

HOW TO HOLD A MENTAL HEALTH ROUND AND/OR FUNDRAISE FOR WHITE CLOUD



STEP 1: DECIDE WHAT YOU WANT TO DO

Setting up a Mental Health Round is what many of our sporting partners have done as it is a very effective way to not only raise some money, but also promote awareness and conversation around Mental Health within your community. Additionally, it lets them know about our partnership and the availability of the White Cloud Tele-Mental Health Service for those who need it.

A Mental Health Round is simply a designated 'round' or 'date' in your sports calendar which you theme up around mental health. There are plenty of things you can do to draw attention to this round - get players to wear white socks, get representatives to record videos talking about mental health to use on your social platforms, organise a White Cloud rep to speak on the day. Whatever you can do to create conversations.

There are then lots of ways you could raise money, whether it is in line with a Mental Health Round or on its own. Some ideas include:

- Sausage Sizzle/BBQ
- Car Wash
- Ice Bath Challenge
- Raffle or Auction
- Car Boot Sale
- Sell merchandise (contact us for ideas)
- Hold a dinner or morning tea



If you would like to run an online fundraising campaign and recruit individuals to get involved, we can absolutely set this up for you. Online fundraising campaigns work best around challenges such as doing a certain number of push-ups each day, going without something you love for a set period of time (eg coffee!), running a certain number of laps around an oval, etc. We've got all the tools you can use to do this – you just need to come up with the idea and the people to take part! Contact us if you'd like to know more or see examples.

STEP 2: TELL US ABOUT IT

Let us know what you're doing so we can endorse your activity and provide whatever help we can. We can also issue you with an Authority to Fundraise letter which can be helpful if you're asking for goods/services at a cheaper rate or asking for items to be donated.

STEP 3: START ORGANISING

Once you've got the activity/event and date set, don't try to do everything on your own. Make sure you round up some helpers! White Cloud Foundation can also help you with a number of things you may need. There are some regulations around conducting raffles, holding 'funny money' nights, selling alcohol, etc. Meeting these regulations is your responsibility, so make sure you check them out on the Queensland Government website <https://www.qld.gov.au>. You also need to make sure you have the relevant insurance to cover your event/activity if required. White Cloud cannot provide this.

STEP 4: TELL EVERYONE ABOUT IT

Promote what you're doing as much as you can...it's the key to success. Put it in your newsletters, website and social media platforms. Contact your local media or local community social media pages – there's generally one for every suburb and town!. Ask people to share your posts, use your network and tap into other networks.

You are also able to use our logo if needed, and we can help with some social media content around mental health. Please make sure you tag us – we're on Facebook, Instagram, X, and LinkedIn.

STEP 5: THE BIG DAY

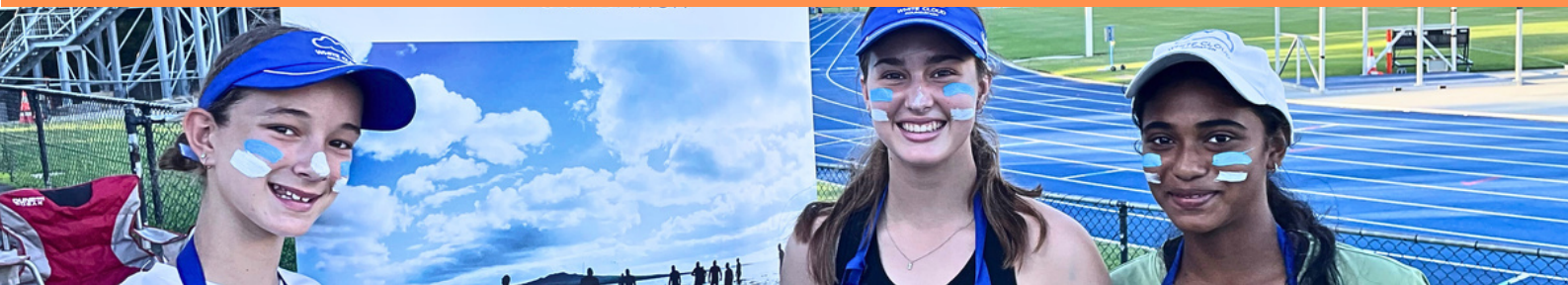
Time to watch your activity or event come to life!. Make sure you take lots of photos and share them on social media throughout the day.

STEP 6: THANK EVERYONE

Make sure you thank any sponsors, donors and everyone that supported your event/activity. Make sure you also let them know how much you raised and what impact that money will have.

STEP 7: BANK THE FUNDS

Any funds raised offline simply need to be banked into White Cloud Foundation's account. We can provide those details when the time comes.



HOW WHITE CLOUD CAN HELP

Whatever you decide to do, there are a range of things we can provide or help with:

- White Cloud logo to put on your marketing materials.
- White Cloud signage and marquee for the day (subject to availability).
- White Cloud guest speakers/panellists (subject to availability).
- White Cloud Tele-Mental Health poster/flyers with your logo on them.
- Social media content relating to mental health.
- Scripts that players/officials may use to create videos for social media.
- Help with sourcing merchandise to sell or giveaway.
- Use of White Cloud's GoFundraise portal to set up your dedicated online fundraising campaign – we can also set it up for you!



CONTACT DETAILS

To discuss ideas, register your event/activity, get your Authority to Fundraise letter, or get any other help you need, simply contact:



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