


# fundraising toolkit

**Become a #headspacehero and support the mental health and wellbeing of young Australians**

 [fundraising.headspace.org.au](https://fundraising.headspace.org.au)

 [@headspace\\_au](https://www.instagram.com/headspace_au)





# Acknowledgement of Country

headspace would like to acknowledge Aboriginal and Torres Strait Islander peoples as Australia's First People and Traditional Custodians. We value their cultures, identities and continuing connection to country, waters, kin and community. We pay our respects to Elders past and present and are committed to making a positive contribution to the wellbeing of Aboriginal and Torres Strait Islander young people, by providing services that are welcoming, safe, culturally appropriate and inclusive.



# thank you for supporting headspace!

**Each year, one in four young people experience a mental health issue, and 75 per cent of mental health disorders emerge before a person turns 25.**

Sadly, suicide is still the leading cause of death for young people in Australia, but we know early intervention can significantly reduce the impact and duration of mental illness.

By fundraising for headspace, you are helping headspace pilot and scale programs, increase our service delivery, provide enhanced support for family and friends, and ensure that young people can access the right support, when they need it and how they want it.

With the amazing contribution of individuals, organisations and community groups like you, we can continue to make sure every young Australian knows help is available for their mental health and wellbeing.

Thank you for helping us achieve our vision – that all young Australians are supported to be mentally healthy and engaged in their communities.

## connect with headspace and get in touch:

✉ [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au)

📷 [@headspace\\_au](https://www.instagram.com/headspace_au)

📘 [facebook.com/headspaceAustralia](https://www.facebook.com/headspaceAustralia)

## Thank you for fundraising for us.

**Your fundraising has the power to make a huge difference to young Australians seeking support for their mental health.**



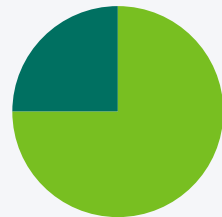
# a snapshot of youth mental health in Australia

Young people trust headspace to support them at challenging times in their lives. That's why more young people sought assistance from headspace this year than ever before. Young people continued to manage the impacts that events like COVID-19, bushfires and drought had upon their mental health. Our network expanded again to meet the demand for our services in communities all across Australia.



**1 in 4**

young people aged 16-24 years experienced mental ill-health within the previous 12 months



**75%**

of mental health disorders emerge before the age of 25

**4,100,802**

services have been provided from inception to 30 June 2021 (ehespace and headspace)

Since inception refers to headspace centre primary occasions of service and ehespace occasions of service. This number does not represent all headspace services provided.



**22%**

of young people coming to headspace were not engaged in work or study (aged 17-25)

**↑ 20.3%**

of young people coming to headspace centres experienced or were at risk of suicidal thoughts and/or behaviour

**34%**

of young Australians aged 12-25 reported high or very-high levels of psychological distress

**707,425**

young people have received services since inception to 30 June 2021



# headspace making a difference

## Reduce psychological distress and/or improved functioning

62%

of young people got better while at headspace

68%

of young people who attend 5-6 sessions got better with headspace

We're here to help

## A vital community service

93%

of parents and carers say headspace is a vital community service

88%

of young people say headspace is a vital community service

## young people would recommend headspace

87%

of young people would recommend headspace to a young person who needed mental health support

## Improved mental health literacy

89%

of young people understood how to reduce the impact mental ill-health had on their lives

89%

of young people understood how to manage their mental health and felt listened to

80%

of young people had a better understanding of their own mental health issues

## headspace is well known and widely recognised

#1

headspace is the most recalled youth mental health organisation



3.9m illion

visits to the headspace ebsite

## Better quality of life

After seeking help at headspace, young people reported improved quality of life outcomes across five areas that are important to them:

- General wellbeing
- Day-to-day activities
- Relationships with friends
- Relationships with family
- General coping

These improvements were maintained up to two years after leaving headspace.

# we love our #headspaceheroes



**Sarah Ryan**

Sarah bravely shaved her head in support of headspace, raising an incredible \$7,000.

Sarah is an avid rugby player, and thanks her rugby community and headspace for helping her through some difficult times she has faced.

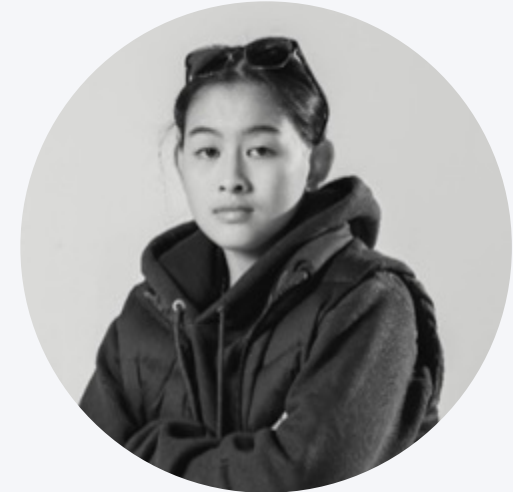
***“Focussing on positive mental health has not only helped me through tough times mentally but has drastically improved my physical health as well”.***



**James Kennedy**

The incredible James Kennedy virtually cycled 470 kilometres to shine a light on the issue of suicide prevention in Australia and raise funds for headspace.

***“If over the course of having a crack at this I can get even one person to believe that life is never too far gone, you’re complete, loved, valued and supported exactly the way that you are, then this will all have been an enormous success.”***



**Bella Loke**

16 year old Bella Loke, from Melbourne, held an art exhibition, *1 in 11*, supporting headspace and youth mental health.

*1 in 11* showcased work by local creatives, all revolving around a central theme of self-acceptance and expression. There was also a panel discussion where contributors and guests spoke about their individual pathways to mental wellbeing.

Bella’s initiative raised an incredible \$3,500.

# how your support makes a difference

**\$30**

can help headspace develop and share clinically safe content to improve mental health literacy, reduce stigma and encourage help seeking.

**\$50**

can help a young person participate in headspace peer-led chats so they can connect with and receive peer support from their community.

**\$100**

can support the headspace training program for peer workers around the country to give them the skills they need to do their role safely and effectively.

**\$250**

can contribute to headspace family and friends' programs, helping build their understanding of how they can best support their young people.

**Find out more about our recent programs and initiatives that couldn't have been possible without our #headspaceheroes**

<https://headspace.org.au/get-involved/make-a-difference/>

# getting started with fundraising

## Step 1

### Choose how you will fundraise

We have provided some ideas to get you started on [page 9](#).

## Step 2

### Learn how to plan your fundraiser

There are some things to consider on [page 10](#) as you're starting to plan your fundraising event.

## Step 3

### Get in touch

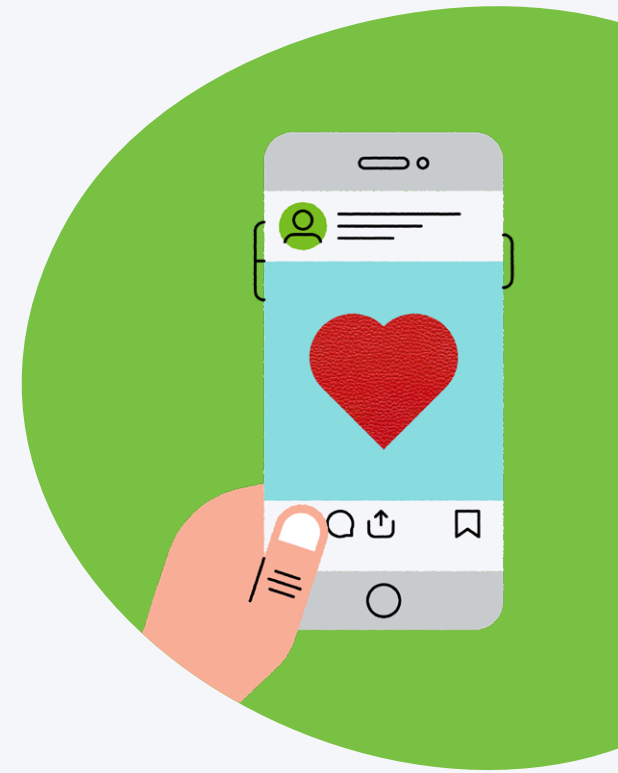
You will need to read the fundraising guidelines and register your fundraising activity with headspace before you begin collecting any donations.

More information on state based fundraising requirements can be found on [page 13](#).

## Step 4

### Set up a fundraising page

Once your fundraiser is approved, setting up an online fundraising page is easy via the [headspace website](#). This is where you can set a fundraising goal and keep your supporters updated.



# HELLO



## Step 5

### Promote your fundraiser

Share your fundraising activity with your family, friends and colleagues. Find out some tips to promoting your fundraising efforts on [page 11](#).

## Step 6

### Hold your fundraiser

Remember to take pictures and update your supporters on the progress of your fundraising goal! Don't forget to celebrate your milestones along the way.

## Step 7

### Wrap up

Don't forget to thank everyone who supported your fundraiser!

Once you have the final amount, deposit the funds raised to us – find out how on [page 14](#).



# ideas to get you started

## Join an event

Check out [fundraising.headspace.org.au](https://fundraising.headspace.org.au) to keep up to date with all the fun runs, marathons, or other challenges you can take part in.

## For creative types

- Hold an art exhibition
- Music festival or band night – in person or online
- Movie night at a local cinema
- Crafternoons
- Talent show

## Food, glorious food

- Sausage sizzle
- Bake sale
- Morning or afternoon teas
- Lemonade stand

## Let's get physical

- 10,000 steps per day for a month
- Complete a marathon, triathlon, swimathon (check out [fundraising.headspace.org.au](https://fundraising.headspace.org.au) to see what events are coming up)
- Golf Day
- “headspace round” at your sports club
- Scavenger hunt
- Table tennis tournament
- Surfing, skating or snowboarding competition

## In honour

Ask your friends and family to donate for your birthday, wedding or anniversary gift.

## Online

- Live stream a game session on Twitch or Discord
- Gaming tournament

## Month challenge

Challenge yourself to give something up for a month (such as chocolate) or try something every day for a month (such as meditation or exercise).

## In the workplace

- Mental Health Month event (October)
- Gala dinner
- Raffle or auction
- Company picnic day
- Staff luncheon

## Connect with family & friends

- Trivia/Quiz nights
- Garage sale
- Karaoke
- Dinner party
- Comedy night

## School

- Casual clothes/mufti day
- Fete
- School dance or disco
- Talent show
- Sausage sizzle
- Walk-a-thon
- Raffle

## As a business

Many businesses choose to raise money for headspace by donating a percentage of profits from sales, rounding up items at their POS or having a cash tin.

## Do something extreme!

- Head or beard shave
- Dye your hair a fun colour (we like **green**)
- Take part in an endurance event – ride, walk, swim, or crawl an extreme distance. Check with your parents or caregivers first!

# planning your fundraiser



**Planning a successful fundraising event doesn't need to be difficult. With a little organisation and some know-how, you'll be well on your way.**

Here are some things to consider as you're starting to plan. Remember, you will need to have your fundraising activity approved by headspace before you begin.

## Choosing an activity

There are so many exciting and achievable things you could do to raise funds and you may already have a great idea! We have provided some ideas on [page 9](#) if you need some inspiration.



## Where and when

Think about whether you need to book a venue or get permission from school, work or your local council to run your fundraiser. Lock in your date as soon as you can, and ensure you have enough time to plan and to tell your supporters about it.

## How

Think about how you are going to make this happen. You will need to set a fundraising target and budget for your event – think about how much money you want to raise and make sure you will be able to cover your costs before your donation to headspace.

Develop your budget for your activity and make a list of all the things you're going to need (for example venue hire, catering, promotional materials).

## Who

Who will be your main supporters for your fundraiser? List all the people you want to support you and who can help spread the word. Think about your local community too. Could you get local businesses to support you or even display your posters? You'll want to keep your supporters updated in the lead up to your event so include this in your timeline. Remember to thank them when they support you!

# fundraising tools and tips

**When you're just starting out on your fundraising journey, it can be hard to know how to make the most of your efforts.**

Thankfully, there are many excellent tools out there to help you promote your fundraiser and manage donations.



## Fundraising online

You can create and personalise your online fundraising page via the headspace website [fundraising.headspace.org.au](https://fundraising.headspace.org.au).

You can easily share the link with your supporters. Funds will be transferred to headspace directly, and your supporters will instantly receive a receipt for their donation (when donating to headspace all donations over \$2 are tax deductible).

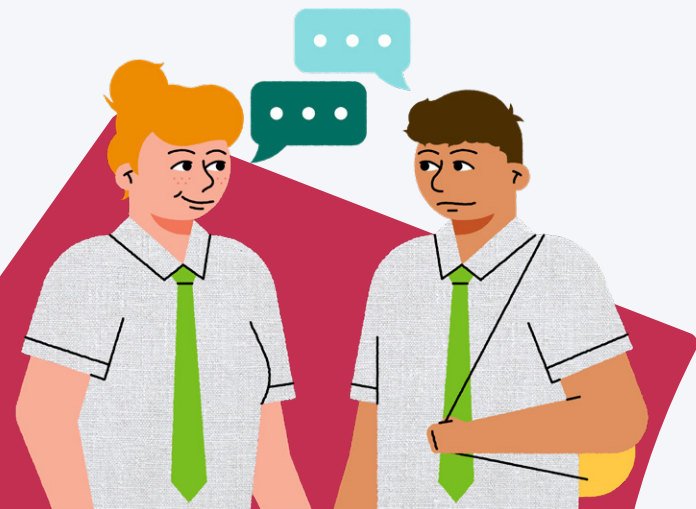
## Top tips for a successful fundraiser

- Show your supporters you are serious about fundraising by making the first donation
- Share your fundraiser with your family, friends, and colleagues. Ask them to share as well to help you increase your reach
- Share your story and your “why” on social media (don’t forget to include the link to donate!)
- Let people know what their donation will support – see some ideas of how your support will make a difference in the next box
- Update your supporters on the progress of your fundraising goal – this may encourage more people to donate
- Say “Thank You”! This is simple, but so important to show your gratitude. Post an update and tag supporters or post directly on their page (don’t forget to include links too so others can donate).

## How your support makes a difference

Not sure what to say? Explore some examples you can use that explain what headspace does:

- headspace is the National Youth Mental Health Foundation, dedicated to improving the mental health and wellbeing of young Australians
- headspace provides services to young people and their support networks that enable them to improve their wellbeing in four areas (mental health, physical and sexual health, alcohol and other drugs, and work and study)
- headspace needs our help to reduce the stigma of mental illness, reach more young people and encourage them to seek help early
- Find out more about [how your support makes a difference](#).



# using the headspace logo

**Once your fundraising event is approved by our team, you will be authorised to use the headspace supporter logo on any promotional material.**

However, use of our logo must comply with our brand guidelines, so our marketing team will need to approve any promotional items prior to publication.

Email us at [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au) to obtain approval. Please note, this process can take up to five business days.

If you have any questions or queries our team are happy to assist – please get in touch.



# fundraising guidelines

**Fundraising can be incredibly rewarding. It can also be very enjoyable – after all, you can't spell fundraising without 'fun'! However, before you get started there are some legal requirements you need to know.**

## The legal requirements

To meet legal requirements, you will need to register your fundraiser with headspace. You will need to complete an [application to fundraise form](#). After which, we'll supply you with an approval form.

We'll get back to you quickly, so please don't start fundraising until you receive it. It's a legal requirement that we provide you with authority to fundraise before you begin.

Fundraising guidelines vary state-to-state, so you'll also need to read the guidelines most relevant to your situation. You can find a link to each state and territory's guidelines in the application to fundraise form in the link above.

## Your responsibilities

As the fundraiser, you're responsible for the planning and management of the activities, events, finances, prizes, ticket sales, and services required to run your fundraiser.

You're solely responsible to acquire all permits, licences and insurance for your fundraising activity. [Click here to read the fundraising guidelines for your state or territory](#). If you're not sure what you need, don't stress. You can reach out to headspace's fundraising team for help.

You can also refer to the [frequently asked questions \(FAQs\)](#) in this toolkit and the fundraising guidelines if you need any more information.

How headspace can help you:

- headspace may be able to help your fundraising activity with headspace merchandise
- requests for headspace staff to attend fundraising activities will be subject to availability and decided on a case-by-case basis
- our fundraising team is available to help you with any advice. Please don't hesitate to email us at [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au), or give us a call on 03 9027 0100.

## Permits and licences

Some fundraising activities, including raffles, require a permit or licence under some state or territory laws.

To see if your activity needs a permit or licence, please contact the relevant fundraising authority in your state or territory:

### Australian Capital Territory

[ACT Office of Regulatory Services and Gambling](#)

### New South Wales

[NSW Fair Trading](#)

### Northern Territory

[Office of Consumer and Business Services](#)

### Queensland

[Office of Fair Trading](#)

### South Australia

[Office of Consumer and Business Services](#)

### Tasmania

[Office of Consumer Affairs and Fair Trading](#)

### Victoria

[Consumer Affairs Victoria](#)

### Western Australia

[Department of Commerce](#)



# wrapping up your fundraiser and depositing your funds

**Once you have completed your fundraising and you need to deposit funds to headspace, you can do so using the following methods**

## **Direct transfer**

Make a direct transfer using the following details:

**Bank:** ANZ

**Account name:** headspace National Youth Mental Health Foundation

**BSB:** 013 006

**Account number:** 439 102 847

**Description:** Insert the name of individual/workplace/school/community group

## **Remittance:**

Email [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au) with your transfer details so we can issue a tax deductible receipt.

## **Online**

If you're using a credit or debit card, you can transfer funds to us using our [secure online donation portal](#).

## **Cheque**

You can send a cheque to the address below. Please contact us at [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au) with your details, so we can issue a tax deductible receipt.

Attention: Fundraising  
headspace Level 2, South Tower  
485 La Trobe Street  
Melbourne VIC 3000

Remember, if you're using an online giving platform, all donations will be transferred directly to us, so you don't have to worry about sending anything through.



# saying thank you

## Don't forget to thank your supporters who donated

Saying thank you will let your donors know that you received their donation, and that you appreciate their support. You could give them a shout out on social media and share some photos of your fundraising event.

You might like to email or write a letter of thanks to your biggest supporters, especially businesses who have donated time, money or goods. In case you're stuck for words, here's an example of what you could say:

*Dear XX*

*Thank you for supporting my recent (insert details) fundraiser for headspace. I am so grateful for your donation of (insert amount, goods or other), which contributed to my successful fundraising event. headspace provides mental health and wellbeing support, information and services to young people aged 12-25 and their families. At any one time, 1 in 3 young people are experiencing high to very high psychological distress and your support will help provide early intervention and professional help when young Australians need it most.*

*You can find out more information about headspace on their website [www.headspace.org.au](http://www.headspace.org.au) or follow them on [facebook.com/headspaceAustralia](https://facebook.com/headspaceAustralia).*

*Thank you again for your generous support.*

*Sincerely,*

*xx*



# frequently asked questions

## Can you fundraise for your local headspace centre instead of headspace National?

Yes. If you would like to raise funds for your [local headspace centre](#), please contact them directly.

## Can you simply make a donation instead of fundraising?

Yes, you can donate to headspace using our [secure online portal](#). Every dollar helps us reach more young people and all donations over \$2 are tax deductible. You can find details on how to make a donation to headspace on [page 14](#).

## Do you have to tell headspace about your fundraising, or can you just donate the money raised?

It's a legal requirement that everyone fundraising needs to obtain authority to fundraise from their nominated charity. Simply send us your completed [headspace application form](#) or contact us at [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au).

*Please note: headspace reserves the right to reject any fundraising activity or donation that does not align with our values.*

## Can you use the headspace logo on your fundraising event?

Yes. headspace will provide you with our supporter logo for you to use to promote your event. Please [contact us by email to register your fundraiser](#) and we can provide this for you. Any events using our logo must have approval from our fundraising team.

## Can someone from headspace make a presentation at your fundraising event?

Requests for headspace staff to attend fundraising events are decided on a case-by-case basis. The headspace fundraising team is available to answer any questions you have regarding your event and offer advice and encouragement.

## Will headspace provide insurance for your event?

No. headspace will not be able to provide public liability insurance for your fundraising activity. It's up to you to decide whether you need insurance to cover your fundraising event to protect yourself and your supporters. We suggest you hold your event at a venue that's already covered by public liability insurance.

## Do you need a gaming license to hold a raffle of competitions?

That depends on the state or territory you're holding a raffle in – each state and territory has laws relating to fundraising activity. It's your responsibility to understand these laws and make sure your fundraiser is following your state/territory's legislation. You can find links to each state's fundraising authority on [page 13](#).

## Are donations to your event tax deductible?

Donations are tax deductible when:

- A donor receives nothing in return for their donations. For example, donations made on our fundraising page
- The donation is more than \$2.

Donations are not tax deductible when a donor receives a benefit from their donations. For example, raffle tickets, event tickets, items or food. If you would like to find out more information about tax deductible donations, please contact us or visit the [Australian Charities and Not-for-profits Commission \(ACNC\) website](#).

**We are thrilled that you have chosen to fundraise for headspace!**

**We wish you all the very best, and if you need any help along the way, don't hesitate to contact us.**






# Thank you for fundraising for headspace!

**Your fundraising has the power to make a huge difference to young Australians seeking support for their mental health and wellbeing.**

## Contact Us

If you have any questions about fundraising for headspace, please get in touch [fundraising@headspace.org.au](mailto:fundraising@headspace.org.au)

 [fundraising.headspace.org.au](https://fundraising.headspace.org.au)

