



You can **Empower**
mental wellness by
joining the TIACS
fundraising community



THIS IS A CONVERSATION STARTER

relatable | reliable | discrete

Fundraising Kit



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The story that started a *conversation*



A *Note* from the TIACS CEO

Mental health is often referred to as an invisible illness. With your support, we're looking to change that notion. Hopefully you've made the connection between TIACS and TradeMutt, the social enterprise workwear company founded by Dan Allen and Ed Ross. TradeMutt's bright and funky shirts are making the invisible impossible to ignore. An initiative of TradeMutt, the TIACS banner logo sits proudly on the back of every shirt.

The shirts could have been enough of a catalyst for change except for a social media post.....

In June 2018 celebrity chef Anthony Bourdain took his own life. Dan and Ed were meeting with a mate Russell (Russ) who mentioned he had seen a post on Facebook by a prominent Australian mental health charity about the tragic loss of Anthony Bourdain and how that mental health doesn't discriminate. Reading the comments Russ noticed a young man had commented, 'This is where I am headed'. A direct call for HELP!

Instinctively Russ directly reached out to this young man and asked if he could help. This young man had a relationship breakdown, he had also lost his job and was at a wits end. Through a generous donation from Bretts Timber and Hardware, he was put in touch with a mental health professional and got the assistance he needed.

After the dust settled, Russ enquired about the comments or messages of support that this young man received from the mental health charity where he initially reached out for help. He said no one had contacted him. Russ messaged them directly himself, "Hey guys, just reaching out. Have a friend in need of some help and don't know what to do?" ... NOTHING.

Dan and Ed took the step to do something different and give people the access and help they need. Support from a mental health professional isn't cheap, and it's not always accessible. Our goal is to change the mental health services landscape making it accessible and affordable and in doing so reduce the number of suicides in Australia.

With your support, together we'll change the face of mental health in Australia one conversation at a time.

Thanks again,

Marc

CEO

Give people the access and help they not only need but **DESERVE.**

Why support us?



Every day in Australia nearly 6 men die from suicide. Suicide is the leading cause of death for all Australians age between 15 and 44 years. What is alarming is most of these deaths occur within the blue collar worker community. Tradies, or men in blue-collar jobs, have some of the highest suicide rates in Australia with construction workers killing themselves at double the rate of any other occupation (National Coronial Information System).

The TIACS Foundation endeavours to change these stats by offering relatable, approachable and reliable mental health services to people especially blokes in the blue collar industry. It offers people who can't afford mental health services or don't feel comfortable using other services a mental wellness facility. TIACS Foundation realises that many Australian lives lost to suicide can be prevented. Suicide is a complex issue with devastating impacts on individuals, families and communities.



Our mission

Our mission is to provide blokes and those in the blue collar or trade related industries access to trained psychologists and mental health workers. TIACS endeavours to promote help seeking behaviours for those suffering from depression or who may have suicidal thoughts. It is also important to raise awareness in communities about the serious issue of mental health. We understand that changing cultures in the community helps prevent suicide. Supporting families that have been touched by the effects of suicide and mental health issues are also supported by our service.

What do we do ?

TIACS provides a relatable mental health service to the blue collar industry. This service provides access to trained mental health professionals who offer short-term evidence based psychological intervention.

How do we do it?

TIACS provides this service using professionally trained mental health professionals via a texting platform, phone and video conferencing service. This removes the physical, societal and financial barriers which exist to enable people to seek professional help.

Who do we do it for?

This service is available to anyone, however we especially want to give those in the blue collar industry a safe place to talk to a mental health professional about their mental health issues. TIACS will offer families mental health resources who have noticed worrying symptoms of the affected individual.

How it helps?

TIACS is a free service for blue collar workers that provides access to qualified mental health professionals in a simple, relatable and discrete way. TIACS opens a line of communication to a professional psychologist that is discrete and personalised, offering practical tips to assist in educating and empowering them to seek help and look after their mental health. TIACS is not a corporate and speaks the language of everyday people. It offers a free new service in a convoluted, stale market that does not cater to one of the most at risk segments of the population with regard to mental health.

How to *fundraise*



1. Share your story

Why do you want to support TIACS and help reduce the risk of suicide?

Your story is unique and by sharing it you can connect with others for support.

2. The Event

Find something that appeals to you and your target. Day on the Green may be a perfect way to bring workers together. Check out our A-Z fundraising ideas in this kit for some inspiration. Remember to keep it fun and the simplest ideas are often the best.

3. Keep the end in mind

What would a successful fundraiser look like? Don't be afraid to aim high, you'll be surprised at the amazing generosity you will receive from your family and friends who will want to support your cause.

4. Planning

Plan the logistics of timing, location and date that will give you the best opportunity for a successful fundraiser. The more time you have to plan and promote, the better!

5. Check in with us

We can't wait to hear what you have planned. All fund raisers must complete the Fundraising Application Form online at TIACS.org/fundraise. Ensuring your idea meets our fundraising terms and conditions, (page 11) you will be provided with a letter of Authority to fund raise.

6. Your Contacts

Map out your connections to see how far you can promote your activity for support.

You can promote your activity online and offline through colleagues, friends and family as well as advertising to your local community.

7. Make it Real

You might choose to set up your very own online fundraising page to track donations associated with your activity. This is also a great way to share your motivations for supporting TIACS.

8. Promote

Promotion is key to a successful fund raiser. Consider creating a facebook event or using this platform and other social media channels to spread the word about your activity. Remember to always include the link to your fundraising page (if you have one) when posting your updates.

9. Day of the Event

The time has finally come for your fundraiser to come to life! Don't forget to thank people personally for their donations, especially via social media as this will encourage others to donate as well. We would love to share your fundraiser with our supporters too, so make sure you recruit someone to take photos.

10. Let us know

We can't wait to hear how you went! The week after the event, please contact us and send photos to marc@TIACS.org. Please bank funds raised within two weeks of finishing your event using your business name as a reference.

Bank Details:

Account Name: This is a Conversation Starter Foundation Limited

BSB: 064 107

Account Number: 10411906

How to use *social media*

Popular Times

Evidence tells us that the most popular times for people to check their social media accounts is after 5pm during the week, on Saturday mornings or on Saturday and Sunday evenings. You can view your accounts statistics to see the best times to engage with your online community.

Contact Directly

Don't be afraid to directly message or email people especially those in your inner circle or those that show interest in the cause. You're likely to get much better result from a direct message than a general post.

The Message

Ensure your posts have a direct ask for support and show how their donation will make a difference in the lives of affected by mental health issues and suicide.

Put in a Link

If you're fundraising online always include the direct link to your page when referencing your campaign or event. Very simple, but so important! When people donate to your page, thank them - either by posting a status update and tagging them, or posting on their page. That way people feel happy that they've been acknowledged and the post will remind others to donate.



Small doses

Depending on what stage you are at with your campaign, don't over-post or you may have the opposite effect than intended. We wouldn't recommend posting any more than twice a week when asking for donations -unless you are doing it in a very entertaining way!

Thank you

Very simple, but so important! When people donate to your page, thank them - either by posting a status update and tagging them, or posting on their page. That way people feel happy that they've been acknowledged and the post will remind others to donate.

After the Event

Don't forget about capitalising on your post-event momentum. Keep your fundraising page open for at least two weeks after your event and chase up those donations that were promised to you all those weeks ago.

Talk to Us

Let us know what you're up to! Make sure you tag TIACS on any activity using Facebook, Instagram or Twitter.

Hashtags

#TIACS
#TRADEMUTT
#MENTALHEALTH
#CHANGESTHESTATS
#YOUWILLNEVERWALKALONE
#YNWA

Fundraising *ideas*



A to Z

Afternoon tea

Art exhibition

Auction

Anniversary

Bake-off

BBQ at local sports club,
supermarket or Bunnings

Bingo

Breakfast/brunch

Birthday

Book club

Buddy bear activities

Christmas lights display

Christmas gift wrapping service

Christmas windows competition

Christmas tree selling

Cupcake day/cake stall

Comedy night

Car wash

Camp Draft

Concert

Community Day

Cricket

Coffee morning

Corporate-matched donations

Crazy TIACS shirt bandana

Dye or shave your hair/beard

Dress up party

Donation tin at register

Dinner party

Dog wash

Donations in lieu of gifts

Dance-off

Easter egg hunt

Egg and spoon race

Eating vegetable challenge

Face painting

Fashion parade

Farm Hand Challenge

Father's Day function

Fun run event

Football theme day

Football tipping competition

Film night

Family recipe cookbook

Flash mob in a shopping centre

Friendship band sales

Gold coin day

Gala ball

Garage sale

Golf day/tournament

Garden party

Gift in lieu

High tea

Hat day

Head shave

Ice-cream stand

Idol singing competition

Jump rope challenge

Jumping castle

Joke or magic show

Karaoke competition

Kokoda trail

Kilimanjaro trek

Kosciusko climb

Ladies night in/out

Luncheon

Live auction

Lipstick challenge

Lip Sync Battle

Lawn bowls day

Lemonade stand

Lollies in jar guessing game

Masquerade ball

Morning tea office fundraiser

Market stall

Movie night

Mother's Day function

Mowing challenge

Murder mystery party

Netball tournament

Nail spa day

Odd sock day

Orienteering challenge

Online fund raising page

Open garden

Personal challenge

Picnic day

Photo exhibition

Quiz night

Raffle

Riding competition

Round-robin sports carnival

Running race

Sausage sizzle

Swear jar

Silent auction

Sky dive challenge

Sports day

Sleep out

Teachers vs students challenge

Talent quest

Treasure hunt

Trail Ride

Tin rattle

Tip jar

Uniform free day

Ute Muster

Under the stars event

Valentine's Day fundraiser

Volley ball tournament

Walkathon

X-Factor competition

Yard Sale

Yoga-athon

Zero sugar month

Zoo party fundraiser

Banking your *funds*



Congratulations!

You've helped raise vital funds to support those at risk from suicide

We can't wait to hear how you went, so please contact the fundraising team the week after your fundraiser. All donations will need to be deposited or sent to TIACS Foundation within two weeks of the end date of the activity.

If payment is being made by direct debit, please use your unique fund raising code or name of business provided in your Letter of Authority to Fundraise as a reference.

Bank Details:

Account Name: This is a Conversation Starter Foundation Limited

BSB: 064 107

Account Number: 10411906

Fund raising Code: {Name of your business}

Donations over \$2 are tax deductible only if the donor did not receive anything in return such as a ticket, gift or prize.

We send our HUGE thanks to you and everyone involved who championed our cause and raised vital funds to empower mental wellness and reduce suicide. We hope you choose to support us again in the future!

Our Brand *guidelines*

Correct Logo Format - The logo is constructed as shown below and should always be used in these formats only. There is a vertical and horizontal format and different combinations of the elements allowed.



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relatable | reliable | discrete



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Incorrect Logo Format - Don't make these common mistakes. Always use the original, provided artwork and do not change, amend, stretch etc.



THIS IS A CONVERSATION STARTER
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Do not stretch



Do not rotate



THIS IS A CONVERSATION STARTER
relatable | reliable | discrete

Do not change the combination of elements



Dalby GOLF 2020

Do not add other text



Do not use low resolution image



Do not change the colour

Our Brand *guidelines*

Fonts

The primary fonts for all branding and mediums are listed below and are not negotiable.

Mistral - may be used sparingly for large headings. It should never be used as all caps.

DIN ALTERNATIVE (Bold) and DIN Condensed Bold - to be used in headlines or sub headlines.

Arial (Regular) (**BOLD**) - is the brand's primary typeface to be used in all body text.

It's a clean, modern typeface that works well for display copy, body text, and everything between.

If you have any questions, and to access TIACS Foundation graphic assets, please contact Natalya Greenwood at nat@TIACS.org. Please read through the following guidelines in preparation for your fundraising activity for TIACS Foundation.

Name Usage

- In naming your event/activity, please do not use TIACS Foundation in the title, however the fundraising event/activity may be promoted as 'proudly supporting TIACS Foundation' or similar approved wording.
- Please identify TIACS Foundation as the 'beneficiary' or 'fundraising for TIACS Foundation of your fundraising event/activity.
- Please seek prior approval for any promotional materials (printed or electronic) or advertisements associated with the fundraising event/activity that use TIACS Foundation name or logo.

Logo Usage

Please seek prior approval from TIACS Foundation for the use of the TIACS Foundation logo and/or name on any materials or products. Permission for corporate partner logo use will need to be approved between the Fund raiser and TIACS Foundation, especially if the use of the logo is for marketing activities associated with another brand; and a minimum corporate partnership donation may be requested. If logo usage is approved, TIACS will provide a high-resolution version of the logo. Please do not copy it from other sources or modify it in any way.

Social Media

Please promote your fundraising event/activity as 'proudly supporting TIACS Foundation or similar approved wording. Please tag TIACS Foundation on Facebook @thisisaconversationstarter, Instagram @tiacsfoundation and use the hashtags #TIACS on all posts relating to the fundraising event.

Terms and conditions

Excited about fundraising? Before you start planning it is important that you read through the guidelines below.

Fundraising Authority

All fund raisers must complete the Fundraising Application Form online at TIACS.org/fundraise. Fundraising activities should be aligned with the mission and values of TIACS foundation

- To address and educate blokes and women particularly in the blue collar work space on the misconceptions of seeking help for mental health.
- Directly and promote and call out misconceptions “You’re weak if you need mental help”
- To promote help seeking behaviours for those suffering from depression or who may have suicidal thoughts.
- Raising awareness in communities about the serious issue of mental health
- Delivering information on ways to mitigate mental health problems and suicide to the communities and in the blue collar industry.
- Changing cultures in the community to prevent suicide, and supporting families that have been touched by the affects of suicide and mental health issues.

Once your application has been approved, a Letter of Authority To Fundraise will be issued. This letter is required as proof of activity when applying for a license or permit, seeking sponsorship from the community, or during fundraising

Insurance

It is your responsibility to organise insurance cover, obtain appropriate permits and/or licences and meet national health and safety standards during your fund raising activity. Your activity is not covered by TIACS Foundation Insurance. However, if you are holding an event in a school or commercial venue, you

may find that their public liability insurance will cover you. Please confirm with the selected venue before organising the activity.

Responsibility

Any approved fund raising activity is the fund raiser's full financial responsibility. Fundraisers are required to keep accurate financial records of any money raised, as well as the expenses incurred. No expenses are to be incurred in the name of TIACS Foundation, unless specifically authorised in writing. It is also the fundraiser's full responsibility to comply with all applicable laws in relation to the fundraising activity.

Minors in Fundraising

The minimum age for children participating in an appeal as a volunteer or receiving payment is eight years, and 13 years respectively. If a child (18 years or younger) will be participating in an appeal, ensure that the consent has been provided from a parent or guardian.

Donations

All donations need to be deposited or sent to TIACS foundation within two weeks of the end date of the activity. If payment is being made by direct debit, fundraisers must notify TIACS Foundation before depositing the funds to obtain a direct debit reference code. This helps our financial team to track and receipt your donations appropriately. Donations over \$2 are tax deductible only if the donor did not receive anything in return, such as a ticket, gift or prize.

Intellectual Property

Any use of the TIACS Foundation intellectual property, (including name, logos and images) must be in accordance with the brand guidelines on page 8 and 9 of this guide.

Other ways to *support* us

There are other ways to *support* TIACS if community fundraising is not for you.

Are you studying or have an honours degree in Psychology? We are looking for you..

Every day all around Australia, TIACS is seeking to recruit psychology trained volunteers to answer our helpline calls. Supervision for registration can be negotiated. Provisional Psychologists will be required to assess and provide short-term evidence based psychological intervention to individuals who access TIACS via a texting platform, phone and video conferencing. If you would like to consider volunteering for TIACS Foundation visit TIACS.org/volunteer.

Buy a TRADEMUTT shirt for you or your work mates.

This is AUSTRALIAN WORK WEAR DESIGNED TO HELP PREVENT MALE SUICIDE and 5% of the profit from TRADEMUTT shirt goes towards supporting the TIACS foundation.

Trademutt is a social enterprise workwear brand for tradies, that makes an invisible issue hard to ignore. THE GOAL - tackle mens suicide in Australia head on, and in doing so, make Aussie tradies look great, feel great and be part of a movement that will change the face of mens mental health forever. Get your whole work place wearing the shirt go to www.TRADEMUTT.com to purchase your shirt today.

Donate

To make a quick donation or set up a regular donation support TIACS foundation go to www.tiacsorg/donate.

Become a Corporate Sponsor

If your company would like to support male mental health there are ways to get involved. Please contact Marc Ahemelman CEO TIACS Foundation to find out how your company can become involved, marc@tiacs.org or on 0437 077167.

Thank you for helping give much needed support to those who need mental health support. You're a champion! You can stay connected with us on social media.

CONTACT

W: TIACS.org

P: 0437 077 167

E: admin@TIACS.org

A: 3/77 Riverside Place Morningside 4171

#TIACS #CHANGESTHESTATS #TRADEMUTT #YOUWILLNEVERWALKALONE