



# Partnership Value Proposition

March 2021

# GRIEF



is a  
response to  
the loss of  
someone or  
something  
that was  
important.



## Griefline has been serving the community for more than 30 years.

We support Australians in their grief by providing space to be heard without judgement or labels, and offering hope and healing after loss.

**We listen** - our compassionate telephone counsellors are available 365 days a year.

**We connect** - through our supportive online community and forums.

**We empower** - with 24/7 access to tools, wellbeing practices and coping strategies.

The service we provide is only made possible by the selfless efforts of our volunteer counsellors. Our volunteers come from all over Australia and from a variety of backgrounds and abilities.

The grief and loss support services we offer are developed in response to the issues raised on our helpline, which paint a snapshot of the challenges affecting the mental health of our community.

***“Our engagement and partnerships with corporate and not for profit organisations, referrals from GP's, allied health, local government and community groups inform our services to make the biggest impact.”***

**- Nicky Mackie, Griefline Board Co-Chair**

IN ANY GIVEN YEAR IN

# AUSTRALIA

there are approximately **150,000** deaths



1 in 5 women experience a miscarriage,  
1 stillborn child per 135 successful births,  
12 deaths per 100,000 children aged 1 - 14

1 in every 20 children  
experience the death  
of a parent



**147,000**  
marriages  
result in  
divorce

**2 million**  
adults experienced at  
least 1 sexual assault  
since age 15

**130,000**  
people are  
diagnosed  
with cancer

1 in 10 people experience  
complicated grief



Complicated grief reactions  
traditionally diagnosed:



**DEPRESSION**

**PTSD**

**ANXIETY DISORDER**

## Resources:

Australian Bureau of Statistics  
AIHW National Mortality Database  
Australian Institute of Health and Welfare



## Our mission

**Griefline exists to help people find courage through their grief, and discover hope and healing after loss.**

We believe everyone should feel supported in their grief and loss and accept it as a normal, universal human experience.

We do this by creating diverse pathways for reaching and connecting with the community, sharing our knowledge and empowering help-seekers.

We hold space for people to be heard no matter where they are or what time of the day it is.





## Our vision

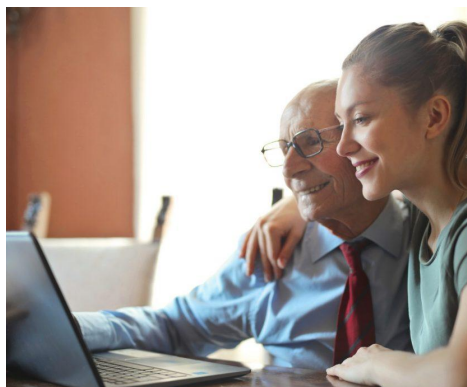
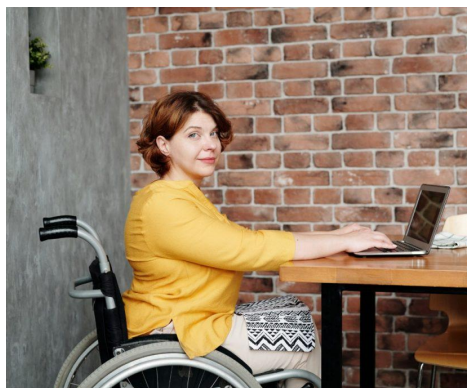
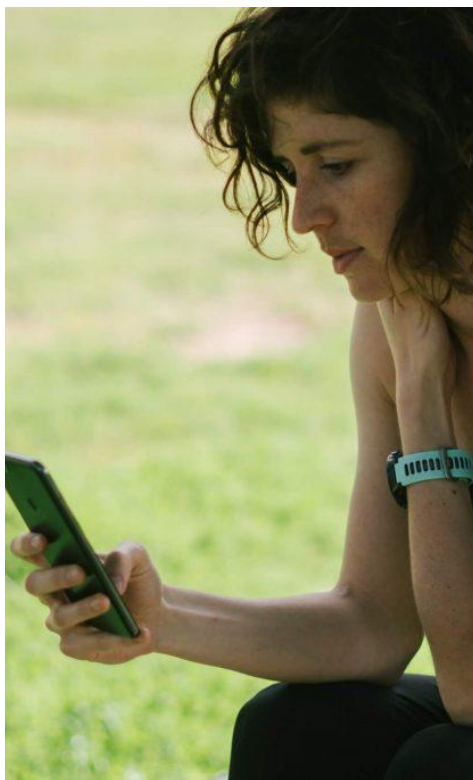
**To lead and inspire the national mental health industry in finding collaborative ways to prevent the escalation of mental health disorders as a result of grief and loss.**



## Our help-seekers - HELPLINE

Our Helpline's most prominent help-seekers fall into the following demographics and segments\*:

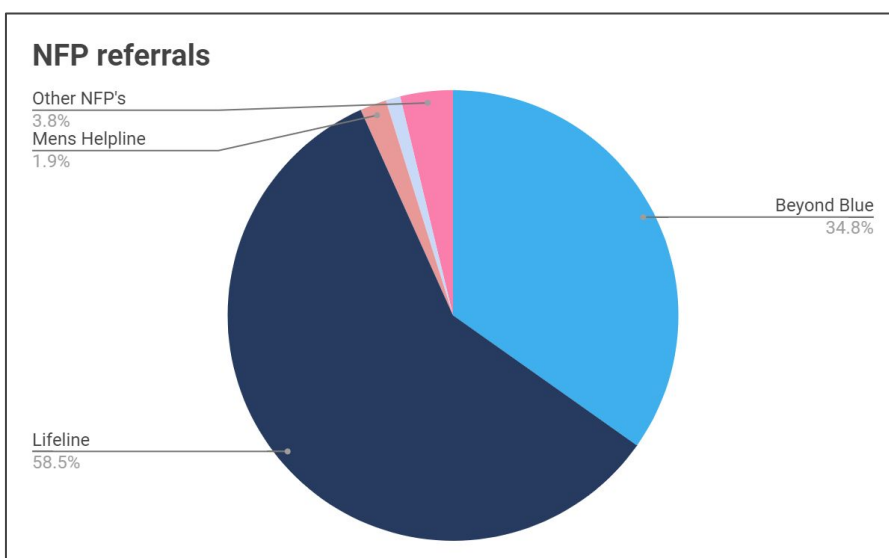
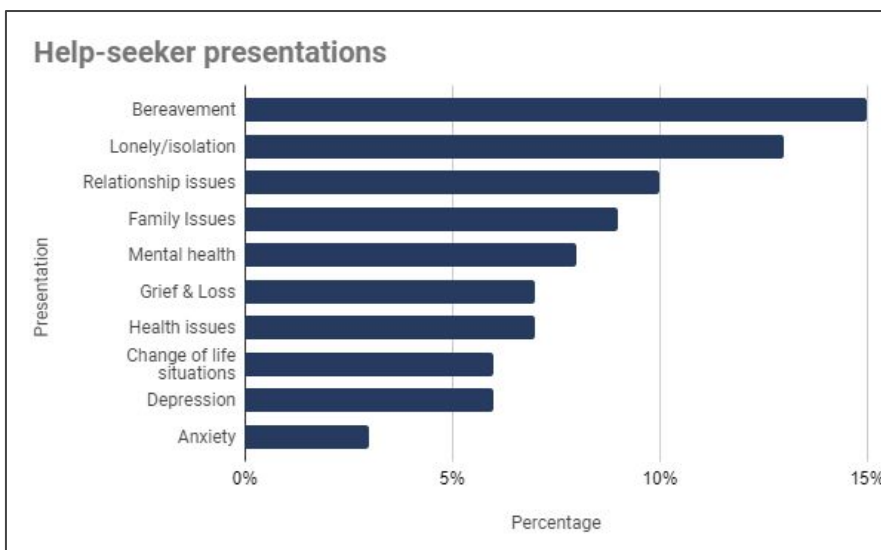
- 62% female / 37% male
- 64% of callers over 45 years of age
- 42% of callers from Victoria, followed by 30% from NSW
- Callers are bereaved, lonely and isolated
- 10% are referred by another NFP helpline



\*FY 2019/20 data (sourced from anonymous call record sheets and only includes calls greater than 5 minutes and where caller consented to providing demographic data)

# Our help-seekers

## Helpline

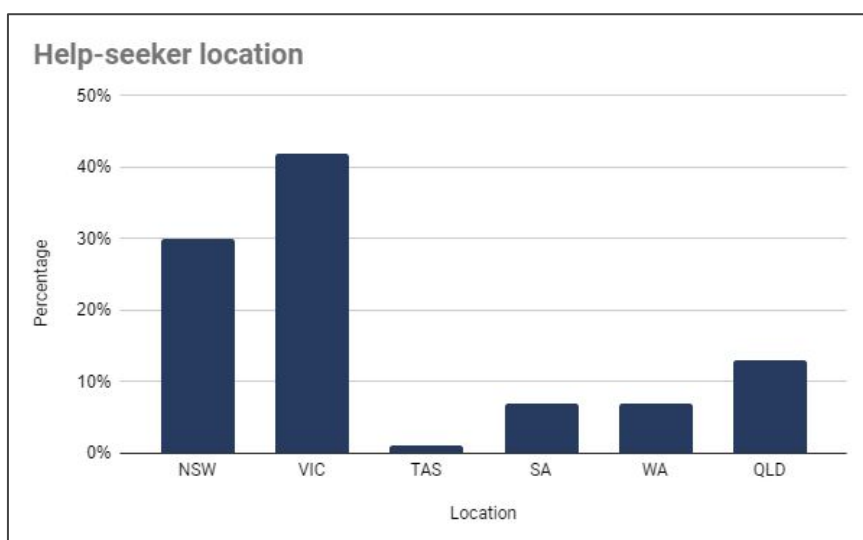
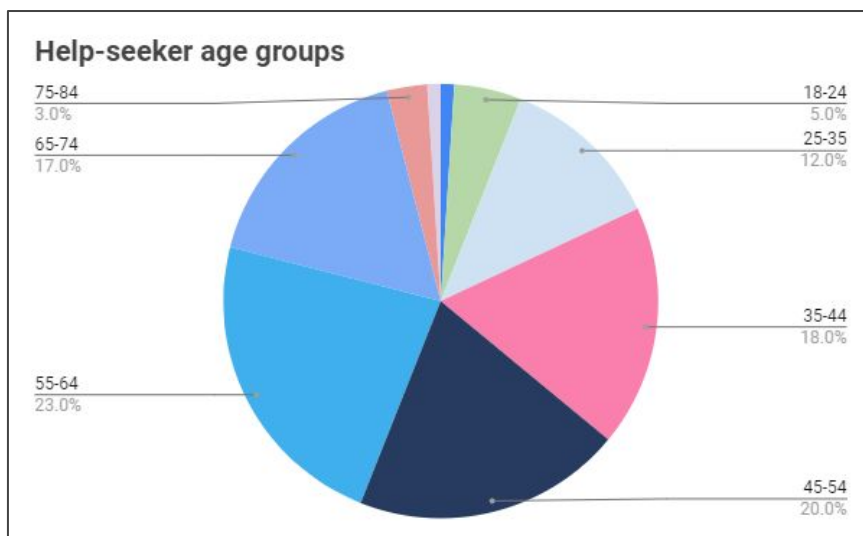


\*FY 2019/20 data (sourced from anonymous call record sheets and only includes calls greater than 5 minutes and where caller consented to providing demographic data)



# Our help-seekers

## Helpline



\*FY 2019/20 data (sourced from anonymous call record sheets and only includes calls greater than 5 minutes and where caller consented to providing demographic data)



## Help-seeker presentations

loss of a companion animal  
**family issues** isolation & loneliness  
chronic & terminal illness **financial loss**  
**domestic violence** **addiction**  
bereavement mental health issues  
divorce & separation  
climate change **vicarious trauma**  
unexpected death **suicide**  
**PTSD** change of life situation  
**gambling** **unemployment**  
natural disasters  
relationship loss **terrorism**  
**COVID-19** **sexual abuse** disability & carers



## Our help-seekers - ONLINE

**The Grieline website's most prominent help-seekers fall into the following demographics and segments\*:**

- 66% female / 34% male
- 54% are aged 45+ / 46% are aged between 25-44 years
- 42% of users are Victorian, followed by 32% from NSW

**Top 5 website content visited on the website:**

1. Home
2. Contact
3. Counselling services
4. About
5. Grief resources

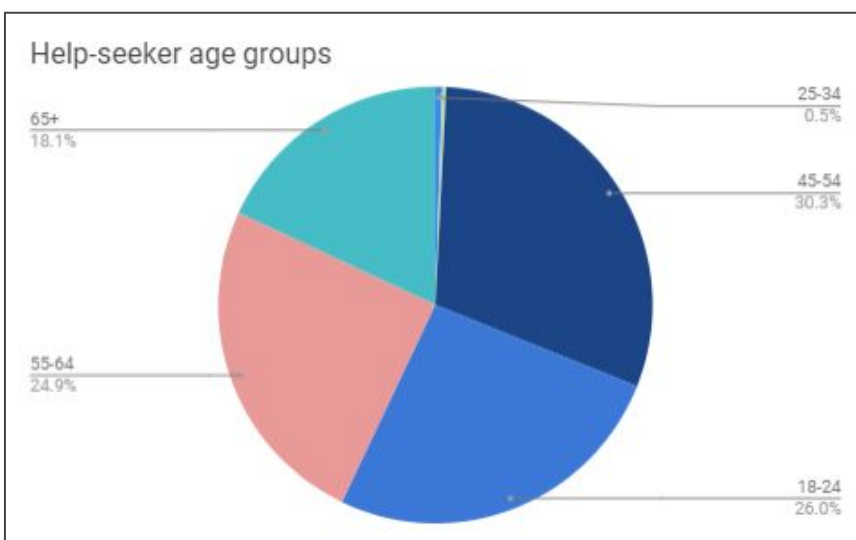
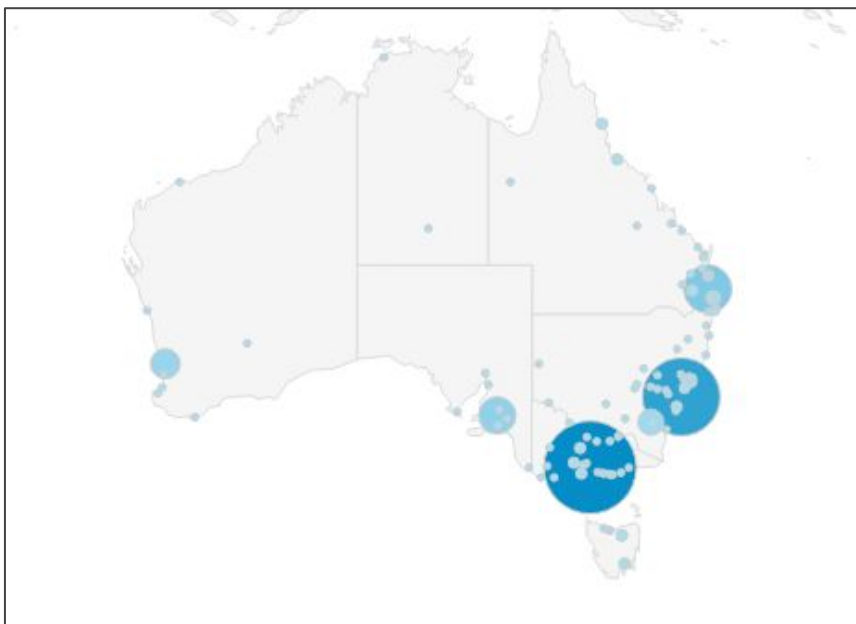
**Users of the website:**

- Visit 2-3 pages on the website per session
- Spend more than 2 minutes on the website per session
- Are most active Tuesday to Thursday, between the hours of 11 am and 3 pm

\*2020 calendar year data (sourced from Google Analytics)

# Our help-seekers

## Website



\*2020 calendar year data (sourced from Google Analytics)



## Our core services

### 01 | Helpline - our primary national service (32 years)

#### **Accessibility:**

Toll-free, available to all people throughout Australia.  
6 am to midnight, 365 days a year.

#### **Purpose and problem solved:**

Holding space and providing free and confidential telephone counselling for people experiencing grief, loss and the many associated feelings they experience as a result.

We relieve the pressure on other mental health helplines by providing a free service for people who are not in crisis.

#### **The growing public demand for our service**

In 2020, Australians faced extraordinary living circumstances as they were forced to isolate from their communities to stop the spread of the coronavirus.

Demand on our helpline surged as people sought ways to support themselves as they faced grief in ways they never had before.



## Our core services

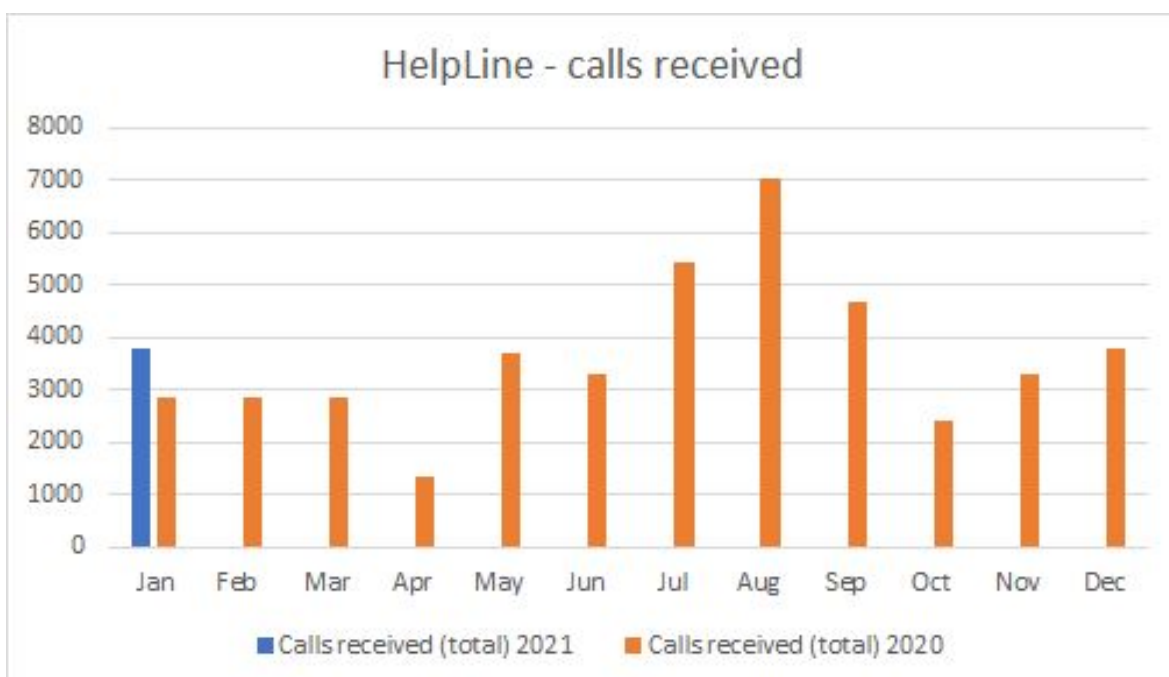
### 01 | Helpline cont'd

In 2020, Griefline received 43,561 calls to the helpline, equating to:

- 3,630 calls per month
- 119 calls a day

Prior to the pandemic, we received less than 1,000 monthly calls to the Helpline. During the peak of the Victorian hard lockdown in August 2020, we received 7,000 calls.

In January 2021, demand for our helpline service continues to climb with 3,775 calls made to the helpline.





## Our core services

**02 | Policeline - referred by Victoria Police Victims Advisory Unit (7 years)** 1,409 referrals received in FY 2019/20

### **Accessibility:**

Policeline counselling is offered 7 days a week, and often is outside of business hours. The team work with the client to identify a mutually suitable day and time.

### **Purpose and problem solved:**

Policeline is a low intensity mental health service to support individuals, family members and carers experiencing grief and loss as a result of trauma and sudden death.

The targeted mental health outcomes for the program include:

- A resilient population who manage their mental health and wellbeing
- Reduced stigma and discrimination
- People living with mental health difficulties or at risk of mental health difficulties have access to support and live with purpose
- Individuals have positive experiences of their support, care and treatment
- Access to appropriate and timely mental health care

Delivered by experienced volunteer telephone counsellors.

Visit: <https://griefline.org.au/counselling-services/policeline/>



## Our core services

### 03 | Grief and Loss Resources

**Launched:** November 2020

**Accessibility:** 24/7, 365 days a year

**Purpose and problem solved:**

A dedicated grief and loss resource hub on the Griefline website featuring information, articles, tools and coping strategies for help-seekers to explore, learn and support themselves through their grief and loss.

Visit: <https://griefline.org.au/resources/>

### 04 | Online Moderated Forums

**Launched:** December 2020

**Accessibility:** 24/7, 365 days a year

**Purpose and problem solved:**

Our online forums are safe and confidential alternative to telephone counselling for help-seekers to connect, give and receive support from others.

Visit: <https://griefline.org.au/forums/>

## Grief and Loss Resources

Tips, tools and articles to help you manage grief and loss.

[Home](#) » [Resources](#)

Supported by Rotary District 9800 as part of the G'day Network Initiative



### Categories

- ☒ View all
- ☐ Community Stories
- ☐ COVID 19
- ☐ First Responders
- ☐ Grief and Loss
- ☐ Loneliness and Isolation
- ☐ Natural Disasters
- ☐ Self-care and Wellbeing

Search resources here...



#### Lockdown Recovery: How Reconnecting With Nature & Animals Can Help

Life after lockdown. How an increased time in nature could be the key to successful reconnection post-lockdown.

[Read more >](#)



#### Losing a Pet

For many, the loss of a pet can mirror the grief experienced when we lose a family member.

[Read more >](#)



#### Relationship Loss

The end of any meaningful relationship may come as a complete shock, even if you saw it coming. There are many emotions and...

[Read more >](#)



#### Major Transitions in Life

Change is unavoidable. Sometimes it is planned and other times it is unavoidable, and sometimes, with change comes discomfort and...

[Read more >](#)



#### Natural Disasters

Adjusting to and coping with a disaster takes time. How much time is up to the individual. We share some insights and coping tips...

[Read more >](#)



#### Coping with Grief

Losing a loved one can leave you feeling bereft of ways to cope. We share our tips for supporting yourself or someone you know...

[Read more >](#)



## Our core services

**Just like our helpline, people seeking grief and loss support resources on our website also continues to grow:**

In January 2021, the Griefline website received:

- 30% increase in users year on year with just as many people visiting the website as calling the Helpline
- 63% increase in pageviews years on year
- 67% increase in average session duration

Griefline.org.au appears on page one of Google for the following organic search results:

- Grief helpline (#2)
- Free grief support (#2)
- Grief support (#2)
- Grief counselling (#2)

**Since launching, the online resources have gained significant traction**

- representing over 25% of total page views on the Griefline website
- are the 2nd and 3rd most visited pages on our website
- over 130 registrations for the online forums since Dec 20
- receive daily engagement, particularly in the Grief and Loss and Loneliness and Isolation forums.





## Our pilot program

### **Pilot I** The Care-to-Call Project

**Launched:** February 2021

**Accessibility:** Calls are made during business hours, Monday to Friday

#### **Purpose and problem solved:**

Care-to-Call provides someone to listen, and can also support people to identify and build coping strategies and help them to reconnect with community, events and services.

This program seeks to reduce the incidence of isolation and loneliness within the community, particularly those who are most vulnerable, including:

- Aged
- Immigrants
- Community/Public housing residents
- Quarantined due to COVID-19

Weekly calls are made by trained, experienced volunteers and Masters of Social Work students undergoing their final placements (currently from Monash University).

Visit: <https://griefline.org.au/care-to-call>

# The Care-to-Call Project

**Supporting lonely and isolated members of the Victorian community with a phone call**

**Register now to become a referral partner in our pilot program**

We're inviting GP's, Local Government Groups and Community Leaders to register for the pilot program to refer members of the Victorian community experiencing loneliness and isolation.

## OUR MISSION

Griefline exists to help people find courage through their grief and discover hope and healing after loss.

Care-to-Call provides someone to listen, and can also support people to identify and build coping strategies and help them to reconnect with community, events and services.

## HOW IT WORKS

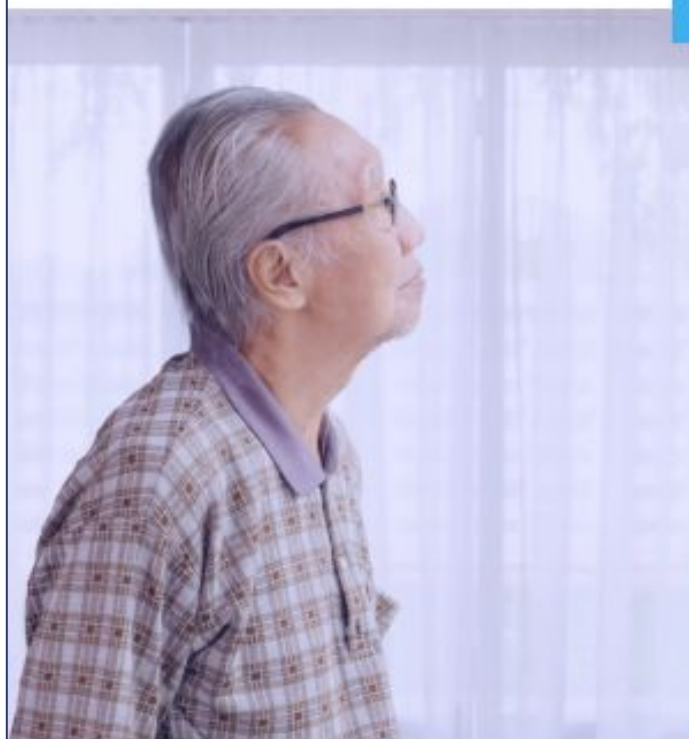
Griefline support volunteer reaches out via phone to identified community member experiencing loneliness and isolation.

Our trained volunteer helps the individual to recognise grief as a natural response to loss while providing a compassionate space for them to talk and share their experience.

## FOR MORE INFO

Visit:

[www.griefline.org.au/care-to-call](http://www.griefline.org.au/care-to-call)  
[caretocall@griefline.org.au](mailto:caretocall@griefline.org.au)





## Our volunteers

**Volunteers as at 28 February 2021: 109**

Our volunteers come from a range of backgrounds, they may have lived experience with grief and loss, be studying to become a counsellor or mental health practitioner, or a member of the community with an interest in supporting others in their experience of grief and loss.

Griefline volunteers are people of all ages who have a breadth of personal experience, are compassionate, non-judgemental and good listeners.

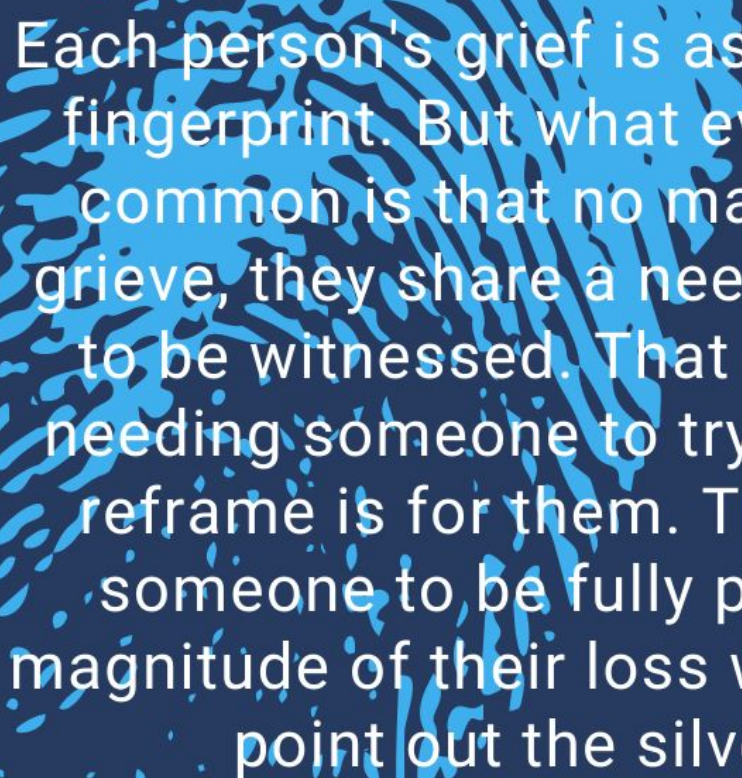
All Helpline Support Volunteers are required to undergo Grief and Loss training, which is conducted by senior clinical health professionals and provides participants with the knowledge and skills needed to support callers to the Helpline.

The course covers all theoretical components of Grief and Loss, and the practical application of these with callers to the Helpline.

The Helpline course is a combination of online and face to face training.

Policeline volunteers have completed a minimum of 78 hours on the Helpline, have a background in counselling, and undergo additional training.

**Our objective for 2021 is to attract and retain a base of 150 volunteers.**



Each person's grief is as unique as their fingerprint. But what everyone has in common is that no matter how they grieve, they share a need for their grief to be witnessed. That doesn't mean needing someone to try to lessen it or reframe it for them. The need is for someone to be fully present to the magnitude of their loss without trying to point out the silver lining.

- David Kessler





# Griefline in 2021

## **Financial stability, sustainability and growth**

Financial stability in 2021 is paramount if we are to continue to expand and reach more help-seekers to support our mission while becoming a more self-sustaining organisation with long-term partnerships and less reliance on the government.

1. Volunteer growth and retention
2. Reduce operational expenses
3. Develop long-term non-financial, corporate and program partnerships
4. Self-generated income streams
5. Expand brand awareness and recall on a national level
6. Program expansion and development



# Our roadmap

To financial stability, sustainability and growth

## Recruit volunteers

Build a solid and reliable foundation of volunteers with additional resources across:

- Helpline (50 new recruits)
- Policeline (10 new recruits)
- Online forums (3 new recruits)
- Administration (3 new recruits)

## Partnerships

- Build a referral network of GP's, allied health, community groups & local government
- Corporate sponsorships
- Universities
- Research

## Program expansion & development

- Commercialise Grief & Loss training
- Take Care-to-Call interstate
- Expand Policeline interstate
- G&L training for emergency services

## Retain volunteers

- Volunteer engagement & communication platform
- Professional development
- Recognise & reward

## Reduce expenses

- Optimise our CRM platform
- Upgrade our soft phone solution
- Marketing automation
- Build a pro bono resource network

## Expand audience

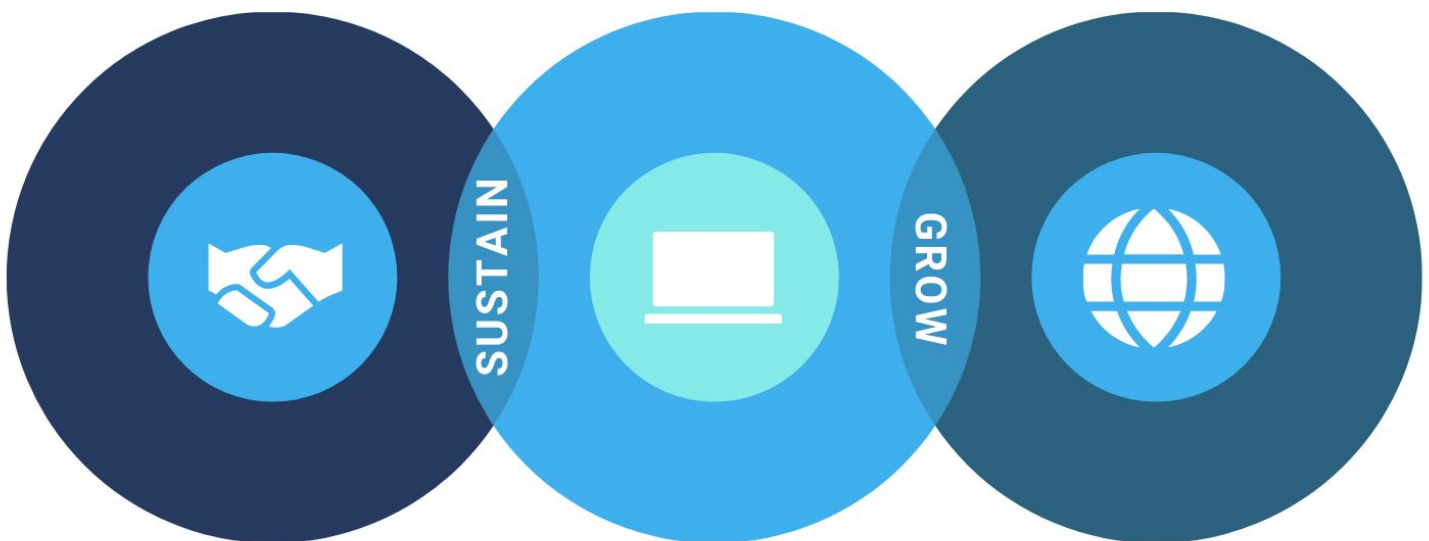
- Consistent brand awareness activities
- PR & advertising
- Content development & syndication with marketing partners

## How you can help

### 01 | NON-FINANCIAL

### 02 | PROGRAMS

### 03 | CORPORATE



- ★ Volunteer referrals
- ★ Program referrals
- ★ Service referrals
- ★ Volunteer professional development
- ★ Marketing & content syndication
- ★ Research

- ★ Sustain existing programs and services
- ★ Expansion of existing programs
- ★ Development of new programs and services

- ★ Telco platform sponsorship
- ★ Volunteer communications platform sponsorship
- ★ Marketing and advertising sponsorship
- ★ Helpline operations sponsor



## Griefline Partnerships

We are honoured to receive support from partners who believe in our mission to help people find courage through their grief, accept grief as a normal and universal human experience, and discover hope and healing after loss.

At Griefline, we are committed to developing long term and mutually beneficial partnerships with partners who share our mission, vision and values.

Without our partners, Griefline's impact to tens of thousands of Australians each year would be non-existent.

A partnership with Griefline is an experience of shared value.

It can also be a way to involve your team/workforce/stakeholders in making a difference and having lasting impact in the community.

**Would you like to discuss how you or your organisation can partner with us and support our mission and vision?**

Please contact:

Kate Cahill, Chief Operating Officer [katec@griefline.org.au](mailto:katec@griefline.org.au)

Louisa Smith, Chief Marketing Officer [louisa@griefline.org.au](mailto:louisa@griefline.org.au)