

# WALKWITHME

STEP UP FOR YOUTH MENTAL HEALTH



## Walk with Me Fundraising Toolkit





“Without Youth Focus and having absolute trust in my counsellor who guided and encouraged me to push myself and my boundaries, I would not have been able to do it...

They have changed and possibly saved my life”

YOUTH FOCUS CLIENT



# Thank you for choosing to fundraise for Youth Focus

**Tragically, suicide is the leading cause of death for young people (aged 15 – 24) in Australia.**

In Western Australia, we support thousands of young people each year with our mental health services.

With evidence suggesting that three in four adult mental health conditions emerge by age 24, access to services is so important to help young people navigate mental health challenges.

With the demand for our services increasing, your support can make a difference, through a joint dedication to make a true and lasting difference to thousands of young lives.

**THIS PACKAGE WILL PROVIDE YOU WITH ALL YOU NEED TO KNOW REGARDING...**

- Youth Focus
- Mental health
- Getting involved with Walk with Me
- Promoting your involvement using social and traditional media



# About us

**Youth Focus is a leading mental health provider that has been supporting the wellbeing of young people in the Western Australian community for nearly 30 years.**

We exist because we believe in the potential of all young people. We believe the right mental health support can change the trajectory of a young person's life, and help them find their strength.

Our purpose is to champion the mental health needs of young people, so they can thrive in their community. We are the only specialist non-government youth mental health service in WA.

We support thousands of young people each year, across Western Australia - in our locations, in schools, and in the community. Thanks to people like you, we offer life-changing mental health services including counselling, employment and study placement support, and education for schools and communities.

## OUR VISION

A world where a young person's mental health does not get in the way of them being who they want to be

## OUR PURPOSE

Trusted to champion the mental health needs of young people in Western Australia, supporting them to thrive in their community

## OUR VALUES

Compassion  
Collaboration  
Dynamic  
Integrity  
Quality



# 32,953

OCCASIONS OF SERVICE

## Our impact

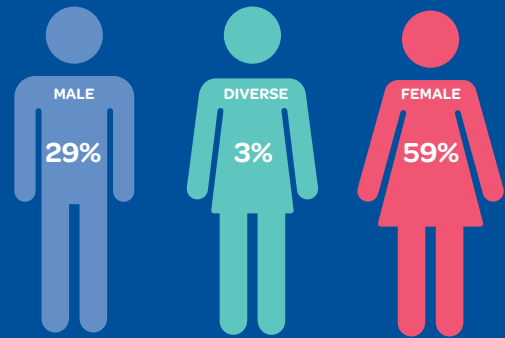
SERVICE SNAPSHOT 2021/22

# 3,577

YOUNG PEOPLE SUPPORTED ACROSS  
YOUTH FOCUS & HEADSPACE

# 4,175

YOUNG PEOPLE EDUCATED THROUGH THE YOUTH  
FOCUS EDUCATION PROGRAM



CLIENT GENDER BALANCE

9% NOT STATED

12-14

15-17

18-20

21-23

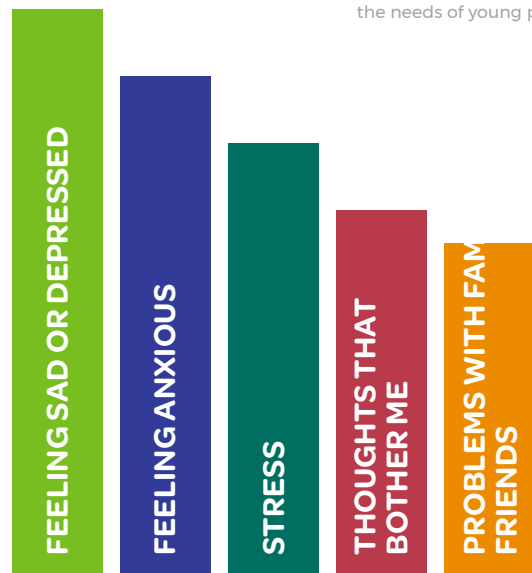
24+

↖ AVERAGE AGE OF CLIENTS

### PRIMARY PRESENTING ISSUES



YOUTH FOCUS



HEADSPACE

Youth Focus and headspace centres record presenting issues slightly differently, in line with the way in which each service works to meet the needs of young people.

# What your support can achieve



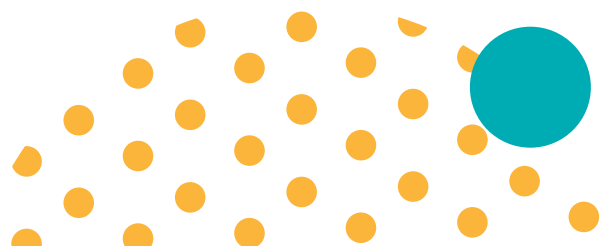
CAN HELP PROVIDE  
IMPORTANT MENTAL  
HEALTH RESOURCES &  
INFO TO YOUNG PEOPLE



CAN ENABLE CULTURAL  
LEARNING PROGRAMS FOR  
ABORIGINAL YOUNG PEOPLE,  
FOSTERING STRONGER  
CONNECTIONS TO CULTURE,  
COUNTRY & COMMUNITY

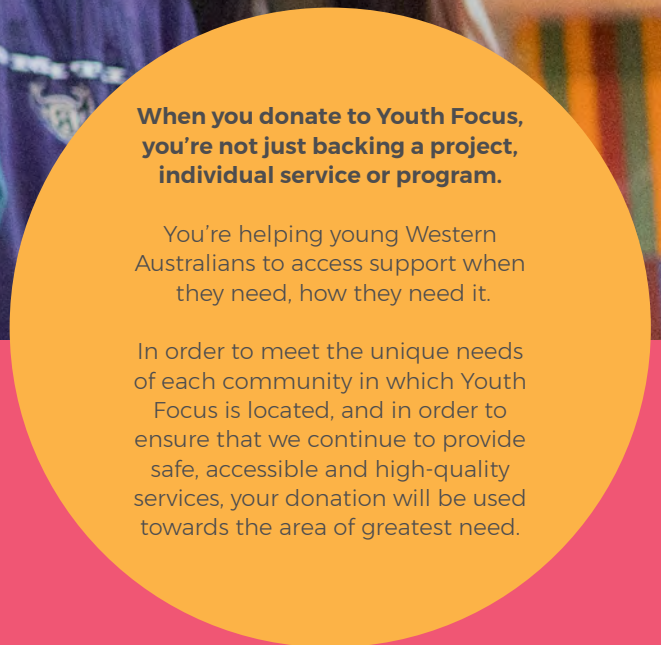
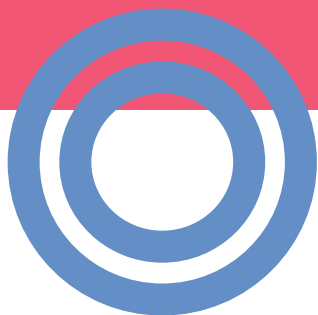


CAN HELP PROVIDE  
A LIFE-CHANGING COUNSELLING  
SESSION WITH A YOUTH FOCUS  
COUNSELLOR





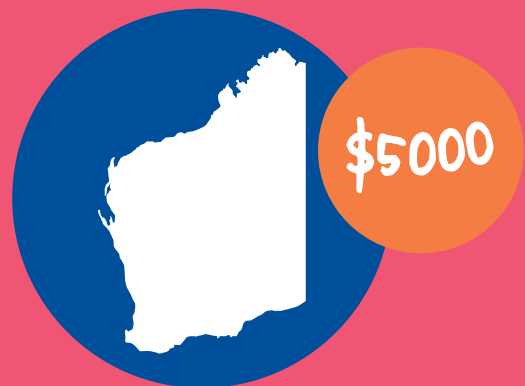
CAN ENABLE OUR YOUTH FOCUS  
EMPLOYMENT PROGRAMS TO  
SUPPORT A YOUNG PERSON TO SEEK,  
GAIN AND MAINTAIN MEANINGFUL  
EMPLOYMENT - WHICH CAN HAVE AN  
ENORMOUS POSITIVE IMPACT FOR A  
YOUNG PERSON'S MENTAL HEALTH



**When you donate to Youth Focus,  
you're not just backing a project,  
individual service or program.**

You're helping young Western  
Australians to access support when  
they need, how they need it.

In order to meet the unique needs  
of each community in which Youth  
Focus is located, and in order to  
ensure that we continue to provide  
safe, accessible and high-quality  
services, your donation will be used  
towards the area of greatest need.



CAN HELP YOUTH FOCUS PROVIDE  
SERVICES TO REGIONAL  
COMMUNITIES, WITH LIMITED ACCESS  
TO MENTAL HEALTH SERVICES

# So let's get started!

## Thank you for joining Walk with Me, and helping to raise vital funds to support young people in WA!

It's a statistic we're familiar with: **suicide is the leading cause of death for young people (aged 15 - 24) in Australia.** It's time to act.

Step up this Mental Health Month, and choose your distance. Together, we can raise awareness and funds for youth mental health.

### WHAT'S IT ALL ABOUT?

Walk with Me is a virtual fundraising challenge for Youth Focus.

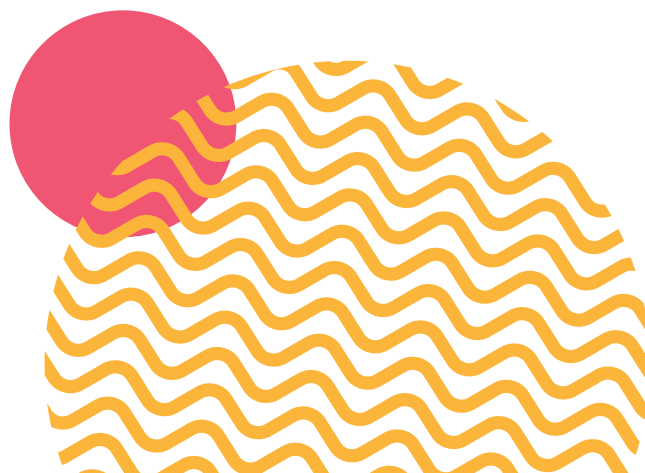
We are challenging all Western Australians to step up for youth mental health and suicide prevention by walking a distance of your choice, during Mental Health Month in October.

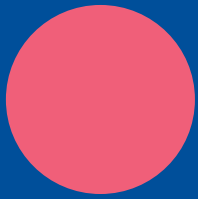
Wherever you live, whatever your ability, you can decide when and where to complete Walk with Me. Getting out and getting moving can have great benefits for your own mental health, and gives you a chance to connect with friends, colleagues and the environment.

**This event is about walking with our friends, our families and our young people, to raise awareness and funds for youth mental health.**

**Nearly every week one child, sibling, relative or friend under the age of 25 dies by suicide.** The ripple effect of suicide and feelings of loss, sadness, and loneliness are felt deeply by individuals, families and entire communities.

Together, we can help support young people to navigate mental health challenges. By joining Walk with Me, you're helping to create a positive change. Let's step up for youth mental health!





# Fundraise on your own, or start a team

## Here are some great tips and resources to help you fundraise for Walk with Me.

We have a range of resources and assets that you can use to promote Walk with Me through out your networks, in your office, and in your community.

### **SOCIAL MEDIA IS YOUR FRIEND!**

Be sure to use your social media platforms to reach your family, friends and virtual community giving them easy access to donating to your Walk with Me page. Not only that but encourage your company to share your page on their social media platforms and champion your fundraising efforts for youth mental health!

### **HAVE A GOAL**

Choose a fundraising goal to work towards! Having a goal can give your donors a guide of how much to donate to your fundraising efforts.

### **CALL OUT TO YOUR VILLAGE!**

Reach out to your networks, family and friends and encourage them to support you through a donation or helping to promote your fundraising through their online social media channels. Every bit of support in raising funds and creating awareness will help you to reach your fundraising goals!

### **CORPORATE DOLLAR MATCHING**

Ask your organisation to match the fundraising total of your fundraising.

### **USE THE WALK WITH ME RESOURCES**

There are some great resources on the Walk with Me website to help you promote your event. Check out: [walkwithme.net.au/event/walkwithme/resources](http://walkwithme.net.au/event/walkwithme/resources)





# Thank You!

**Thank you for your support!**

Together we can champion the mental health  
needs of young people, and help them to thrive  
in their community.

For more information, please visit [walkwithme.net.au](http://walkwithme.net.au)  
or contact [events@youthfocus.com.au](mailto:events@youthfocus.com.au)

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 youthfocus

[YOUTHFOCUS.COM.AU](http://YOUTHFOCUS.COM.AU)