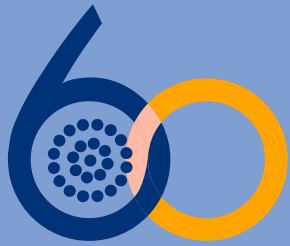


Rays of
HOPE



Lifeline
**CELEBRATING
60 YEARS
OF HOPE**



Your guide to fundraising for
Lifeline's 2023 Giving Day
'Rays of Hope'

Wednesday 1 March • 24 hours only
Celebrating Crisis Supporters

Why fundraise for Lifeline?

So many people across the country are facing enormous challenges. Rising costs of living and energy are putting extraordinary pressures on families. That's on top of everyday stresses—from job losses and relationships ending, to bereavement and struggles with mental health.

Lifeline Australia is a national charity providing all Australians experiencing emotional distress with access to 24 hour crisis support and suicide prevention services.

Lifeline's Crisis Supporters offer hope to people in their darkest moments. With up to 3,700 calls to Lifeline every day and more than eight lives lost daily to suicide, it's never been more crucial that Lifeline provides its life-saving crisis support service.

But our work is only made possible through the support of people and organisations like **yours**.

Your fundraising team's support can help Lifeline ensure more dedicated Crisis Supporters, these special *Rays of Hope*, are ready and supported to continue preventing devastating tragedy in our communities. You can help provide the connection and comfort a person needs to see that no matter how dark the night, there is always a new day ahead.



Your fundraising will support people like Ben who may find themselves at breaking point.



A father of three and ex-army officer, Ben appeared to have it all. But on the inside, he was falling apart.

Ben recalls his first conversation with Lifeline and told us:

“ For the first time in many years, someone cared enough to take the time to listen to my story and to want to help me. I felt like I wasn't alone... And it set in course a chain of events that ended up saving my life. ”

Because of caring people like you, our dedicated Crisis Supporters could be there for Ben when he needed it most.

Fundraising will be a crucial way for you to help give more people like Ben somewhere to turn in their darkest moments.



What is *Rays of Hope*?

Rays of Hope is Lifeline's annual Giving Day. On this one day of the year, every donation received is matched, thanks to the wonderful support of community members and corporate partners.

This is a chance like no other to inspire others with your compassion!

By becoming a fundraiser, you or your organisation can maximise your impact by creating a team and getting your colleagues, friends and family involved. How wonderful to be able to tell people their donation will be **MATCHED**.

You can keep it simple by requesting donations from your work colleagues, friends or family or go big and do something as a team to mark the occasion. We've got plenty ideas for you or you could think up your own! The options are endless... From fun workplace activities or bake sales to getting together with friends for a night in.

Rays of Hope is all about coming together as a community for one crucial day. No matter how you decide to raise funds, every dollar will help ensure more Crisis Supporters are ready to help when a person needs someone to talk to in their most difficult moments.

It's easy to set up your fundraiser!

Create your fundraiser today. It takes less than a minute to get started!

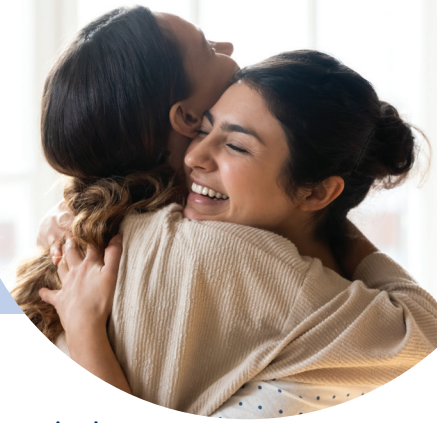
Follow these easy steps:

- 1 Visit www.lifeline.org.au/raysofhope/teams to create your very own 'Team' fundraising page. Here you can share how you or your organisation will be supporting Lifeline's *Rays of Hope* Giving Day.
- 2 To create your own team, scroll down until you see the Teams leaderboard and click 'Register/Log In'. Enter your details in the fields available and you will receive your own unique fundraising link to share with your friends or colleagues.
- 3 Pick a fundraising activity that interests you or your workplace OR keep it simple and just ask your friends and family to donate to your fundraising page.
- 4 Start fundraising! Share your page far and wide with your friends, family and colleagues.
- 5 Need some extra help to share your message? **Download our resource pack** to get you on your way.



Need some fundraising ideas?

Here are some fundraising ideas to help get you started. You can come up with your own idea as well!



For your workplace



Hold the Great Office Bake-Off – You could have a morning tea, bake sale, cupcake day, barbeque, or picnic lunch. Everyone can bake a dish or bring a plate and make a donation to get involved.



Dress up day for a donation – You could wear your favourite sports team colours, pyjamas or trackies, or maybe just casual clothes to work.



60 for 60 – Host a 60 minute guided yoga session in celebration of our 60th Anniversary. Charge a small entry fee and enjoy some workplace zen!



Office Dog Day – Bring a pet or several pets into the office for a good cause. Walk your pup around the office for pats and donations or host a best dressed pet competition – entry fee required!



Office Trivia – Get the team together at the office or on a video call and host a trivia afternoon for a donation.

For your besties



Hold a night in – Everyone can get involved and bring their beverage of choice and cheese or pizza! Simply ask your friends to donate what they might spend on a night out.



Host a board games night – Ask your friends and family to come over for a fun night filled with games and laughs and to bring a donation.



Go golfing for a good cause – If you love to putt around the greens, ask some friends to join you and to bring along a donation. Invite the entire gang and make a day of it. It's all for a good cause!

For yourself



Try a fun run, walk, ride or swim – Get active and do a daily run, walk, or other activity. Ask people to sponsor your efforts with a donation to keep you moving and motivated. Or pack it into the one day, for *Rays of Hope*, where you could run a marathon, or ride your bike all day to help raise funds to be matched!



Be bold and shave or dye your hair – Go a bright colour to raise awareness and ask for donations at the same time. Or you could shave your head, or maybe your beard. Anything to help raise awareness and funds for a great cause!



Quit something outrageous – Say goodbye to coffee, a glass of wine after work, Netflix, or sugary snacks. You could quit something for a week or month (or for good!) and ask people to support you while you do it.

Tips to share your fundraiser far and wide!

Once you've set up your online fundraising page, it's easy to send the URL to people who might like to donate.



Here are some ways you can share your fundraising page:

- 1 Send texts or emails to your friends, co-workers and loved ones.
- 2 Use social media. Write a Facebook, Instagram, or LinkedIn post to share with your network. Remember to connect it to your fundraising page. We've even got some images ready you can share across your socials.
- 3 Create an event on Facebook and invite people to attend. (This works even if it isn't a physical event; use this invite to simply share details about your online fundraising page.)
- 4 Make sure you thank each person who donates – show them they've done something incredible!
- 5 Celebrate your success by sharing your final tally. You may even encourage others to get on board as fundraisers next time when they see your fundraising success!

We've also designed a suite of resources you can use in your social media posts or through your email's. [Click here to download the resource pack.](#)

Thanks for joining us for *Rays of Hope*. Lifeline's life-saving crisis support is made possible thanks to the generosity of people like you!

