



COMMUNITY FUNDRAISING GUIDE



About BATYR

We started with one story. The story of our founder Sebastian Robertson, who in 2011, founded batyr. Sebastian decided to share his lived experience of mental ill-health to normalise conversations and provide hope to young people going through tough times.

We've now trained thousands of young people to safely give a voice to their inspiring stories of hope and resilience, creating meaningful change for youth mental health everyday.

Through sharing lived experience stories and peer-to-peer education we are keeping young people from the point of reaching crisis, and changing lives.

"IN YEAR 9 YOU GUYS CAME AND PRESENTED AND DURING THAT TIME I WAS GOING THROUGH A LOT OF ANXIETY. AFTER THE PROGRAM, I WENT TO THE SCHOOL PSYCHOLOGIST AND IT CHANGED MY LIFE.

- Year 11 Student , NSW



FUN FACT:

Did you know that batyr is named after a talking elephant? Born in 1970 in Kazakhstan, batyr the elephant was able to 'speak' about 20 human-sounding phrases. He became a symbol of courage, strength and resilience, inspiring people to speak up even in the toughest of times - exactly what we're all about!



Why we EXIST



We exist to empower young people with the confidence and skills to get through tough times and look out for each other.

2 in 5 young people experience mental ill-health.

75% of mental health problems emerge **before the age of 25**.

Suicide remains the **leading cause of death** for young Australians between the age of **15-44***.

The statistics tell a story of a **youth mental health crisis in Australia**. A story we're not okay with, and one we are working to change.

*Australian Bureau of Statistics, 2019

Our IMPACT

We're taking a proactive and preventative approach to one of Australia's most pressing social issues.

Our youth driven programs and initiatives are empowering young people and their communities with the skills to get through tough times and look out for each other.

Through sharing lived experience stories and peer-to-peer education we are keeping young people from reaching the point of crisis, and changing lives.

Since 2011, we have delivered over 3,600 programs to over 400,000 young people.



"[After hearing from batyr] I learnt that it is good to reach out and ask for help. I will make sure to always check up on my friends and classmates."

Year 11 Student, 2023





Your FUNDRAISING journey



When fundraising for batyr, it's important to understand what your responsibilities are. We have put together a six-step journey to help you along the way. If these don't answer your questions, you can email us at events@batyr.com.au

HOT TIP:

If you're doing an individual fundraiser, head to our website <https://www.batyr.com.au/fundraising> to create your fundraising page.



1.

Choose your fundraiser

Pick a fundraising activity you are keen to organise to support batyr. For some inspiration, check out our ideas on page 6.

2.

Register your event with batyr

Once you have confirmed what fundraising activity or event you're keen to do, complete and sign the community fundraising guidelines agreement here, then email it to events@batyr.com.au. One of our team will help you with the next steps on your fundraising journey and issue you with an Authority to Fundraise.

3.

Plan your fundraiser

Planning an event is always a ton more fun when you're doing it with family and friends, so get your crew together and start planning. Put together an event plan and to work out important details like timing, any approvals and permits required, promotion and marketing, budget.

4.

Get people involved

This is the exciting bit. Spread the word to your herd by sending an email (see some of our examples on page 14) and creating a Facebook event to invite family, friends and colleagues to your event. Include all the event details and a link to your page to encourage people to donate before the day. Make sure you tag @batyeraus when using social media.

5.

Time to say thanks

Never lose the human element in a simple act to say thank you. Make sure you plan your thank you's and include; attendees, in-kind supporters, sponsors, and prize donors. Let them all know the impact they have had on your total funds raised for batyr. See some of our examples on page 14.

6.

Transfer the funds raised

Congratulations! Your fundraising journey is almost complete. If you didn't use one of the fundraising platforms and you have a cash donation for batyr, please follow the below instructions:

1. Deposit the funds into batyr's bank account with the name of your event in the reference: Batyr Australia LTD BSB: 082 001 Account Number: 1183 10012.
2. Email your batyr contact or events@batyr.com.au to let us know you have deposited your funds into batyr's account and reference your event name e.g. Blue Tie Ball.

Fundraising/event IDEAS

Stuck for an event idea? Here are a few ideas to kick-start your thinking on what kind of fundraising event you would like to hold.



CHALLENGE YOURSELF

Run, ride, walk, swim and or choose your own adventure for you and maybe your mates, too, with your own physical challenge.

HOST A TRIVIA NIGHT...

karaoke, movie night or scavenger hunt with friends, family or colleagues.

GET DRESSED UP

Hold a ball, cocktail party, long lunch or a high tea.

CELEBRATE

An upcoming birthday or special occasion Instead of your family and friends spending money on gifts or a night out ask them to donate to batyr instead to support youth mental health.

SPORT YOUR SOCKS

Ask your sporting club or school to purchase batyr's colourful sports socks for a batyr fundraising day, including raffles, auctions and gate entry donations.

ORGANISE A TEAM CHALLENGE

Create your own series of team-based challenges, host a bake-off or even a team dance-off. Get as creative as you like and pick something your team would enjoy.





Fundraising TIPS



**Don't know where to start when it comes to fundraising?
Below are a few tips to help you on your fundraising journey.**

1.

Set a goal

Set a dollar target and reach for the sky. If you reach it, set another goal. Always dream big for maximum impact.

2.

Start with a self donation

Nothing says commitment like a self-donation. By kicking off your fundraising with a donation, you will encourage your fundraisers to get the ball rolling and set the standard for donations to follow.

3.

Corporate matching

Check if your employer has a donation matching program to match what you raise..

4.

Ten for \$10

Ask 10 friends, co-workers, neighbours and family members to give \$10 each. Many small donations will soon add up. Remember, donations over \$2 are tax deductible in Australia.

5.

Share your story

Let your supporters know why you have chosen to support batyr and what the cause means to you.

6.

Spread the word

Use social media to let everyone know you are holding a fundraiser in support of batyr. You don't need to ask people directly - just give people the opportunity to support you.

7.

Create a timeline

It's important to have a timeline to keep on top of the planning of your event.

8.

Ask again

People often need reminding. Sometimes people have just forgotten and won't mind a friendly reminder to donate via email or social media.

9.

Thank your supporters

Let your donors know how grateful you are for their donations and share with them the impact of their donations.



Your IMPACT

Support from your fundraising helps batyr to train more young people to share their story of hope & resilience to young people in schools and universities.

\$30

\$30 allows a school student to access preventative mental health education, which could save their life.

\$50

enables batyr to reach 2 young students through our mental health literacy programs, providing them with the knowledge and skills to take charge of their mental health.

\$100

will enable batyr to have a positive impact on student programs.

\$250

will make a life-changing difference to young Aussies.

\$500

will allow the batyr uni exec to run an event on campus where they bring students together to create a safe space for conversations about mental health.

\$1000

will fund a batyr@school program for 33 young people.

How to TALK ABOUT batyr

batyr is a preventative youth mental health charity

batyr normalises mental health conversations and helps to build supportive, stigma-free communities

batyr shares mental health knowledge and promotes the skills to get through tough times and look out for each other.

batyr encourages young people to get the help they need - from friends through to professionals

batyr shares mental health knowledge and promotes the skills to get through tough times and look out for each other.

We DON'T

- Use words that perpetuate the stigma around mental health (e.g. psycho, crazy, insane, mental)
- Talk negatively about mental ill-health
- Label a person by their mental illness
- Use language that presents suicide as a desired outcome or crime e.g committed suicide

We DO

- Use the term 'mental ill-health'
- Keep it positive and talk about the benefits in reaching out for support
- Use terms like: a person 'has a diagnosis of' or 'is being treated for' schizophrenia
- Use terms like: 'took their own life' 'ended their own life' or 'died by suicide'

batyr's 5 TIPS for looking after YOURSELF & OTHERS



LOOK OUT

Look out for changes in behaviour that might suggest someone is going through a rough time. It could be that someone isn't acting like themselves such as not turning up to footy training, constantly tired, change in appetite, drinking excessively or using recreational drugs. It could be changes in thoughts, feelings, behaviour or physical appearance.

GET TALKIN'

Starting a conversation is the most important thing you can do as a mate. If someone isn't acting like themselves: simply check in, tell them what you have noticed, and ask them how they are going. It can make a huge difference! Pick a quiet spot where you feel comfortable and won't be interrupted and get talkin'

LISTEN UP

It's hard to know the right thing to say when someone opens up about their mental health. Often we are worried about saying the wrong thing. The beauty is you don't have to say anything. Simply listening to them can make a huge difference. Make sure you get rid of distractions such as phones or the TV so they know you are hearing them. Just be attentive and a sounding board. You don't have to solve all their problems. Sometimes the best thing to say is, "That sounds really tough."



REACH OUT

If it sounds like more than a vent session is needed and that they should probably get some professional support, encourage them (or yourself) to reach out to the great support services around. There are many ways and services we can reach out to like Lifeline, headspace & Reachout to name a few. You can also visit your GP and ask for a mental health plan. For more service providers, head to: <https://www.batyr.com.au/get-support>. If they are reluctant to head along, go with them. That extra support is really helpful.

TAKE CHARGE

Taking charge of your mental health means making it a priority. It's not just when things turn to crap that we should be thinking about our mental wellbeing. Working out who you would talk to if you are feeling down can be a great start and helps to start the convo if you're ever in that place. Finding things that you know make you happy and doing them regularly also helps. Creating a supportive community around you where people are encouraged to be proactive with their mental health makes it a lot easier.

IMPORTANT information

Support from batyr

batyr truly appreciates all your efforts to raise funds so we can continue to inspire more young people with positive conversations. The batyr team are able to provide advice, guidance and support across all areas of planning, promotion and wrap up of your fundraiser. We can provide you with information and materials to assist with your fundraising event, such as:

- Have your event on the 'Upcoming events' page on our website
- Tax deductible receipts when a donation is received for \$2 or more*
- Brochures and promotional material
- Help and advice for you run a successful event

batyr community fundraising guidelines and registration

As per step 2 on your fundraising journey, please read, complete and sign the community fundraising guidelines and registration agreement which can be found here. It's your responsibility to ensure that your activity complies with fundraising guidelines and any additional legislation that is in place in your state or territory. You are also responsible for ensuring that expenses are within guidelines and the event ensures a reasonable return to batyr. If you are collecting cash through your event, you will need follow batyr's cash-handling policy.

If you have any further questions or requests of batyr, please do not hesitate to contact your batyr contact or events@batyr.com.au

* Tax deductible receipts are only issued by a charity with DGR status, if you are collecting cash, ask batyr for donation form to ensure all required information is collected.



Getting help

Mental Health Line

1800 011 511

The NSW Mental Health Line is a 24-hour state-wide telephone number which puts you in touch with your local mental health service. Staffed by mental health professionals, the line gives NSW residents access to expert mental health advice, support and referrals for people dealing with a mental health problem and their families and carers.



Lifeline provides access to crisis support, suicide prevention and mental health services.

13 11 14
www.lifeline.org.au



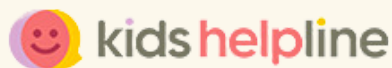
ReachOut is anonymous open 24/7 and filled with loads of info, stories, videos and forums where you can connect with others going through the same stuff as you.

au.reachout.com



Headspace is the national youth mental health foundation. It helps young people who are going through a tough time.

www.headspace.org.au



Kids Helpline is Australia's only free, private and confidential, phone counselling service specifically for young people aged between five and twenty-five.

1800 55 1800
www.kidshelpline.com.au



Dedicated to bringing about change to the culture, policy and practice in the prevention, treatment and support of those affected by eating disorders and negative body image.

thebutterflyfoundation.org.au



Beyond Blue is an organisation working to increase awareness and understanding of depression, anxiety and related substance-use issues around Australia.

www.beyondblue.org.au



The Black Dog Institute is a world leader in the diagnosis, treatment and prevention of mood disorders such as depression and bipolar.

www.blackdoginstitute.org.au



Search for a psychologist in your area. Find over 8,000 psychologists Australia wide, who are in private practice and provide services for a fee.

www.psychology.org.au/FindAPsychologist



Secure online video calls with qualified Australian psychologists

www.welysn.com



Email templates



New message — ✱ ×

To

Subject Im taking on the _____ to raise funds & awareness for mental health.

Hey _____

This year I'm taking on the _____ to raise funds & awareness for youth mental health organisation batyr.

batyr is a for-purpose organisation that aims to engage, educate and empower young people to have positive conversations surrounding mental health and reach out for support when they need it. batyr offer a range of programs that 'give a voice to the elephant in the room.'

If you'd like to support me in this challenge and support batyr in their mission, you can donate to my fundraising page (insert link). Any support is greatly appreciated and will go a long way in helping support the work of batyr.

Send

 | 

 | 

New message — ✱ ×

To

Subject THANK YOU!

Hey _____

THANK YOU so much for supporting me in _____.

With your amazing help we were able to raise _____ (Funds raised) which will go a long way in helping batyr with their vision of an Australia where all young people engage in positive conversations about mental health and feel empowered to reach out for support when needed.

If you are ever struggling or know someone who is, check out the batyr website www.batyr.com.au/get-help for a few places for advice or give Lifeline a call on 13 11 14.

And don't forget, it's okay to NOT be okay - so let's get talking!

Thanks again for helping us give voice to the elephant in the room.
Keep being amazing
(Insert your name)

Send

 | 

 | 



Our PROGRAMS



BEING HERD

is a free workshop for young people aged 18-30 that helps you shape difficult experiences into an empowering story. is a peer-to-peer program that trains and develops young people to share their experiences of living with mental ill health and how they've reached out for support in the most safe and effective way, which is led by the batyr Being Herd Team and supported by industry professionals.

BATYR@SCHOOL

is a preventative mental health education program delivered by young people, for young people. It removes the stigma around mental health and empowers young people to reach out for support when needed.

BATYR@UNI

acts as a bridge between students and channels of support, assisting them to take that first and crucial step of getting help. batyr speakers share their personal stories of difficult times, educating the students about the first hand benefits of reaching out, the avenues which are available to them both on and off campus, and how best to help themselves or someone else facing similar situations.



batyr.com.au
@batyraus