips
- ways Black Dog can support your fundraiser
- fundraising resources

If you have any questions, don't hesitate to contact us on (02) 9382 9251 or [fundraising@teamblackdog.org.au](mailto:fundraising@teamblackdog.org.au)

## About Black Dog

The Black Dog Institute brings together the strength of a medical research institute and a not-for-profit organisation dedicated to improving the lives of people affected by poor mental health. Our mission is to enable mentally healthier lives through innovations in science, medicine, education, public policy and knowledge translation.

**Mental illness affects one in five Australians every year**, with depression and anxiety being the most common. In fact, suicide is the leading cause of death of Australians aged 15-44 years – that's ahead of road accidents and cancer.

Unfortunately, less than half of all Australians experiencing the symptoms of mental illness will seek professional help – often with tragic consequences.

The Black Dog Institute is working to solve mental health problems; to reduce rates of mental illness in the community, lower suicide risk and promote wellbeing.

We value all of our supporters and rely on individuals, community groups, schools and businesses to assist us in raising funds to support our mission of... **Creating a mentally healthier world.**

**Did you know mental illness affects  
1 in 5 Australians every year?**



# You are so important to us

It is through your energy and drive that our messages are able to spread further and have greater impact. Your dedication allows us to keep researching the most effective treatments, create ground breaking prevention strategies and run vitally important rural and metropolitan education programs in the community. Being a supporter of Black Dog means being a supporter of mental health awareness, treatment and prevention.

The funds you raise for Black Dog Institute support expansion of our education and awareness programs, help support our clinical services and online treatments, as well as enable us to continue our research into mental illness and suicide prevention.

Fundraising can be a very rewarding experience, particularly if it is for something that you are passionate about. There are some rules though that you must be aware of in order to undertake fundraising activities and this guide will help you to understand those rules, legislation and best practice guidelines.



## Who are you inspiring?

The Priest family has been running City2Surf since 2010. Team Priest – consisting of Kerry Priest, and daughters Lauren and Kell – was born after Kerry's youngest brother, Grant, died from suicide.

*"Initially we relied on donations from friends and family, by sharing our own personal story and encouraging others to become aware of mental illnesses. However we found that we can't continue to expect the same people to donate to us year after year."*

They've held raffles and cake stalls, even boot camp sessions. Their creative approach has seen their fundraising efforts jump from \$7,000 in 2015 to \$13,000 in 2016. For Kerry and her family, fundraising is a positive experience.

*"Losing a loved one to suicide is an extremely hard thing to go through, but we have developed a strong passion for promoting mental health awareness, and fundraising with Black Dog enables us to make a difference," says Kerry. "We hope our fundraising helps reduce the burden of mental illnesses in Australia. "And remember, every cent counts and you never know who you are inspiring."*

### Team Priest's top tips:

1. Do it! It's a very rewarding experience.
2. Share your personal story of why you're fundraising. This allows others to connect with you.
3. Use social media. It is a great tool and helps you to reach a big audience.
4. Engage people in different ways.
5. Fundraise as part of a team if you aren't sure where to start.

# Fundraising ideas

## What ideas did you dig up?



Set yourself a challenge

Roller derby

Workplace baking day

Variety show

Trivia

Auction

Mini Olympics

Film night

Give up chocolate

Book sale

Ask friends for a donation instead of a gift

## Steps to get started

### Step 1

#### Set up your online page

Your page is created for you when you register. Now you can add a photo and a story about why you are walking and decide how to fundraise!



### Step 2

#### Send your URL (page address) to everyone you know

You'll be surprised who will support you.



### Step 3

#### Fundraising offline and resources

We can send you a letter that gives you authority to fundraise offline as well as any other resources that you will need to get your fundraising underway.



### Step 4

#### Share your event on social media

Put word out there to your network of people through your social channels. Get posting on Facebook, Instagram and Twitter and use our hashtags [#mentalhealthmatters](#) [#exerciseyourmood](#)

## Step 5 Start Fundraising



# Steering towards change

On his 62nd birthday, Phil Newman decided to resign from his job and cycle solo from Sydney to Perth, to raise funds for a mentally healthier world.

Anxiety has followed Phil his entire life. *"Anxiety has been my companion, but not my friend,"* he explains. *"I used to let it control me and stop me doing things that I dreamed of achieving, this led to strong feelings of disappointment and failure."*

Phil has found a way to live with his anxiety though, by seeking the support of his family and friends. It was their support and love that helped him on his unassisted ride. *"This helps me overcome the fear and empowers me to move forward."*

Having seen friends and colleagues who have lost loved ones to suicide, Phil decided he needed to be part of the solution. *"I wanted to help people who suffer from depression but I have no skills in this area. The Black Dog Institute empowered me to do what I can do – ride a bike – to raise money, to pay those who do know how to help others."*

*"I believe the Black Dog can provide the support that I am fortunate enough to find through friends and family. They are always doing research to find the best ways to help those who reach out to them."*

Phil set a goal of raising \$40,000 over 12 months, and he is well on the way to achieving his goal. He is now planning his next fundraising activity. *"There is a wonderful warm feeling one gets from doing something for someone else, it's like giving them a special gift,"* he says.

So what is Phil's advice for you? *"Don't be scared. Fundraising is so rewarding, it helps you express your compassion and is so uncomplicated."*

***"it's like  
giving them  
a special  
gift"***

**If you are concerned about someone, don't be afraid to start a conversation with them and offer your support.**

# Tips to boost your fundraising



Update and promote your personal or team fundraising pages.



Encourage your friends and family to donate and don't forget to thank them!



Thank your supporters! Let them know how grateful you are no matter how big or small the donation. Post a thank you on social media every time someone donates.



Add an email signature to the bottom of your emails with a link to your fundraising page.



Set a target! Aiming high can be a great motivator for you and your supporters.



Show you are serious by making the first donation and then ask your network to donate too.



Upload photos and details about what inspired you to support and fundraise for Black Dog.



Ask your local businesses about donating venues, prizes and services. You will be surprised how generous they can be if you just ask!

## Social media tips

Using your social media accounts is a great way to spread the word about your fundraiser. It gives you the chance to tell a story in a very visual and meaningful way. Here are a few tips to get you started:

**Use images that are eye-catching and relevant.**

**Use a hashtag that reflects your motivations and already exists.**

**For example:**

**#MentalHealthMatters #ExerciseYourMood #ExerciseYourMoodWalk**

### YOUTUBE

[www.youtube.com/user/BlackDogInst](http://www.youtube.com/user/BlackDogInst)

### TWITTER

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

**#teambblackdog**

### INSTAGRAM

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

### FACEBOOK

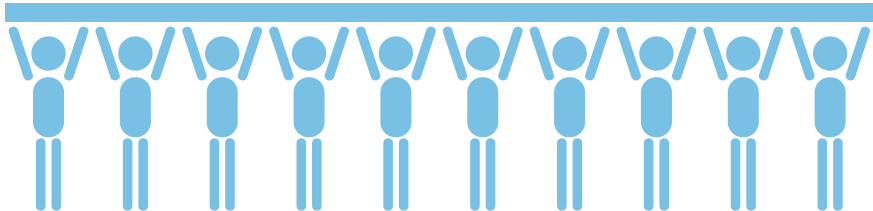
[www.facebook.com/pages/Black-Dog-Institute](https://www.facebook.com/pages/Black-Dog-Institute)

**#exerciseyourmood**



Look at what a community  
of fundraisers can achieve

**OVER 4000**  
COMMUNITY FUNDRAISERS  
PUTTING THEIR HEARTS, MINDS  
& BODIES INTO SUPPORTING  
**MENTAL HEALTH**



**OVER 100,000KM**



**CYCLED, SWUM, RUN,  
WALKED & TREKKED**

**MORE THAN**  
**\$5,000,000**

**RAISED FOR**  
MENTAL HEALTH  
RESEARCH &  
EDUCATION  
PROGRAMS  
REACHING  
THOUSANDS OF  
AUSTRALIANS

**COUNTLESS**  
**SNAGS &  
ONIONS**  
**SIZZLED TO**  
**OPEN UP THE**  
**CONVERSATION**



Funds raised by you help to support the Institute's work  
including research, clinics and education, as well as contribute  
to community awareness programs.

# Ways we can help you

## Resources

We have a range of resources to help you reach your goal. Check out your fundraising portal for downloadable posters, email signatures, social media posts and more. Get in touch with [EYMW@blackdog.org.au](mailto:EYMW@blackdog.org.au) if you need more information.



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## The fine print

- As the organiser of your fundraising event, you are responsible for any activities to promote or publicise your event and arrange your own insurance if applicable.
- The Black Dog Institute is unable to provide ambassadors to attend or promote your event.
- Due to limited resources Black Dog Institute is unable to help generate publicity for fundraising activities or provide promotional assistance.
- We do not sell merchandise but please do let us know if you plan on creating your own using our logo.

**Suicide is the  
leading cause of death  
of Australians aged 15 to 44 years.**



# Finance and receipting

Community fundraisers are responsible for the financial aspects of the activities they carry out. This includes keeping accurate records, management of funds and depositing of funds into Black Dog's bank account. Some things you should keep in mind include:

- A third party cannot issue a receipt for funds raised. Only the Black Dog Institute can issue a tax deductible receipt for money raised on our behalf.
- Tax deductible receipts can only be issued to people giving donations of money of \$2 and above.
- The ATO does not allow us to issue tax deductible receipts for the following:
  - purchase of tickets to attend fundraising events
  - purchase of raffle tickets
  - purchase of goods such as pens, or chocolates
  - donations of gifts in kind
  - purchases made at an auction (there are tax deductible qualifications that the purchaser may pursue through their personal taxation – please contact the ATO for more information).
- Receipts can only be issued after receipt of funds.
- Individual receipts will only be issued to individuals if full name and address details are supplied.
- Community fundraisers are not authorised to deposit any funds raised into their personal bank account. To comply with regulations regarding financial management of funds raised, we recommend you use one of the following options:
  - Direct deposit all monies on a weekly basis or as a lump sum into Black Dog Institute's bank account.
  - Use your online fundraising page.
  - Hand deliver all cash and donation forms directly to our office in Randwick, NSW.
- All funds raised from an event must be submitted to Black Dog Institute within 10 working days following the completion date of the fundraising event.
- Please email for a donation receipt form.

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## Donation 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  
Reference: EYMW plus your mobile number

### 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 eg EYMW + mobile number or name

# www.blackdoginstitute.org.au

## Find us on:



[www.facebook.com/blackdoginst](http://www.facebook.com/blackdoginst)



[www.twitter.com/blackdoginst](http://www.twitter.com/blackdoginst)



[www.youtube.com/user/BlackDogInst](http://www.youtube.com/user/BlackDogInst)



[www.linkedin.com/company/black-dog-institute](http://www.linkedin.com/company/black-dog-institute)

## Contact us:

Email:  
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Phone: (02) 9382 9251

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