



**Black Dog
Institute**

Fundraising Tool Kit

Everything you will need to start
fundraising for Team Black Dog



www.blackdoginstitute.org.au



**Black Dog
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Welcome!

THANK YOU for choosing to support Black Dog Institute. Your dedication to our cause really means a lot to us!

Black Dog Institute is a non-profit organisation dedicated to improving the lives of people affected by depression, bipolar disorder and suicide. Combining experience in clinical management with cutting edge research and evidence-based education and training, Black Dog rapidly translates quality research into life-saving clinical practice and public health policy.

One in five Australians will experience a mental illness in their lifetime, the most common being depression, but less than 50% seek professional help - often with tragic consequences.

Team Black Dog is a community movement that aims to raise awareness and funds for Black Dog Institute. Team Black Dog helps us provide accessible tools to people in need, so they can live life to the fullest.

Everyone is welcome to join Team Black Dog and to start raising funds and awareness through their own social networks. It is not just about raising money, in fact you can still get involved and make a difference by influencing others to fundraise and by **spreading the word about the work we do** and by helping to **reduce the stigma** associated with depression and mood disorders.

By joining Team Black Dog you are helping us help others.

The awareness and funds you raise is really important and will help us:

- Undertake cutting edge research
- Expand our clinical services
- Deliver community education and awareness programs across Australia
- Provide youth education programs to schools, counselors and teaching staff
- Enable health professionals with the latest education and training to use in practice.

No matter what your idea or how much you want to raise you can get involved today and make a real difference – it's easier than you think!

This toolkit is all about getting you started and making you feel supported in organising a fundraising event for the Black Dog Institute. It outlines what you will need to know to make your event a huge success!

Warm regards

Team Black Dog



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How can I help Black Dog?

As a Team Black Dog member your support and fundraising efforts are contributing to helping improve the lives of people impacted by mood disorders either personally or the people around them.

Each year, millions of Australians are affected by depression and bipolar disorder.

Team Black Dog is the Fundraising community of Black Dog Institute. It is a passionate community raising funds and awareness of the work Black Dog Institute does in the area of mood disorders through the power of influence.

We exist to break down the barriers associated with mood disorder. We want to show people who suffer that they are not alone and, that together, as a community we can help reduce mental health problems.

Why are Supporters important?

Supporters have the capacity to impact attitudes and behaviours as well as:

- Raise valuable funds for the Institute
- Increase awareness of depression and bipolar disorder
- reduce stigma in the community associated with mood disorders
- encourage help seeking behaviour

How can I show my support?

Whether you or someone in the community wants to support the Institute, you can help Black Dog by:

- Making a donation - visit www.teamblackdog.org.au
- Becoming a fundraiser – join a challenge event or start your own event
- Becoming a Volunteer
- Becoming a fan on facebook or follow us on twitter



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Key Messages

(These messages can be used in your communication to your networks and social media)

What does the Black Dog Institute do?

The Black Dog Institute is a not for profit organisation dedicated to improving the lives of people affected by mood disorders through our high quality translational research, our clinical expertise and our education programs.

The Institute's operational model is represented by four interactive streams:

Clinical services: We have a Depression Clinic and Bipolar Disorder Clinic that provide free clinical assessments and comprehensive second-opinion services for those suffering treatment resistant mood disorders. These are dependent upon a referral from a GP or psychiatrist (the Institute does not take over the management of patients).

Research: We undertake research into the clinical nature of depression, bipolar disorder and other related areas.

Education : We provide Professional Education and Training to GP's, psychologists, nurses and allied health professionals, as well as school counsellors and teaching staff to help them recognise, understand and manage mood disorders in their clients.

We also have **Community Education Programs** for the general community, including workplace, youth and rural, to assist in raising awareness and access to mental health information. The Community team embraces the support of Volunteers.

Key Messages

As a representative of the Black Dog Institute, it is important to be familiar with some key messages that are helpful for you to communicate to the public.

Some key messages are:

Mood disorders will affect approximately 1 in 7 Australians.

- Less than 50% will seek professional help.
- You can tackle depression! With the right support, depression and bipolar disorder can be managed.
- Suicide is the highest cause of death in men under the age of 44, more than skin cancer, more than the national road toll.
- The Institute believes everyone deserves peace of mind.
- We need to destigmatise the issue of depression and talk about it as a community. There is no shame. Men in particular must accept that it is OK to say you don't feel OK. Seek help, be helped, have hope!
- Depression is an illness. Just as you would seek help if you experienced signs of cancer, or diabetes, you should do the same for depression. Don't suffer with it for longer than you have to.
- If you are concerned about someone, don't be afraid to start a conversation with them and offer your support.
- Seek help. Have Hope
- To find out information about depression and bipolar disorder, visit the Black Dog Institute website: www.blackdoginstitute.org.au



Some Facts and Stats about Mood Disorders

Prevalence

- 1 in 5 Australians will experience a mental illness in a 12 month period
- 1 in 7 Australians will experience depression in their lifetime
- 1 in 33 Australians will experience Bipolar Disorder in their lifetime

Men

- 1 in 10 males will experience depression in their lifetime
- Men are at greater risk of their depression going unrecognised and untreated when compared to women.
- Men commonly manage their symptoms by using alcohol and other drugs which often make their symptoms worse.

Women

- 1 in 6 women will experience depression in their lifetime
- Approximately 1 in 7 women will experience Post Natal Depression

Suicide

- Untreated depression is a major risk for suicide.
- More people die from suicide in Australia than on our roads

How do I respond to someone seeking help?

In discussions, you may inspire people to open up to you about some concerns they may have about themselves. The best response is to:

- Listen
- Validate their concerns
- Encourage the person to seek professional support, a good place to start is the GP
- Find out about getting a referral to the Black Dog Institute and other supportive resources on the website

It is important as a protection against risk for both you and the person to maintain professional boundaries.

DO NOT:

- Do not provide advice or personal opinion regarding diagnosis or treatment of depression or bipolar disorder
- Do not offer personal advice on medication
- Do not offer advice like “you’ll be right”, or “cheer up”



Getting started with my fundraising

So, how do I get started?

- Whether you are in a **school, workplace or community** you can read some of the ideas below or visit us online at www.blackdoginstitute.org.au and start thinking about how you might like to fundraise or support Team Black Dog.
- Choose to either 1. **create your own event (ask about our event guidelines)**
2. **join an existing event** 3. **make a donation** to one of our community fundraisers, give in memory, give to celebrate or become a regular giver or 4. **help us spread the word** about the work we do as a social advocate.
- If you choose to **join an existing** event such as a fun run or marathon, set up your online fundraising page through **Everyday Hero** or **GoFundraise**, our preferred fundraising platforms. Start collecting donations by sharing your personalised web page with friends and family. We will be in touch once you register to see what support you may need and to welcome you to the team.
- **Start planning your fundraising activity.** Set yourself a dollar target, ask for donations, arrange the logistics of your event, and don't forget to promote through all your social networks both online and offline. Bank all the funds raised and provide receipts where necessary.
- **HAVE FUN!!**

You can always contact the Team Black Dog Community Fundraising team for more information at fundraising@blackdog.org.au

Here are a few ideas to get you started....

BBQ for friends and family	Trivia night
Cake Bake	Poker game
Footy tipping competition	Charity ball
Jelly bean guessing competition	Birthday party with donations instead of gifts
Cheese and wine tasting night	Clothes sale
Movie night	Collection tins
Black Dog merchandise sales	Sausage sizzle



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Fundraising Tips

We want to support you as much as we can in reaching your fundraising target.
Below are just a few helpful tips.

Let the online community know what you are doing

1. Personalise Your Page

Upload your own photograph on your Everyday Hero or GoFundraise page, or even better, a video showing you in action. In your webpage entry, try to tell a story. Explain why you are trying to raise money, specific uses the money can be put to, and why you are personally moved to support Black Dog, even if its in conversation.

2. The first email and the first donation

Send your first email to your most generous supporters, before asking others to donate, to encourage a high value first donation. Or you may want to consider making the first donation yourself. Talk about the cause and about the challenge itself!

Sample Email Message:

*Dear friends & family,
Did you know that 1 in 7 Australians have experienced depression?
That's millions of people, yet there is still so much we need to know
about why it happens and how we can stop it.*

*I'm taking part in XXX and am raising money for Black Dog
Institute, a cause that is close to my heart. In support of my efforts,
I would welcome any contribution, great or small that you could
make. Please visit my Fundraising Page: (www. insert your
fundraising web page). All donations to this site are electronically
wired to Black Dog Institute and an automatic receipt is emailed to
you immediately. Help me make a difference by making a small
donation - Every small amount helps. Thank you for your support*

3. Share your fundraising page through Facebook or Twitter

(You can do this using the icons on your page). Update your status, upload and tag pics of yourself, send personal messages to your friends, and don't forget to say thanks, a lot! Also make sure you've 'Liked' the Black Dog Institute and the event Facebook pages.

4. Change your email signature

Consider changing your email signature at work and/or at home to add a line at the bottom that includes the web address of your fundraising page.

5. Matched Giving Schemes

Approach the boss and ask if they run a 'matched giving scheme' whereby they match their employees' charitable contributions.

6. Email updates on your progress

Let supporters know how much you have raised so far and what a donation will buy for a charity.

7. Ask to be on your company's website

See if your company would be prepared to add your site to its public website or company intranet. Many companies like to promote the charitable and public-spirited efforts of their staff.

8. Be Creative

- Why not try a Non-uniform or dress down day for a gold coin donation?
- Host a Coffee and Cake Morning for a donation
- or how about leaving a collecting tin at reception?
- Hold a work-sporting event on a Friday such as a mini golf tournament, Hula hoop challenge, a lunch time Olympics or pedometer challenge
- Put poster ups around your community and promote your challenge vv Host a trivia night and charge an entry fee for individual or teams
- Be creative and try a quiz night, dinner party, car boot sale
- or take a doughnut to work and leave a sign saying 'Please take one - leave \$10!'
- Consider yourself bit of a Comedian? Have a comedy night!
- Have a darts fundraising night or a bare foot bowls event

How am I helping the Black Dog Institute?

While one in five Australians will experience a mental illness in their lifetime, less than 50% seek professional help – often with tragic consequences.

The money you raise is really important to us and will allow us to raise awareness and education of mood disorders as well as carry out more research into effective diagnosis, treatment and early intervention of mood disorders.

Thanks again for your support and please email fundraising@blackdog.org.au if you need any assistance with anything!



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HOW TO PROMOTE AND PUBLICISE YOUR EVENT

By promoting your event not only will you greatly increase the number of people who attend your event, but you are helping to reduce the stigma associated with depression and bipolar disorder.

Local Media

Contact local newspapers, radio or TV networks to advertise your event. A media release template is enclosed for you.

Social Media

Facebook, Twitter, Instagram are all fantastic ways of engaging your friends and networks. Share with them what you are doing and why and then update them regularly about your challenge/event.

If you have an online fundraising page such as EverydayDay Hero, GoFundraise or JustGiving include the link within your social media sites.

Posters and flyers

Create and distribute some posters or flyers to your local café, shops, library, school or workplace. A poster template is enclosed for you.

Word of mouth / your local networks

Let your friends and family know and get them to spread the word about your event/challenge. Schools, workplaces or community groups might like to promote your event in their newsletters and websites.

Register to be on the Black Dog calendar

Fill in the below so we can use information about your event on our website

Title of Event _____

Date of Event _____

Describe your event in no more than 100 words. _____

Your website address: _____

Please supply any photos and logos in PDF format. Email them to fundraising@blackdog.org.au

Name of person organizing the Event _____

Daytime contact telephone _____

Email _____

Send this form into: XXXXXX



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Media release

Date

<Suburb> local raising funds to tackle mental health

(Suburb, e.g. Randwick) local (name) is helping to reduce the impact of depression by embarking on a (event, e.g. 2-day cycling challenge) on (date) to raise awareness and funds for the Black Dog Institute.

One in five Australians are affected by mental illness every year, with one of the most common of these being depression. It touches people of all ages and from all walks of life, and places an enormous burden on individuals, families, workplaces and the health system.

According to <your name> the Black Dog Institute has a special significance.

(Paragraph for personal story – How have you been impacted by depression? What is your motivation for supporting BDI)

(Paragraph for event information – Where is the event being held/what time? What does the event involve?)

(Name) aims (to/has raised) \$XXXX to assist the Black Dog Institute

The Black Dog Institute is dedicated to improving the lives of people affected by depression and bipolar disorder through high quality research, clinical expertise and education programs.

To support *(name)* people can donate at *(web address)*

Find out more about the Black Dog at www.blackdoginstitute.org.au

Interviews and images are available. Please contact *(name)* on *(contact number)* or email *(email address)* or Gayle McNaught on g.mcnaught@blackdog.org.au



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Guidelines For Using The Black Dog Institute Logo

- The Black Dog Institute logo is a valuable brand and can only be used with the express permission of the Institute. Use of the logo must be approved in writing by the Black Dog Institute prior to any material being printed, published or produced.
- The logo must always appear on a white background.

Primary Logo Lock-up: Colour, landscape and vertical versions



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Logo Incorrect Usage

Here are a few examples of what not to do:



Do not distort/stretch the logo – it must remain proportional.



Do not angle or give perspective to the logo.



Do not recolour the logo.



Do not reposition the logo components within the lock-up.



Do not use the logo as an outline.



Do not change the size of logo components within the lock-up.



Do not place the logo on a background or an image. Only use the logo on a white background



Do not over-optimize the logo and sacrifice image quality.

Please forward all requests for approval to the Resource Centre, Black Dog Institute, Prince of Wales Hospital, Hospital Road, Randwick, NSW 2028 or email: fundraising@blackdog.org.au