



PARTICIPANT PACKET

ABOUT AFSP

FACTS ABOUT SUICIDE & DEPRESSION

HELPFUL INFORMATION

FUNDRAISING IDEAS



**AMERICAN FOUNDATION FOR
Suicide Prevention**

120 WALL STREET, 29TH FLOOR
NEW YORK, NY 10005
P: 888-333-AFSP F: 212-363-6237
WWW.OUTOFTHE DARKNESS.ORG
WWW.AFSP.ORG

About the American Foundation for Suicide Prevention

It is an important part of fundraising to know how the money will be used. Take a moment to inform yourself, so you can tell your donors how their donations will be used.

The **American Foundation for Suicide Prevention (AFSP)** is the leading national not-for-profit organization exclusively dedicated to understanding and preventing suicide through research, education and advocacy, and to reaching out to people with mental disorders and those impacted by suicide. The Foundation's activities include:

- Supporting research that from all disciplines that contribute to our understanding of suicide and suicide prevention. Since 2000, AFSP has given grant support totaling over \$10 million to scientists throughout the country and abroad for studies on neurobiological, genetic, epidemiological, clinical, psychological and sociological aspects of suicide. Since 2001, more than 95 percent of AFSP grantees have received further funding from public and private sources to continue their research. This shows that AFSP-funded research is making an impact, and is attracting young investigators to the field.
- Providing education and information about depression and suicide to professionals, the media and the public through workshops, trainings, the AFSP website, videos, publications, brochures and public service announcements. AFSP's PSA, "Suicide Shouldn't be a Secret," has reached 90 million television viewers.
- Publicizing the magnitude of the problems of depression and suicide, advocating for policies and legislation that can help prevent suicide and working to eliminate the stigma surrounding mental illness and suicide.
- Offering programs for survivors of suicide loss that can be of assistance and involving survivors in suicide prevention. AFSP survivor initiatives include the International Survivors of Suicide Day program, which was broadcast to 300 cities in 20 countries and was simulcast on the AFSP website, the Survivor e-Network and trainings for survivor support group facilitators.

Download our Annual Report [HERE](#).

Facts About Suicide & Depression

- Over 38,000 people in the United States die by suicide every year.
- In 2010 (latest available data), there were 38,364 reported suicide deaths.
- In 2010, the highest suicide rate (18.6) was among people 45 to 64 years old. The second highest rate (17.6) occurred in those 85 years and older.
- Currently, suicide is the 10th leading cause of death in the United States.
- A person dies by suicide about every 13.7 minutes in the United States. **An attempt is estimated to be made once every minute**
- Ninety percent of all people who die by suicide have a diagnosable psychiatric disorder at the time of their death.
- There are four male suicides for every female suicide, but three times as many females as males attempt suicide.
- Over 60 percent of all people who die by suicide suffer from major depression. If one includes alcoholics who are depressed, this figure rises to over 75 percent.
- Depression affects nearly 10 percent of Americans ages 18 and over in a given year, or more than 24 million people.
- More Americans suffer from depression than coronary heart disease (17 million), cancer (12 million) and HIV/AIDS (1 million).
- Depression is among the most treatable of psychiatric illnesses. Between 80 percent and 90 percent of people with depression respond positively to treatment, and almost all patients gain some relief from their symptoms. But first, depression has to be recognized.
- Studies indicate that the best way to prevent suicide is through the early recognition and treatment of depression and other psychiatric illnesses.**

For more information visit www.afsp.org or call 888-333-AFSP (2377)

HELPFUL INFORMATION

- There is NO registration fee to participate in an Out of the Darkness Community Walk.
- The walk will take place RAIN or SHINE
- EVERYONE is welcome to walk - any participant five years and older is REQUIRED to register for the walk.
- Each participant is asked to set a minimum fundraising goal of \$150. However, donations of any amount are accepted and no one will be turned away. People may continue to donate to you until December 31st of the current walk year. [If you are participating in a spring walk, the deadline is June 30th of the current walk year.]
- Participants that raise \$150 or more by the day of the Walk will receive an Out of the Darkness t-shirt at check-in. Walkers who have raised less than \$150 are welcome to walk and join us for an inspirational event including entertainment, memory activities, sights, sounds, and camaraderie, but will not receive an Out of the Darkness T-shirt.
- Feel free to make customized t-shirts for you, and/or your team. We encourage you to be creative and bring signs, banners etc.
- If you registered as an individual but would like to create or join a team, please email walks@afsp.org and let us know the name of the team you'd like to join or create, and we can easily make the change for you. There is **not** a way for you to make this change from your log-in page once you've already registered.
- If you have questions about setting up your fundraising page, download our Out of the Darkness Fundraising Page Guide [HERE](#).
- If you'll be turning in cash and/or check donations *at the walk* and you'd like your donors to receive credit, please use the enclosed [Itemized Donation Form](#) to keep track of your donations and include it with the donations you turn in at check-in.
- Most parks allow dogs, but please contact your local walk coordinator to verify.
- Most parks are wheelchair and stroller accessible. Please contact your local walk coordinator for more information.
- For more information, specific to YOUR walk location, please visit www.outofthedarkness.org, and click on "find a walk near you" to search for your event page. Once you're on the event page, you will see the name, phone number, and email address for the Walk Chair. Each walk is locally organized, so the Walk Chair will be able to answer any questions that pertain to the event you are participating in.

OFFLINE DONATIONS

Anything other than a credit card donation made online (such as checks and money orders mailed to AFSP or handed in at the event) is considered to be an OFFLINE donation.

Prior to the walk, please send all OFFLINE donations to the AFSP National office so they may be deposited and added to your online fundraising page manually by AFSP's staff. If you're approaching the date of the walk and you still have donations to hand in, you may turn them in during check-in, making sure to include an [offline donation form](#) for each contribution so that the donor(s) receive credit.

Before mailing your OFFLINE donations, please remember to:

- CLEARLY print your name, walk city and state on the memo line of the checks (this ensures that the donations are properly allocated.)
- **AFSP cannot accept cash donations prior to the walk.** If you receive a cash donation, you must convert it to a check or money order and send it to AFSP with an Offline Donation Form so the donor will receive credit for their donation on your fundraising page; otherwise, you may turn in cash on the day of the walk.
- If a donor wishes to remain anonymous, please indicate this on the Offline Donation Form.
- Send EACH check or money order with a separate Offline Donation Form. The Offline Donation Form may be accessed online in your DonorDrive Resources as well as on the walk homepage at www.outofthedarkness.org. It has also been included on the following page. The Offline Donation Form may be photocopied and distributed.

Please mail ALL OFFLINE donations (checks and money orders) to:

American Foundation for Suicide Prevention
Attn: Community Walks
120 Wall Street, 29th Floor
New York, NY 10005

***** All checks MUST be made payable to AFSP*****

Out of the | AFSP DARKNESSSM Walks

OFFLINE DONATION FORM

This printable form is available for supporters who would like to donate to a participant offline via check, money order, or credit card. If you are an organization interested in sponsoring a walk, please contact the Walk Chair for an event Sponsor Form.

My contribution is supporting _____
Participant's First & Last Name

in the _____ walk. This is a Community Walk Campus Walk
Walk Location (CITY/STATE)

Donation Amount \$ _____

Please Make Checks Payable to American Foundation for Suicide Prevention (AFSP)

(Please do not staple or tape checks to this form)

Donor Name (FIRST & LAST) _____

Street Address _____

City _____ State _____ Zip _____

E-mail* _____

Home phone _____ Work Phone _____

Check # _____ Visa _____ Master Card _____ Amex _____ Discover _____

Credit Card # _____

Expiration date _____ CVV# _____

Signature _____

**An electronic receipt is automatically generated for all donations and sent to the email address provided. The IRS will accept a canceled check as a receipt for all donations under \$250. Donations of \$250 and above will receive a written acknowledgment to the address provided.*

Thank You For Your Contribution

Mail this form and your check (please do not send cash) to:

American Foundation for Suicide Prevention (AFSP)

Attn: Community Walks

120 Wall Street, 29th Floor

New York, NY 10005

Due to the high volume of donations AFSP receives both in the mail and on the day of the walks, please allow 2-3 weeks from the date that the donation is received to post to your account. If you do not see your donation within this time frame, please email development@afsp.org.



Itemized Donation Form

Name (First & Last): _____

Email: _____

Walk City/State: _____

Team Name: _____

(Minors must have this form signed by a parent or guardian)

Parent/Guardian X

Make Checks Payable to:
American Foundation for Suicide Prevention (AFSP)

	<i>DONOR NAME</i>	<i>ADDRESS</i>	<i>DONATION AMOUNT</i>	<i>COLLECTED</i>
1	EXAMPLE: JOHN DOE	1111 MAIN ST., ANYTOWN, ANYSTATE 12345	25.00	✓
2	<i>YOUR OWN DONATION</i>			
3				
4				
5				
6				
7				
8				
9				
10				
11				
12				
13				
14				
15				
TOTAL TURNED IN TODAY			\$	

FUNDRAISING 101

ASKING FOR DONATIONS * MATCHING GIFTS * LETTER WRITING CAMPAIGN * PARTNERING WITH BUSINESSES * OTHER TIPS & IDEAS

RAISE \$200 IN 10 DAYS!

DAY #	WHO TO ASK...	TOTAL
1	Put in your own \$20 contribution	\$ 20
2	Ask your significant other for \$20	\$ 40
3	Ask your mom or dad for \$20	\$ 60
4	Ask a friend for \$20	\$ 80
5	Ask your supervisor for \$20	\$ 100
6	Ask a co-worker for \$20	\$ 120
7	Ask a neighbor for \$20	\$ 140
8	Ask another family member for \$20	\$ 160
9	Ask another friend for \$20	\$ 180
10	Ask a business owner for \$20	\$ 200

You won't raise money if you don't ask. Other suggested people you can ask: Aunt / Uncle / Dry Cleaner / Decorator / Church or Synagogue Members / Spouse / Coach / Friends / Contractor / Cousin / Landscaper / Banker / Vendors / Librarian / Grandparents / Clergy / Roommates / Veterinarian / Dentist / Florist / Teacher

Another great idea is to hold a team fundraiser

Hold a team car wash / team garage sale / ask restaurants or other businesses to give a percentage of their proceeds from one day of business / bake sales / Coordinate a Bowl-a-thon / *Get creative!* Once the money is collected, divide between the team walkers and send it in with the offline donation forms. You can also turn donations in the day of the walk.

MATCHING GIFTS

Many large corporations have a matching gifts program, where the company matches charitable donations made by employees. Encourage your donors to contact their Human Resources Department at work to see if they have a matching gifts program. You can also check to see if your company has a matching gift policy by searching [HERE](#).

LETTER WRITING CAMPAIGN

One of the most effective ways to reach people AND raise money is to conduct a letter writing/email campaign. Tell your story. Be personable. Have it come from the heart. Once you have written your letter, duplicate it and send it out to people in your holiday mailing, your immediate family and friends, neighbors, business owners, vendors etc. Not sure where to begin? Here are two samples to letters to get you started – don't forget to personalize them:

SAMPLE LETTER ONE:

Dear Friends:

After his long battle with depression, my family lost a father, husband, brother, uncle, grandfather, and friend in June of 2004 to suicide.

We are all forever changed by this tragic event. My hope is that through education and awareness, those suffering with a mental illness will be prompted to seek help. This year, I will be participating in the Out of the Darkness Community walk for the American Foundation for Suicide Prevention. Funds from this event will fund education and research programs for those who suffer from mental disorders, who have lost a loved one to suicide. Last year, the community walks raised over \$9.1 million. This year, our goal is \$11 million.

Please visit www.outofthedarkness.org and register to walk with me and my team, "Team George". If you are unable to join, please consider donating to help me reach my goal. You may either donate online, or you may send a check (made payable to AFSP) to: AFSP, 120 Wall Street, 29th Floor, New York, NY 10005. Please write my name in the memo line of all checks. Thank you so much for your support!

With much love,
Adele

SAMPLE LETTER TWO:

Dear Friend:

A life is lost to suicide every 14 minutes in the United States. Suicide is the third leading cause of death among fifteen to twenty-four year olds and the second leading cause of death among college students. However, most Americans remain unaware that suicide is a national health problem. The impact suicide has on the lives of family members, friends, co-workers and the community is devastating. The loss of human potential is enormous.

On **{WALK DATE}**, the American Foundation for Suicide Prevention (AFSP) will host the **{WALK CITY}** Out of the Darkness Community Walk. We hope you will consider walking with us as we travel the beautiful paths at **{WALK LOCATION}** to raise awareness and funds for suicide prevention.

A major goal of this event is to show support for the families and friends of the more than 38,000 Americans who die by suicide, and the 20 million people who suffer from depression, each year. Support of the community walks also helps to raise funds for suicide prevention research and educational programs, erase the stigma surrounding suicide and its causes, and encourage those who are suffering from mental illness to see treatment.

On-line registration is now available at www.outofthedarkness.org. You may register individually or as part of a team. Please consider inviting your family, friends, neighbors, and co-workers to walk with you or to support your walk. If you are not able to join us, perhaps you would consider sponsoring a walker or making a donation to the **{WALK CITY}** walk.

For more information please contact me at **{email@email.com}** or call me at (555) 222-3333. Thank you ahead of time for your support in bringing suicide *Out of the Darkness*.

Sincerely,
Carol

View the Welcome to DonorDrive Guide in the resources section of your page. You can email your letters directly from your DonorDrive account and this will include a direct link for your friends and family to join and/or donate to you while they are online. You can also link your DonorDrive page to your Facebook account.

Many walkers use Twitter, Facebook, LinkedIn, blogs, and other social networking sites to ask for donations and to recruit friends and family to join them in walking.

In short, SPREAD THE WORD. Tell your story...let your voice be heard.

Support from the Business Community

Combining your efforts with the business community helps you expand your resources for greater fundraising results. Here are just a few ideas to get you started:

- **Hold an Auction/Silent Auction:** With donated restaurant gift certificates, a few prize baskets, handmade items, etc., hold an auction or silent auction. Have a local grocery store donate food and have a local band provide entertainment. Most stores will be happy to offer you an item to auction off.
- **Restaurant Fundraiser:** Check with your local restaurants or pubs. Some will work with you to have a special night where your fundraiser gets a portion of the proceeds from the people you bring into the place that night. Many chain restaurants offer fundraising incentives, such as Pizzeria Uno, Coldstone Creamery, Chick-fil-A, and Friendly's just to name a few. Call your favorite restaurant to ask how they may be able to help.
- **Tip Jar:** Ask the manager of your favorite restaurant if they will donate one day's tips. Put a tip jar out next to the register at local businesses. Put a picture of yourself and a little story about why you are doing the Out of the Darkness Walk on the jar. Or, if you work at a restaurant, ask your colleagues to donate to a pledge jar.
- **Breakfasts and Dinners:** Host a pancake breakfast, pizza night, barbeque, spaghetti dinner, etc. Get a local grocery store to donate the food and ask your church, school or community center about hosting a dinner.
- **Sell Products for the cause:** This traditional third-party fundraising method is an easy way yield results.

One example is the program offered by [Creative Coffees Roastery](#)*. They offer two options that would work for both individual and team fundraising:

1. Request a Sales Package and conduct a pre-sell. Customized order forms will be mailed to you within 24 hours. There is a \$25.00 completely refundable commitment fee. Click this [link](#) for more information.
2. Order by the Case for selling prior to and during your Walk – each case will generate \$364.00 in retail sales. Your cost is \$168.00 plus the cost of shipping. (Two free products are included to help recover your cost of shipping.) See website link here for more details. 50% Profit which is \$7.00 per product.

Both options will generate the highest profit margin available, 50% which is \$7.00 per product. All profits earned will benefit the goal of your Local Out of Darkness Walk.

**Please note that the American Foundation for Suicide Prevention (AFSP) acknowledges the programs offered by Creative Coffees Roastery as valid third-party fundraising opportunities. By ordering from Creative Coffees Roastery, you acknowledge and agree that AFSP shall have no liability for any cost, damage or harm arising directly or indirectly from (i) any products or services ordered through Creative Coffees Roastery and (ii) any action or inaction of any Third Party Vendor. The American Foundation for Suicide Prevention makes no warranties or representations whatsoever regarding any product or service provided or offered by any Third Party Vendor and you acknowledge that any reliance on representations and warranties provided by any Third Party Vendor shall be at your own risk. AFSP EXPRESSLY DISCLAIMS ALL REPRESENTATIONS AND WARRANTIES REGARDING GOODS OR SERVICES YOU OBTAIN FROM THIRD PARTY VENDORS AND YOU AGREE TO LOOK SOLELY TO SUCH THIRD PARTY VENDORS FOR ALL CLAIMS REGARDING SUCH GOODS AND SERVICES*

Additional Tips and Ideas

- **Sing to Lift the Stigma:** Ask a friend to borrow a karaoke machine, and host a Karaoke Night with donated food and drinks. Charge each attendee \$10 towards your fundraising goal, and enjoy great laughs and good music with friends and family.
- **Clean for Contributions:** Hold a car wash in your neighborhood. Ask some local businesses to donate items you will need for the car wash and get your friends to help. Spread the word about your car wash by sending emails and passing out flyers, and make sure everyone knows that all proceeds will help save lives. You can also help neighbors with yard work or gardening in exchange for a donation.
- **Host a fundraising event** for yourself or your team. Have a car wash, garage sale, bake sale, or host a party at your home or at restaurant and turn it into a fundraiser. Get creative!
- **Save the Planet to Save Lives:** Collect bottles and cans from friends and neighbors and cash them in at a recycling center to be used towards your fundraising goal. You can ask people to drop off their recycled items with you, or you can arrange to pick them up.
- **Change for Change:** Decorate some jars and distribute them to your friends and family. Ask them to drop their extra change into the jar at the end of each day, and collect the jars before the Walk. Keep a jar for yourself and bring it to the office lunch room or display it at your desk so your colleagues can give their change to your cause.
- **“Stumper” Photo Contest:** Ask employees to bring a baby or childhood photo of themselves that they believe no one can identify. Ask for a donation to make a guess. Give winners a contributed prize.
- **Pin It Up:** Post your Web site address or walk paper on the bulletin board at church or temple, in the office, at the gym, or at school. Make sure to highlight your name, phone number, email address, and team Web page address.
- **Talk It Up:** Ask for a few minutes on the agenda of any meetings you will be attending. Share your story and ask for everyone’s support. If you are dedicating your efforts to someone who has struggled personally or who has lost a loved one, tell that person’s story.
- **50/50 Raffle:** This is a great idea for several reasons, but chief among them is its ease; the only material you really need to get this fundraiser going is a roll of raffle tickets. People love this type of fundraiser. Choose an event where lots of people will be in attendance to maximize your success. Sell the 50/50 raffle tickets at \$1/ticket (participants can buy as many as they’d like). During the event, select one ticket (the winner). The winner will receive 50% of the money and your organization/cause will keep the other half.
- **Be creative – the possibilities are endless!**

We’re constantly adding new tips & ideas, so the next time you’re logged in to your Donor Drive homepage, make sure you check out the resources section, where we’ll post updated ideas and information as it becomes available.