

FUNdraisers pack



Registered with
**FUNDRAISING
REGULATOR**



Action on Addiction

Registered Charity No. 1117988



Action on Addiction exists to help people live their lives free from addiction. Our team of experts provide life-saving treatment to individuals and families affected by it.

Life-saving treatment

Clouds House, our world-famous treatment centre in Wiltshire, has been saving lives for over 35 years.

Life-changing education

Our graduates from the Centre for Addiction Treatment Studies are pursuing successful careers at treatment centres worldwide.

Life-affirming communities

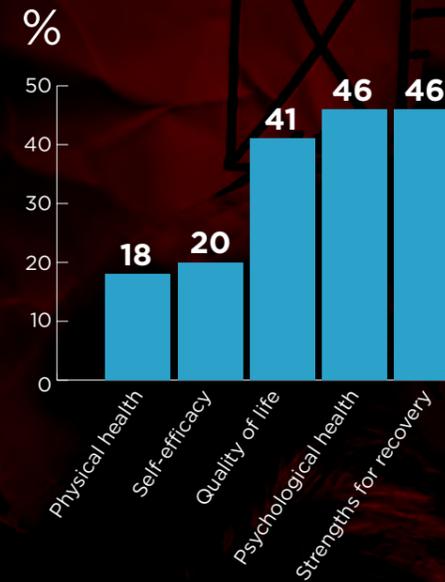
Our ambition is to build thriving communities of recovery for individuals and families.

Life-enhancing research

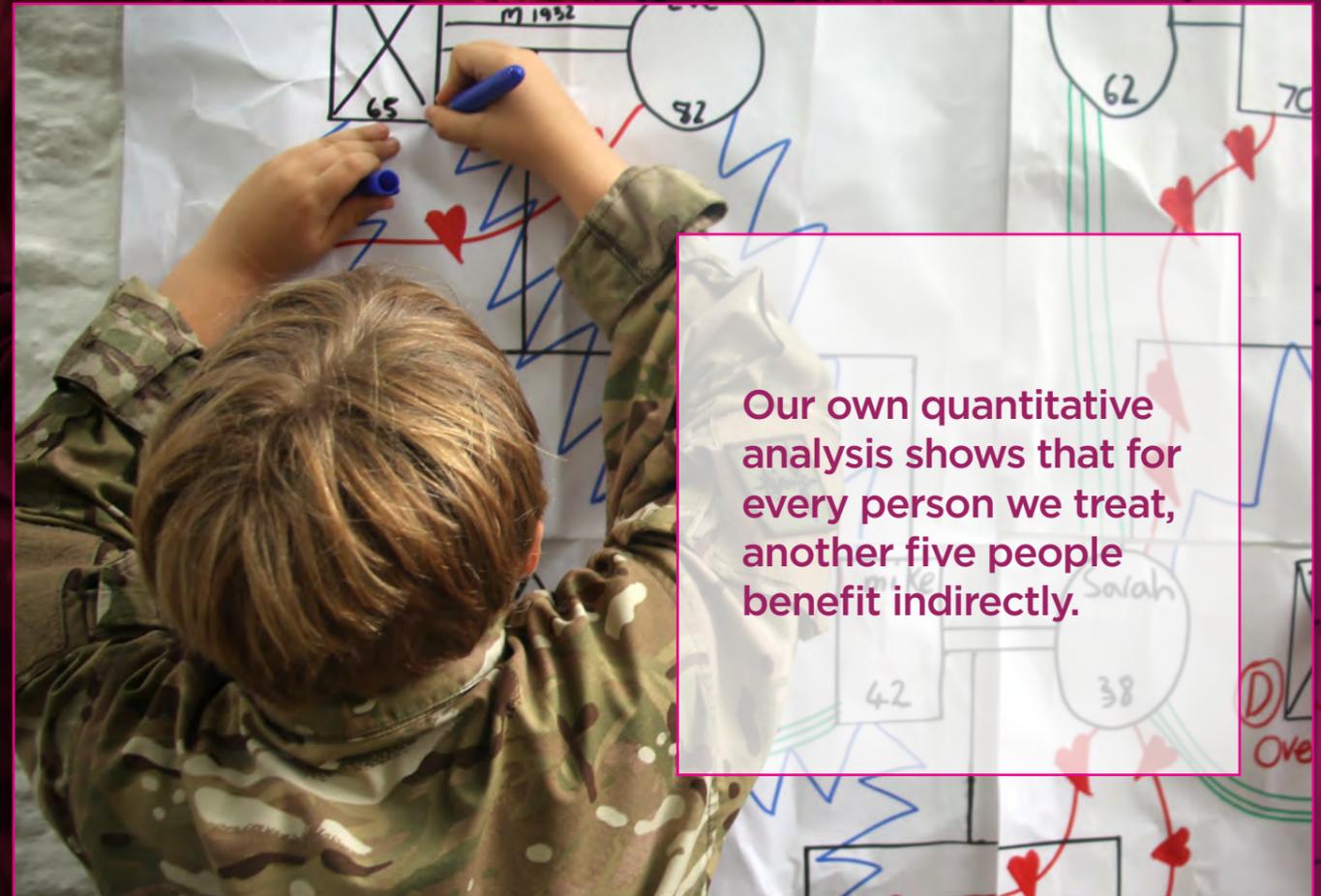
Our mission is to find ever more effective ways of addressing addiction through research.



79% of clients did not return to any drug or alcohol treatment service following completion of our pilot Self Help Addiction Recovery Programme (SHARP) in Essex from 2013 to 2016.



Independent evaluation of the pilot programme in Essex showed clients also experienced significant improvements in numerous areas of their lives.



Our own quantitative analysis shows that for every person we treat, another five people benefit indirectly.

Action on Addiction works with individuals from all walks of life, many of whom are unable to obtain funding for their treatment.

Fundraising is a vital aspect of our work. It enables us to deliver life-saving treatment to individuals and to help families whose loved ones are in the grip of addiction. It also provides us with the resources we need to train professionals to intervene effectively, as well as to create sustainable communities of recovery.

Thanks to our supporters we are able to reach more people in more places via social media, increase awareness of addiction and tackle the stigma often associated with it. The money you raise also enables us to invest in new and effective ways of treating addiction.



Eighteen months into his recovery, which included treatment at Clouds House, Jack cycled 240 miles from Action on Addiction's dry bar in Liverpool to Clouds House in Wiltshire. He raised around £20,000 to help fund treatment for others suffering from addiction.



In March 2018, John Lloyd, Chair of Action on Addiction took part in the Rift Valley 1000 Classic Rally, driving home the importance of the life-saving treatment on offer at Clouds House, the charity's treatment centre in Wiltshire.

Every year, dedicated fundraisers take part in some of the world's most prestigious events to raise money for the charity.

Our runners raised over £52,000 in the London Marathon 2018.

Our runners in the Royal Parks Half Marathon 2017 raised almost £17,000.

Our riders in the 2018 Ride London-Surrey 100 raised over £8000.

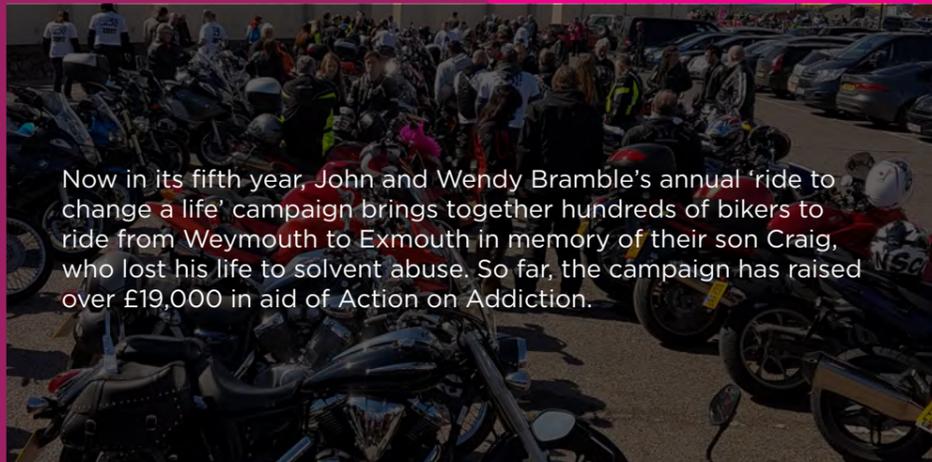
Our gala evening, hosted by Eddie Jones, raised almost £138,000.

Our golf captain's day at the prestigious Foxhills Golf Club raised nearly £11,000.

Our quiz, hosted by the broadcaster and writer Charlie Brooker, raised £8,000.



Louise, whose mum struggled with alcoholism for over 20 years, walked the length of Hadrian's Wall (84 miles) to help families whose loved ones are affected by addiction.



Now in its fifth year, John and Wendy Bramble's annual 'ride to change a life' campaign brings together hundreds of bikers to ride from Weymouth to Exmouth in memory of their son Craig, who lost his life to solvent abuse. So far, the campaign has raised over £19,000 in aid of Action on Addiction.



Tips for fundraisers

By Rosie Park, Head of Marketing and Communications

Thank you for fundraising for Action on Addiction. You are part of an incredible movement determined to overcome the stigma associated with addiction and give people the best chance of recovery.

Fundraising can seem daunting at first, and many of us may feel embarrassed asking friends, families and colleagues to contribute. So I've put together a few tips to help you make the most of your fundraising efforts:

1. Accept donations, however they come: Set up a JustGiving page, print the pledge cards off our website, and use tried and tested methods such as sponsorship forms and collection buckets.
2. Be creative: Check out the suggestions on the right to get the most FUN out of fundraising.
3. Set goals: Ask your supporters to increase their donations if you achieve a personal best or hit a specific milestone.
4. Share your story on social media: Maximise your support for your fundraising journey by telling us how your training is going, sharing pictures and connecting with Action on Addiction's online community.
5. Gift Aid your donation: Gift Aid makes a big difference to us, so take a look at our guidance on the opposite page.

Thank you again for your support.

Bit of a brainbox?

Organise a quiz night and we'll help you include interesting questions about addiction.

Like to cook?

Host a dinner party and charge your friends to come.

Enjoy a party?

Invite your friends for a day or night of fun. Hold a garden party or take inspiration from the World Cup, Wimbledon or Eurovision to create a themed event.

Into your music?

Hold a band night or open mic night at a local venue. Charge an entry fee and ask your musicians to donate their time in aid of our cause.

Everyone likes a cake!

Get your friends involved and hold a coffee morning or bake sale at work, school or even a friend's house.

JustGiving

Visit www.justgiving.com/actiononaddiction/raisemoney and click 'fundraise for us'.

Set up a JustGiving account if you haven't used JustGiving before.

If you are doing a specific event such as the 'London Marathon' you can select this when creating your page.

Select "No" as the response to the question regarding Goods and Services.

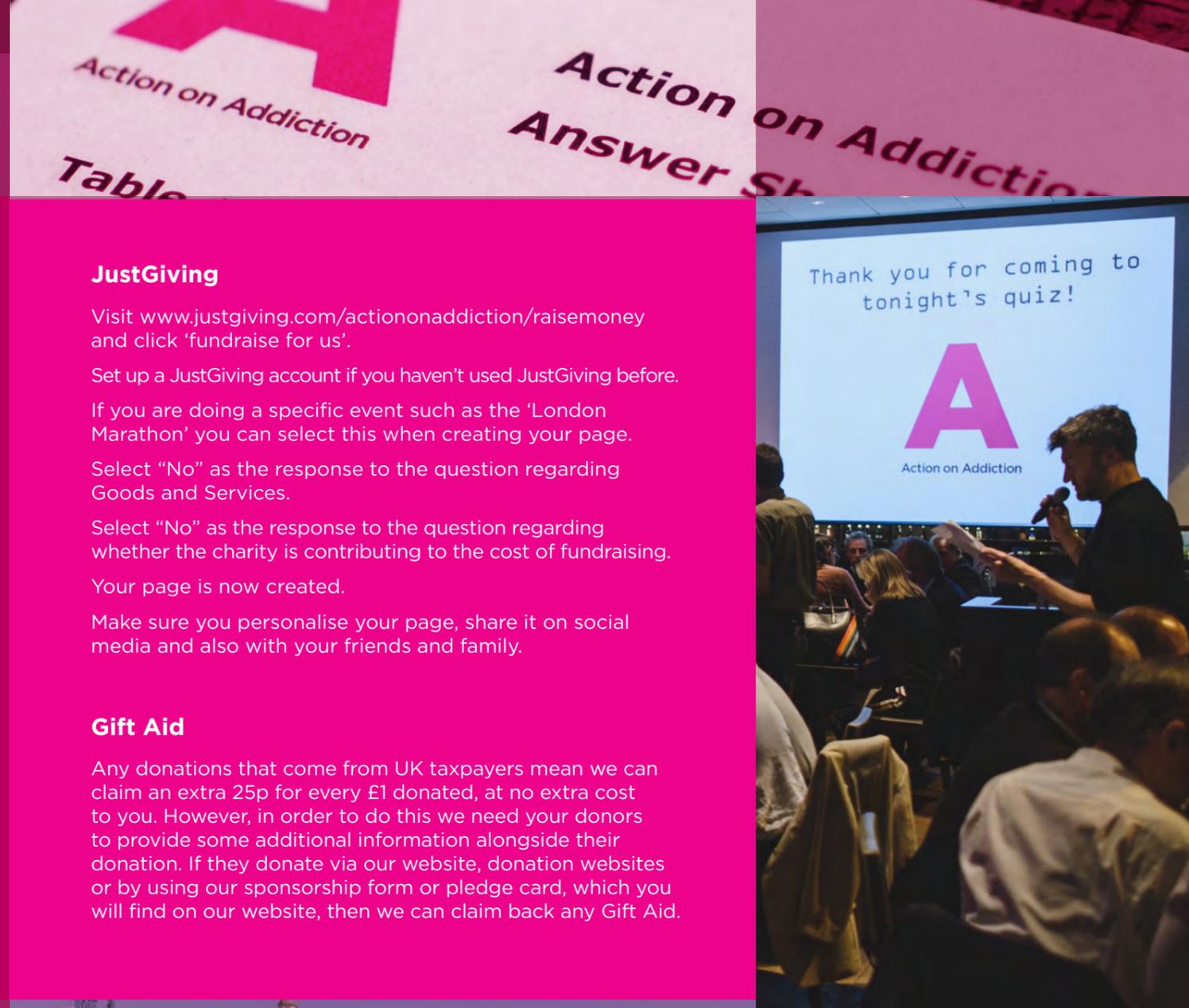
Select "No" as the response to the question regarding whether the charity is contributing to the cost of fundraising.

Your page is now created.

Make sure you personalise your page, share it on social media and also with your friends and family.

Gift Aid

Any donations that come from UK taxpayers mean we can claim an extra 25p for every £1 donated, at no extra cost to you. However, in order to do this we need your donors to provide some additional information alongside their donation. If they donate via our website, donation websites or by using our sponsorship form or pledge card, which you will find on our website, then we can claim back any Gift Aid.



Thank you and good luck!

Share your fundraising story on social media

#actiononaddiction

 Twitter @ActionAddiction

 Instagram @actiononaddiction

 Facebook @ActiononAddictionUK

 LinkedIn [linkedin.com/company/action-on-addiction](https://www.linkedin.com/company/action-on-addiction)

You may also wish to consider making a regular donation via direct debit to Action on Addiction.

Action on Addiction is also registered with Amazon Smile and [easyfundraising.co.uk](https://www.easyfundraising.co.uk) so you can fundraise for us while you shop by selecting Action on Addiction as your chosen charity on both these channels.



Action on Addiction

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