

ALCOHOL

CHANGE^{UK}

Make it Orange



Move it, Make it, Bake it.

Welcome to the team!

Welcome to your Make it Orange fundraising pack and welcome to the team.

Thank you for choosing to Make it Orange and supporting our work 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.

Inside you will find more information about our work, some fun ideas on how you can Make It Orange this October, and instructions for setting up your fundraising page.

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 for your support— you are amazing! We simply couldn't do our vital work without you.

Fundraising Team



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 highquality support whenever we need it, without shame or stigma.

With your help, we can change and save lives.

Carys and Amy's story



"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."

"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.

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.

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 hub each year, connecting them with services in their area. We help thousands directly through our online support groups.

Change drinking behaviour

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

Improve knowledge

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

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.

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, challenging stigma around drinking problems and nondrinking alike.

Ambassador Michael Sargood Make's it Orange



Michael will be wearing it Orange and taking on Royal Park's Half Marathon to raise money for Alcohol Change UK this October.

Michael struggled with alcohol for most of his adult life, costing him relationships, jobs and multiple hospital stays for injuries and poor mental health.

He has now been sober for 3.5 years and is rebuilding my life brick by brick and trying to do a bit of good in the world.

Ways to Make it Orange

You can Move it, Make it, Bake it, or do something completely different. Here are just a few ideas to get your fundraising creativity started....

Move it (step, cycle, swim, hike, dance)

Take on your local park run sporting one of our Team Alcohol Change running tops...

Do you own virtual distance your way....

If you are feeling super creative, why not try your hand at creating some Strava Art. Strava Art is made using your GPS computer to create a picture while exercising! It can be cycling, running, swimming, walking, hiking, skiing... anything really!

How to create Strava Art

1. Find a GPS website where you can plot a route. Strava has a route-building option or there are a couple of other free options out there too! Including Komoot and Ride with GPS.
2. Plan/draw your route. This is perhaps the trickiest part. Look for roads, paths, and trails which will take the shape of something cool. Perhaps it's a long straight road that gives you an edge of a building? Or a ring road which could make a circle? Let your creativity flow!
3. Once finished, export your route to a GPS device! Get out and ride/Run! Let your bike or feet draw your route.
4. Upload your route to Strava and check out your creation!

Make it Orange....

Get your creativity flowing and make it orange in your own unique way! Whether you're a seasoned crafter, a weekend doodler, or just fancy trying something new, this is your chance to turn creativity into change.

Here are some fun ideas to get you started:

DIY Masterpieces – Paint, draw, or craft something orange and share it with friends, family, or colleagues in return for a small donation.

Orange Outfits – Upcycle an old T-shirt, hoodie, or tote bag with orange tie-dye or fabric paint – then wear it proudly for your fundraising challenge.

Office Makeover – Decorate your desk, meeting room or staff kitchen in orange for a day. Ask for donations to vote for the best-dressed space!

Make Music or Art – Host a creative workshop (singing, painting, crochet, whatever you love!) and charge a small fee to join.

Get crafty – Knit or crochet orange scarves, hats, or keyrings and sell them to raise money.



Bake it Orange....

Whisks at the ready – it's time to bake it orange! Whether you're a star baker or more of a ready-mix hero, baking is a brilliant (and delicious!) way to raise money and get everyone involved.



Here are some tasty ideas to inspire you:

Orange-Themed Bake Sale – From carrot cake to Jaffa cakes, brownies with orange zest, or even orange-iced cupcakes – sell your creations and watch the donations roll in.

Bake-Off Challenge – Get your friends, family, or colleagues together for a baking competition. Ask for an entry fee and let everyone vote for their favourite bake.

Big Breakfast or Brunch – Host an alcohol-free brunch, with donations in exchange for pancakes, pastries, and good company.

Showstopper Raffle – Create one special showstopper bake and raffle off slices to raise extra funds.

Remember, it doesn't need to be fancy – the joy is in sharing something homemade and turning every bite into support for a cause that matters.

Getting Started

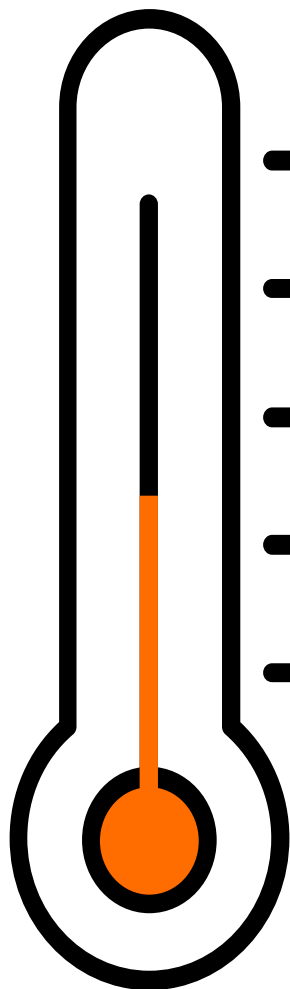
We are SO grateful to you for choosing to fundraise for Alcohol Change UK. With a few simple steps, you can boost your fundraising and make an even bigger difference.

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!



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?



Setting up your fundraising page

Now you have decided how you are going to Make it Orange, the next step is to personalise your fundraising page. Head to: alcohol-change-uk.sync.giving/MakeItOrange2025 and log in to access the page you created when you registered to get started.

Don't forget....

- Tell people what activity you are doing for Make it Orange
- Include your fundraising target
- Add photos if you can to bring your page to life
- Include why you are passionate about Alcohol Change UK
- Remember to post updates

If you prefer to do your fundraising offline, just get in touch by emailing us fundraising@alcoholchange.org.uk and we can send you sponsorship forms.

Important Extras

Banking. The important bit! If you've got an enthuse 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. Any questions can be sent to 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 in a supermarket you need to get permission from the owner



Thank you for your support!

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