

# Fundraiser Talking Points

## Welcome Fundraisers!

Thank you for supporting an Australia free from alcohol harm.

Sharing your story 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's work, 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 life-changing work you're supporting.



## Why I'm fundraising

**Here's an example you can use to talk about why you're fundraising 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.



I'm fundraising for the Foundation for Alcohol Research and Education (FARE), because I believe everyone deserves to live in a community that's safe, healthy, and free from alcohol harm.

FARE works with people and communities who've experienced alcohol harm, supports advocacy that backs our health, and calls for higher standards from the alcohol industry.

The money we raise together helps fund this work, amplifies community voices, supports local action, and builds a better future for all of us.



## Facts to Know & Share

- » Alcohol is the most common drug of concern in alcohol and other drug treatment settings in Australia.<sup>1</sup>
- » Alcohol increases the risk and severity of violence against women and children.<sup>2</sup>
- » Australia is facing its highest rate of alcohol-induced deaths in over two decades.<sup>3</sup>
- » There are strong associations between alcohol use and mental ill-health, such as depression and anxiety.<sup>4</sup>
- » Alcohol use is linked to more than 200 diseases and is a known cause of seven types of cancer.<sup>5</sup>

## About FARE

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

- » Centre lived experience as we drive 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

Every dollar you raise helps to power:

- » Advocacy that stands up to alcohol companies and pushes for laws that put community health first.
- » Evidence that drives fairer laws and better systems.
- » Health campaigns that share clear, honest information when people need it most.
- » Community partnerships that share real experiences and drive lasting change

## 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](#).