



Sydney Marathon 2027

Fundraising Guide

You're taking on the marathon.
Together, we're taking on alcohol harm.

Thank you for joining Team FARE.



Welcome and Thank You

Running a marathon is a big commitment. Choosing to use it to raise money for something you care about makes it even more meaningful.

By running for the Foundation for Alcohol Research and Education (FARE), you're helping us work towards an Australia free from alcohol harm.

You don't need to be a fundraising expert. You don't need to have a huge social media following. And you definitely don't need to have all the right words.

This guide will help you get started, explain what your fundraising supports and give you some simple ways to reach your goal.

We've also created ready-to-use messages, social tiles, posters and other resources for whenever you need a hand.

Let's get started.



fare
Foundation for Alcohol
Research & Education

About FARE

FARE is a not-for-profit organisation with a big vision: an Australia free from alcohol harm – where communities are healthy and well, and where laws, policies and programs are fair, equitable and just.

Every day, people across the country are impacted by alcohol harm, through injury, violence, mental ill-health, chronic disease, family violence and disadvantage. Too many lives are cut short, while alcohol companies continue to profit from that harm.

We're working together to change the story on alcohol harm.

For over 25 years, FARE has partnered with communities, advocates, health professionals, researchers and governments to prevent alcohol harm and promote wellbeing. We support people with lived experience to lead change, raise awareness, and advocate for policies that put health before alcohol industry profits.



**Explore our journey and impact
in our 20 year Impact Report**

Why Your Fundraising Matters

Change takes research, strong evidence, community voices and people willing to keep pushing for action.

That's where your fundraising comes in.

Every donation to your Sydney Marathon fundraiser helps FARE continue this work. The money you raise helps us:

- » **Build the evidence for change**
Research where alcohol is causing harm, understand what can prevent it and give decision-makers the evidence they need to act.
- » **Protect children and families**
Push for stronger protections from alcohol marketing and action on the ways alcohol contributes to harm in our homes and communities.
- » **Turn evidence into action**
Take research and community experiences to governments and advocate for changes to laws and policies that can prevent harm.
- » **Make sure people affected by alcohol harm are heard**
Work alongside people with lived experience so their knowledge and experiences can help shape research, public conversations and change.

Some of this work takes time and persistence. Your fundraising helps us keep doing it.

Every person who backs your run is helping FARE keep pushing for an Australia where fewer people and families experience alcohol harm.

Your fundraising game plan



1. Make your page yours

Before you share your fundraising page, add:

- A photo of yourself
- Why you're taking on the Sydney Marathon
- Why you chose to support FARE
- Your fundraising target

People are giving because they know you, so your story is the most important part.

2. Start with people you know well

Send your page personally to a few friends, family members or colleagues before posting it more widely.

A personal message can be as simple as:

"I've signed up for the Sydney Marathon and I'm raising money for FARE along the way. I'd love your support if you're able to donate, even a small amount would mean a lot."

Getting those first few donations on your page can make asking everyone else feel much easier.

3. Share your progress

You don't need to talk about fundraising every day.

Use your training to give people natural reasons to share your page again:

First long run. New distance. Halfway through training. Tough session. New PB. One month to go. Race week.

People like following the journey – and sometimes they simply need a reminder that your fundraising page is still open.

4. Ask again

It's completely okay to share your page more than once.

Someone may see your first post, think "I'll donate later" and then forget.

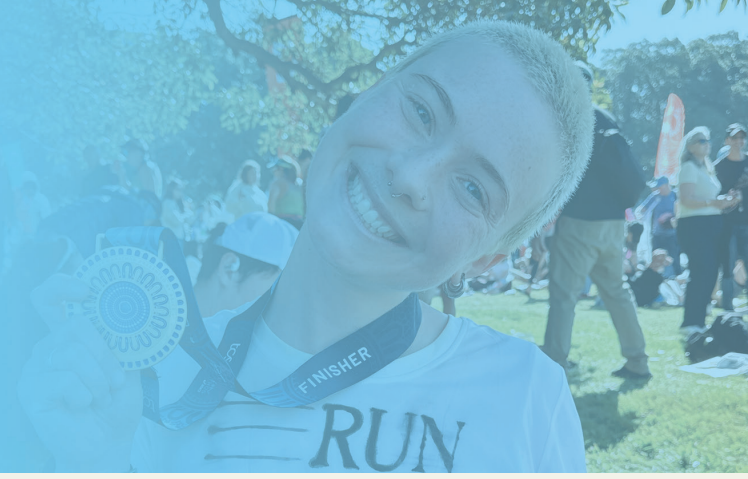
A friendly reminder isn't bothering them. Give people another opportunity to get behind you.

5. Say thank you

Thank the people who donate to your page.

A quick personal message can go a long way – and after the marathon, let everyone know how you went and what you raised together.

Tell people why you're running



You don't need to become an expert on FARE before you start fundraising.

The most powerful thing you can tell people is why you decided to do this.

Think about:

- Why are you taking on the Sydney Marathon?
- Why did you choose FARE?
- Is there something about preventing alcohol harm that matters to you?
- What would reaching your fundraising target mean to you?

Need somewhere to start?

Head to our Fundraising Resources Hub for ready-to-use messages, social tiles, talking points, fundraising tips and simple ideas to help you reach your goal.



**Explore the fundraising
resources hub**



Thank you

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

Stay connected

Tag us and share your journey;
every post helps spread the message.



Need help?

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

Contact: Nicole – Senior Fundraising Advisor

Email: nicole.cecil@fare.org.au



FARE acknowledges the Traditional Owners and Custodians of the lands and waters on which we operate throughout Australia. We pay our respects to Elders past and present, and recognise the continuing connection to country of Aboriginal and Torres Strait Islander peoples.