

City2Surf 2025: Fundraiser Talking Points

Welcome Fundraisers!

Thank you for running for an Australia free from alcohol harm!

Sharing your reason for participating and why this cause matters to you is one of the most powerful ways to inspire others to support your fundraiser. Many people may not be aware of FARE or *Voices of Change*, so this is your chance to raise awareness, build connections, and demonstrate the real impact of their donation.

This guide will help you talk confidently about your fundraising and the powerful work you're supporting.



Why I'm running

Here's an example you can use to talk about why you're running and why this cause matters to you.

We always encourage you to put it in your own words – your friends and family are donating because they believe in *you*! Sharing your reason for taking on this challenge can help them understand the impact their support is making and why this issue matters.



On August 10, I'll be running 14km in the City2Surf to support the Foundation for Alcohol Research and Education (FARE).

I'm proud to be raising funds for FARE's *Voices of Change* program– which supports people across Australia to share their stories of alcohol harm. These stories are powerful. They raise awareness, spark conversations, and drive change in communities, in the media, and with decision-makers.

The money we raise together will help ensure that people with lived experience are heard, supported, and part of creating a future free from alcohol harm.



Facts to Know & Share

- » Alcohol is the most common drug of concern in AOD treatment in Australia.¹
- » Alcohol increases the risk and severity of gender-based violence and violence against children.²
- » Australia is facing its highest rate of alcohol-induced deaths in over a decade.³
- » There are strong associations between alcohol use and mental ill-health, such as depression and anxiety.⁴
- » Alcohol use is linked to more than 200 diseases and is a known cause of cancer.⁵

About FARE

FARE (the Foundation for Alcohol Research and Education) works to:

- » Centre lived experience in the push for systemic change
- » Support community led advocacy
- » Promote evidence-informed public health policies
- » Hold alcohol companies to account for the harm caused by their products



Where donations go

Money raised for FARE's Voices of Change program goes to:

- » Providing a platform for people to share their experiences of alcohol harm, to help others feel less alone and spark conversations
- » Supporting advocates to speak directly to decision-makers – such as at the recent Federal Inquiry into the impacts of alcohol and other drugs
- » Working with communities to have their say on proposed alcohol stores in their community
- » Supporting advocates to join the national conversation by sharing their stories in media

Thank You

Your support is helping to create an Australia where communities can thrive free from alcohol harm.

Tag FARE
on socials:



fare
Foundation for Alcohol
Research & Education

1 Australian Institute of Health and Welfare. [Alcohol and other drug treatment services in Australia annual report](#). 2024.

2 Prevention Collaborative. [Addressing harmful alcohol use to reduce intimate partner violence and violence against children](#). 2024.

3 Alcohol and Drug Foundation. [Spike in alcohol-induced deaths sounds alarm](#). 2023.

4 National Institute on Alcohol Abuse and Alcoholism. [Mental Health Issues: Alcohol Use Disorder and Common Co-occurring Conditions](#). 2025.

5 World Cancer Research Fund International. [Limit Alcohol Consumption](#).