

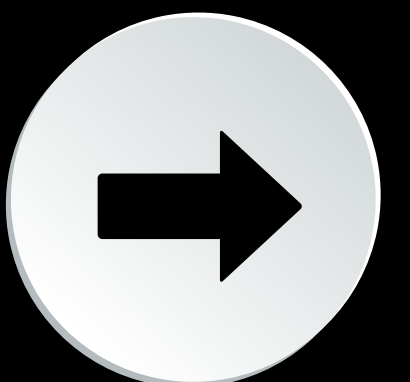


**R U OK?**<sup>®</sup>

A conversation could change a life.


**Your *interactive* guide to supporting R U OK?**

*Click here to  
get started* →



Your *interactive*  
guide to supporting



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**Share the RU OK? message in your workplace, school, and community.**



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# About R U OK?

R U OK? is a suicide prevention charity and registered public health promotion that encourages people to stay connected and have conversations that can help others through difficult times in their lives.

R U OK? was founded in 2009 by Gavin Larkin who tragically lost his father to suicide in 1995. To honour his father and try to protect other families from the pain his had endured, Gavin chose to champion just one question – ‘are you OK?’.

He passionately advocated the message that a conversation could change a life, even as cancer ended his in 2011.

Gavin’s legacy is a national conversation movement that focuses on building the motivation, confidence, and skills of all Australians to have a meaningful conversation with family, friends and colleagues who might be struggling with life and connect them to appropriate support long before they’re in crisis.



**Learn more about R U OK?**







- About RU OK?
- Our impact**
- Make every day RU OK?Day
- The 4 Steps of an RU OK? Conversation
- Safeguarding RU OK?

# Our impact

Our vision is a world where we're all connected and are protected from suicide.

We're working to achieve this by empowering and inspiring everyone to meaningfully connect and support anyone in their life who might be struggling.

Those who are exposed to the R U OK?Day campaign are up to six times more likely to do that compared to those not exposed to the R U OK? message.<sup>1</sup>



## Why do we focus on conversations?

Suicide is an enormously complex and sensitive challenge. A renowned suicide prevention theory is that of Dr Thomas Joiner<sup>2</sup>, who identified that social connections including regular, face-to-face, meaningful conversations about life, are a protective factor against suicide.



## What does R U OK? deliver?

R U OK? delivers free resources that increase the willingness and confidence of all Australians to recognise the signs someone is struggling, start a genuine conversation and lend appropriate support.

R U OK? also tailors resources to meet the needs of priority population groups.



## What does R U OK? do?

As a public health promotion we focus on helping people connect in a meaningful way. We're not a service provider or a registered training organisation. Rather we act to encourage, empower and remind everyone they have what it takes to support the people they care about.

Sources:  
1. Ross et al (2019) Australian R U OK?Day campaign: improving helping beliefs, intentions and behaviours. International Journal of Mental Health Systems, Australia.  
2. Joiner, T.E. (2007) Why People Die By Suicide. Harvard University Press. USA.





About  
RUOK?



Our impact



**Make every day  
RUOK?Day**



The 4 Steps  
of an RUOK?  
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Safeguarding  
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**About R U OK?**

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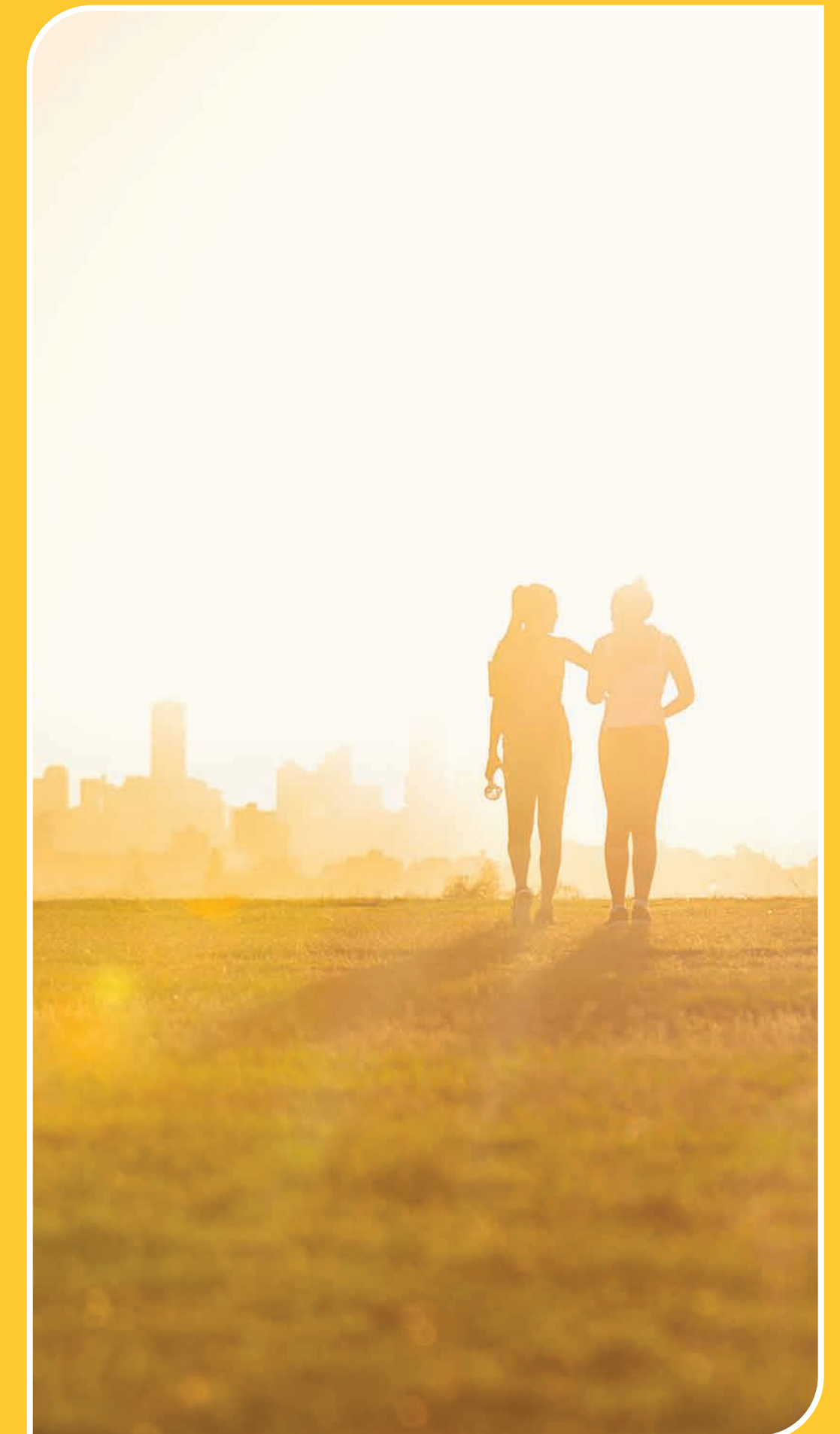
## Ask R U OK? Any Day

Life serves up challenges that can sometimes make us feel overwhelmed, unsure, or unsettled. When that happens it's comforting to know there is someone we can talk to who can share the load and help us through.

The people in your world won't always tell you if something's troubling them, so it's important for you to consider what's going on in their lives and be on the lookout for any changes in the way they behave.

- Are they having relationship difficulties?
- Are they experiencing increased levels of stress or constant stress?
- Are they in financial trouble?
- Have there been major changes at work or home?
- Have they experienced the loss of someone or something they care about?
- Do they have health concerns?

These are tough circumstances for anyone to manage on their own but by asking, 'are you OK?' and having a meaningful conversation you can help those you care about through life's ups and downs.







About  
RUOK?



Our impact



Make every day  
RUOK?Day



**The 4 Steps  
of an RU OK?  
Conversation**



Safeguarding  
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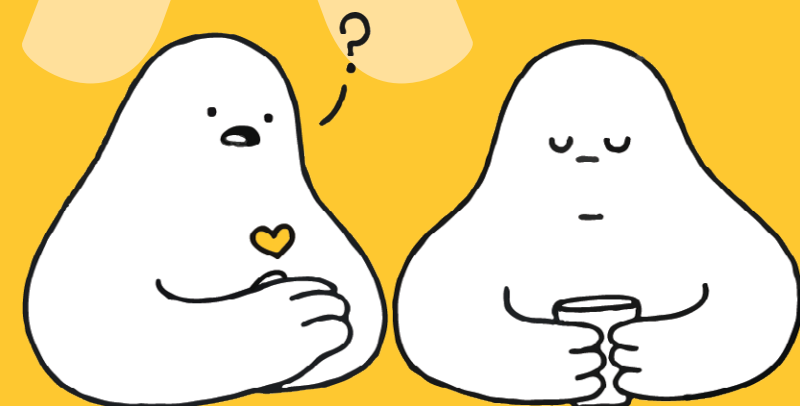
Support and FAQs

# The 4 Steps of an R U OK? Conversation

Having meaningful conversations with family, friends and colleagues can help them feel connected and supported through life's ups and downs.

We encourage you to use these 4 steps as a guide to having a meaningful R U OK? Conversation.

A



**Ask R U OK?**

L



**Listen**

E



**Encourage action**

C



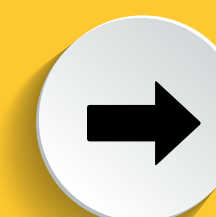
**Check in**



You can find more conversation guidance  
at [ruok.org.au/how-to-ask](https://ruok.org.au/how-to-ask)



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About  
RU OK?



Our impact



Make every day  
RU OK?Day



The 4 Steps  
of an RU OK?  
Conversation



**Safeguarding  
RU OK?**



**About R U OK?**

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# Safeguarding R U OK?

We have a responsibility to safeguard the legacy and reputation of R U OK?

**As part of this responsibility we have determined the following industry sectors and activities do not align with the work of R U OK? and we will not endorse or approve any fundraising, use of logo or donation associated with these:**

- Tobacco and alcohol manufacture and sale.
- Armaments manufacture or export.
- Gambling establishments such as casinos and bookmakers where the primary business is wagering (licensed clubs and venues might be considered).
- Artwork, products and activities involving the perceived objectification and manipulation of any child or adult (including magazines, books, calendars, films and websites).
- Pornography.
- Practices that conflict with R U OK? values.





Your *interactive*  
guide to supporting

**RUOK?**  
A conversation could change a life.



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# Supporting R U OK?

Your support ensures R U OK? connects more Australians through meaningful conversations.



**Supporting  
R U OK?**



Make it  
meaningful



Plan an event



Community  
Ambassadors



Safe  
messaging



Sharing the  
message

## There are many ways you can support R U OK? including:

1. Connect with friends, family, and colleagues who might be struggling to start a meaningful conversation by asking, 'are you OK?'.
2. Host an event or activity to share the R U OK? message.
3. Become an R U OK? Workplace Champion.
4. Host a Hey Sport, R U OK? round at your sports club or association.
5. Download our everyday resources to display in your school, workplace or community.
6. Share R U OK? conversation tips on your social media.
7. Volunteer as an R U OK? Community Ambassador.
8. Fundraise for R U OK?
9. Donate proceeds from your business to R U OK?
10. Become an official partner of R U OK?

Ask  
**RUOK?** **ANY DAY**

Our National Day of Action, R U OK?Day, is the second Thursday in September each year but we know that life happens every day which is why we encourage everyone to Ask R U OK? Any Day.

We regularly release new and updated resources including posters, conversation resources, presentation decks, digital assets and activity templates. All of these are free to download from [ruok.org.au](https://ruok.org.au).

Use these to help you build an R U OK? Culture every day of the year in your workplace, school or community.



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Supporting  
RUOK?



**Make it  
meaningful**



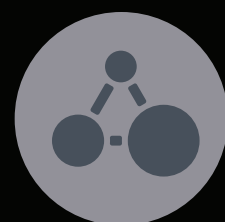
Plan an event



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# Make it meaningful



Whenever you support R U OK?, it's an opportunity to show people they can make a real difference in the life of someone who's having a tough time by showing they genuinely care.

We encourage all Australians to think about how they can plan meaningful activities in support of R U OK?.

## Tips for a meaningful activity

- 1 Champions:** Recruit and involve people who believe in the power of conversation to help you organise and deliver your R U OK? activities. These individuals can champion the R U OK? message in your school, workplace, or community, all year round.
- 2 Educate and inspire:** Share stories about how conversations can change lives. Provide tips, resources, and information to help people ask, 'are you OK?' and learn what to say if someone says they're not OK.
- 3 Organise:** Whether it's a fundraising morning tea, an online event, or a 'Hey Sport R U OK?' round, a well-organised activity can have a positive impact on the lives of those taking part.
- 4 Focus on connection:** Plan activities that provide opportunities for genuine engagement. Getting to know each other a little better can break down barriers and lead to more meaningful conversations.







Supporting  
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Make it  
meaningful



**Plan an event**



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## Plan an event

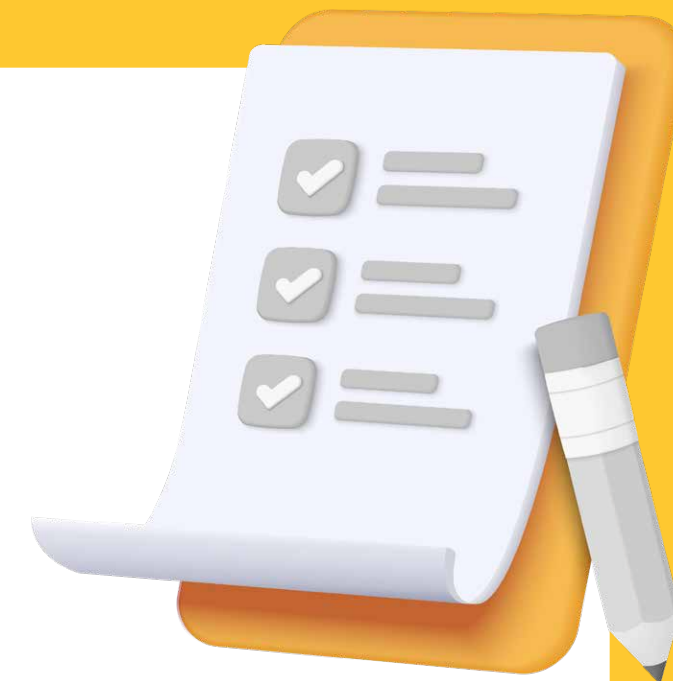
Every day is a great day to share the R U OK? message and hosting an event is a great way to bring people together throughout the year.

We encourage you to organise an event for your workplace, school, or community group. It might be a catch up over breakfast, a morning or afternoon tea, or a BBQ lunch. It might be a toolbox talk, team meeting, wear yellow day, school assembly, or conversation panel – whatever you choose it's important to make it meaningful. Think about how your activity can encourage everyone to ask, 'are you OK?' whenever they spot the signs that someone they care about might be struggling with life.

### Pre-event checklist

- ☐ What would you like your event to be?
- ☐ What connection activities will you include?
- ☐ Who will be invited / involved?
- ☐ Is it a face-to-face or virtual event?
- ☐ Do you need to book space or a venue?
- ☐ Do you need any permits or permission?
- ☐ Have you considered catering, amenities, accessibility etc.?
- ☐ Have you created an environment where attendees will **feel safe and supported**?
- ☐ Have you **registered your event** with us?
- ☐ Have you invited someone to speak at your event?
- ☐ Have you organised decorations or posters to display?
- ☐ Have you **ordered merchandise**?
- ☐ Download our **FREE R U OK? event resources**

 **Register your event**



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# Community Ambassadors

**R U OK? Community Ambassadors** are members of a network of volunteers across Australia who share stories of lived experience and hope to inspire and empower all Australians to have regular, meaningful conversations with the people they care about.

Ambassadors share their personal story, provide practical tools and tips about when and how to have a meaningful R U OK? conversation and answer questions from the audience.

A presentation is typically 30-45 minutes to one hour in duration. We do not charge a fee for a Community Ambassador to deliver a standard presentation, however we do ask that any out-of-pocket expenses (e.g., parking, travel, meals etc.) are covered by event organisers.

Please note that whilst we endeavour to fulfill all requests, we cannot guarantee ambassador availability for every event or location.

In the event we cannot assist there are alternative resources available including:

- A presentation deck which can be used by you or someone else to share the R U OK? message.
- A recorded virtual presentation featuring conversation tips and personal stories.

Lodge your speaker request by completing the [online event registration form](#) and please allow at least four weeks for us to process your request.



Supporting  
R U OK?



Make it  
meaningful



Plan an event



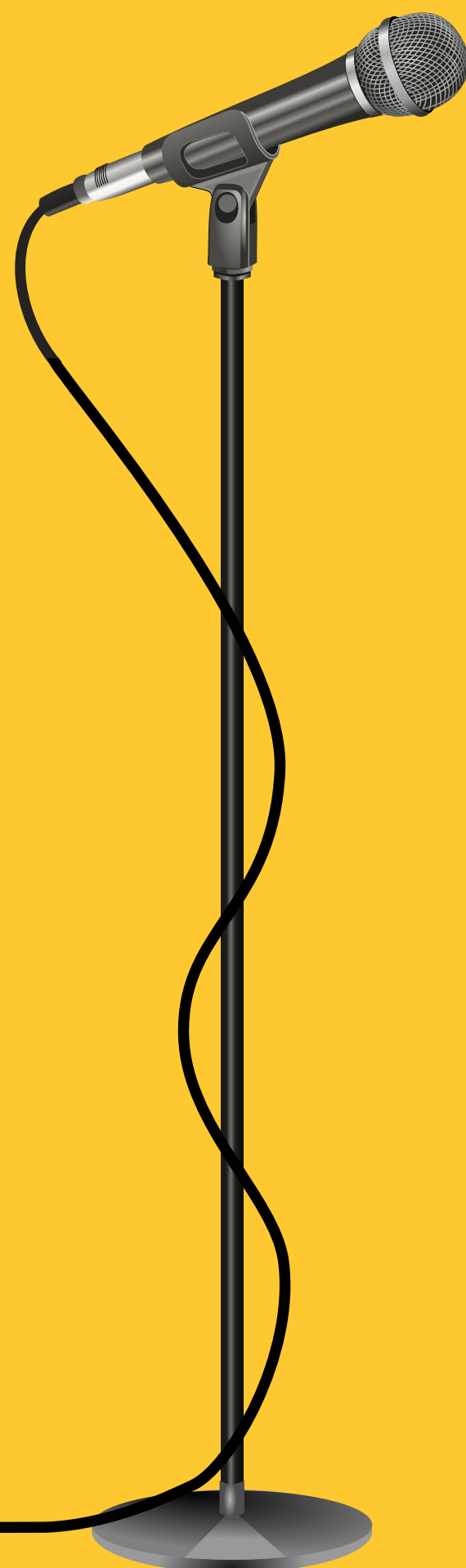
**Community  
Ambassadors**



Safe  
messaging



Sharing the  
message







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Community  
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**Safe  
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## Safe messaging

R U OK? is not a counselling or crisis support service. Rather we work to equip all Australians with the resources and confidence they need to navigate a conversation with someone who might be struggling and guidance on how to connect them to appropriate support if they need it.

The nature of the R U OK? mission and the personal reflections of people with lived experience of suicide can sometimes raise difficult emotions for others. It's important to acknowledge that some people attending your event or involved with your activity might not be OK and encourage them to access appropriate support.

You could say, "If today brings up tough emotions for you, it's OK to excuse yourself. If you need some extra support, I strongly encourage you to open up to someone you trust, connect with a trusted health professional, or access a service like Lifeline which is available 24/7 on 13 11 14."

On the next page you'll find some tips on how to create a physical and social environment that will help participants feel safe and supported.

You can find other services and support organisations on the [R U OK? website](#).



"If today's talk brings up tough emotions for you, it's OK to excuse yourself..."



Supporting  
RUOK?



Make it  
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Plan an event



Community  
Ambassadors



**Help services  
and safe  
messaging**



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## Preparing for your event

When organising and introducing your event please carefully consider the physical and social environment to help all participants feel safe and supported. When planning an RU OK? event we recommend you:

- Inform participants and presenters of the nature of the event.
- Those presenting may wish to bring a support person.
- Ensure safe language is used throughout the event – please refer to the Mindframe guidelines at [mindframe.org.au](https://mindframe.org.au)
- Have staff/volunteers to greet people at the entry point.
- Ensure staff/volunteers know the location of bathroom facilities, emergency exits and any designated private/safe space.
- Ensure opening comments indicate the nature of the content (if appropriate).
- Make a private place available for anyone who wishes to take a break during the event, and identify that place during the opening comments.
- We strongly encourage you to have appropriate support available on the day and/or provide information about what support is available for people in your workplace, school, or local community.
- Make trained staff available to debrief with presenters after the event.
- Have water/refreshments available and schedule breaks.
- For more information on how to hold a safe and supporting event, visit [ruok.org.au/duty-of-care](https://ruok.org.au/duty-of-care)





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# Sharing the message

*Feel free to copy and share these messages with your network.* →



 **Download Posters**

## You're invited

We all have a role to play in building a community where people feel supported and connected. Help encourage everyone to look out for each other and lend support through all of life's ups and downs, big or small.

Let's build people's confidence and help them know when someone might need to be asked, 'are you OK?'.

**Join me to share the R U OK? message and remind people that every day is the day to ask, 'are you OK?' and support the people they care about.**

You don't need to be an expert to have an R U OK? conversation. Listening and giving someone your time might be just what they need to help them through.

We can host activities and share resources that help people know when and how to have an R U OK? conversation so they can lend support long before someone is in crisis.

There are free resources to guide them through **ALEC** - the four steps of an R U OK? conversation – **Ask** 'are you OK?', **Listen** with an open mind, **Encourage action** and **Check in**.







R U OK? is an Australian charity dedicated to inspiring all of us to have regular, meaningful conversations to support the people in our world who may be struggling with life's ups and downs.

Learn more about R U OK? at [ruok.org.au](http://ruok.org.au) #RUOK



**RUOK?**<sup>®</sup>

A conversation could change a life.

-  Supporting  
R U OK?
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message**



## Supporting R U OK?

## Support and FAQs

Save the Date

Invitation

Thank You

New Message

— ✖ ×

To

Cc Bcc

Subject

R U OK? – Save The Date

Dear <First name>

On <insert date>, <insert organisation name> will be supporting R U OK? to remind everyone to ask the people they care about, ‘are you OK?’ because a conversation could change a life.

You can make a difference when someone in your world is struggling with life’s ups and downs by helping them feel connected and supported, no matter what they might be facing.

We need your support to make our R U OK? event meaningful. You can get involved by: <insert details of the activities that you have planned>

You can also find tips to help you know when to ask, ‘are you OK?’ and what to say if someone says they’re not OK at [ruok.org.au](https://ruok.org.au). The website also has a directory of national helplines if someone needs extra support. Don’t forget, if you’re doing it tough or need someone to talk to you can also contact <insert the details of local support, if available>.

I hope you will get involved in our R U OK? activities. Together, let’s encourage everyone to stay connected and make asking, ‘are you OK?’ part of their everyday.

<Your name>

Send

🗑️ ▾





Your *interactive*  
guide to supporting



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Email templates

Save the Date

Invitation

Thank You

New Message

To

Cc

Bcc

Subject

R U OK? – Invitation

We will be supporting R U OK? on <insert date> and want to encourage everyone in <school/workplace/community> to stay connected and make asking, ‘are you OK?’ part of their everyday.

Life’s ups and downs happens to all of us, so chances are someone you know might be struggling. The earlier we genuinely and sincerely ask, ‘are you OK?’, the greater chance we have to help someone before they are in crisis.

You don’t need to be an expert to have an R U OK? conversation. Listening and giving someone your time might be just what they need to help them through.

National charity R U OK? has developed resources that provide simple tips to help you know when to ask, ‘are you OK?’ and what to say if someone says they’re not OK. Download them from [ruok.org.au](#)

<you could include details here of the activities you have planned>

We want everyone in our community to feel they can talk about how they’re really feeling and access support if they need it.

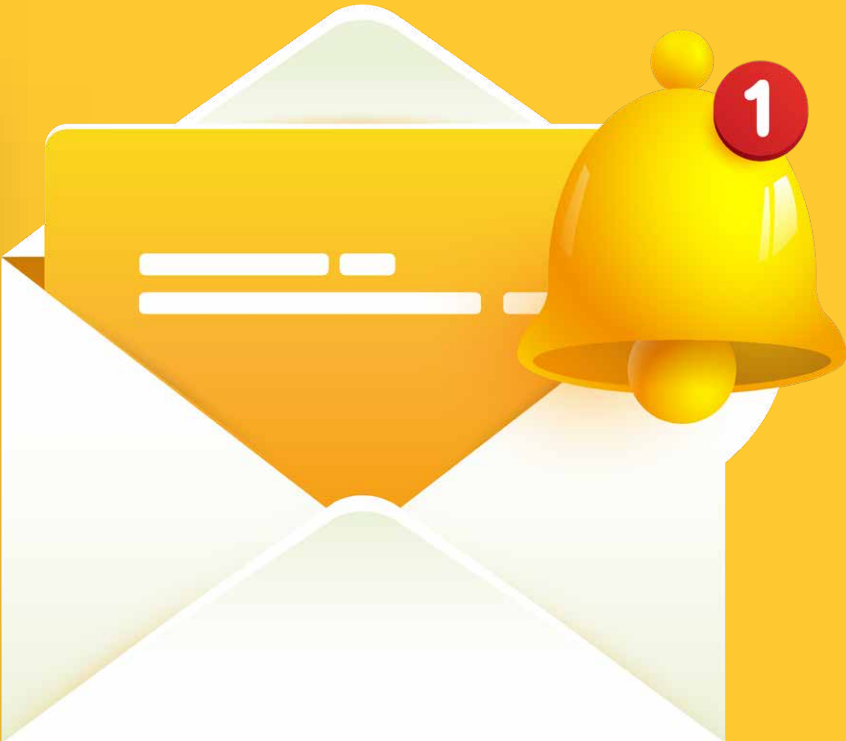
<If you have a local support service include the details here>.

R U OK? encourages all of us to have regular, meaningful conversations to support anyone struggling with life’s ups and downs.

Ask R U OK? because a conversation could change a life.

Learn more at [ruok.org.au](#)

Send



Your *interactive*  
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# Email templates

Save the Date

Invitation

**Thank You**

New Message

To

Cc

Bcc

Subject**Thank you for supporting R U OK?**

Thank you so much for getting involved and making our R U OK? activities a meaningful success.

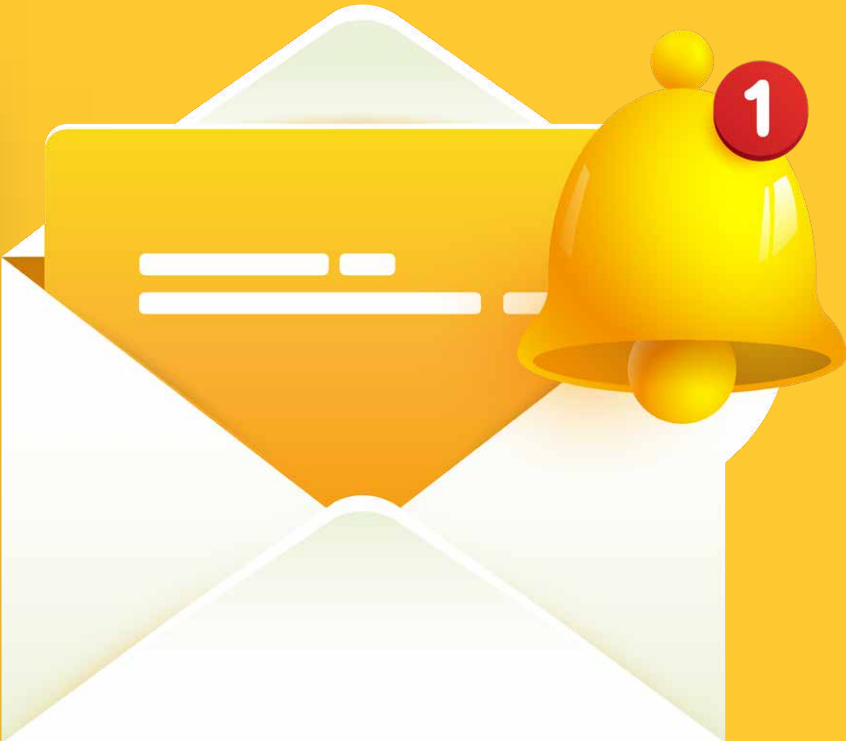
We know conversations can change lives and we want to make sure we keep looking out for and lending support to the people in our world who might need it. If we all continue to have these important conversations whenever we think someone might be struggling with life’s ups and downs, we can help people feel connected and supported long before they’re in crisis.

If you need tips on how to talk to anyone who might be struggling, visit [ruok.org.au](https://ruok.org.au)

Let’s continue to be part of the conversation movement. Let’s stay connected and make asking, ‘are you OK?’ part of our everyday because a conversation could change a life.

<Your name>

Send







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Make it  
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message**



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# Media release reminder

“ Make time  
to ask  
**RUOK?** ”

Let local media know about your event or activities and share the R U OK? message. They can help you spread the word by promoting your awareness raising efforts and by highlighting local support services. Make sure you reach out to them at least two weeks before your event with details of what you’re doing and why.

Things to remember:

- If someone in the media asks you for information about R U OK? or suicide prevention, please ask them to get in touch with R U OK? via [ruok.org.au/contact](https://ruok.org.au/contact)
- We encourage you to speak about your event and why you’ve decided to organise it, but please make it clear you are not an official spokesperson or representative of R U OK?
- If you are a business / commercial organisation, please remember you cannot align or promote your business with R U OK? for commercial gain. Go to [ruok.org.au/logos](https://ruok.org.au/logos) for more information.

Thank you for your support!





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# Newsletter or blog post

On <insert date> we're supporting RU OK? to remind everyone to stay connected and make asking, 'are you OK?' a part of our everyday. That way if someone we know is struggling with something big or small they'll know we care.

When we genuinely ask, 'are you OK?' and are prepared to talk to them about how they're feeling and what's going on in their life we can help someone who might be struggling feel connected and supported, long before they're in crisis.

You don't need to be an expert to ask someone, 'are you OK?'. Try and make time for regular chats about life's ups and downs so you can build trust. That way when someone is struggling they'll know you care and will feel comfortable opening up to you.

It also helps to choose the right time and place for a meaningful conversation.

- On breaks from work or study
- When exercising together
- When connecting or doing activities together online

- When you're spending time together socially
- When you're doing an activity side-by-side
- When you're sharing a meal
- When you're travelling together, even a short trip can be a good time to talk.

We'll be sharing information and resources to help you ask, 'are you OK?' and meaningfully connect with the people in your world.

We'll also be: *<If you are running an event or activity, you can include the information about it here>.*

**Ask RU OK? because a conversation could change a life.**

If you need immediate crisis or emotional support you can contact Lifeline on 13 11 14 or *<If have local support service include the details here>.*

RU OK? is a national charity dedicated to inspiring all of us to have regular, meaningful conversations to support anyone going through a difficult time. You can learn more at [ruok.org.au](http://ruok.org.au)







Supporting  
RUOK?



Make it  
meaningful



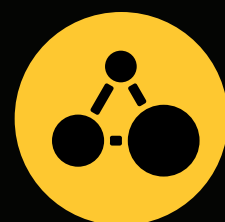
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# Social media templates



We encourage you to share social media content that demonstrates why you support R U OK? and believe we need to stay connected and make asking, 'are you OK?' a part of our everyday.

Use **#RUOK** when sharing posts and in the lead-up to R U OK?Day use **#ruokanyday**. Don't forget to tag R U OK? (@ruokanyday) in your posts.



**Social media tiles and images**

## Post ideas

1. Ask R U OK? because a conversation could change a life. You don't need to be an expert to have an R U OK? Conversation. Listening and giving someone your time might be just what they need to help them through. Your genuine support can make a difference. Learn more at [ruok.org.au](http://ruok.org.au) #RUOK
2. Life's ups and downs happen to all of us. You don't have to be an expert to have a meaningful R U OK? conversation. Listening and giving someone your time might be just what they need to help them through.

**Ask R U OK because a conversation could change a life.**

Learn more at [ruok.org.au](http://ruok.org.au) #RUOK



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Supporting  
RU OK?



Make it  
meaningful



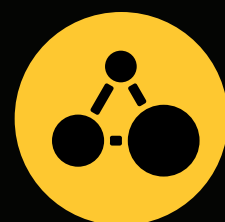
Plan an event



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Safe  
messaging



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## Social media moderation tips

When you share the R U OK? message on social media, some people might comment that they're struggling or need some support.

You can use the responses below to encourage people to access appropriate support.



### If they're not OK:

- I really feel for you at this time and urge you to open up to someone you trust. Talking things through can help. If you need immediate support Lifeline are available 24/7 on 13 11 14 and other services can be found at [ruok.org.au/findhelp](https://ruok.org.au/findhelp)

### If you're concerned for their safety:

- I'm concerned for your safety. If you feel your life is in danger, call 000 or Lifeline on 13 11 14.



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**RU OK?**  
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Supporting  
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meaningful



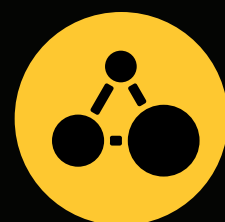
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A conversation  
could change a life.

**RU OK?**

एक प्यार भरी बातचीत से  
जिंदगी बदल सकती है।

**RU OK?**

Cuộc trò chuyện có thể  
thay đổi một cuộc đời.

**RU OK?**

التحدث يمكن أن يغير  
مسار الحياة



**Translated Resources**



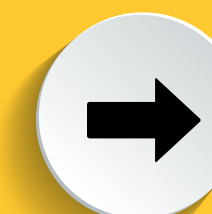
## Translated Resources

RU OK? has a number of resources available in other languages including Arabic, Cantonese (Traditional Chinese), Greek, Hindi, Italian, Mandarin (simplified Chinese), Punjabi, Spanish and Vietnamese.

We also collaborated with mob in Central Australia to share the message in Arrente, Luritja, Pitjantjatjara and Warlpiri.



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**Fundraising**



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# Fundraising

Your fundraising efforts help R U OK? build a world where your friends, family, colleagues, and neighbours feel more connected and protected from suicide. Your support means we can provide more essential, free resources to schools, workplaces, and communities across Australia.



## Why your support matters

Your fundraising support ensures R U OK? has greater capacity to make staying connected and asking, ‘are you OK?’ a part of everyday for more Australians.

**We do this by:**

- Encouraging regular, meaningful conversations every day of the year.
- Providing people with guidance on how to navigate a conversation with someone in their world who’s struggling with life.
- Providing people with the skills and confidence to respond safely and sensitively if someone says they’re not OK and help them through a tough time.

**Funds raised go towards:**

- Developing new campaigns and free resources to inspire regular meaningful conversations.
- Expanding our reach so we can empower more people in more schools, workplaces and communities.
- Conducting more rigorous research and evaluation to understand our impact and continually improve our work.



# Your *interactive* guide to supporting



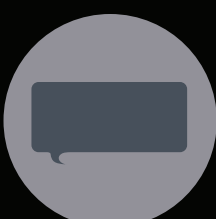
## Fundraising



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## Getting started

You can show your support in a number of ways:

- Fundraise at an event you organise (work, school or community).
- Take on a physical challenge and ask your friends, family, and colleagues to support you by donating to R U OK?
- Raise funds through your business.

**Head to [ruok.org.au/fundraising](https://ruok.org.au/fundraising) for inspiration.**

If you're considering a business promotion, please check in with us first via [ruok.org.au/contact](https://ruok.org.au/contact) to gain approval for your plans.



## Ready to begin

When fundraising on behalf of R U OK? it is important to understand your responsibilities, such as appropriate use of the R U OK? logo, managing money and recordkeeping. These are all explained in the sections below, however if you have questions, please contact us via [ruok.org.au/contact](https://ruok.org.au/contact)



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## Event and activity costs

R U OK? cannot cover any costs associated with your event, activity or individual challenge. We appreciate you will want to make every effort to promote, decorate and add value to your events and activities but in the interests of responsible fundraising, please try to keep your costs under 40% of the total funds raised. For example, if your event raises \$1,000, please ensure at least \$600 (60%) is donated to R U OK?.

## Helpful hints

There are plenty of fun and engaging ways to raise funds for R U OK? Think of things that best suit you and that will inspire and engage your networks and community. Consider:

- Why R U OK? is a cause that's important to you. People are more likely to engage with your efforts if they feel a genuine connection to the cause
- Who will support your efforts
- What you can realistically achieve.

### Ideas:

- **Events:** morning/afternoon teas at work, simple fundraisers at school or university (such as bake sales and sausage sizzles), gala nights with raffles and/or silent auctions, or dedicating a competition round to R U OK? at your local sports club.
- **Challenges:** running, walking, cycling or pushing in a local fun run/ride or taking on a marathon, adventure race, cycling trip or trek.
- **Businesses:** donating proceeds from sales.







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## Important notes to consider

### Responsibility of the fundraiser

You are responsible for the planning and implementation of your activity. The event must be conducted in the name of the fundraiser with R U OK? identified as the charity beneficiary.

Please note the fundraiser is not an employee or agent of R U OK?, nor does a fundraiser act in any representative capacity.

R U OK? has tips and resources to help guide your fundraising efforts but we can't help organise your activity. All coordination including sourcing venues, insurances, prizes, goods, or services and organising publicity is the responsibility of the fundraiser.

### Insurance

If you are hosting an event or taking part in a physical challenge, you will not be covered by any R U OK? insurance policy. In all circumstances, it is the responsibility of the fundraiser to ensure appropriate insurance coverage. Please consider your insurance options before commencing any activity or hosting an event.

If R U OK? has cause to believe that a proposed fundraising activity may be dangerous, we will require proof that insurance cover is in place and an opportunity to review planned safety measures before we allow the R U OK? logo or name to be used.

### Duty of Care

R U OK? is grateful to receive community and corporate support however we will not accept funds or approve activities that:

- May be distressing or dangerous to vulnerable people.
- Related to gambling or the sale of alcohol.
- Involve artwork, products and/or activities that include perceived methods of suicide.
- Use marketing techniques or practices to sensationalise or trivialise suicide or mental illness.





# Managing the funds

Fundraising legislation is in place to protect the interests of the fundraiser and donors and any fundraising must comply with the relevant legislation. Visit [acnc.gov.au](https://www.acnc.gov.au) for details.

## Quick guide to being a responsible fundraiser

1

### Keep a financial record

Keep copies of receipts and invoices. Put together a basic income and expenditure report so you can be transparent and provide this to R U OK?, supporters and donors to explain how you calculated the final amount raised.

2

3

4







# Managing the funds

Fundraising legislation is in place to protect the interests of the fundraiser and donors and any fundraising must comply with the relevant legislation. Visit [acnc.gov.au](https://www.acnc.gov.au) for details.

## Quick guide to being a responsible fundraiser

1

### Banking

We suggest you use our fundraising platform at [join.ruok.org.au](https://join.ruok.org.au) but in the event you are required to establish a bank account as a trustee for funds raised, the account name must include R U OK?. All funds should be banked into this account and the account must be closed immediately after the activity is completed. R U OK? must be notified prior to any account being opened. The bank is also likely to require an Authority to Fundraise document from R U OK?

2

3

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**Register your event**





# Managing the funds

Fundraising legislation is in place to protect the interests of the fundraiser and donors and any fundraising must comply with the relevant legislation. Visit [acnc.gov.au](https://www.acnc.gov.au) for details.

## Quick guide to being a responsible fundraiser

1

### Monitor expenses

Fundraisers are responsible for all expenses related to their fundraising activity or event. Legitimate expenses can be deducted from the proceeds. Please ensure these expenses total no more than 40% of the total funds raised.

2

3

4







# Managing the funds

Fundraising legislation is in place to protect the interests of the fundraiser and donors and any fundraising must comply with the relevant legislation. Visit [acnc.gov.au](https://www.acnc.gov.au) for details.

## Quick guide to being a responsible fundraiser

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### Receipts

R U OK? is a registered charity and can provide a tax receipt for donations over \$2. If you would like receipts for cash donations, please email through a list to [fundraising@ruok.org.au](mailto:fundraising@ruok.org.au) with each donor's name, email address, the amount donated and date of the deposit. If the donation has been made via credit card ([ruok.org.au/donate](https://ruok.org.au/donate)) or through an online fundraising page hosted on [join.ruok.org.au](https://join.ruok.org.au) a tax-deductible receipt is automatically provided. Please remember money received in exchange for any item of value is not eligible for a tax deduction and a receipt will not be provided. For example, tickets that include food/drinks, raffle tickets, or prizes donated in-kind are not tax deductible.

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# Finalising your efforts

To comply with legislation and so we can process your donation please ensure you pass on any funds raised to R U OK? within 14 days of your activity.

You can securely transfer funds via your bank or donate via credit card at [ruok.org.au/donate](https://ruok.org.au/donate). Please use your name as the payment reference.



# Thanking everyone

Acknowledge your donors, sponsors and/or helpers and let them know how much you value their support. People are grateful to hear a genuine thank you and to know their efforts are appreciated.







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# Donations

We are always grateful to receive donations that help us to:

- Deliver new campaigns and free resources to inspire regular, meaningful conversations.
- Expand our reach to support more schools, workplaces and communities.
- Conduct more rigorous research and evaluation to continually improve our work.

For full information on how to donate please visit [ruok.org.au/donate](https://ruok.org.au/donate)







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## Donating proceeds from a business

Thank you for your interest in supporting R U OK? by donating proceeds from your business. We have a responsibility to safeguard R U OK? so please refer to the guidelines below to understand what you can and can't do when using the R U OK? name and logo.

### Do



- Do contact us through [ruok.org.au/contact](https://ruok.org.au/contact) for approval prior to any activity aligned with R U OK?
- Do obtain approval of any artwork that includes any R U OK? brand elements
- Do use the 'Proudly Supporting R U OK?' logo on your owned channels (e.g., website and social media) to share your support of R U OK? (after you have R U OK? approval).
- Do only use the 'Proudly Supporting R U OK?' logo for the duration of the approved activity (maximum 8 weeks).
- Do be fully transparent with your customers about how much your organisation will donate to R U OK? e.g. *ABC Company will donate 5% of profits from all sales between 1-14 September.*
- Please include either of the below statements (dependant on the space available to you) alongside your promotion or activity:
  - R U OK? is a charity encouraging everyone to meaningfully connect and lend support to the people in their world who may be struggling with life.
  - For conversation tips and support services information, please visit [www.ruok.org.au](https://www.ruok.org.au) **OR** For conversation tips and support services information, please visit [www.ruok.org.au](https://www.ruok.org.au)
- Do refer to your organisation as 'Supporting' R U OK? (The terms 'Partner' or 'Sponsor' must not be used).
- Do deposit funds raised within 14 days via [ruok.org.au/donate](https://ruok.org.au/donate).
- Do provide remittance details through [ruok.org.au/contact](https://ruok.org.au/contact) to confirm your deposit has been made.





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## Donating proceeds from a business

Thank you for your interest in supporting R U OK? by donating proceeds from your business. We have a responsibility to safeguard R U OK? so please refer to the guidelines below to understand what you can and can't do when using the R U OK? name and logo.

### Don't



- Don't use the R U OK? logo on any product/packaging/promotional materials, or create an 'R U OK?' product/service that is in any way a commercial activation or for commercial gain.
- Don't use the R U OK? name or logo in association with any external promotion of your business, products, services, or campaign including but not limited to media releases, advertisements (e.g., print, digital, paid social, influencers, out of home).
- Don't use the R U OK? name or logo in association with the launch of a new business or new product/service/ campaign or similar.
- Don't misrepresent or overstate your level of support for, or relationship with, R U OK?
- Don't adapt or change the R U OK? logo, resources or materials in any way.
- Don't use a customer payment round-up or donation mechanic.





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# Donating proceeds from a business

Thank you for your interest in supporting R U OK? by donating proceeds from your business. We have a responsibility to safeguard R U OK? so please refer to the guidelines below to understand what you can and can't do when using the R U OK? name and logo.



## Other information to note

- The R U OK? logo is a registered trademark, and reserved for use only by R U OK? and our major partners.
- The use of the 'Proudly Supporting R U OK?' logo and brand is protected under trademark.
- If permission to use the 'Proudly Supporting R U OK?' logo is granted it is for the sole approved purpose/activity and use must be discontinued at the end of the permitted period of use. Any approval is single-use, non-transferable and non-exclusive.
- R U OK? reserves the right to refuse any request to use our logo or brand elements.
- A business must have been operating for a minimum of one year prior to us considering any approval for use of the R U OK? brand elements.
- Use of our brand via influencers is restricted. Please consult R U OK? for details.
- R U OK? does not officially endorse or promote third party activities.



## Donating proceeds from a business

## Examples of the dos and don'ts for businesses when supporting R U OK?



## Fundraising



## Managing the funds



## Donations



# Using R U OK? logos and resources



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DO



## Don't



## Pam's Plants



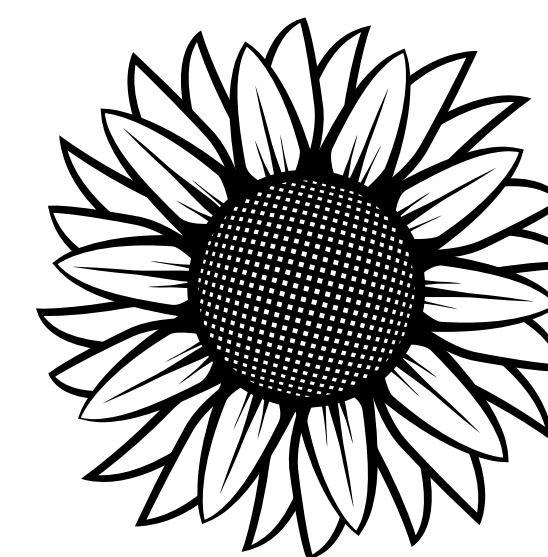
Proudly supporting  
**RU OK?**



**Pam's Plants** For the week of 6-12 September, Pam's Plants will be donating \$1.00 from every plant sold to R U OK? supporting work in suicide prevention



## Pam's Plants



# The R U OK? Sunflower



**Pam's Plants** We have partnered with R U OK? to bring you the R U OK? Sunflower – proceeds from the sale will go to R U OK?





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# Donating proceeds from a business

Examples of the dos and don'ts for businesses when supporting R U OK?



**DO**

## Harry's Hampers

Gift boxes & Hampers



**Harry's Pamper Hamper**

\$



**Harry's Wellness Hamper**

\$



**Harry's Indulgence Hamper**

\$

Proudly supporting  
**RUOK?**

Harry's Hampers is proudly supporting the work of R U OK? by donating \$5 from every Harry's Hamper sold during September. For conversation tips and support services information, please visit [ruok.org.au](http://ruok.org.au)



**Don't**

## Harry's R U OK? Hampers

Promoting R U OK?Day



**Harry's R U OK? Hamper**

\$

**RUOK?**

R U OK? Harry's Hamper filled with R U OK? and Harry's branded goodies



**Harry's R U OK? Happy Wellness Hamper**

\$

**RUOK?**

Feel good with our joint promotional hamper

Customers can donate to R U OK? at checkout to support the charity



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- Managing the funds
- Donations
- Using R U OK? logos and resources**
- Baked goods
- Merchandise

# Using our logos

We encourage everyone to share the R U OK? message but please remember the R U OK? logo is a protected trademark that can only be used by R U OK? and our major partners.

Use of the following brand elements is permitted subject to approval and for a limited time.

Permissible for:  
Approved community events, fundraising and donation activities

Permissible for:  
Approved health promotion activities

Permissible for:  
Approved use by community sport organisations, clubs and teams.

Permissible for:  
Approved health promotion activities

Please lodge your request for approval to use the R U OK? brand elements at [ruok.org.au/logos](https://ruok.org.au/logos).





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# Using our logos

The continued success of R U OK? relies on the efforts of those in the community who independently organise, promote and manage events and activities in support of R U OK? We strongly encourage you to use the resources available at [ruok.org.au](http://ruok.org.au) to promote your events and activities. These assets and resources should not be co-branded, changed or altered in any way. Use of the R U OK? name and logo is restricted so if you plan to produce your own resources please source approval first.

## Trademark protection

R U OK? reserves the right to determine if an organisation or individual is engaging in unfair use of the R U OK? trademark for commercial or personal gain, and to request removal or amendment at our discretion. For example, an organisation who exhibits trademark usage that overstates the level of support provided to R U OK?



## Other requests

R U OK? receives many unsolicited requests to be included in, or provide endorsements for, music, videos, books, plays, stationery, calendars, and other publications and productions. A lot of things must be considered in relation to any requests and our team does not have the capacity to consider all the submissions in a timely manner and therefore we reserve the right to respectfully decline any such requests.



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# Baked goods

R U OK? encourages baked goods to be supported with year-round engagement of the R U OK? message. Many businesses and communities enjoy R U OK? themed cupcakes, cookies, biscuits and other edible treats as part of their R U OK? activities or events.

Below are the guidelines for appropriate use of the R U OK? logo for this purpose:

- Submit your request for approval via the form at [ruok.org.au/logos](https://ruok.org.au/logos). We have developed a circular design of the R U OK?Day logo specifically for this use.
- We also have food friendly R U OK? flags available for purchase from [store.ruok.org.au/cupcake-flags](https://store.ruok.org.au/cupcake-flags).
- Authorised suppliers are permitted to advertise the sale of R U OK? themed products on their websites only in relation to R U OK?Day. When doing so please include the following statement alongside the relevant product information:



R U OK? is a charity encouraging everyone to meaningfully connect and lend support to the people in their world who may be struggling with life. For conversation tips and support services information, please visit [ruok.org.au](https://ruok.org.au)

- It is usual practice for proceeds from the sale of R U OK? theme cupcakes, cookies or similar to be donated to R U OK? We welcome this support for our work and ask you to please go to [ruok.org.au/donate](https://ruok.org.au/donate) for information about how to deposit proceeds to us.



As per Food Standards Australia and New Zealand, under Food Safety Standard 3.2.2 Food Safety Practices and General Requirements, food handlers have an overall responsibility for doing whatever is reasonable to make sure that they do not make food unsafe or unsuitable for people to eat. Food handlers also have specific responsibilities related to their health and hygiene. R U OK? is not a food handler thus are not responsible for food handling and take no responsibility for health, hygiene or quality responsibilities of the handler.





# Merchandise

R U OK? has a range of merchandise to help you add a splash of yellow and encourage more conversations in your school, workplace, or community.

Delivery times vary, so we recommend allowing plenty of time to ensure you receive your merchandise in time for your event.

Proceeds from the sale  
of merchandise support  
our work to start more  
life-changing conversations.







Support is  
available



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# Find help

If a life is in danger or you're concerned for your own or someone else's safety please call 000. Family and friends can also call the services below for advice and assistance on how to support someone who is struggling with life.

**Beyond Blue (24/7)**  
1300 224 636 | [beyondblue.org.au](https://beyondblue.org.au)  
Call 24/7 for advice, referral and support from a trained mental health professional.

**Kids Helpline (24/7)**  
1800 55 1800 | [kidshelpline.com.au](https://kidshelpline.com.au)  
24/7 free and confidential phone and online counselling service for young people aged 5-25.

**13 YARN**  
13 92 76 | [13yarn.org.au](https://13yarn.org.au)  
24/7 national crisis support line for Aboriginal and Torres Strait Islander peoples.

**Suicide Call Back Service (24/7)**  
1300 659 467 | [suicidecallbackservice.org.au](https://suicidecallbackservice.org.au)  
24/7 free counselling and support for people at risk of suicide, carers and those who are grieving.

**Mensline**  
1300 78 99 78 | [mensline.org.au](https://mensline.org.au)  
Call 24/7 for telephone and online support for men with emotional health and relationship concerns.

**QLife**  
1800 184 527 | [qlife.org.au](https://qlife.org.au)  
Phone and online anonymous LGBTIQ+ support and referral. 3pm - midnight local time every day.

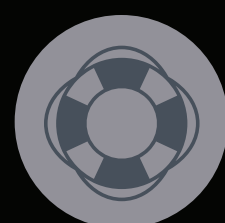
**1800RESPECT (24/7)**  
1800 737 732 | [1800respect.org.au](https://1800respect.org.au)  
24/7 free counselling and support for people impacted by domestic, family or sexual violence.

**Lifeline (24/7)**  
13 11 14 | [lifeline.org.au](https://lifeline.org.au)  
Text support: 0477 13 11 14  
Call 24/7 for crisis support and suicide prevention services. Text support is also available.

View contacts for national helplines and services at [ruok.org.au/findhelp](https://ruok.org.au/findhelp)







## FAQs



### **I want to donate proceeds from the sale of a business product to R U OK?**

Please read the guidelines for donating proceeds to R U OK? which start on [page 28 of this guide](#). Please gain approval from R U OK? before proceeding. Submit your request via [ruok.org.au/contact](https://ruok.org.au/contact)



### **I want to create an R U OK? product**

You cannot create an 'R U OK?' product/service as a commercial activation, or for commercial gain. You cannot use the R U OK? name or logo in association with products/packaging or services.



### **Can I run an R U OK? webinar/session/training if I am an EAP or training organisation?**

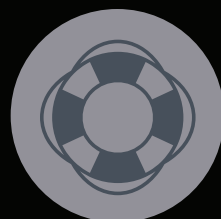
We appreciate the importance of Employment Assistance Programs and training providers and understand clients may request an R U OK? themed presentation.

Please respect our guidelines below when using our messaging and materials for your R U OK? event/webinar.

- Make it clear your event is your own, and not an R U OK? endorsed event. Please do not imply any collaboration or partnership.
- Ensure you include learning how to ask R U OK? and our 4 step conversation model without alteration.
- If this is an R U OK?Day presentation please reference the current messaging.
- Ensure presentation slides align with our messaging ([download our presentation kit here](#)) and acknowledge the content is from ruok.org.au.
- We encourage you to provide any R U OK? themed presentations or events free of charge to reduce any barriers to people hearing the R U OK? message.
- If the event is ticketed please consider a 'Proudly Supporting' model whereby proceeds from tickets sales are donated to help us continue our work.



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### Can we collaborate with R U OK? on a podcast series or other content?

We appreciate all efforts that encourage others to stay connected and have regular meaningful conversations. While you cannot formally collaborate with R U OK? on a podcast series and we are not able to promote all individual community efforts on our official channels, we might be able to suggest an interview guest for you who can share the R U OK? message.

To request an interview guest please submit your request via [ruok.org.au/contact](https://ruok.org.au/contact)



### I want to host an R U OK? speaker?

Our Community Ambassadors are a network of volunteers, from across Australia, who have a lived experience of mental ill health or suicide. They are motivated to represent R U OK? and share their passion for starting regular, meaningful conversations to create a world where we are all connected and are protected from suicide.

You can lodge a request for an ambassador using our [online event registration form](#). The form asks a range of questions to help us manage your request. If you have any questions, please use our send it via [ruok.org.au/contact](https://ruok.org.au/contact) and choose Speaker Request as your enquiry type. Please note that whilst we endeavour to fulfill all requests, we cannot guarantee ambassador availability for every event or location. Please allow four weeks for us to process your request for an ambassador.



### I want to promote the R U OK? message. What can I do?

We welcome your use of the free R U OK? assets and resources available on the R U OK? website. These assets and resources should not be co-branded, changed or altered in any way. If you are a business and plan to share the R U OK? message with an internal audience (i.e., your staff), you are permitted to display the unaltered resources in your workplace (e.g., intranet, staff newsletters, screensavers and display monitors). Use in external promotional settings is not permitted nor is use that overstates your relationship with R U OK? (e.g., do not use on staff uniforms).



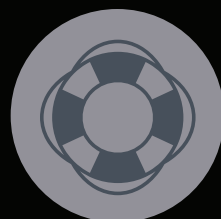
**Learn more  
about the  
R U OK?  
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### Can I promote myself as a keynote speaker for R U OK?Day and receive payment?

The R U OK? Ambassador Program is the official way to become a speaker on behalf of R U OK? The Ambassador Program is volunteer based, and Ambassadors are not paid for speaking engagements. R U OK? Ambassadors are recruited and trained as part of the Program, and generously donate their time, energy, and valuable lived experience to the cause.

Professional speakers can be engaged by organisations for R U OK? Events, however they are not to be acknowledged as Ambassadors nor affiliated with R U OK? in a formal manner. On occasion, professional speakers donate proceeds of their fee to R U OK?



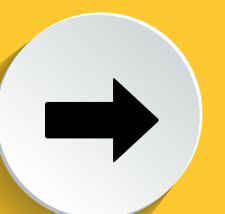
### Can my speaker/actor bureau business advertise R U OK? or R U OK?Day speakers for paid events?

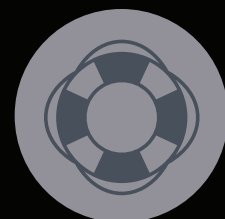
R U OK? protects its reputation and suicide prevention efforts by ensuring the R U OK? logo and brand are not used in ways that misalign with our mission. It is important that R U OK? does not appear to be commercially gaining from professional speaking engagements as it is our belief that suicide prevention should be free and accessible to all.

We appreciate the desire for organisations to secure high-profile speakers/actors for their R U OK? activities thus interest in bookings for paid engagements increase around R U OK?Day. The R U OK? message and resources should be accessible and available free of charge to all attendees. Please respect our guidelines when using R U OK? messaging and materials when sharing bureau services for this purpose.

- Do not imply a partnership or collaboration with R U OK?
- Obtain approval to include R U OK? when sharing bureau services at [ruok.org.au/logos](https://ruok.org.au/logos)
- We encourage businesses to make a donation of proceeds from R U OK? bookings which would allow the use the R U OK? 'Proudly Supporting' logo
- Ensure your speakers/actors learn about the history of R U OK? and how to have an R U OK? conversation using the resources from [ruok.org.au](https://ruok.org.au)
- If bookings are for R U OK?Day, ensure your speakers/actors are including the theme for that year, accessible at [ruok.org.au/ruok-any-day-resources](https://ruok.org.au/ruok-any-day-resources)

- Ensure any presentation slides align with our messaging. You can download our [presentation kit here](#).
- In the instance where an organisation has engaged a paid speaker and has followed the above guidelines, the cost for the speaker should be absorbed by the host organisation and not passed on to event attendees. This aligns with our belief that the R U OK? message should be available and accessible free of charge.





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### We want to display the R U OK? logo on our building site or truck

The R U OK? logo is a protected trademark and cannot be used on commercial vehicles or machinery. However, R U OK? may consider on a case-by-case basis requests for temporary placement on buildings. To discuss an opportunity please submit a request via [ruok.org.au/logos](https://ruok.org.au/logos).



### We want to create a co-branded gift or uniform for our staff

The co-branding of gifts for staff is reserved for our Major and Funding Partners. The placement of R U OK? brand elements on other items, including work uniforms is not permitted. There is a wide range of R U OK? items available to purchase from our online store at [store.ruok.org.au](https://store.ruok.org.au). The proceeds from the sale of these items helps us share our message and start more life-changing conversations.



### I might not need qualifications to ask, 'are you OK?' but do you have some tips to guide me?

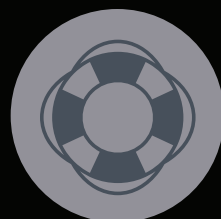
The main thing to remember is you already have what it takes and you're probably already having these conversations with the people you care about.

There's no one way to have an R U OK? conversation, but our four steps, which we call ALEC, is a helpful framework:

- **Ask:** Pick the right moment and ask R U OK? in a way that feels right for you. Mention changes you've noticed and that you're concerned.
- **Listen:** Listen without judgement. Don't rush or interrupt, but encourage them to explain what's going on for them.
- **Encourage Action:** Ask what they've done in the past that has helped. There might be something practical you can do, or you could help them access professional support.
- **Check in:** Stay in touch after the initial conversation. Check in to ask how they're feeling and if things have improved. Stay connected so they'll know you're there for them.







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### What if someone says they're not OK?

Sometimes during an R U OK? conversation the person might say they're not OK or become emotional. They might be angry, frustrated, or tearful. The best thing to do when this happens is to let them fully express their emotions and reassure them by actively listening to all they say.

You don't have to have the answers or be able to solve their problems, but you can help them consider the next steps and actions they can take to manage their situation.

If the conversation becomes too big for you to manage you can call a crisis support service like Lifeline on 13 11 14 for immediate support and advice. If you believe someone's life is in danger call 000.



### How do I respond if someone says they don't like R U OK?

We understand the R U OK? message and some associated activities can be difficult for some people and we are constantly listening to the community and evolving our efforts in response to feedback.

When we listen to and speak to those who provide us with this feedback, it is often the case that they don't feel heard or valued, or they feel misunderstood.

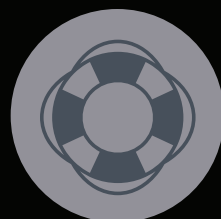
It's important to listen and acknowledge everyone's experiences. If someone is struggling with the day, ask if they have access to professional support or encourage them to connect with a service like Lifeline on 13 11 14.

R U OK? encourages regular, meaningful conversations between family, friends and workmates because evidence shows that social connectedness and support are critical factors for boosting and maintaining individual wellbeing - and that people experiencing suicidal thoughts are more likely to seek help from friends or family.

Our research has found those engaged with R U OK? are six times more likely to reach out and support someone in their world who is struggling with life.<sup>1</sup>

**Source:** 1. Ross et al (2019) Australian R U OK? Day campaign: improving helping beliefs, intentions and behaviours. International Journal of Mental Health Systems, Australia.





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### How can I make my event a safer space for vulnerable people?

The nature of the R U OK? mission and the personal reflections of people with lived experience of suicide can sometimes raise difficult emotions for others.

When organising and introducing your event please carefully consider the physical and social environment to help participants feel safe and supported. The following checklist is based on the [Mental Health Coordinating Council guide](#).

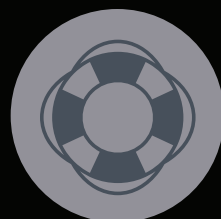
- ☐ Have you informed everyone about the nature of the event and provided an appropriate content warning?
- ☐ Is your event space inclusive of disability needs?
- ☐ Do those presenting/participating wish to bring a support person?
- ☐ Have you ensured safe language is used throughout the event?  
(please refer to the [Mindframe guidelines](#))
- ☐ Are there staff/volunteers to greet people at the entry point?
- ☐ Do staff/volunteers know the location of bathroom facilities and emergency exits?
- ☐ Have you clearly identified a private place available for anyone who wishes to take a break during the event?
- ☐ Are appropriately trained staff on site to provide support if needed and do attendees know who they are and where to find them?
- ☐ Do you have a plan to check in with participants/presenters after the event?
- ☐ Have you organised water/refreshments and scheduled breaks?

For more information on how to hold a safe and supporting event, visit [ruok.org.au/duty-of-care](https://ruok.org.au/duty-of-care)





Your *interactive*  
guide to supporting



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## How can I make my R U OK? event meaningful?

Hosting an event is a great way to bring people together and share the R U OK? message. We encourage you to take the opportunity to show people they can make a real difference in the life of someone who's having a tough time by having a meaningful conversation and showing they genuinely care.

- **Recruit champions and share real stories:** involve people who believe in the power of conversation to help you deliver your R U OK? activities. Invite someone who has a personal story of lived experience to share it, if they're comfortable doing so.
- **Share the message:** Use the [R U OK? presentation deck and videos](#), both of which include the 4 steps of an R U OK? Conversation.
- **Ask R U OK? Any Day:** We encourage everyone to look out for the people in their world every day of the year. You can access our free resources [here](#).
- **More languages:** You can access resources in more languages [here](#).

