Create a mentally healthier workplace

Fundraise for Black Dog Institute
We acknowledge the Aboriginal and Torres Strait Islander peoples as the first inhabitants of this nation and the traditional custodians of the lands where we live, learn and work. We pay respects to all Aboriginal and Torres Strait Islander Elders past, present and emerging from all nations across this country.
Did you know?

45% of Australians will experience mental illness in their lifetime.¹

Suicide is the leading cause of death for Australians aged 15–44.²

65% of those experiencing mental illness symptoms do not seek treatment.²

Each year mental illness costs Australian businesses $12bn.³

By 2030 depression will be the leading health concern worldwide.³

The cost per employee with depression is $8,025 per year.⁴

Personal stories

The depression made me think that I was completely worthless, there was absolutely no hope for me, there was no point in me being alive...

After I turned to a friend, the first thing that I did was see a GP... the end result is me walking out of that GP session feeling more empowered and more inspired and knowing that I’ve got a plan to get back on track.

— Shai

Getting help

You are not alone. There are people that 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
Good mental health is good for business

**Bottom line** - every dollar spent on effective mental health actions returns $2.30 in benefits to the organisation\(^6\), including:

- **Productivity**
  - reduced absenteeism & presenteeism
- **Talent**
  - lower turnover rates
- **Safety**
  - fewer compensation claims

**Culture** - higher levels of perceived support from the wider organisation is associated with psychological wellbeing.

**Reputation** - 86% of consumers believe that companies should take a stand for social issues and over two-thirds will support that stand with their purchases.\(^7\)

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At Black Dog Institute we’re harnessing the power of research, working hard to create a mentally healthier world for everyone.

We are a global leader in our field and the only independent medical research institute focused exclusively on mental health for all ages.

This makes us unique in our ability to deliver outstanding research and transform it into practical programs and services that save lives.

Our aim is to reduce the severity and incidence of mental illness, actively reduce suicide rates, innovate new models of care and create easily accessible solutions to empower everyone to look after their mental health.

Our research priorities:

- Suicide prevention
- Online mental health tools
- New innovative treatment approaches
- Workplace mental health
- Mental illness prevention in young people
- Trauma and mental health
- Translating knowledge into practical tools
Your fundraising can help save lives through:

1. **Plan your fundraiser**
   - Join an event* or create your own. It can be in-person, online, for your employees or engage your customers. [Need some inspiration?](#)

2. **Read our fundraising guidelines**
   - Please ensure you [read our guidelines](#) before submitting your fundraising proposal to us.

3. **Receive approval before fundraising**
   - A great idea is just the beginning! [Submit your proposal](#) to receive an Authority to Fundraise; a letter needed to comply with [fundraising regulators](#).

4. **Create your fundraising page**
   - Our online fundraising platform can be customised to suit your brand. Whether you’re fundraising as a business, in teams or individually, we’ve got you covered. We can post you cash donation boxes too.

5. **Promote your fundraiser**
   - Decide which communication channels best target your audience and remember to leverage your business and employee networks to inspire donations. [Read more top tips](#).

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- **$50,000**
  - World-class research into mental illness and suicide prevention

- **$15,000**
  - High-quality clinical care and online treatments

- **$5,000**
  - Evidence-based education programs for health professionals and schools

- **$500**
  - Evidence-based education programs for health professionals and schools

*Exercise Your Mood Walk Zoo2Zoo Ride Bridge to Brisbane City2Surf Run Melbourne …and more!
Fundraising ideas

Understanding your business objectives will help with planning your fundraiser. Here are some ideas to inspire your workplace:

Get collecting
- Employee or shareholder roadshows
- Annual General Meetings
- Gala dinner
- Customer-facing locations (e.g. retail)

Get organising
- Mental health lunch ‘n’ learn
- Offsite activities (e.g. scavenger hunt) during strategy/team days
- Office tournaments (e.g. table tennis, bake-off, trivia)
- Ugly sweater/shocking shirt day

Get selling
- Morning or afternoon teas
- Bake sales or sausage sizzles
- Raffle tickets
- Silent auctions

Get donating
- For stakeholders during the festive season
- For employees with long service or living the values

Get campaigning
- Pre-tax donations via Workplace Giving
- Leverage sponsorships and ambassadors
- CEO thought leadership article for LinkedIn

Interested in cause-related marketing? Learn more now
Every organisation is different, and there’s a fundraising event idea out there that fits your size, culture, resources and location. Here are some leading organisations getting creative with events tailored to their strengths that help to create a mentally healthier world.

Employees at Virgin Australia group pulled together for mental health in a heroic competition to bring a 41-tonne Boeing 737 across the finish line in the fastest time possible. This fun family day shines a light on the positive impact that exercise has on mental health, improves staff morale and sees employees raising much-needed funds for Black Dog Institute from fundraising events like bake sales and peer donations.

Committed to reducing the stigma of mental illness and improving employee wellbeing, this law firm mapped out a calendar full of fundraising activities. For every date of significance, Wotton + Kearney invite their employees to participate in fun runs near their offices, workplace giving campaigns and mental health presentations. Going the distance, some employees are even hiking the Kokoda Trail for Black Dog Institute, raising significant funds at their gala dinner fundraiser.

Insurance underwriting agency, DUAL Asia Pacific, has been a huge supporter of Black Dog Institute for a number of years. Fostering a team culture which puts its people first, DUAL’s health and wellbeing program pays registrations and donates money for every kilometre employees travel in fun runs and cycling races. To nurture a mentally healthy workplace, DUAL also finds creative ways to get staff engaged in fundraising such as trivia nights, Mario Kart competitions and even CEO Damien Coates, shaving his long locks for mental health.

Philips hosted an online auction for their employees on a range of their consumer products which had been opened or used during demonstrations or events. From all-in-one cookers to vacuum blenders and Sonicare electric toothbrushes, employees bid against their colleagues to win — with all proceeds going to Black Dog Institute. It’s a great outcome for employee engagement, the environment and mental health.

To give members a little extra motivation to get active, health and wellbeing program AIA Vitality rewards members who achieve their weekly Active Benefits targets with a $5 voucher, which members can redeem for a donation in support of Black Dog Institute’s mental health research. A win-win for physical and mental fitness!

Philips, Wotton + Kearney, DUAL Asia Pacific, Virgin Australia

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Top tips

We're here to help you foster a mentally healthier workplace. The tips below will help you engage people about mental health and promote your support publicly.

Why: inspire action with purpose
- Share our key messages on mental health
- Align with your business strategy, values, engagement action plan, wellbeing or employee benefits policies, learning and development or customer experience

How: show your business is serious
- Launch with a short video by your CEO explaining why you’re getting involved, ask your Executives to donate first and set a target
- Encourage healthy competition with leader boards and prizes
- Build a team of executive assistants, graduates, charity champions and customer-facing employees or request a Black Dog Institute speaker

What: tailor our resources to your audience
- **Internal:** digital signage, posters, screen saver, intranet, Yammer/Workplace/Teams, internal café, kitchen, foyer, agenda templates, toolbox talk, desk drop
- **External:** in-store, customer eDM, call waiting message, customer magazine, social media, email signature, automatic reply email, media release

Get social @blackdoginst #teamblackdog

When: timing is everything

- **Feb**
  - Rottnest Channel Swim
- **Mar**
  - World Health Day (7th)
  - Canberra Marathon
- **May**
  - Exercise Your Mood Week
  - Men’s Health Week
- **June**
  - End of Financial Year
  - Run Melbourne
- **Aug**
  - City2Surf
  - Bridge to Brisbane
- **Sep**
  - Mental Health Awareness Month
  - World Mental Health Day (10th)
  - Zoo2Zoo Ride
  - Exercise Your Mood Walk
- **Oct**
  - Women’s Health Week
  - RUOK? Day
  - World Suicide Prevention Day (10th)
  - Blackmores Running Festival
- **Dec**
  - Festive Season
  - Men’s Health Week
  - Run Melbourne
Finance

Corporate fundraisers are responsible for all financial aspects of the activities they carry out. This includes keeping accurate records, management of funds and depositing of funds into Black Dog Institute’s bank account.

Some things you should keep in mind include:

- Employers of choice match donations dollar for dollar. Does yours?
- Funds raised through our online fundraising platform will be deposited and receipted automatically.

Corporate fundraisers are not authorised to deposit any funds raised into their personal bank account. We recommend you donate by:

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<thead>
<tr>
<th>Direct deposit</th>
<th>Credit card</th>
<th>Cheque</th>
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<tbody>
<tr>
<td>Black Dog Institute</td>
<td><em>Online</em></td>
<td><em>Attn:</em> Fundraising</td>
</tr>
<tr>
<td><strong>BSB:</strong> 082 360</td>
<td><em>Phone</em></td>
<td>Black Dog Institute</td>
</tr>
<tr>
<td><strong>Acc:</strong> 547392802</td>
<td><strong>02 9382 4305</strong></td>
<td>Hospital Road</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Randwick, NSW, 2031</td>
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- 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.

Receipts

Black Dog Institute can issue a tax-deductible receipt for money raised on our behalf for donations of $2 or more.

The Australian Taxation Office does not allow us to issue tax deductible receipts for charitable event tickets or raffle tickets.

Once Black Dog Institute has received the funds, please email us the following information if you would like a receipt:

- name of the individual or organisation
- address or email of where to send your receipt
- information about your fundraiser
Fundraising guidelines

These guidelines help us ensure that we can use the funds you raise as effectively as possible for mental health research and the development of new mental health tools. If you have any questions about these guidelines, please don't hesitate to contact 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.

Using our logo

Any promotional material that you create for your fundraiser must clearly state that the event is "proudly supporting Black Dog Institute". It is not to be referred to as a Black Dog Institute event.

Black Dog Institute’s logo is a valuable brand. Any use of our logo (digital or print) must comply with our brand guidelines and be approved by Black Dog Institute in writing before publication.

Approval can be obtained within 5 business days by emailing us.
Let’s get started!

It is through your energy and drive that we can help create a mentally healthier world. Thank you on behalf of those impacted by mental illness and suicide.

Partner with us

We collaborate with corporates to take a leadership role in championing mental health to their employees and customers.

We believe in understanding the business problem corporates are trying to solve and delivering bespoke, innovative partnerships that help create a mentally healthier world.

Contact us

If you have any questions about holding or joining a fundraising event, please get in touch with us directly.

 corporatepartners@blackdog.org.au

02 9382 4305

Now it’s time to submit your fundraising proposal.