

Mental Wellbeing

From the CEO

Please note this copy is a guide to assist with the launch and promotion of your workplace giving program. Feel free to adjust this copy to meet the needs of your organisation.

[XYZ company] is very pleased to launch our mental wellbeing appeal this month.

Mental illness doesn't discriminate. Young and old. Poor and rich. It's something that we are all likely to come in contact with. One in five Australians will in fact experience a mental illness in the next 12 months.

There are many vital community services who you can support through Good2Give's Workplace Giving platform.

You can set up regular donations to the charities that matter to you, or make a one-time donation to support this specific appeal. Either way, each donation is automatically deducted from your pay which means your tax benefit is immediate.

[If applicable: What's more – [XYZ company] will match every dollar that you donate, up to a maximum of [\$xxxx] per year. This means even more support for the charities you care about.]

You can also receive updates from the charities you support to see the impact of your donation. And, if you prefer your donations can be made anonymously.

Please get behind mental wellbeing this month and sign up ([hyperlinked](#)) to make a difference today.

Kind regards
[Signed]

If you need further assistance or have any questions on how best to launch or relaunch your workplace giving program within your organisation, please contact one of our workplace giving experts.