

FARE facts & talking points

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.
- » Alcohol increases the risk and severity of violence against women and children.
- » Australia is facing its highest rate of alcohol-induced deaths in over two decades.
- » There are strong associations between alcohol use and mental ill-health, such as depression and anxiety.
- » Alcohol use is linked to more than 200 diseases and is a known cause of seven types of cancer.

About FARE

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

- » Listen to people and families affected by alcohol harm and make sure their experiences help shape our work.
- » Research where alcohol is causing harm and what can be done to prevent it.
- » Push governments for stronger laws and protections that put people's health and safety first.
- » Hold alcohol companies to account when their marketing and business practices put people at risk.

From protecting children from alcohol marketing to addressing alcohol's role in family and domestic violence, we work to turn evidence and people's experiences into practical change.

Where donations go

Every dollar you raise helps to:

- » Fund research into alcohol harm and the changes that can prevent it.
- » Take evidence and community experiences to governments and push for action.
- » Run public campaigns that raise awareness of alcohol harm and build support for change.
- » Work alongside people affected by alcohol harm so their experiences are heard and help shape solutions.

Need help?

Whether you've got questions, need materials, or just want to brainstorm ideas – reach out any time:

Contact: Nicole – Senior Fundraising Advisor

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