

if u
care
share

INSIDE OUT

GET INVOLVED RAISE AWARENESS FUNDRAISE

#ASKMEWHY

IT'S OK

NOT TO

FEEL OK

WHEN IS IT?

On **September 10th** each year, for World Suicide Prevention Day, we host our annual **Inside Out Campaign** - a day where we encourage our supporters to wear an item of clothing Inside Out. It sparks conversation and highlights the importance of talking - bringing what's on the Inside, Out.

You don't have to just get involved on September 10th though. There are so many ways to raise awareness and fundraise throughout September.

THIS YEAR WE WANT YOUR TEAM TO GO INSIDE OUT!





**“ WE ARE HERE TO
SAVE LIVES, SUPPORT
COMMUNITIES AND
PREVENT SUICIDE.”**



ABOUT IF U CARE SHARE

The logo for 'if u care share' is located in the top right corner. It consists of a green speech bubble shape with a white outline. Inside the bubble, the words 'if u', 'care', and 'share' are stacked vertically in a white, lowercase, sans-serif font.

if u
care
share

"If U Care Share Foundation was set up to support those bereaved or at risk of suicide and preventing any family from experiencing what we felt when we lost our son, Daniel."

Shirley Smith, Founder & Mother of Daniel

OUR AIMS

1

To prevent and reduce the incidence of suicide by providing training and raising awareness.

2

To provide practical and emotional support to those affected by suicide.

3

To provide individual support for those deemed to be directly at risk of suicide.

YOUR SUPPORT MATTERS

The campaign has already reached over 30 million people in previous years with support from businesses across the country.

This year we are inviting businesses to both support and partner with our life saving campaign.

With your support we can continue our mission of preventing suicide, supporting communities and saving lives.

JOIN THE

30MM

PEOPLE REACHED

GET INVOLVED

Encourage your teams to wear an item of clothing Inside Out **anytime throughout September.**

Don't worry if you can't go inside out, we can send you some Inside Out stickers so you can still get involved.

Don't forget to help us spread the message on social media by sharing your photos and tagging [@ifucareshare](#) and using the hashtag [#askmewhy](#)

#ASKMEWHY

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INSIDE OUT

**START A
CONVERSATION.
SAVE A LIFE.**

#ASKMEWHY

GET INVOLVED

SEPT 10TH