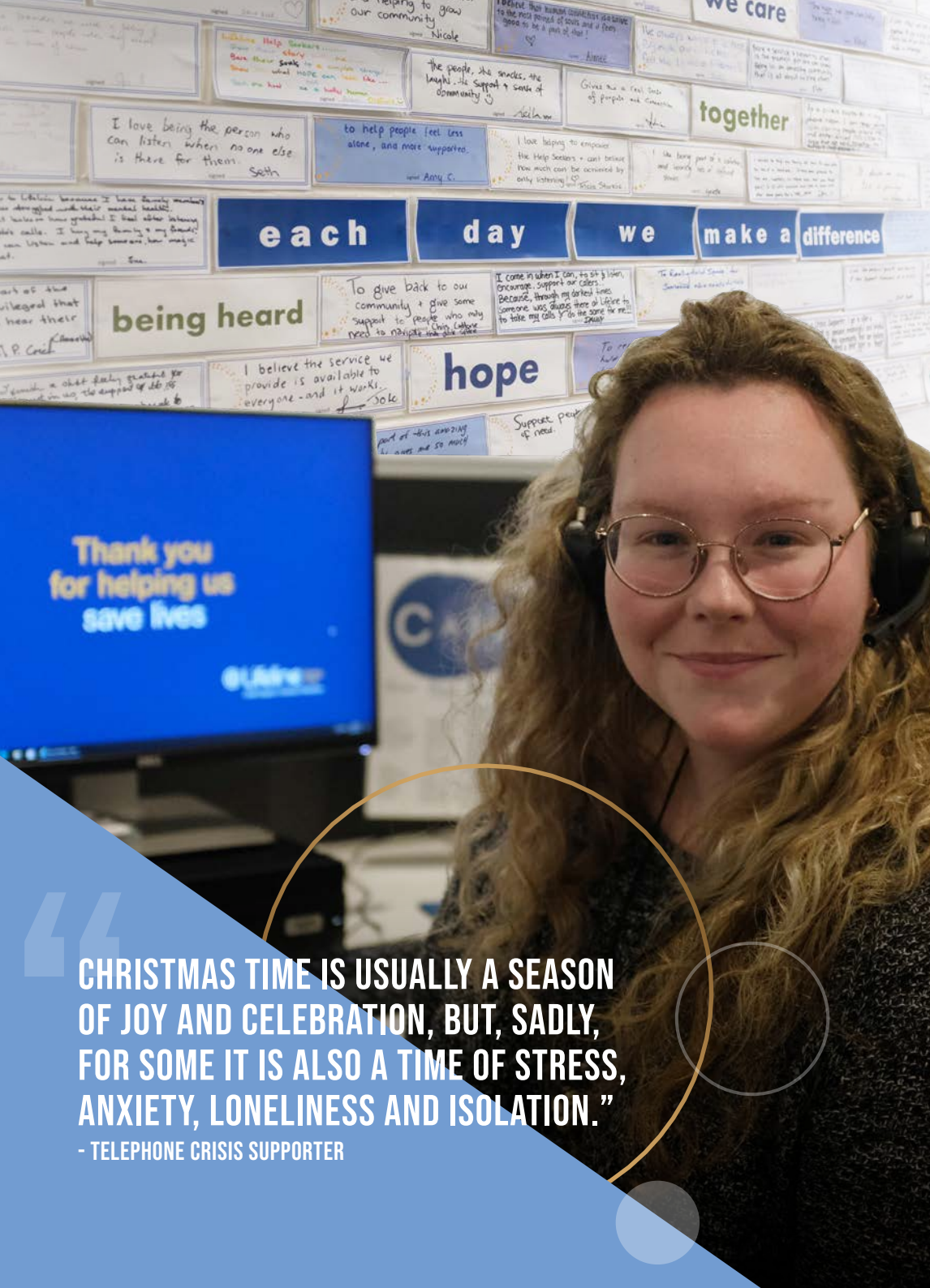




**HELP SHINE A  
LIGHT FOR LIFE**

*this Christmas*



## THE ANNUAL LIGHTS FOR LIFELINE CAMPAIGN AIMS TO RAISE FUNDS AND AWARENESS FOR LIFELINE WA'S CRISIS SUPPORT SERVICES, DURING LIFELINE'S BUSIEST TIME OF THE YEAR.

**This Christmas, Lifeline expect to get a call every 30 seconds from someone lonely or in crisis.**

Tragically, in Western Australia, more than one person dies every day to suicide, which is almost double the road toll. Last year, 64,280 Western Australians called 13 11 14 for support and Lifeline WA received an increase in calls during the Christmas season.

People who are suicidal often don't want to die, but cannot see any other way to stop the pain that they are experiencing.

Lifeline WA's goal is to be able to answer every call for help and shine a light for life within the community this festive season.

Lifeline WA is very excited to be launching the biggest ever Lights for Lifeline campaign in 2021. We would love for you to be involved.

"Christmas time is usually a season of joy and celebration, but, sadly, for some it is also a time of stress, anxiety, loneliness and isolation."  
- Telephone Crisis Supporter

“CHRISTMAS TIME IS USUALLY A SEASON OF JOY AND CELEBRATION, BUT, SADLY, FOR SOME IT IS ALSO A TIME OF STRESS, ANXIETY, LONELINESS AND ISOLATION.”

- TELEPHONE CRISIS SUPPORTER



SHINE A LIGHT  
FOR LIFE THIS  
*Christmas*

DONATE \$4,000 TOWARDS THE  
TRAINING OF A TELEPHONE  
CRISIS SUPPORTER

*and*

LIGHT YOUR CHRISTMAS TREE OR  
ORGANISE SOMETHING WITHIN YOUR  
WORKPLACE OR COMMUNITY

TO SHOW YOUR SUPPORT FOR  
LIFELINE WA AND RAISE AWARENESS  
FOR THE 13 11 14 CRISIS  
SUPPORT NUMBER.



**YOU CAN HELP PREVENT SUICIDE.**

By supporting the community and becoming a Lights for Lifeline 2021 Partner, you can ensure that every Western Australian has someone to speak to in moments of crisis this Christmas season.



Crisis Supporter  
\$4,000



Crisis Supporters  
\$8,000



Crisis Supporters  
\$12,000



Crisis Supporters  
\$20,000



**As a Lights for Lifeline 2021 Partner, Lifeline WA will work with you to help you engage your staff, customers, and clients so that they know that your organisation is committed to supporting the community this Christmas.**

- Key messages
- Telephone Crisis Support stories
- Social media/internal communication content
- Promotion of your brand via our social media channels.
- Your brand prominent on marketing material
- Acknowledgement on Lifeline WA's website
- Your brand on the Optus Stadium screen at the launch
- The use of the Lights for Lifeline logo
- Email signatures and collateral to display in your office

# Launch

## OPTUS STADIUM EVENT DECEMBER 6

We're excited to announce that this year's Lights for Lifeline campaign will officially launch on Monday the 6th December with a ceremonial turning on of the lights at Optus Stadium.

This stunning event will be held outside the stadium, in front of the Optus Outdoor Screen, where our Lights for Lifeline 2021 donors and partners will be duly recognised for their generous contribution and commitment to the community. By contributing to the campaign, as a Lights for Lifeline 2021 Partner, you will receive an invitation to what promises to be a very moving event.



Please contact [brielle@lifelinewa.org.au](mailto:brielle@lifelinewa.org.au)  
to make your pledge.

*Thank you*

FOR SHINING A LIGHT FOR LIFELINE WA