



and



## Flights for Life Corporate Appeal

Christmas time is a season of joy and celebration for many people, but, sadly, for others it can be a time of anxiety, loneliness, and isolation. For people living and working in regional and remote Western Australia, where access to general health and mental health services can be limited, holidays can feel even more isolating.

Together, the Royal Flying Doctor Service WA and Lifeline WA will provide more than 1,000 people with support this Christmas, offering 24-hour access to critical services to people who live, work and travel right across Western Australia.

**For the first time ever, you can double your impact this Christmas and help two of Western Australia's most hard working and trusted charities. Make a donation towards their collaborative 'Flights for Life' appeal to provide support for people struggling this holiday season. This unique campaign will see the RFDS aircraft fleet painted with Lifeline WA's 13 11 14 number to promote support for mental health in regional WA.**

### Why join forces?

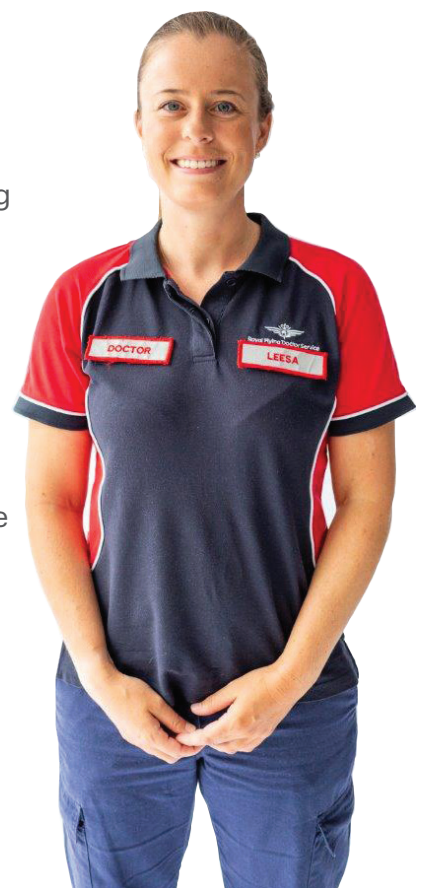
Lifeline WA and RFDS WA have been experiencing unprecedented and sustained demand for their services over the last couple of years as Western Australians continue to face extraordinary challenges.

The RFDS has seen a significant increase in demand from patients needing mental health care. 421 patients in 2020/21 required emergency retrieval by the RFDS. In addition, the RFDS facilitated more than 2,000 mental healthcare consults in remote WA communities.

Lifeline WA has answered the highest number of calls in its history over the past 12-months, with more than 65,000 Western Australians reaching out to Lifeline's 13 11 14 crisis support service.

On average, one person a day dies by suicide in Western Australia. Suicide rates in our rural and remote areas of Australia are significantly higher than in the city. The devastating impacts of suicide are felt deeply and affect entire communities. By supporting people who live and work in our regions and providing appropriate support, we can change this by working together.

RFDS WA and Lifeline WA know that if a person gets help at the right time, suicide can be prevented.



## How can your business help?

Together, Lifeline WA and RFDS WA are raising funds to support the delivery of their essential services to help keep Western Australians safe.

Show your support for this important cause by donating to the 'Flights for Life' appeal. We will install your company logo between December and March on an RFDS aircraft alongside the Lifeline WA logo and Lifeline's 13 11 14 crisis support number.

### Be 1 of 4 corporate logos



on an  
RFDS aircraft  
\$12,500

OPTION 1

### Be 1 of 2 corporate logos



on an  
RFDS aircraft  
\$25,000

OPTION 2

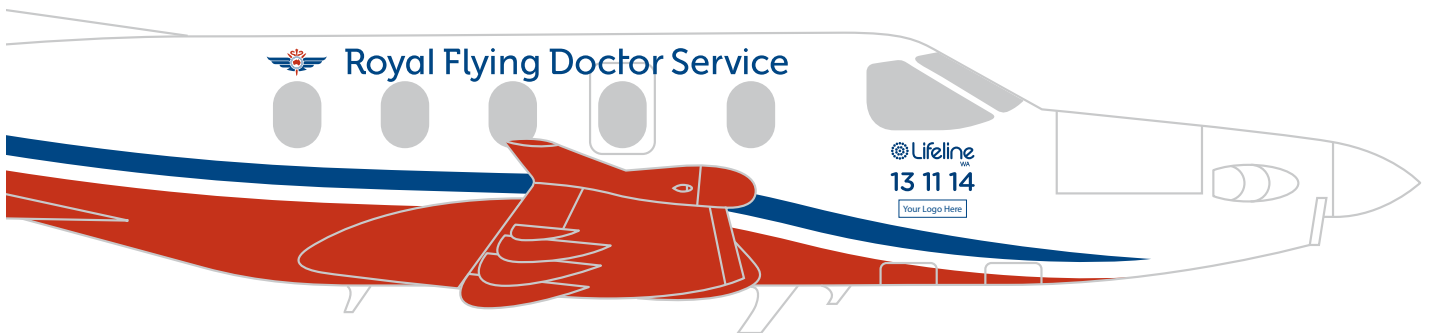
### Place your logo exclusively



on an  
RFDS aircraft  
\$50,000

OPTION 3

## Prospective Design



### Did you know?

Lifeline WA will answer a call for help every 30 seconds this Christmas.

The RFDS retrieves eight patients a week in regional WA due to mental health emergencies.

With the RFDS fleet currently flying around 44 legs around WA each day, these flying billboards will raise awareness of Lifeline's 13 11 14 support service and make the whole community aware that your company cares. RFDS and Lifeline WA will work with everyone who contributes to spread the message far and wide. There will be ample photo and media opportunities along with special stories and a message to the community that they are not alone.

Thank you for your consideration of this proposal.

### For more information or to make your pledge, please contact

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