

2025

# SCHOOL/CLUB INFO PACK



Be  
Kind

**Suicide Prevention and  
Mental Health Wellness**



**WWW.RUNFORMILIFE.ORG.AU**

# HELLO & WELCOME

Hello, and Welcome to the Run for MI Life Charity.

Run for MI Life was founded by Jo Shanks who lost her brother Matthew to suicide in 2012. Since 2014 our charity has held signature Fun Runs in both Walkerston. Events are held to raise awareness for suicide prevention, and to promote good mental health initiatives to support the community, with the objective of reducing the incidence of suicide in the future. Funds raised are used for a variety of initiatives including free suicide prevention training for all community members.

We are a Mackay-based charity run entirely by volunteers.

In previous years we have had tremendous support from our local schools and sporting groups and would love to see this repeated at our events in 2025:

- 19 October 2025 - Run for MI Life Fun Run - Walkerston
- 19 October 2025 - Run for MI Life Wellbeing Fair

We have put together this information pack to assist you in communicating these events amongst your school or sporting club community.

Our events are family friendly, social, fun and safe. They provide an ideal platform to introduce concepts of and provoke empathetic reactions to mental health and suicide wellness, both in youth and the wider community in general.

Enclosed with this letter you will find:

- A newsletter insert that can be used to provide participants with more information about our charity and events
- A certificate of achievement that can be handed out to participants after the events
- Posters that can be used to promote our 2025 event
- Our Container for change scheme ID for container donations

One of our wonderful volunteers has delivered this pack to you and will also have obtained contact details from you so we can send this information out electronically, for easier circulation within your networks. If there is anything else you need, please feel free to contact us. We are more than happy to help and answer any questions you may have.

Finally, during 2025 Run for MI Life is hosting a number of two-day Applied Suicide Intervention Skills Training courses; this training is offered completely free of charge to community members over the age of 16 and have completed SafeTALK training. Please get in touch if you would like to join one of our future training events.

*Kindest Regards, Jo Shanks*

Run for MI Life Founder



# PROMOTIONAL MATERIALS

## FLYER



The flyer is a vertical rectangular poster with a dark blue background. At the top, there is a white circular graphic containing the Hastings Deering and CAT logos, a sun icon, and the text 'Run for MI Life'. Below this, the text 'Suicide Prevention and Mental Health Wellness' is written in blue. A large pink banner in the center reads 'REGISTRATIONS NOW OPEN'. Below the banner, the date '19 OCTOBER 2025' is displayed in yellow. Further down, the text 'SIGNATURE FUN RUN' is followed by 'Wests Leagues Club, Walkerston'. A paragraph of text describes the event: 'Make a statement about suicide prevention. Join us for a 3km Dash, 5km Fun Run or 10km Challenge.' Below this, 'THE RFML WELLNESS FAIR' is announced with 'Free Entry'. At the bottom, there is a section for sponsors and a photo of a blue t-shirt with 'HERE TO HELP' and 'Suicide Prevention & Mental Health Wellness' printed on it. A circular badge in the bottom right corner says 'RFML SHIRTS!! Available for purchase until 31 August'. The footer includes social media icons and the website 'WWW.RUNFORMILIFE.ORG.AU'.

Be Kind

Hastings Deering CAT

Run for MI Life

Suicide Prevention and Mental Health Wellness

**REGISTRATIONS NOW OPEN**

**19 OCTOBER 2025**

**SIGNATURE FUN RUN**

*Wests Leagues Club, Walkerston*

Make a statement about suicide prevention.  
Join us for a 3km Dash, 5km Fun Run  
or 10km Challenge.

**THE RFML WELLNESS FAIR**

*Free Entry*

**REAL MATES TALK**  
EST 2020

**HERE TO HELP**

**Suicide Prevention & Mental Health Wellness**

**PROUDLY SPONSORED BY**

Hastings Deering CAT TRIPLE 067 WARELY DYNONOBEL BLUE CROSS OF AUSTRALIA 7

BBPrint QUALITY PRINT & DESIGN FITSTOP. DGH

**RFML SHIRTS!!**  
Available for purchase until 31 August

**WWW.RUNFORMILIFE.ORG.AU**

# POSTER

Be  
Kind

Hastings Deering



Run for MI  
Life



*Suicide Prevention and  
Mental Health Wellness*

## REGISTER NOW!

### 19 OCTOBER 2025

### West's Leagues Club



Matthew Ivory



## HERE TO HELP

## Suicide Prevention & Mental Health Wellness

PROUDLY SPONSORED BY

Hastings Deering



DYNO  
NOBEL



BBPrint  
QUALITY PRINT & DESIGN

FITSTOP.



CONSOLIDATED

### RFML SHIRTS!!

Available for  
purchase until  
31 August



[WWW.RUNFORMILIFE.ORG.AU](http://WWW.RUNFORMILIFE.ORG.AU)



# SCHOOL NEWSLETTER INSERT

**Note: The following are example with  
jpg files available upon request.**

## Run for MI Life

**WALKERSTON, 19 OCTOBER 2025**



Dear community member,

I would like to invite you, your family and friends to take part in the annual Hastings Deering Run for MI Life Fun Run, and our Wellbeing Fair being held on 19 October 2025 at at Wests Leagues Club, Walkerston.

Our Fun Run is a fantastic local event that has proved extremely popular since its inception in 2014. It is held to honour my brother, Matthew Ivory, whom we lost to suicide on 19 October 2012. We hope to bring all aspects of good mental health, suicide prevention and mental health support, and general health and wellness together at our Wellbeing Fair, which will be held directly after our Walkerston Fun Run on 19 October.

Through these events we hope to continue to raise awareness and generate funds to support suicide prevention and awareness initiatives in our local area. With your help we can make our region suicide safe.

We encourage everyone to register at our events and get involved, as this topic affects everyone. You don't have to be a runner. Prams, dogs, scooters and walkers are all welcome at our Fun Runs. Participants can opt to purchase a runner's shirt, fishing shirt or both, depending on the event entered. Cut off for these shirt purchases is August 31.

Details on how to register can be found on our website [www.runformilife.org.au](http://www.runformilife.org.au), or alternatively get in touch via [info@runformilife.org.au](mailto:info@runformilife.org.au) and we will be more than happy to help you.

*Kind Regards, Jo Shanks* Run for MI Life Founder

**Be Kind**



Hastings Deering CAT  
Run for MI Life

# STUDENT PARTICIPATION CERTIFICATE

2025

PLACE  
SCHOOL  
LOGO  
HERE

Hastings Deering

CAT

Run for MI  
Life

## CERTIFICATE OF PARTICIPATION

Be  
Kind

### AWARDED TO

{ INSERT STUDENT NAME }

For participating in and completing the  
2025 Hastings Deering Run for MI Life Fun Run.

Principal

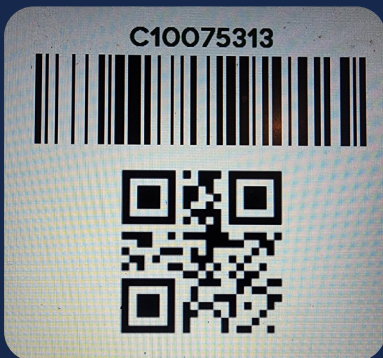
Date



Suicide Prevention and Mental Health Wellness



# CONTAINERS FOR CHANGE



## DONATE YOUR CONTAINERS


WE RECEIVE 10 CENTS  
FOR EACH

WHEN RETURNING YOUR CONTAINERS,  
USE OUR SCHEME ID:

# C10075313



THANK YOU FOR YOUR SUPPORT AND  
FOR HELPING THE ENVIRONMENT



Run for MI  
Life

*Suicide Prevention and  
Mental Health Wellness*

## EVENT CONTACT DETAILS

**VICKY BOWDEN**

**M** 0418 719 600

**E** [info@runformilife.org.au](mailto:info@runformilife.org.au)

[facebook.com/runformilife](https://facebook.com/runformilife)

Be  
Kind