ADDICTION
FAMILY SUPPORT

Fundraising Pack

Help us help others

Everything you need to plan and promote your fundraising for people affected or bereaved by a loved one's harmful use of alcohol, drugs, or gambling.



Thank you for fundraising with us

Whatever you are planning, big or small, you are helping someone feel less alone at one of the hardest times of their life.

Addiction Family Support is a UK charity for anyone affected or bereaved by a loved one's harmful use of alcohol, drugs, or gambling. People often reach out to us at a time of crisis, feeling overwhelmed, anxious and alone. When they call, they speak confidentially with someone who understands and who will listen without judgement.

More than 78% of our staff and trained volunteers have lived experience of a loved one's addiction. All our support is free of charge and provided remotely, so people can reach us from home, wherever they are in the UK. Fundraisers like you make our work possible.

What your fundraising makes possible

£20
funds one helpline call

£200
funds a programme of one-to-one support

£500
funds 25 helpline calls

£2,000
funds a support group

The money you raise helps us

- Answer calls to our accredited helpline, 7 days a week
- Run 5-Step Method support for individuals and small groups
- Provide specialist bereavement support
- Host weekly, monthly and quarterly peer support groups
- Deliver awareness talks and presentations
- Speak up for families affected by a loved one's addiction

Around **800 calls** are made to our helpline every month, more than we currently have capacity to answer. Every pound you raise helps us answer more of them.



Ideas to get you started

Host an event

A quiz or bingo night, coffee morning, gig or gala dinner.

Take on a challenge

A sponsored run, hike, swim, cycle or skydive.

Go online

A JustGiving page, birthday fundraiser or livestream.

In your community

A car wash, garage sale, raffle or picnic.

At work

A bake sale, dress-down day or team challenge.

Through your business

Donate a set amount from every sale or appointment for a week.

Your step-by-step plan

1. **Tell us your plans.** Complete the fundraising form at addictionfamilysupport.org.uk/fundraise so we can support you and say thank you. Let us know if you would like a free branded running vest or cap, and your vest size.
2. **Set a goal.** A clear target motivates you and your supporters. Use the amounts on page 2 to show what it will pay for, for example "£500 funds 25 helpline calls".
3. **Create your JustGiving page.** Start at justgiving.com/charity/addictionfamilysupport, add a photo and a few lines about why you are fundraising.
4. **Share your story.** Tell people why this cause matters to you. Page 4 has some ready-made posts you can use, and pages 5 and 6 have ideas for where and how to share them.
5. **Keep people updated.** Share your plan, your progress (for example, your training) and your total as it grows.
6. **Send us what you raise.** See page 7 for how to send us any offline money.
7. **Say thank you.** Let everyone who supported you know what they made possible.

Sharing your story

People give to people. Telling your supporters why you have chosen Addiction Family Support is often the most powerful part of your fundraising.

If your fundraising is for someone close to you, take a moment to think about their privacy and how much you want to share. It is completely fine to keep the details to yourself.

Ready-made posts

I'm taking on [your challenge] to raise money in aid of Addiction Family Support, a UK charity supporting people affected or bereaved by a loved one's harmful use of alcohol, drugs, or gambling. Every £20 funds one helpline call. Please sponsor me if you can: [your link]

So many families face a loved one's addiction alone. I'm fundraising in aid of Addiction Family Support so more people can call someone who understands. I'm [£X] towards my [£X] target. Thank you to everyone who has given so far!

I did it! Thank you so much for helping me raise [£X] in aid of Addiction Family Support. That's [X] helpline calls for people who need someone to talk to.

What our fundraisers say

> "So few charities offer support to families dealing with addiction, often still something that leaves many feeling isolated. [Addiction Family Support] was a huge help to me when I needed it, so it was amazing to be able to give something back."
>
> **Elisa, 100km run**

> "We got lost, we had covid, we had an infected toe, and were exhausted, but we didn't give up; we completed 516 miles on foot and in a tent."
>
> **David and Louise, 516-mile hike**

> "Thank you for supporting me through a difficult time. I wanted to try to give something back, so I did a firewalk at the weekend."
>
> **Bo-Kim, firewalking**

How we can help you

Running vests and caps

Let us know your size and we'll send you a free branded running vest or cap.

Flyers

Hand them out so people can find out about our work and how to get support.

A guest speaker

Depending on where and what your event is, we may be able to send someone to speak.

We'll celebrate you afterwards

Once you've completed your fundraising, send us a couple of photos and let us know how it went. We'd love to share a thank you post on our social media and tag you. To treat every fundraiser equally and keep our channels focused on support, we don't share fundraising pages or promote events beforehand. Sharing with your own network is the best way to build support.

Spread the word

The more people who hear about your fundraising, the more you are likely to raise. Think about sharing it with:

- Friends and family
- Your social media
- Colleagues, through a team email or the staff noticeboard
- Clubs and groups, like your gym, running club or book club
- Faith and community groups
- Local cafés, shops and community centres with a noticeboard (ask first)
- Local newspapers, radio and community websites

Make your money go further

Ask your employer to match it

Many employers will match what their staff raise for charity. It's worth asking, as it could double your total.

Keep your costs down

Ask people you know to lend or donate what you need, like a venue, prizes, equipment or refreshments.

Top tips for raising more

- **Ask your biggest supporters first.** Early generous donations often encourage others to give more.
- **Post at busy times,** like early evening or payday Friday, when more people are online.
- **Add your JustGiving link everywhere,** including your email signature and your staff newsletter.
- **Keep your page fresh** with photos and updates as you train or prepare.
- **Connect Strava to your JustGiving page** so supporters can follow your training and cheer you on.
- **Share your total when you finish.** Donations often keep coming in after the event, so let everyone know how you did.

Hosting your own event

- **Make a to-do list** to keep track of what's done and what's still to do.
- **Line up some help.** Ask friends and family to volunteer with you on the day.
- **Have a backup plan** in case you need to change the date or move indoors.
- **Get noticed** with our running vests, caps and flyers. Just ask.

Tag us in your posts

We love seeing what our fundraisers get up to, so tag us in your posts. When you're done, send us your photos for a thank you shout out.

Facebook
facebook.com/addictionfamilysupport

Instagram @addiction_family_support

LinkedIn
linkedin.com/company/addictionfamilysupport

X @AFS_Charity





The practical bits

Sending us your money

- **JustGiving:** money raised online comes to us automatically, so there is nothing else you need to do. Find us at justgiving.com/charity/addictionfamilysupport
- **Cash:** please send this to us by bank transfer. Get in touch at addictionfamilysupport.org.uk/contact and we'll send you our bank details.
- **Cheques:** make these payable to "Addiction Family Support" and post them to Addiction Family Support, 86-90 Paul Street, London, EC2A 4NE. Please include a note with your name and what you did.
- Please send us any money within 4 weeks of your event.

Gift Aid

If your sponsors are UK taxpayers, they can add Gift Aid and we can claim an extra 25p for every £1 they give, at no cost to them. They need to give their full name, home address and postcode, and tick the Gift Aid box. Gift Aid cannot be claimed if the sponsor receives something in return, such as a raffle ticket or a cake.

Staying safe and legal

- **Raffles and lotteries:** a raffle held during your event is usually fine. Selling tickets in advance may need a licence from your local council.
- **Collections:** collecting money in a public place needs permission from your local council. Collecting on private property, like a shop, needs the owner's permission.
- **Food:** label anything that contains common allergens and follow good food hygiene.
- **Challenges:** train properly, check you are fit enough, and use a reputable organiser for anything like a skydive.
- **Under 18s:** anyone under 18 needs permission and supervision from a parent or guardian.
- **Events:** check whether your venue needs insurance or a risk assessment. Your local council can help.
- **Alcohol:** if you plan to sell alcohol at your event, check the licensing rules with your local council.
- **Your own risk:** you are responsible for organising all aspects of your fundraising, and you take part in any event or challenge at your own risk. Addiction Family Support cannot accept liability for it. Please make sure you have suitable travel and medical insurance, especially for events overseas.

Using our name and logo

- Please describe your fundraising as "in aid of Addiction Family Support" and include our charity number, 1123316.
- Ask us for our logo. Please don't alter, stretch or crop it, and keep it at least 5cm wide.
- Use our full name, Addiction Family Support, and the language on page 2 when you describe our work.

ADDICTION FAMILY SUPPORT

Sponsorship form

Your name _____

Your challenge or event _____

Prefer to give online? Sponsor me at _____

Gift Aid: if you are a UK taxpayer, tick the box to add 25% to your donation at no cost to you. By ticking, I confirm I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year, it is my responsibility to pay any difference. Please give your full name, home address and postcode, and tick the box yourself. Gift Aid cannot be claimed if your money covers the fundraiser's own costs, such as a skydive fee, or if you receive anything in return.

Full name	Home address	Postcode	Amount	Gift Aid ✓	Paid ✓

Total raised: £ _____ Addiction Family Support, registered charity number 1123316

Your privacy: the details on this form are only used to process your donation and claim Gift Aid. They are stored securely and never shared or used for marketing.

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I'm fundraising for Addiction Family Support

Write your challenge or event here

Every £20 funds one helpline call

for someone affected or bereaved by a loved one's harmful use of alcohol, drugs, or gambling.

Date, place, or your JustGiving link

ADDICTION FAMILY SUPPORT

Thank you

Your time, energy and creativity help people feel heard, understood and better able to cope. We couldn't do this without you.

Questions about your fundraising?

Get in touch at addictionfamilysupport.org.uk/contact. We're here to help every step of the way.

Need support yourself?

If you are affected or bereaved by a loved one's addiction, you don't have to face it alone. Call our helpline on **0300 888 3853**, 7 days a week, or visit addictionfamilysupport.org.uk



Addiction Family Support is a UK registered charity, number 1123316. 86-90 Paul Street, London, EC2A 4NE.