



# GOTCHA 4LIFE

## GETTING TO KNOW US

### Who we are

Gotcha4Life is a not-for-profit foundation focused on early intervention and the power of prevention. We were founded by Gus and Vicky Worland in 2017 after the tragic and sudden loss of a dear friend and mentor by suicide. Our mission is to inspire and enable all Australians to take action to build their mental fitness, so that no one ever worries alone. **Our ultimate goal? A suicide-free future.**

### What we do

We develop and deliver preventative campaigns, programs and initiatives that inspire and enable the building of mental fitness. We humanise mental health with our non-clinical approach, and we equip people with the skills to navigate the ups and downs of life. Our work is evidence-based, centred around building 3 protective factors.



Emotional  
Adaptability



Social  
Connectedness



Help-Seeking  
Behaviour

### Why we do what we do?

**3,000+**

Australians lose their  
life to suicide each  
year.

**7** men  
**2** women  
each day.

**3.3** million

Australians have had  
serious thoughts about  
taking their own life.

Source : Australian Institute of Health & Welfare; National Study of Mental Health and Wellbeing.

# Our impact

With the generous support of the community and our partners, we have grown participation in face-to-face and online mental fitness programs from 2,800 back in 2017, to almost **300,000** Australia-wide.

In 2023, our impact was...



We know our programs are making a difference. In our latest independent impact survey:

**83%** of respondents say that their life was positively impacted by our programs.

**93%** of respondents were able to provide support to a friend or family member after doing our programs.

## Discover our programs

We're dedicated to building mental fitness across education, sports, community, and workplace settings through our programs.

To learn more about our programs and how you can get involved, visit [Gotcha4life.org/programs](https://gotcha4life.org/programs) or reach out to us at [programs@gotcha4life.org](mailto:programs@gotcha4life.org) for further details.

**Please note:** Gotcha4Life itself is not a crisis support service, counselling or therapy provider, however we do have a list of services on our website that can help [gotcha4life.org/help-resources](https://gotcha4life.org/help-resources), as well as resources available to help someone you care about [gym.gotcha4life.org/help-someone-you-care-about/](https://gym.gotcha4life.org/help-someone-you-care-about/)