



Ultimate **FUN**draising Guide

Keen to help Gotcha4Life build a mentally fit, suicide-free future where no one worries alone?

Here's everything you need to know about planning and executing a successful fundraising activity to equip more people in the community with the skills to live a mentally fit life.

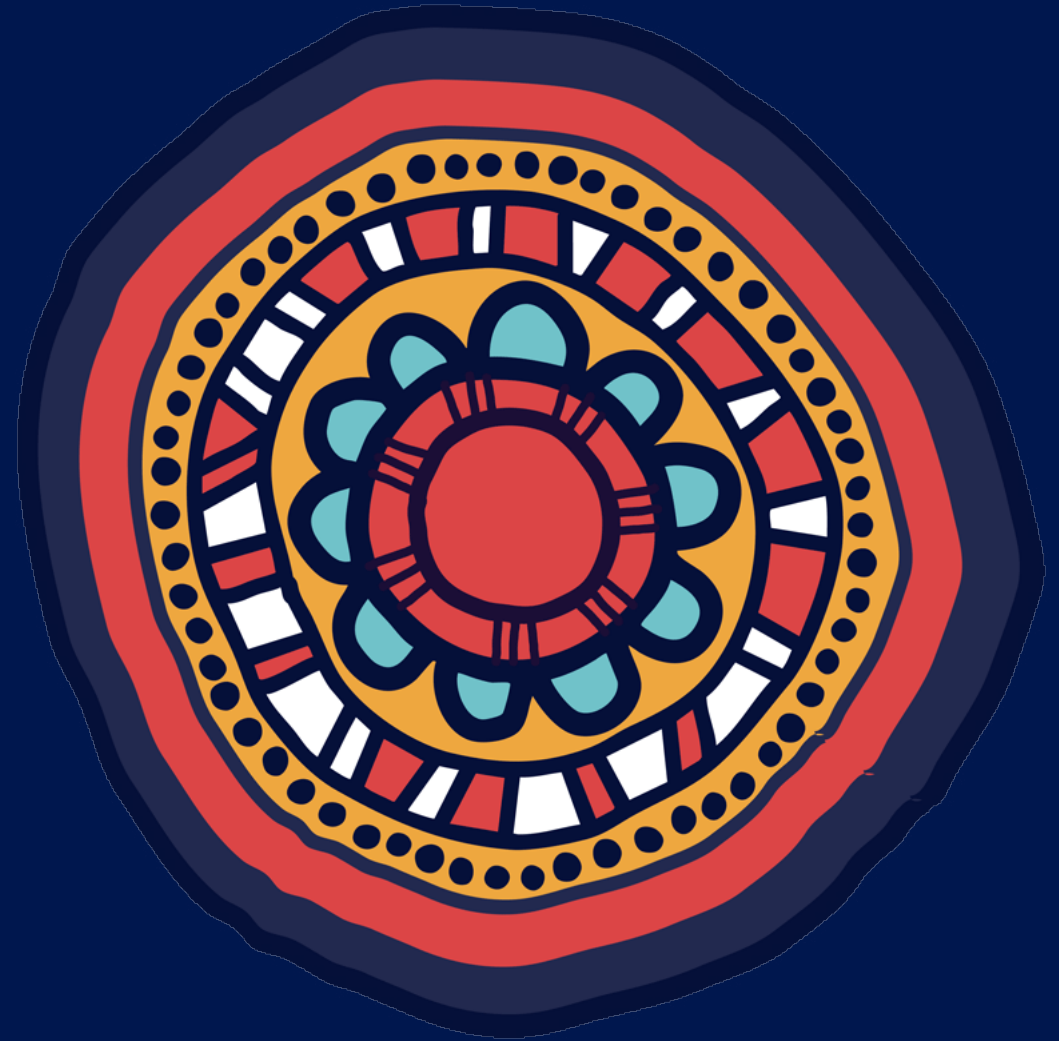
Content in this Fundraising Guide covers topics related to mental health, including suicide which can be confronting and distressing. Please consider your needs when reading.



Acknowledgement of Country

Gotcha4Life acknowledges the Traditional Custodians of the land on which we live, work, and connect. We honour the strength and resilience of First Nations peoples and their profound practices in community care and healing.

Guided by the wisdom of Australia's First Peoples, we strive to build culturally respectful Mental Fitness frameworks that foster strong, connected communities. We pay our respects to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander people.



Welcome to the Gotcha4Life family

Thank you for choosing us – it means a lot!

Gotcha4Life is a health promotion charity focussed on suicide prevention. It was founded by Gus and Vicky Worland in 2017 after the tragic and sudden loss of a dear friend and mentor. Their passion and mission is to inspire and enable all Australians to take action to build their mental fitness so that no one worries alone and considers ending their life.



3000+

Australians lose their life to suicide each year



That's
7 men
2 women
each day



3.3 Million

Australians have had serious thoughts about taking their own life



Our goal

Work towards zero deaths by suicide

We take a **non-clinical but evidence-based approach** which equips people with the skills to reach out, speak up and connect so they don't worry alone through life's ups and downs. Along with our program partners, we develop and deliver workshops, training, tools and online resources based on **3 protective factors** to help build emotional agility and flexibility (emotional muscles); strengthen social connection and belonging, and encourage help-seeking behaviour in individuals, families and communities.

80,000

people have visited the Mental Fitness Gym

500,000

people building their mental fitness since 2017

83% of participants said they were positively impacted by one of our programs

93% of participants provide support to someone in need



We are here to help throughout your journey – just email us at fundraising@gotcha4life.org

Why support?

By giving up your time to fundraise for Gotcha4Life, you help us get into more schools, clubs and the wider community to share the mental fitness building skills people need to be equipped to live, to be equipped for life. Skills that ensure they never have to worry alone and think about ending their life.



"We've got to stay connected. I did a workshop where we were asked to send an SMS telling someone 'I love you, I miss you, I'll see you soon'.

I hadn't spoken to my best mate in over a year. I sent my SMS. We spent a Saturday together, we surfed, went for lunch, and rekindled our relationship. My message to other blokes is simple. Everyone is in the same boat. So many blokes don't realise that, because they don't talk about it. Someone else has gone through this, someone else knows what you're feeling. Talk to them about it. I'm here because of Gotcha4Life. They changed my life. They saved it."

– Gotcha4Life Workshop Participant

\$50

Funds

a person to attend a transformative, inspirational mental fitness workshop.

\$250

Helps

ensure that the Mental Fitness Gym remains free and accessible for all.

\$500

Supports

the development of vital mental fitness resources and tools for primary school students.

\$1,500

Enables

an entire classroom of students to experience a mental fitness workshop.



"I really think that what and how you are doing is not only excellent but such a great way to help me and others in struggling with and trying to improve mental fitness. Thank you so much for educating and helping me with my own issues. It is done in such a practical, but relatable way with no judgment..."

– Gotcha4Life Mental Fitness Gym Member

Fundraise your way. Be inspired by some of Gotcha4Life's Community Fundraising Champs.

Support Gotcha4Life's own campaigns

Start a team and row the distance for a mentally fit future in the [Gotcha4Life 24 Hour Row](#).



Join a 3rd party event

A fun run, triathlon or marathon like City2Surf. For more information, click [here](#).



Hold an event

Come together for an entertaining gala dinner, a long lunch or a Golf Day, with raffles and auctions all for a good cause.



Get active and connect through sport

Unite friends and communities through any team sport, or a physical endurance challenge like cycling, running or swimming against yourself.

Fundraise your way. Be inspired by some of Gotcha4Life's Community Fundraising Champs. (continued)

Host a Mental Fitness Round

Turn a regular match day into an inspiring community event that champions mental fitness for our players, staff and supporters. For more information, click [here](#).



Businesses

Donate a percentage of profits from sales, rounding up items at the cash register or having a cash tin.



Host a GotchaDonut Day

Or any bake sale at your school, office or home. For more information, click [here](#).



Workplace dollar matching

Many workplaces match employee donations – doubling your impact. To find out more, click [here](#).



Steps 4 Success

1. Choose how you will fundraise

If relevant, choose a month, a date for your event/challenge.

2. Register your fundraiser with us

Register your event [here](#) so Gotcha4Life can review and approve your fundraising request. If this is approved, you will be sent an authority to fundraise via email which will allow you to conduct fundraising on behalf of Gotcha4Life.



Tip: save this [link](#) as a shortcut on your phone for easy copy and paste later on, as well as your login details on your phone so you don't forget.

3. Personalise your fundraising page

Share your reason for wanting to fundraise and add a profile photo to your fundraising page. This will make your page more authentic and help donors feel connected to your cause by knowing they're supporting. Here is an example:

"I am fundraising for Gotcha4Life to help them build a mentally fit future. My goal is to support the expansion of their programs and workshops into schools and the wider community. I want to make a positive impact to ensure no one ever worries alone and considers ending their life. I want to help create a world where people of all ages are equipped with the skills to strengthen their emotional muscles, connect better with others, and seek help during life's ups and downs."

4. Set a fundraising goal

Be bold with your goal and let people know what it is to encourage donors to be more generous. Once registered and all set up, we'll let you know when you reach 50%, 80%, 100% of your fundraising goal. When you get close to 80%, consider increasing your goal.

5. Be your first donation

Lead by example and kick off your fundraising with a donation to yourself. Showing your commitment can inspire others to get on board and support your efforts. Those who self donate tend to raise more than those that don't.

6. Spread the word and invite people to join

Reach out to everyone you know. Share your fundraising page link with family, friends, and workmates on your socials and via email and watch your support grow. Set up a Facebook page.

Social media tips:

tag us @gotcha4life, @gusworland  and @gusworlandofficial  so that we can help with the promotion. Include hashtags #gotcha4life, #mentalfitness



Steps 4 Success (continued)

7. Involve your community

Invite your local MP, council, businesses, clubs and gyms to donate or support your team on the day of your event. Here is a [letter](#) to garner support from your local businesses.

8. Involve your employer - dollar matching

Ask your employer if they're able to support you by matching every dollar you raise. It's an easy way for work to help you achieve your goal faster. For more information, click [here](#).

9. Share your why

Share your motivation and why you've chosen to fundraise for Gotcha4Life from step 1, in your socials. Don't forget to include the donate link!

10. Thank your donors

Take time to thank your donors and show how much their support means to you. Our fundraising platform allows you to do this each time a donation is made. Post an update and make sure to tag them or post directly on their page (include a donate link so others can donate).

11. Keep your supporters updated

Keep the momentum going by sharing regular progress updates of your fundraising goal with your network. This may encourage more people to donate.

12. Have fun and keep asking

Stay energised, have fun and keep reminding people! Persistence pays off, so keep pushing towards your fundraising goal.

13. Capture the moment

Take photos and videos during your event. Share them with us via email fundraising@gotcha4life.org and tag us at @gotcha4life. But don't forget to get permission from everyone to share with Gotcha4Life for our socials and website.

14. Wrap it up

If you collected cash as part of your fundraiser, you can bank it straight onto your online fundraising page (using your debit or credit card) or deposit it into our bank account.

Account Name:

Gotcha4Life Foundation

BSB: 032-102

Account Number: 135-893

Don't forget to include the name of the **Fundraising Campaign** and your details (if you'd like a receipt) as reference for the transaction. Remember, all net proceeds must be transferred to Gotcha4Life **within 14 days of the conclusion of your fundraising campaign.**

Email us at fundraising@gotcha4life.org if you have any questions.

What is the right language to use?

If you choose to communicate about sensitive topics such as suicide in your fundraising, there are some things you should know.

Avoid saying 'committed suicide' or 'attempted to commit suicide'. This stigmatising language comes from a time when suicide was treated as a crime. Avoid referring to suicide attempts as 'successful or unsuccessful', as this can present suicide as a desirable outcome.

Instead, say 'died by suicide', 'took their own life, or 'attempted to take their life'.

Click [here](#) to learn more.



We can assist with...

Event Promotion

We can help you promote your event through our Facebook and Instagram stories. Other promotional ideas can be considered once we know the details of the event. We have a range of resources that may complement your event. Please ensure you tag @gotcha4life, @gusworland and @gusworlandofficial in all your social awareness campaign so that we can share.

Gotcha4Life Assets

Once your fundraising event is approved by our team, you will be authorised to use the Gotcha4Life 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 communications/marketing prior to publication. Email us at fundraising@gotcha4life.org to receive our brand guidelines, ask questions or to obtain approval. Please note, this process can take up to five business days.

Gotcha4Life Merch

There is a range of t-shirts, caps, hoodies, water bottles, that you may wish to use/sell as well. Shop here: gotcha4life.org/merch

Gotcha4Life Representation

We do not have Gotcha4Life volunteers at the present time (although working on it) and we have limited availability and capacity to attend due to our team being very small.

Fundraising Event Costs

Please note, Gotcha4Life is not liable for any cost associated with running your event. We can however, help with a [letter](#) to use with local businesses so you can drum up support for things like food, donations, etc.



The Fine Print

For full fundraising terms, please click [here](#).

Tax-deductible donations: All donations over \$2 are eligible for a tax-deductible receipt. Please note that the following cannot be issued with a tax-deductible receipt:

- purchase of a good or service related to a Gotcha4Life fundraiser
- purchase of raffle tickets
- purchase of an auction item
- goods or services donated for a fundraising event or activity
- sponsorship invoices
- monies received and or/donated on behalf of others.

Remember, everyone who donates to your online fundraising page is automatically issued with a tax-deductible receipt.

Financial Logistics

Gotcha4Life can issue invoices to individuals or companies. Donation invoices are fully tax deductible. Sponsorships are not, as benefits (e.g. event tickets) are received. Gotcha4Life cannot accept event funds and then pay event-related costs from them. Bank account verification can be provided if needed. For any financial or tax-related questions, especially around deductibility, we recommend speaking with your accountant.

Fundraising guidelines vary by state, so you'll need to read the guidelines in the links below.

Australian Capital Territory

ACT Office of Regulatory Services
accesscanberra.act.gov.au

New South Wales

NSW Fair Trading
fairtrading.nsw.gov.au

Northern Territory

Office of Consumer and Business Services
consumeraffairs.nt.gov.au

Queensland

Office of Fair Trading
fairtrading.qld.gov.au

South Australia

Office of Consumer and Business Services
cbs.sa.gov.au

Tasmania

Consumer, Building and Occupational Services
cbos.tas.gov.au/topics/clubs-fundraising

Victoria

Consumer Affairs Victoria
consumer.vic.gov.au/

Western Australia

Department of Commerce
commerce.wa.gov.au

'Third party' permits

You may be required to obtain permits for your event or fundraising activities. Check with your relevant authority and local council to ensure that you have all permits needed to serve food, alcohol, hold an event in public, and conduct all fundraising activities for your event.

Insurance

You may be required to obtain public liability insurance for your fundraising event or activity. Unfortunately, Gotcha4Life cannot provide insurance or advice on it. For more details, please refer to the Insurance section of our [Fundraising Terms and Conditions](#).



Tip: depending on what type of coverage they have, your local venue may be able to put you under their public liability insurance policy.

Frequently Asked Questions

We are so grateful that you have chosen to fundraise for Gotcha4Life!

Q. How do I register my fundraiser?

A. You can register anytime you like by clicking the 'Start Fundraising' button. Once registered, you'll receive an email with your authority to fundraise letter and a link to your online fundraising page.

Q. Why do I need to register?

A. So we can provide you help and guidance as and when you need it. Once you register, you'll get access to our resources to help you run a successful fundraiser. You'll also get a letter which authorises you to fundraise on our behalf which you may need to show donors, sponsors and other event organisers.

Please note: Gotcha4Life reserves the right to reject any fundraising activity or donation that does not align with our values.

Q. What support and help can I expect from Gotcha4Life?

A. Our dedicated team is here to help you plan, organise and have the best time at your event. However, we cannot actually undertake tasks for you. If you have any questions or need help, please email our Community Fundraising team at fundraising@gotcha4life.org.

Q. Where does my fundraising money go?

A. We lose 9 Australians a day to suicide. The funds you raise help develop and deliver life-changing programs and resources. You can find out more about what your fundraising makes happen [here](#). Together, we can equip people to live.

Q. Do you have any tips on how to increase my fundraising dollars?

A. We have compiled some great tips to help you maximise your fundraising dollars. Check them out [here](#).

Q. How do I find my URL for my online fundraising page?

A. Log in [here](#), and you will be directed to your online fundraising page. You can then copy the link of your page by clicking on the paper clip symbol under "Share Your Page" or by copying your URL from your browser.

Q. How do I upload photos to my page?

A. You can add or change photos by clicking on the 'Edit Profile' button on your online fundraising page. Please make sure you press the Save button once you're done.

Q. How do I ask people for donations?

A. You can share your fundraising page with your family, friends and work colleagues via email or your socials from the online fundraising page.

Q. What is my fundraising dashboard?

A. Your online fundraising dashboard is your own website where you can easily manage your fundraising. You can personalise your page with your own story and photos; as well as share your fundraiser with family, friends and work colleagues through your socials and email to drive donations and thank your donors.

Q. How do I reset my password?

A. Don't worry – it happens to the best of us! Just click [here](#) and provide your email address then press the Send Reset link button. We'll then send you an email with a link to reset your password.

Thank you for fundraising for Gotcha4Life!

Your fundraising has the power to make a huge difference in equipping more Australians with the skills to be more mentally fit, so they never worry alone whilst navigating life's ups and downs. It's because of you we can work towards our ultimate vision of a suicide-free world where no one worries alone.

Contact Us

We are here to help. If you have any questions about fundraising for Gotcha4Life please get in touch at fundraising@gotcha4life.org.

gotcha4life.org

@gotcha4life



Please note: Gotcha4Life itself is not a crisis support service, counselling or therapy provider. However, we do have a [list of services](#) that can help on our website and [resources available](#) to help someone you care about.

