



Creative Promotions' employees supporting Lifeline's Stress Down Day in MLC Head Office, Sydney.

Why partner with Lifeline?

Lifeline Australia is committed to working in partnership with corporate organisations to ensure that Lifeline's services remain accessible, relevant and sustainable for all Australians.

Lifeline Australia and our corporate partners have won several awards that recognise our innovative and results oriented partnership activities. These activities assist us in raising much needed funds and awareness of mental health issues, and even save lives!

Benefits of partnering with Lifeline:

- Alignment with a nationally recognised, well respected charitable brand;
- Enhancement of the public reputation of your organisation;
- Opportunity to conduct joint promotional and marketing activities to achieve the most from your partnership;
- Opportunity to work towards your community engagement goals and reach specific target audiences in the community;
- Employee Engagement opportunities at all levels.

Connecting your organisation with Lifeline

Lifeline Australia welcomes enquiries from corporate organisations who wish to partner with us. Partnership opportunities can include any of the elements outlined in this brochure. We can tailor a partnership program to suit your interest, brand and level of commitment.

Recognition of corporate support

Lifeline recognises four levels of corporate support:

- Lifeline Corporate Partner
- Lifeline Corporate Supporter
- Lifeline Workplace Giving Partner
- Lifeline Corporate Volunteer

Contact us

If you would like to discuss corporate engagement opportunities for your organisation, please contact our National Fundraising Team on (02) 6215 9400 or email corporate_relations@lifeline.org.au

For examples of Lifeline's current Corporate Partners, Supporters, Workplace Giving Partners and Volunteers, please visit www.lifeline.org.au

Lifeline

corporate engagement & volunteering opportunities



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Your organisation and its employees can support Lifeline and help us connect people with care. Lifeline offers corporate engagement opportunities tailored to suit most organisations. Supporting Lifeline through your workplace can be both flexible and fun.

Simple ways to get involved

Here are some simple ways that individuals and organisations can get involved:

- **Make a regular donation through workplace giving** – It's easy, cost efficient and deducted from pre-tax income. Implementing this program in your workplace is straightforward and effective.
- **Buy or sell Lifeline merchandise** – Get online and order some Lifeline merchandise or offer to sell it to your colleagues and stakeholders.
- **Donate corporate facilities** – Space and resources can be hard to come by and costly for not-for-profits; you could donate a room to Lifeline for meetings and events.
- **Raise awareness** – Spread the word about Lifeline and its services by putting up posters and making Lifeline resources available to staff.
- **Host a Charity Day** – Organise a fun day that encourages staff participation and raises funds for Lifeline.
 - Invite a Lifeline representative to attend.
 - Encourage employees to donate quality used clothing and goods.
 - Ask employees to make a donation to attend morning tea, lunch or sausage sizzle.
- **Participate in Lifeline's Stress Down Day** - Held in late July each year, Stress Down Day encourages participants to wear their slippers at work in return for a donation. There are lots of other ways to participate. Visit www.stressdown.org.au

Further opportunities for engagement

Why not consider some ways to further align yourself or your brand with Lifeline and provide an even greater level of commitment:

- **Professional volunteering** – Allow Lifeline to tap into the depth of skills, talent and expertise in your organisation. Professional volunteering opportunities can help at a national or local level.
- **Form a working group** – Get a management team together and form a group that can engage with Lifeline to run specific projects that assist the community.
- **Sponsor a Lifeline event** – Become a major sponsor of a Lifeline event at either a national or local level e.g. conference, fundraising days, forums and more.
- **Become a Lifeline Volunteer Telephone Counsellor** – Undergo training with a local Lifeline Centre, and join a network of over 3,500 volunteers nationwide who provide 24 hour emotional support on 13 11 14.



Become a Lifeline partner

The most high profile and effective way to align your brand with Lifeline is to become a Lifeline Corporate Partner.

Lifeline greatly values its corporate partnerships and can provide a number of benefits such as; brand differentiation and a competitive edge; business opportunities through our extended and highly visible national network; tailored communications that target specific audiences; programs developed specifically for your organisation and its stakeholders; and campaigns that align with your brand values and corporate mission.

Tips for organisations to get the most out of their alignment with Lifeline

- **Be flexible and supportive of staff volunteers** – As an employer, encourage your staff to participate and engage with Lifeline and make allowances for time away from work e.g. if a staff member is a Lifeline Volunteer Telephone Counsellor, consider giving them the morning off after they conduct a night shift.
- **Be open to new opportunities** – Lifeline is always willing to pitch opportunities for extensions to current involvement with corporate partners and to consider new ways to promote partnerships.
- **Conduct media and marketing activities to promote your involvement** – Lifeline is proud of its work with corporate partners and supporters and is open to joint promotional initiatives.