



ONE FOOT FORWARD

the walk for mental health

Workplace Fundraising Tips and Resources



Black Dog
Institute

Recruiting your staff

We know that it can be challenging to get your staff motivated to participate in a fitness challenge and fundraise. This document has some tips and tricks for recruiting and engaging your staff throughout the One Foot Forward challenge this October.

Resources

Once you have registered your workplace and set up workplace teams, it's time to spread the word about the challenge. We have compiled a resources page on the website which has downloadable content for individuals, teams and organisations to use [here](#).

Head to our corporate resources section to find recruitment posters for workplaces. Personalise and print the posters, then pin them up around the office to spread the word about the challenge.

Another great resource to pin up around the office is our [pledge sign](#).

Ask your employees to write down the name of a friend or family member that they're walking in solidarity for, or that they're taking One Foot Forward for 'Australians living with mental illness!'

1. PRINT the sign (in colour if possible)
2. PLEDGE the reason 'I'm walking...' this October

Take pictures of your colleagues holding up their pledge signs and share it to your social media/internal comms or make a display of all the pledge photos in a communal space in the office!

Join us for
ONE FOOT FORWARD
the walk for mental health

Black Dog Institute

October is Mental Health Month

Join us to walk, run or roll 40km, 60km, 100km, 150km, or a distance that suits you, for the 1 in 5 Australians who experience symptoms of mental illness every year.

Together, we can show them they are not alone.

Funds raised will help Black Dog Institute put ground-breaking new mental health treatment, education and digital services into the hands of the people who need them most.

[Register today](#)

Help create better mental health for all.

Engaging your staff

Meetings

- **Add an OFF-agenda item to team weekly catchups** – Encourage your staff to give updates on their progress towards KM and donation targets, fun things seen on walks or runs, or to share fundraising tips and tricks.
- **Set staff a weekly challenge** at these meetings, e.g. take a picture during your challenge this week and put it in our teams channel.
- **Announce the current fundraising leader** from your workplace and share the leaderboard for your workplace.
- **Walk and talk meetings** – Move one-on-one or small team catch-up meetings to a location outside and grab a coffee and walk! This takes some of the pressure for employees to log KMs outside of office hours and is a great opportunity to get outside and stretch the legs.



Engaging your Staff

Communications

Internal comms: Throughout October we will send the workplace captain updates with the number of KMs logged and total amount raised (see right).

- Add a stat from this update into your weekly staff newsletters or internal comms channels such as Microsoft teams – it can help keep employees focused on the challenge and progress towards goals.
- For internal meetings, use our [zoom background](#) and [email signatures](#) to spread awareness. You could also include donation links in your email signature!



External comms: Using the social media templates on the resources page, encourage participants to post on their LinkedIn or social media channels to get donations from partners, networks, and other organisations.

- Post on your organisation's LinkedIn page, Facebook page and other social media channels to spread the word and get donations moving forward.

Promote One Foot Forward merchandise and rewards incentives: We have several prize draws and merchandise rewards levels to incentivise fundraising. The following [rewards](#) can be a great way to encourage your employees to get involved and hit their donation targets. Add these into internal comms, meetings or updates on teams!

Facebook Group: Our Facebook group has just over 11K members. Encourage your employees to [join the One Foot Forward Facebook group](#) to meet other members of the One Foot Forward community. You can also share your workplace fundraiser on the group to spread the word!

Workplace activities during Mental Health Month

- **Organise weekly lunch walks during October** – This could be every Friday or on team days in the office for remote/ hybrid working teams.
- **Offer a Mental Health Day Activity in October** for staff taking part in One Foot Forward – try a wellbeing related activity such as yoga, a sound meditation class or a workplace walk one afternoon (in OFF merch if you can)!
- **Offer flexible hours for staff taking part in One Foot Forward** to get their steps in (e.g. finish half an hour early on a Friday).
- **Employee Dollar Matching** – Offer to match your employee's fundraising efforts made on a particular day throughout October.
- **Give away wellness-related prizes** to the top fundraiser for each team/workplace.

Host a workplace fundraiser for OFF

- Bake sale/bake off – ask staff to bring in cakes and then sell them at lunchtime or host a friendly bake-off competition.
- Trivia night – host your own quiz and have people donate a small amount to enter!
- Organise a sweep stake for a sports event.
- Organise an office fun run, with a small donation for participating! It can also be a good opportunity to log some more KMs!



Why your support is so important



Every year, **1 in 5** Australians experience a mental illness.



75% of mental health issues develop before the age of **25**.



Suicide is the **leading** cause of death for people aged **15–44**.



Only **half** of Australian employees think that their workplace is mentally healthy.

How your funds help

Through world-leading research, [Black Dog Institute](#) is working to provide better mental health solutions for everyone. As one of Australia's leading Medical Research Institutes, we know there is no one-size-fits-all solution to the challenges that we're facing together.

The funds you raise will help turn world-class research into life-saving action for those who need it most. Your support helps to fund education programs, digital tools and apps, clinical services and research into suicide prevention.

Our partnerships with people with lived experience, federal, state and local governments, communities, schools, corporate Australia and others in the mental health sector enable us to drive evidence-informed change in mental health where it's needed most.

Read more about your impact [here](#).

\$40 can help us ensure early mental health intervention for essential workers through changes in government policy.

\$65 can help us train community presenters to reach 179 school students to talk about mental health and how to get support.

\$140 can help develop research programs to teach 221 children with anxiety or depressive symptoms healthier ways of thinking.

\$240 supports us to meet directly with decision-makers in Parliament, ensuring mental health remains a priority at the highest levels of government.

\$520 can support a research program to help 658 people with suicidal thoughts seek help when they need it most.



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