

**CORPORATE PARTNERSHIPS**  
**INFORMATION PACK**



**SANE AUSTRALIA**

Supporting four million Australians  
affected by complex mental illness.

# AN INVITATION TO PARTNER WITH SANE AUSTRALIA

For anyone who has been touched by mental illness you know how overwhelming it can be for everyone involved.

Sometimes just talking to someone who shares the same experience or can give professional guidance on what you are going through, can be make a huge difference.

Over the past decade in Australia we have made great advances in improving the awareness and understanding of mild-to-moderate mental health illnesses, as well as reducing stigma in the community. But there is still a great deal of work to be done to help support those at the more severe, or complex, end of the spectrum.

To ensure the long-term positive impact of our work for Australians affected by complex mental illness, SANE offers mutually beneficial partnership programs for values aligned businesses seeking to grow a partnership with us over time.

Through our corporate partnerships, we also work together to broaden public awareness and understanding of the important contributions people with complex mental illness make in both their workplaces and communities.

I invite you to partner in our vision of an Australia where everyone affected by mental illness lives a long and fulfilling life.



**Jack Heath**  
Chief Executive Officer



## OUR VISION

An Australia where everyone affected by mental illness lives a long and fulfilling life.

## OUR PURPOSE

Promoting the wellbeing of people affected by complex mental illness.

## OUR CHALLENGE

**690,000**

Australians over 18 years of age are living with complex mental illness, including schizophrenia, bipolar disorder, borderline personality disorder, major depression, severe anxiety, eating disorders, obsessive compulsive disorder, and post-traumatic stress disorder.\*

**x 5**

Family members, friends or colleagues affected for every person living with complex mental illness.

**= 4 million**

Australians affected by complex mental illness in any year.

\*Review of Mental Health Programs and Services, National Mental Health Commission, 2014.

# LIVING WITH COMPLEX MENTAL ILLNESS



**Complex mental illness is a group of conditions that can significantly affect how a person feels, thinks, behaves and interacts with others. But the good news is that people affected by complex mental illness can and do live full and meaningful lives.**

## IMPACT ON PEOPLE LIVING WITH COMPLEX MENTAL ILLNESS

Many mental health concerns often first emerge in the late teens or early twenties. This is an age when it is especially challenging to be told that your condition may need to be managed for the rest of your life.

People living with a complex mental illness may experience periods of homelessness, poverty, isolation, poor physical health and unemployment, which can significantly affect their capacity to care for themselves.

Pathways to care can be difficult to navigate and self-stigma, as well as stigma in the community and the workplace, can have an impact on whether people seek help.

For many people living with complex mental illness, there is a 25-year life expectancy gap and an increased risk of suicide (10–45 times higher than the general population).

## IMPACT ON FAMILIES, FRIENDS AND OTHER LOVED ONES

Mental illness can often have a ‘ripple effect’ on families, friends and other loved ones. Many take on the role of day-to-day carer often with little training, support or acknowledgment of their own needs and mental health.

When families, friends and loved ones who are supporting someone with complex mental illness have the opportunity to receive training and support, there is strong evidence that this leads to better outcomes for everyone involved.

## IN THE WORKPLACE

Being aware of mental illness and the effects it may have on people in the workplace is important for a number of reasons – not only for the person affected, but also for colleagues, managers and employers. It can also impact productivity.

Around 45% of Australian adults will experience some form of mental health problem in their lifetime<sup>1</sup>. Additionally, one in six people will experience symptoms associated with mental ill health such as anxiety, trouble sleeping and fatigue<sup>2</sup>.

While people with mental illness make a valuable contribution to the workforce, they also face barriers to engagement if they are not well supported.

Only 41% disclose their mental ill-health to their employers, with 39% saying their employers would not understand<sup>3</sup>.

## RURAL AND REGIONAL AREAS

Many people experience either social or geographic isolation, which can have a significant impact on their wellbeing, recovery and community participation. Social isolation increases in rural and regional areas, where mental health issues are compounded by reduced availability of services and support, increased stigma, and barriers that mean people are not accessing, or are unable to access, face-to-face support.

1–3 State of Workplace Mental Health in Australia – Heads Up 2014 Report.

# HOW WE MAKE A DIFFERENCE

For more than 30 years, SANE Australia has been a leader in placing complex mental illness on the public agenda.

We are recognised as an international pioneer in the reduction of stigma and a leader in leveraging technology to facilitate online peer support and build collaborative partnerships across the mental health sector.

## BETTER SUPPORT

[SANE Help Centre](#) | 1800 187 263  
[helpline@sane.org](mailto:helpline@sane.org)

SANE's 1800 helpline, email or web chat service is staffed by trained mental health professionals (10am–10pm AEST weekdays).

[SANE Website](#) | [sane.org](http://sane.org)

Authoritative, high-quality information and resources including factsheets, articles, real-life stories and research.

## STRONGER CONNECTIONS

[SANE Online Forums](#) | [saneforums.org](http://saneforums.org)

A fully moderated online peer support service that brings together the lived experience of individuals, families, friends and carers in a safe, anonymous and supportive environment (24hrs a day, 7 days a week).

## SANE Lived Experience Program

Providing opportunities for businesses, government, media and the broader community to connect with individuals, carers and families to learn about their personal experiences with complex mental illness.

## LESS DISCRIMINATION

[SANE Media Centre & StigmaWatch Program](#) | [sane.org/stigmawatch](http://sane.org/stigmawatch)

Working with media professionals and the wider community to combat stigma around mental illness and encourage the accurate and responsible reporting of mental illness and suicide in the media.

## Policy & Advocacy

Advocating for stigma reduction and improved mental health and support services for people with complex mental illness.

## LONGER LIVES

### Suicide Prevention

Improving how people are supported in suicide prevention through training workshops for mental health and community professionals across the country.

### Research

Generating new understandings of the psychosocial impacts of complex mental illness that can lead to policy and social change.

### Hocking Fellowship

Promoting better mental health by advancing the public understanding of mental illness.



*“I cannot express how much you have helped me, not only with my son, but with other problems that I am facing. I always feel better after speaking to the SANE Help Centre counsellors.”*

Help Centre web chat user



# PARTNERING FOR IMPACT

We invite you to partner in our vision of an Australia where everyone affected by mental illness lives a long and fulfilling life.

## 2020 STRATEGY

Our programs, services and strategic initiatives sit across four key pillars.



### Better Support

People feel able to seek, find and receive quality support and information when they need it.



### Less Discrimination

People accept and value themselves, and are accepted and valued by others free from judgement or discrimination.



### Stronger Connections

People feel like they belong to a community, have supportive relationships and are able to use their own experiences to help others.



### Longer Lives

People feel that their life is worth living, know how to care for themselves and believe the world is better off with them.

These pillars are built on strong foundations that ensure we have the people, resources, systems and infrastructure to be a sustainable and capable organisation – one that is known and respected for our work supporting people affected by complex mental illness, and is recognised as knowledgeable and influential across government, universities, business, the mental health sector and the broader community.

## PARTNERSHIP PRINCIPLES

Our partnerships can be tailored to meet the strategic objectives and engagement capacity of each partner organisation.

### 01

#### Be an employer of choice

Demonstrate your company's commitment to being a mentally healthy workplace. Prioritise mental health and wellbeing equally with other health and safety issues – mental health is something everyone in the organisation can influence.

### 03

#### Contribute to policy and social change through strategic investments

Invest in evidence-based initiatives, partnering directly with people of lived experience to generate new understandings of the non-clinical social impacts of complex mental illness.

### 02

#### Demonstrate good corporate citizenship

Achieve your Corporate Social Responsibility business objectives to build reputation with stakeholders, consumers and wider community, and deepen employee engagement.

### 04

#### Become a mental health leader in Australia

Participate in SANE's mental health leadership network, bringing together businesses, policymakers, academic institutions, health professionals and community leaders. Our network members are provided with opportunities to interact with other leaders and participate in discussions on critical issues relating to mental health in Australia.

## OUR IMPACTS

Your partnership will enable us to increase SANE's impact in achieving our 2020 goals.

Australians accessing the SANE Help Centre service per year

2017

11,300

2020

40,000

People using digital mental health content and resources on sane.org

1.05 million

2 million

People using the SANE Online Forums per year

143,500

800,000

Registered members of the SANE online Forums

8,000

30,000

# GRANTS AND SPONSORSHIP

**We're inviting corporates and business leaders to become 'Impact Partners' in the transformation of the SANE Help Centre, so we can reach 40,000 Australians affected by complex mental illness per year by 2020.**

The SANE Helpline was first established in 1998 with just a phone line, but thanks to the generous support of our major donors the service was developed into an integrated Help Centre staffed by mental health professionals. Today the service provides 12,000 hours of specialist support each year via the 1800 phone line, chat and email.

In 2015, the SANE Forums became part of the service, providing professionally moderated, safe and anonymous online peer support 24/7. This means that people affected by complex mental illnesses can now benefit from sharing their experiences to help one another, while also accessing a practitioner for specialist support.

What we've learned since the Helpline service was established nearly 20 years ago is that one-time interventions aren't enough. People with complex conditions are

looking for ongoing, regular support, ideally from the same mental health professional with whom they have built a rapport.

By 2020 we want to expand our Help Centre services to provide specialised integrated support for 40,000 Australians per year.

We plan to do this by:

- introducing new short-term interventions via phone to support people with specific goals, such as employment, relationships or physical health challenges
- delivering tailored mental health information and resources, incorporating the high-quality resources published on sane.org, to individuals in real time via chat, email and sms
- maintaining the after-hours provision of the helpline, chat and email service until 10pm, Monday to Friday
- promoting access to Help Centre services in rural, regional and remote communities
- improving our impact evaluation framework, including enhanced technical and data system infrastructure.

With your help, we can transform this service ensuring that people affected by complex mental illness continue to access this vital free support.

## BENEFITS

Executive engagement with SANE's CEO and Board Directors on mental health leadership to improve the inclusion of people with complex mental illness in the workforce.

Acknowledgement as an 'Impact Partner' on the SANE website and in the annual report.

Invitations to SANE events and leadership networks.

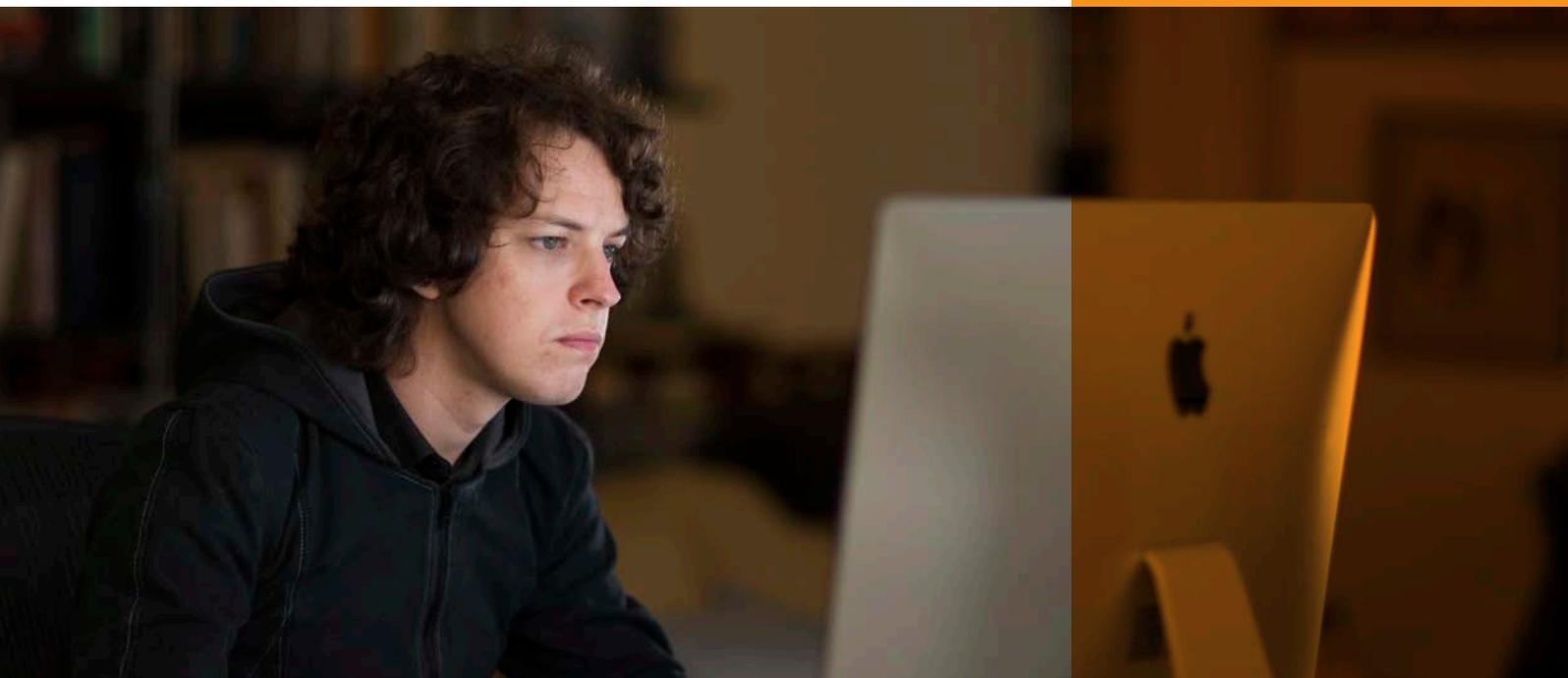
Employee engagement with SANE Lived Experience speakers during Mental Health Week or other workplace training activities.

SANE logo and affiliation published on approved partner collateral.

Employee development through mentally healthy workplace training and resources.

Participation in media opportunities, as defined by the partnership.

Quarterly progress updates and annual partnership planning.



# WORKPLACE GIVING

## BENEFITS

Tailored engagement and communications plans developed for each major workplace giving partner.

Executive engagement with SANE's CEO and Board Directors on mental health leadership to improve the inclusion of people with complex mental illness in the workforce.

Invitations to SANE events and leadership networks.

Employee engagement with SANE lived experience speakers during Mental Health Week.

## WHAT MONTHLY GIVING SUPPORTS

# \$25

Information resources published on SANE website for people looking for help.

# \$50

Live chat or phone session for SANE Help Centre contact.

# \$75

Overnight moderation by mental health professionals for the SANE Forums community.

# \$100

Specialised training for Help Centre Counsellors.

**Workplace giving is a simple and effective way for employees to donate to SANE directly from their pre-tax salary, making a collective impact supporting the four million Australians affected by complex mental illness.**

## EMPLOYEE MONTHLY PLEDGES

Through our workplace giving program, SANE supports One Million Donors – a national social change initiative encouraging one million Australian employees to give to charities by 2020. Launched by the Australian Government in 2014, the campaign aims to transform the giving landscape in Australia, impacting every charitable cause while delivering huge benefits to employers and staff.

Individuals contribute a small portion each month from their salary and this amount is taken before tax is calculated which reduces their taxable income. The tax benefit is immediate, rather than waiting until the end of financial year.

Businesses can enhance the impact of workplace giving by matching their employees' giving, either on a dollar-for-dollar basis or up to a pre-determined cap. They can also actively encourage employee engagement in events, volunteering, skill-sharing and in-kind support.

Workplace Giving support sustains the SANE Help Centre phone, chat and email services which are currently 100% community funded.

## HOW TO GIVE

Your organisation may choose to issue the funds directly to SANE or through an external workplace giving provider or platform.

SANE is registered to receive workplace giving funds via the following community platforms:

- **Good2Give**  
[good2give.ngo](http://good2give.ngo)
- **Good Company**  
[goodcompany.com.au](http://goodcompany.com.au)

SANE also partners with **Catalyser** ([catalyser.com.au](http://catalyser.com.au)), an enterprise platform that provides businesses with tailor-made solutions including pop-up campaigns during peak times of the year – for example, Mental Health Week, Christmas and EOFY which is the June workplace giving month.



# FUNDRAISING AND IN-KIND SUPPORT

**SANE also welcomes the opportunity to partner in the following ways.**

## ANNUAL MAJOR EVENTS AND COMMUNITY FUNDRAISING

- Fundraiser morning teas for employees, with talks by SANE lived experience speakers.
- Volunteering during Mental Health Week to help raise community awareness of complex mental health concerns.
- 'Team SANE' fundraising social events or peer fundraising for your staff, clients and key partners (for example, a fun run or golf day).



*“SANE Australia’s work in mental health is essential for our society. Mental illness affects many people, sometimes silently and persistently, sometimes deafeningly and overwhelmingly. We are passionate about supporting SANE’s work in reducing stigma and educating Australians to better recognise the signs of mental illness so they can get the help they need.”*

King & Wood Mallesons

## CAUSE-RELATED MARKETING

- Pledge a percentage of sales or profits to SANE. Cause marketing has the potential to increase leads or sales while giving consumers an easy way to support SANE’s mission. This generates awareness and funds to promote the wellbeing of people affected by complex mental illness.

## PRO-BONO, LOW BONO AND GIFT-IN-KIND SUPPORT

- Through the gift of media space, specialist services or other products you can help offset expenses to allow us to direct more funds into our programs and services.
- Goods and services can also be donated for auctioning or used as prizes at fundraising events.

## BENEFITS

Acknowledgement on [sane.org](http://sane.org) and in the annual report.

SANE logo and affiliation published on approved partner collateral.

Employee engagement with SANE lived experience speakers during Mental Health Week.

Employee development through mentally healthy workplace training, information and resources.

Participation in media opportunities.

Annual impact update.



# SANE AUSTRALIA

We would be delighted to speak with you further about supporting these and other strategic development opportunities.

## CONTACT

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**TO MAKE A TAX-DEDUCTIBLE  
DONATION TO SANE AUSTRALIA  
VISIT [SANE.ORG/DONATE](https://www.sane.org/donate)**

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