

# Mental Health First Aid<sup>®</sup>

## Fundraising Supporter Toolkit

\$100k for 2025

**Make Every**

**Conversation**

**Matter** 



**MENTAL HEALTH  
FIRST AID<sup>®</sup>**

For Anyone. For Everyone.

## Acknowledgement of Country

At Mental Health First Aid International (MHFAI), we acknowledge the deep and enduring connection that Aboriginal and Torres Strait Islander peoples have to land, sea, sky, culture, and community. We pay our respects to Elders past and present and recognise the ongoing strength and leadership of Aboriginal and Torres Strait Islander peoples in shaping a more just, inclusive, and culturally safe mental health future.

## Recognition of Lived Experience

Mental Health First Aid International wishes to acknowledge people with lived and living experience of mental health problems and suicidality, and their loved ones who care and support them. With diverse identities, challenges and life experiences, each journey is unique and invaluable. Thank you to those who have courageously shared stories to help educate the global community.

# Contents

<b>Why fundraise</b>	<b>4</b>
<b>How to help us fundraise</b>	<b>5</b>
Donate directly	5
Create a fundraising page	6
Join a fundraising event	6
<b>Share messaging</b>	<b>7</b>
Download pledge cards	8

## Why fundraise

Mental Health First Aid (MHFA) helps people support others experiencing mental health problems, providing the skills and confidence to respond effectively. Our Aboriginal and Torres Strait Islander MHFA program ensures that culturally informed mental health support reaches communities that need it most.

By raising funds, you are helping to:

- Expand the reach of this vital program across communities.
- Deliver culturally safe training that equips people to support others.
- Foster more open, informed conversations about mental health.

**Every donation counts. Every conversation matters.**



## How to help us fundraise

There are simple ways you can help raise funds for Mental Health First Aid. Whether you donate, create a fundraising page, or join an event, every action supports culturally safer mental health conversations.

### Donate directly

Make it count - your gift changes lives.

Support MHFA by donating once-off or as a regular contributor. Your donation goes directly to the Aboriginal and Torres Strait Islander MHFA program, helping more people access life-changing training.



## Create a fundraising page

Make it grow - inspire your network to give.

Turn your passion into action by creating a personalised fundraising page. Share your story, set your goal, and invite friends, family, or colleagues to contribute. Every page helps extend the reach of MHFA training and awareness.

Display your QR code:

- At a morning tea
- On social media
- On your website
- At your workplace BBQ
- On your noticeboard

## Join a fundraising event

Make it fun - turn your movement into momentum.

Participate in a challenge and rally your community around mental health. By joining an event, you're helping to build a movement and raising essential funds to make every conversation matter.



## Share messaging

Use these ready-to-share messages on social media or in emails to inspire your network, boost fundraising, and spread the word about making every conversation matter - and culturally safer.

- I'm/We're raising funds to help more communities access Aboriginal and Torres Strait Islander MHFA training. Join me/us! [add your link]
- Every conversation matters – support my/our fundraising for MHFA and help make a difference for Australia's First Peoples. [add your link]
- I've/We've pledged to help make every conversation about mental health count. Donate to support my goal! [add your link]
- Join me/us in supporting culturally informed Mental Health First Aid training - every dollar helps. [add your link]



## Download pledge cards

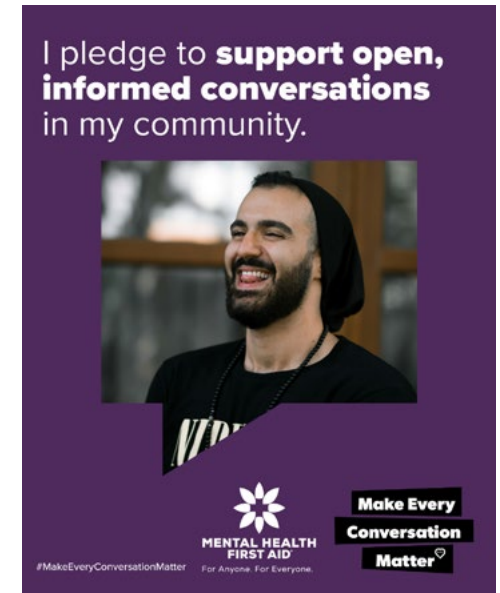
Use our customisable pledge cards to show your commitment and inspire others.

### Fundraising pledges

Share how you'll donate, raise funds, or participate in events to grow MHFA's impact.

### Awareness pledges

Share how you'll raise awareness in your workplace, school, community, or sporting club.





**MENTAL HEALTH  
FIRST AID®**

For Anyone. For Everyone.

## Connect with us



Level 18, 150 Lonsdale Street  
Melbourne Victoria Australia 3000

[mhfa@mhfa.com.au](mailto:mhfa@mhfa.com.au)

+61 3 9079 0200

[mhfa.com.au](http://mhfa.com.au)