

# Impact



# Report

AUTUMN 2021



*Jill's message  
of thanks inside*

**Thank you for helping Lifeline stand strong during some of our most challenging times ever.**

## Latest updates

**Your kindness **DOUBLES** capacity on our text line**

**Easing the fear and loneliness during COVID-19 – how you helped**

**Because of you, we delivered over **ONE MILLION** messages of hope last year**

# CEO message

## Lifeline needed you, and you were there.

A very special thank you from us all.

**As the bushfire crisis and the pressures of COVID-19 drove calls to Lifeline to their highest levels ever, your support was pivotal.**

**You helped us be there with the connection, care and compassion that helped keep people safe. This is the power you have to make a positive difference in the lives of others. Thank you.**

As our world changed rapidly, so did we. You supported some amazing achievements to help us meet the need and ensure that no-one in crisis found themselves alone. From helping our Crisis Supporter volunteers with the work-from-home technology they needed to deliver outstanding care, to expanding services like our fantastic text line.

Tragically, suicide is the leading cause of death for the 15 to 44 age group in Australia. So it was nothing short of a game-changer to be able to double the capacity of Lifeline Text, right at this critical time. You can read about this, and the other ways you are helping change lives, in this update.

Thanks to you, we're on track to move forward with even more exciting plans, all with one aim in mind — to make sure that no request for help goes unanswered.

As you know, the need has never been greater. We can't simply accept that nine Australians take their own lives every day. So how, then, do we find hope for 2021 and beyond?

For me it's simple. Knowing that you continue to help us meet unimaginable need gives me endless inspiration. While never forgetting the people we still urgently need to reach, I remember the lives you help to save.

With calls still at their highest-ever levels, it's another big year ahead. From the whole team here at Lifeline – every one working at the frontline of suicide prevention – thanks for standing with us. The truth is, we couldn't exist without you.

I look forward to reporting back to you in the coming months.

Warmest thanks,



A blue ink handwritten signature of Colin Seery.

**Colin Seery**  
Chief Executive Officer,  
Lifeline Australia

## You did it! Your support doubles text line capacity

**At Lifeline, we're passionate about giving everyone a chance to speak and be heard, in whatever way works best for them. That's why doubling the capacity of Australia's first SMS-based Crisis Support service is something to truly acknowledge.**

The text line is now open from noon till midnight every day, with demand especially high from young people and other minority groups, such as people who identify as LGBTQIA+ community members, explains Sherry Cameron, Lifeline Service Delivery leader.

*"It's easier to type something than perhaps say it to another human being. There's also privacy: in a domestic violence situation, where you can't be on a phone call, you can text."*

*"Our number one need is to extend the hours even further to meet demand. Our first group of volunteers have been trained and are on the platform now, with further groups in training or starting in February."*

*"The more volunteers we get, the more help seekers we can support."*

**These life-changing innovations are only possible thanks to you. If you'd like to help extend our text line to 24 hours a day, please return the form enclosed or go to [lifeline.org.au/donate](https://lifeline.org.au/donate)**



# The hope and healing you gave at Christmas

**Jill's powerful story of family, connection and hope struck a deep chord at Christmas. In a year where calls to Lifeline reached their highest numbers ever, you helped raise over \$250,000. What a moving testament to your belief that no-one should ever be alone in their darkest moment.**

For Jill, who lost her beloved father Tom to suicide, it was a Christmas wish fulfilled. It means that more people like her Dad are able to reach out to Lifeline when they feel desperate and alone.

*"Lifeline is so important to me. It's the reason I donate," she says. "I wish Dad had called Lifeline during the really dark days. That's why I want to raise the profile of Lifeline and to raise awareness of suicide."*

Tom had suffered depression most of his life, and relied on medication to help manage his mood. Jill knew something was very wrong when her loving Dad didn't call her for her birthday in 2013.

*"I knew he hadn't forgotten, because he'd messaged me the day before to ask if I was looking forward to it. He always called me on my birthday."*

In the chaotic hours and days that followed, Jill's family learned that Tom had died by suicide. Her

emotions remain as raw as if it were yesterday.

*"I remember thinking, 'Our family won't survive this. I don't even know if I'll survive it. There's constant pain that you're left with.'"*

Jill was incredibly moved to learn how much Tom's story had touched us all, and that it had helped raise the funds that Lifeline urgently needs to continue to answer every call.

*"As a family we want to continue doing whatever we can so that another family doesn't have to experience this loss," she says. "My hope is through such great loss, we can compel more people to learn about suicide prevention."*

*"Lifeline is there and can support someone suffering through a different lens which is incredibly powerful. There should never be a case where someone's call isn't answered."*

Through your generosity and support, you are helping ensure Lifeline is always there to provide a moment of true connection, of listening and genuine care that can not only keep someone safe, but can save a life.

Jill wanted me to share this special message with you:

*I am so grateful for your generosity and commitment to supporting Lifeline. Your gift is literally life-saving and will help this organisation to continue their important work. In a year that's brought new and unparalleled challenges, our continued support of Lifeline is more critical than ever. - Jill*



## ABC NYE broadcast saves lives

Lifeline Australia was thrilled to get 2021 underway by partnering with the ABC's New Year's Eve broadcast! In conjunction with Kids Helpline, and thanks to the generous Australian public, we raised \$733,230 to help kids and adults all across the country who reach out for help when they're struggling. Thank you for helping get the New Year off on the right foot!



# For every life transformed, we thank you

Here's a snapshot of the difference you made during the last year:

We are there to listen to and reply to thousands of conversations every day:



**989,192**  
Phone conversations



**39,680**  
Text conversations



**53,527**  
Web chat conversations

Over 1 million Australians cared for and kept safe.

**43,431** personalised care plans created ...

... that's 840 people each week kept safe when they needed it most.

**36,163** callers received help and support on our dedicated 13HELP Bushfire Recovery line from 17 February to 30 June 2020

**21** centres in rural and regional areas to help Australians rebuild their lives in the aftermath of bushfire, drought and economic crisis

Because of you, we can continue to listen to and support people who are feeling lost, lonely and anxious, and help keep them safe. You help us deliver crisis support one conversation at a time. With your ongoing compassion and generosity, we'll not only continue that work in 2021, no matter what challenges lie ahead, but improve and expand it too. **All thanks to you.**



## You support excellence every day

Every hour of every day throughout the year, you help ensure our Crisis Supporters are there for people suffering from isolation, depression, stress and anxiety – people experiencing the darkest moment of their lives.

When Teagan began studying Psychology, she didn't want to wait until she had finished her degree to begin supporting people, and so volunteered for Lifeline. Eight years on, she is now a Crisis Support Operations Coordinator, working alongside 3,364 tireless staff and volunteers on the frontline for people in crisis every day.

*"The best thing about the service is that it's probably going to be the most non-judgemental conversation you've ever had in your life. We're excellent listeners and we will just support you. Our service truly saves lives and we could not do that without the generous donations we receive."*



**We can't thank you enough for your support for Lifeline, and for the impact you are having every day helping us all move closer to our vision of an Australia free from suicide.**