

# Your fundraising pack

ALCOHOL  
CHANGE<sup>UK</sup>



Alcohol causes too much harm.

Fundraise for change!

# Welcome to the team!

Welcome to your Alcohol Change UK fundraising pack and welcome to the team. Thank you for joining a leading UK charity working to reduce the harm caused by alcohol. One person in the UK dies every hour as a result of alcohol. Together we can change this and save lives.

Thank you for choosing to support Alcohol Change UK – you are amazing! We simply couldn't do our vital work without you.

If there's anything we can help you with, please let us know. Our friendly fundraising team are more than happy to help.

Thank you and good luck!

Danielle Houlston  
Head of Fundraising and Engagement, Alcohol Change UK



Danielle



## Dave's 600-mile challenge

"Before I made the decision to give up drinking my life was spiralling completely out of control, and it got to the point where I was drinking about three bottles of wine a day.

"I had lots of unanswered questions and when I began to look for answers online one of the first websites I came across was Alcohol Change UK's. I found their website so informative and supportive, and it's remained my go-to organisation ever since. Today I am so much healthier, my marriage and other important relationships are back on track.

"My latest challenge is to raise money for Alcohol Change UK; I've committed to cycling 600 miles in a month on my Peloton bike.

"I really value the work that Alcohol Change UK does. Drinking is so widely accepted yet can cause so much harm. That's why I'm taking on this challenge to raise money for Alcohol Change UK."



photo: Soberdave peloton

# Alcohol causes too much harm



**Alcohol is a part of many of our lives. We use it for celebration, for comfort, to socialise, to wind down, to cope. We treat it differently to other drugs; it's legal, socially acceptable, even encouraged.**

Yet in the UK one person every hour dies as a result of alcohol. Alcohol harm can affect any one of us, from any walk of life.

**Last year there were 1.3 million alcohol-related hospital admissions in England**

The harm doesn't end with the individual; each of us who drinks too much is part of a family and a community who feel the effects too, whether through frequent use of emergency services, drink driving, violence or neglect.

**More than 200,000 children in England live with an alcohol dependent parent**

## We are Alcohol Change UK

We work for a society that is free from the harm caused by alcohol.

We are not anti-alcohol; we are for alcohol change. We are for a future in which people drink as a conscious choice, not a default; where the issues which lead to alcohol problems – like poverty, mental health issues, homelessness – are addressed; where those of us who drink too much, and our loved ones, have access to high-quality support whenever we need it, without shame or stigma.

**With your help, we can change and save lives.**

**Alcohol harm costs the NHS an estimated £3.5 billion each year**

## Carys and Amy's story



Carys and Amy when they were little

"My sister was a 21-year-old university graduate when she first became ill. Seven years later, aged 28, Carys passed away as a result of the irreparable damage alcohol had caused to her body.

"Dealing with a loved one who has an addiction is all consuming. What made things harder still was the stigma that surrounds people addicted to alcohol, which followed Carys and our family throughout her illness. I felt very alone. I wish that we had been able to seek support, and be confident that we would not be judged.

"I have come to accept that many people view alcohol dependency as a 'self-inflicted' illness. This is drastically inaccurate."

Alcohol harms people like Carys, Amy and their family every single day. But it doesn't have to be like that. Your support helps us stop more families like Carys and Amy's from suffering.

## Sue's Dry January

Sue, aged 59 from Stratford-upon-Avon, realised she was drinking more than she wanted to, but her friends reassured her that she was fine. She took part in Dry January.

"I was drinking every evening and it crept up to three quarters to a full bottle of red wine a night. I would get anxious if I didn't have a bottle ready for when I got home. I wasn't feeling great and suffering from anxiety, not sleeping well, and with various mystery aches and pains (especially in the mornings) which I put down to my age.

"I decided to do Dry January. It was hard, but I used the Dry January app which I really liked. I got through January and decided to limit my drinking to Friday and Saturday only, and a maximum of a mini bottle of wine on each of those days.

"I now feel comfortable not drinking alcohol. I have more time, am more productive, feel healthier mentally and physically and sleep better too. I enjoy the freedom of being able

go out somewhere and simply enjoy the event. Often friends say they are jealous that I have been able to do it and they think they should cut down or stop as well. I'm still not thinking too far ahead, and know that I can't be complacent, but I really don't want to drink alcohol again – my life is so much richer without it."



# Thank you for making a difference!



## Your support helps us...

### Offer advice and support

We help over 400,000 people via our online information and advice each year. We help people find support in their area, and support thousands directly via our online support groups.

### Change drinking behaviour

We offer a free app that helps tens of thousands to cut down or stop drinking every year, many starting through our life-changing Dry January campaign.

### Help the most vulnerable

Through our Blue Light programme, we work with some of the UK's most vulnerable people, who are too often considered to be 'beyond help'. We train

local services to support them, saving the NHS and other frontline services money, and more importantly changing and saving lives.

### Improve knowledge

We carry out, fund and communicate vital research. We collate and curate the wealth of knowledge already out there.

### Campaign for change

We work to ensure that evidence informs the efforts of policy-makers and practitioners at all levels. And we run campaigns to change how people think and talk about alcohol.

# Getting started

Thank you for fundraising for Alcohol Change UK! The possibilities are endless. The ideas in this pack are just to get you started.

## You could...

### Take part in an existing event,

like a 5k race, a cycle ride or a marathon.

**More on page 8**

### Create your own challenge.

Our amazing supporters have done everything from bungee jumps to an amazing series of challenges called a 'year of fear'. Wow!

**More on page 9**

### Try dry,

whether for Dry January or any other time you like. Going dry can be an amazing way to raise money for us!

**More on page 10**

### Throw an event,

like an auction, a tea party or a dry club night.

**More on page 12**

### Virtual fundraising.

There are tonnes of amazing things you can do to raise money online.

**More on page 13**

If you've already signed up to an event or decided what you want to do then turn to **page 14** for tips on how to make the most of your fundraising.



## But how to choose?

Make it fun! If you do something that you enjoy it'll instantly be bigger and better - raising more money along the way.

Are you already part of a local group, association, or interest group? You could make this the basis of your fundraising. It makes organising it much easier and you could tempt other people to join you. Part of a choir? Sing together! In a football team? Play together! You get the idea!

If in doubt, please don't hesitate to get in touch. Our contact details are on the back of this pack. Our team can help you find something that's right for you.



# Find your challenge

Could you take on a challenge for Alcohol Change UK? Whether you're an ultra-marathon hero or a couch-to-5k-er, we'd love to hear from you!

There are amazing events all over the UK, from obstacle courses to races of every length. There are two different ways to get started:

1

We have places in races and events all over the UK. Get in touch with us to find out which ones we have.

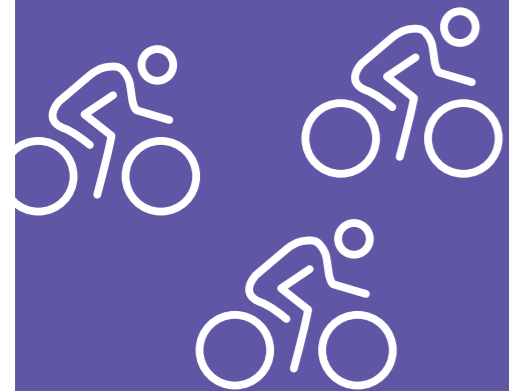
2

You can get your own place and set up a JustGiving page. If you need support with any stage of the process just let us know!

## Simon's Ride London

"I've done this amazing challenge all thanks to Alcohol Change UK and its Dry January Facebook group."

After Dry January Simon's life changed and he wanted to fundraise for others, so he took on the Ride London cycle race.



## Amy and Steph's Tough Mudder

Amy and Steph took on the Tough Mudder challenge in memory of Amy's Mum. They absolutely smashed the course, all while raising money for a cause close to Amy's heart. Thank you for your support Amy and Steph!



## ...or create your own

Can't find a challenge that's quite right, or have an amazing idea of your own? Create your own challenge! From cutting off your hair to bathing in baked beans, almost anything can help to raise money for Alcohol Change UK and change lives.

## Lisa's Year of Fear

Our wonderful supporter, Lisa, took on a year of challenges to overcome her fears, raise money and help change attitudes to alcohol.

"My Year of Fear is about pushing myself beyond my limits, testing my mindset and getting that buzz of enjoying and living life again. I wanted to use it to raise money for charities that mean something to me personally."

"The Alcohol Change UK team are a phenomenal bunch, truly committed to changing the way we view alcohol misuse and helping people to moderate or stop entirely without missing out on life."

"I'm using my newfound zest for life – sometimes it feels like a second chance – to give something back to others who may be where I was all those years ago."

Maybe you could take on your fears to raise money too? We dare you!



# GO DRY!



Dry January is the UK's one-month booze free challenge that helps four million people to reset their relationship with alcohol every year. Dry January will do amazing things for your body – but it can do amazing things for others too.

## Take on the challenge and fundraise for Alcohol Change UK

Why not sign up to Dry January by downloading the free Try Dry app?

You can set up your JustGiving page through the app or set up your page directly. If you'd like tips on fundraising through Dry January, just get in touch, or take a look at our website.

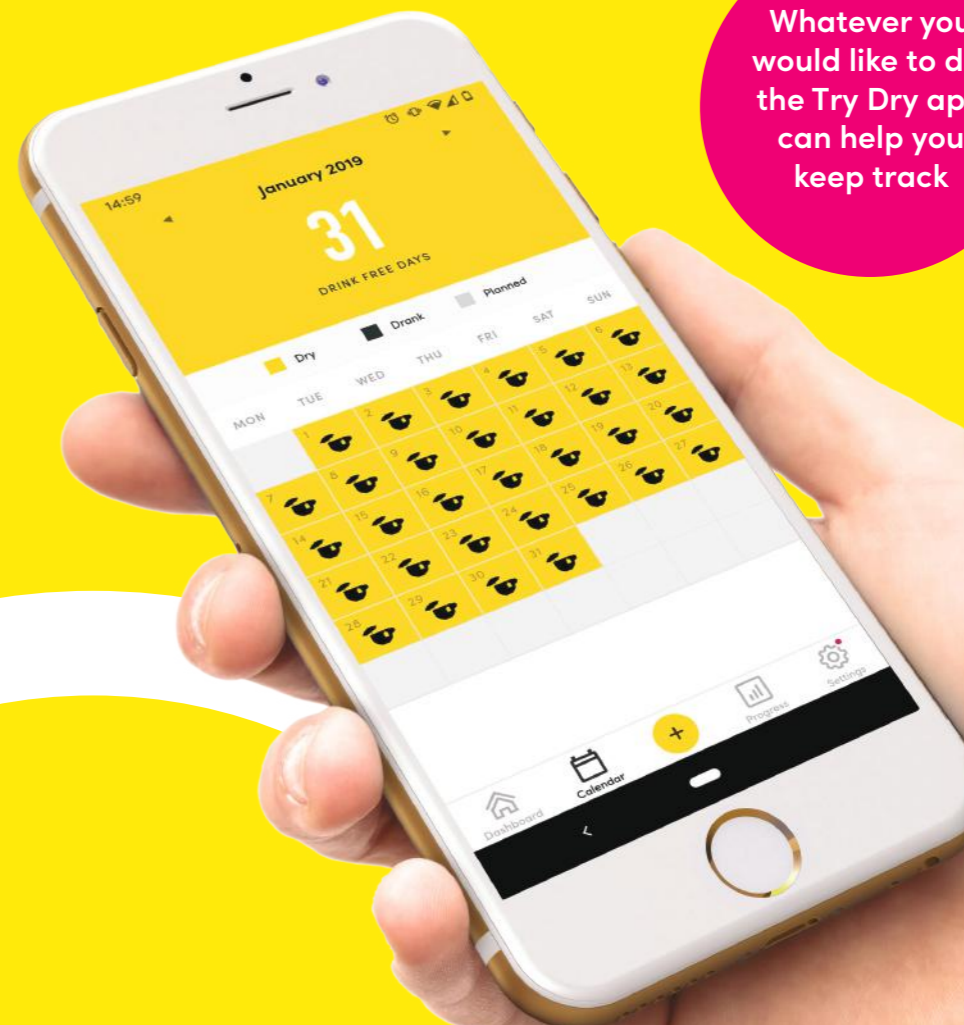
72% of people who do Dry January are still drinking less riskily six months later

Signing up for Dry January with us doubles your chance of staying dry for the whole month

## GO DRY ANOTHER TIME

Maybe you'd like to take just a week off drinking to start with, or a month but at another time of year. Or maybe you'd like to take off three months – or even a year!

Whatever you would like to do, the Try Dry app can help you keep track



## Jane's Dry January

"I took part in Dry January this year, for the first time, because I really felt I needed to cut back for my own well-being, in particular [for] my mental health. I found that those mid-week drinks were creeping in way too often, leaving me feeling sluggish and a little anxious the next day.

"I'm also surprised with how many people in my circle have experienced loss through alcohol-related issues, myself included: I lost my dad. Seeing the impact that heavy alcohol consumption had on my dad's health was quite shocking.

"He had an unhealthy relationship with alcohol over a number of decades, so much so that it led him to an early grave.

"I'm raising money and awareness for this great charity, Alcohol Change UK, so that we can change society's relationship with alcohol for the better and save lives."

## GET CREATIVE

You can really boost your dry challenge fundraising if you get lots of people involved. Check out the tips on the next page for throwing your own dry event to get the donations rolling in.



# Throw an event

Throwing a dry event can be an amazing way to fundraise – and so much fun too! You could charge your friends, family, colleagues and community for entry, or just ask for donations. Here are a few ideas to get you started.

**Auction** – could you get people to donate items or favours? If so, it's time for an auction! You'll be amazed how much you can raise by auctioning a massage, a lift or dinner.

**Concert** – dust off the guitar that's in the corner or get the old band back together and sell tickets to your comeback special.

**Raffle** – people love prizes and who can blame them? See if you can get some freebies and raffle them off at your event.

**Quiz night** – fancy yourself as a question master? Quiz nights range from a couple of teams to hundreds in huge halls and are a brilliantly effective fundraiser.

**Dinner party** – from a five-course masterpiece to bungled beans on toast, providing food for friends is a sure-fire way to fundraise!

**Games night** – gather for board games or see if you can pull off an online game-athon.

**Bake sale** – sell your baking wares like hot cakes and watch your fundraising total rise!

**Tea party** – swap the beers for a cuppa, invite your friends and family round and you've got yourself a tea party fundraiser!



## A bar with no booze!

Make some magnificent mocktails or get in some alcohol-free drinks and see 'em make some money. Magic! If you buy your drinks from the online retailer Drydrinker we get a cut of the profits – so you'll be supporting Alcohol Change UK twice!



# Virtual fundraising

Since the pandemic lots of us have had to change and cancel our plans – but you don't need to put your fundraising on hold. We need your support now more than ever – and there are lots of brilliant ways you can raise money even while social distancing. Some people have found that it's even more successful, as they can now reach people around the world!

**Go running.** Log your run on Strava and link it to your JustGiving page, allowing your supporters to see how far you've been!

**Shop!** Fundraise for Alcohol Change UK while going about your normal online shopping, at no extra cost to you! Find us on Amazon Smile and Give as you live.

**Streaming.** What's your usual hobby? Can you dance, sing or DJ? Social media platforms allow you to set up a stream and fundraise at the same time.

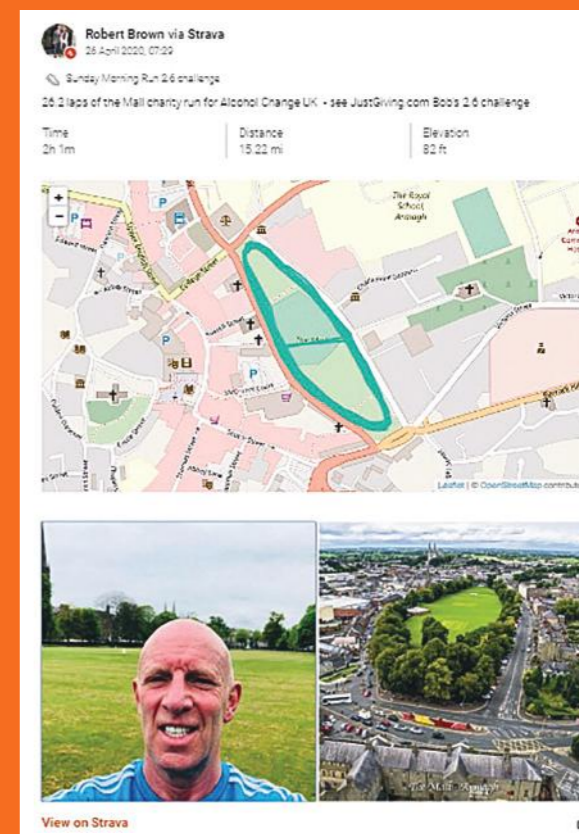
**Gaming.** Platforms such as Twitch mean you can stream your gaming. Link with JustGiving and away you go, game and fundraise to your hearts content!

**Online garage sale.** Is your house feeling cluttered? Fancy a clear out? Maybe you could fundraise too! Lots of people sell their old wares online and donate the profits.

**Virtual quiz.** Take your quizzing online and reach lots of people at once. Of course if quizzes aren't your thing then you can get creative and make all sorts of events virtual.

## Bob's virtual marathon

Our wonderful supporter Bob wanted to do the London Marathon, but when it was cancelled due to COVID-19 he decided to do 26.2 laps of his local park and put it all on Strava instead! Brilliant idea Bob and thank you for your support!



Bob's JustGiving page

# Tips for raising the most you can

We are SO grateful to you for choosing to fundraise for Alcohol Change UK. With a few simple steps, you can boost your fundraising and make an even bigger difference.

## Get online

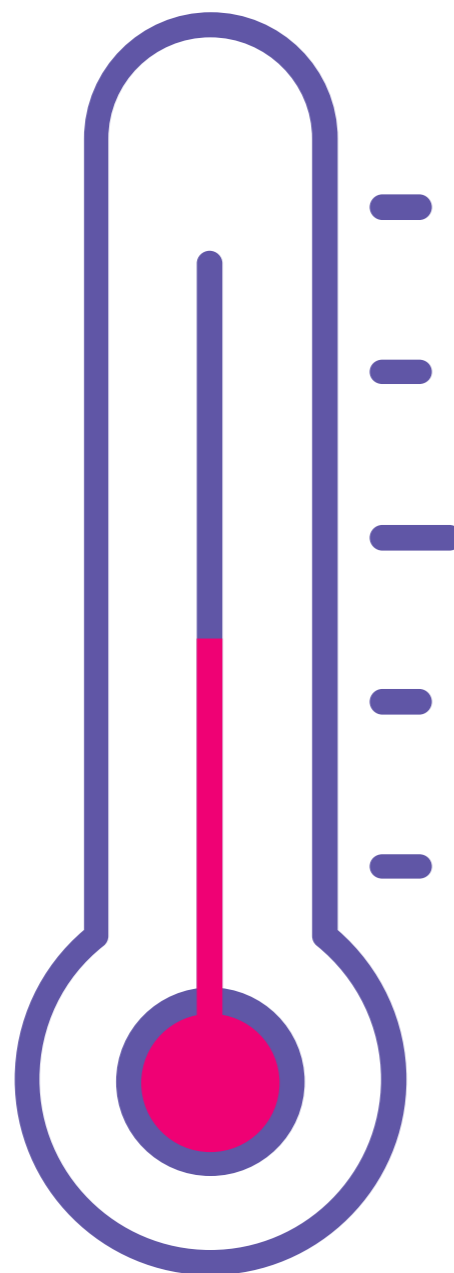
You can often raise much more if you give people a way to donate online. The best way to start is to set up your JustGiving page - please get in touch if you have any questions or need help getting started.

## Tell the world

You're doing something amazing - so shout about it! Fundraisers who share their story far and wide always do better - social media, emails, text, and word of mouth are all your friends. Maybe the local paper will do a feature on your fundraiser? There's nothing like a feel-good story!

## Ask for help

Fundraising is much easier and much more fun if you involve your friends and family. So start asking for some favours and make things happen! You'll be amazed how generous people can be when you ask - perhaps even local businesses will help out with useful gifts.



## Add Gift Aid where you can

Gift Aid adds 25% to any donation at no extra cost to you! Online pages allow your supporters to automatically Gift Aid their donation or people can simply tick the Gift Aid box on your paper sponsorship form.

## Matched giving

Lots of companies offer to match what their employees raise - doubling the money available to reduce alcohol harm. Brilliant! Could you ask your employer whether they would be happy to do the same?

## Don't stop!

Remember, you can carry on fundraising even after your main event or challenge is over. You've done something amazing, keep letting people know about it and they will happily donate.



# Thank you!

Thank you for choosing to fundraise for Alcohol Change UK. You are helping us change lives.

## We're here to help

If you have any questions, any time, just drop us an email: [fundraising@alcoholchange.org.uk](mailto:fundraising@alcoholchange.org.uk)

## Important extras

**Banking.** The important bit! If you've got a JustGiving page then don't worry, we'll get everything straight away. Any cash can be paid into our bank account and cheques can be sent to our address - there are details on our website and the back page of this pack. Any questions can be sent to [fundraising@alcoholchange.org.uk](mailto:fundraising@alcoholchange.org.uk).

**Follow the guidelines.** Please make sure you follow our fundraising guidelines and basic health and safety regulations - you can find these on our website, or get in touch and we'll send them over.

**Do you need insurance.** When you organise a fundraising event, you're responsible for making sure it's safe and follows health and safety regulations.

We recommend you take out public liability cover for bigger events or those which involve activities which could result in injury.

**Raffles and lotteries.** These can be great money spinners! Please make sure you follow the guidelines on running them - we are happy to help if you're unsure.


**Know the rules on collections.** Bucket collections are beautifully simple way to raise money, which can even be used to supplement your main event! You just need to make sure you have the relevant permissions - for example, a permit from the council or the Metropolitan Police in London. On private land or a supermarket you need to get permission from the owner or store.



# Good luck!

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