

Fundraising: Building Community Through Lifeline Classic Events

This year, we continued to build our suite of “Lifeline Classic” events — a growing series that celebrates our community. The Lifeline Classic brand is unique to Lifeline Northern Beaches, Mosman to Kirribilli, and unites our signature events under one banner, strengthening recognition, connection, and our presence in the community.

Our flagship event, the Lifeline Surf Classic, returned to Queenscliff Beach in November, celebrating our community’s love of the ocean. Surf clubs, businesses, schools, and the wider community came together for a day of healthy competition, raising awareness and vital funds for our local services. The event generated over 46,000 social media impressions and attracted 4,600 new website visitors, amplifying our message of hope and connection.

In May, we launched the Lifeline Pickleball Classic at Voyager Seaforth — a fun, inclusive event designed to engage a wider audience. Open to all skill levels, it sold out weeks in advance and brought together players of all ages in support of mental health.

Together, the Lifeline Classic events are more than just fundraisers — they are moments of community connection, education, and engagement, helping to share our message and remind people that help is always available. We are grateful for the continued support and generosity of our community at these events.

To all our donors and supporters, including those who donated their time and in-kind contributions, we thank you. Your generosity enables us to deliver our charitable purpose, create connection with people in crisis and empower individuals and communities to be safe from suicide.

NICKY ADAMO
Chief of Innovation and Marketing

