

How to Fundraise For Adfam

A guide to fundraising for Adfam full of information, ideas, tips and inspiration to help you make a difference.



Adfam

Thank you for Fundraising for Adfam.

Hello,

Thank you for fundraising for Adfam. The money you raise and your support makes a considerable difference. It enables us to continue our work helping families affected by someone else's drug, alcohol or gambling problem, through our online forums and 1-2-1 support sessions.

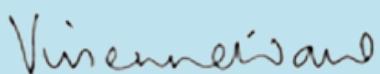
We know everyone has their own, often personal, reasons for deciding to fundraise and we are so grateful you have chosen to support Adfam.

Your fundraising efforts also help raise awareness for those affected by these issues. 1 in 10 Adults are negatively impacted by someone else's drinking, drug taking or gambling.

By fundraising for Adfam, you will play a huge role in helping to reduce the stigma that families often experience. Your hard work will help to highlight and continue the important conversations around how families and friends are affected by these issues.

Once again, we want to thank you very much for everything you are doing to support Adfam and we wish you the best of luck with your fundraising.

**Kind regards,
Vivienne Evans OBE
Adfam Chief Executive**



Who Are We?

Adfam is the only national charity tackling the effects of alcohol, drug use or gambling on family members and friends. We improve life for thousands of people.

We want anyone affected by someone else's drug or alcohol use or gambling problem to have the chance to benefit from healthy relationships, be part of a loving and supportive family and enjoy mental and physical wellbeing.

What Do We Do?

We empower family members and carers, support frontline workers and influence decision-makers.

- We empower families and friends to get the support they need.
- We build the confidence, capacity and capability of frontline practitioners by helping them to provide effective services.
- We influence decision-makers to understand the needs of thousands of people coping with a family member or friend's drink, drug or gambling problem.

Why Does It Matter?

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I am listened to, and the level of understanding and empathy is great. It breaks up the dark loneliness and sheer despair of coping with family drug issues...I don't feel so alone now.

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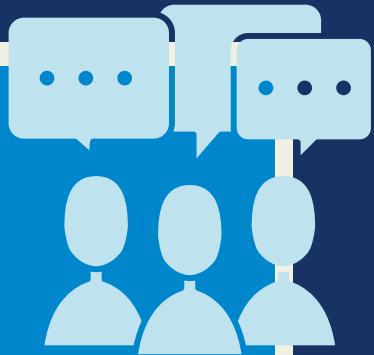
Since I have been receiving support from Adfam, my life, mental health, family life has all significantly improved.

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Learning from Adfam's resources and training has made a real difference to the work I do with families.

How your money helps:

Your fundraising will help us provide :



Our online peer support forum which had over **2000** new users last year.

 1-2-1 virtual support sessions through our Adfam@Home service for family members and friends who are struggling.

Adfam continuing to upskill and support over **950** practitioners in services working with families.

More free online resources for families, like our support and training videos.

Our online support map which was used by over **9000** people to find local support groups.



Looking for inspiration...



Fundraising Champions:

CONGRATULATIONS CAROLINE



In 2021 Caroline ran the Great North Run in memory of her brother Robert. She raised funds and awareness for Adfam and we are so grateful for her support. Read about Caroline's fundraising campaign and the challenge she set herself on the Adfam website [here](#).

The Marc Hughes Memorial Cup Charity Football Match



We want to pay tribute to him, and also other families out there who may be finding it difficult to live with someone in their lives who has to battle with addiction day in and day out. This is for them. This is for their families. This is bringing people together through the love of football.



Fundraising Champions:

Sian's 12-month Dry-A-Thon

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12 months Alcohol Free for Adfam National because I want to set myself a challenge and raise money...this is a cause very close to my heart.

HMP Holloway: Cake Sale

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We had a fantastic day at HMP Holloway Visitor Centre, selling cakes and raising awareness about Family Support and Adfam!



How To Fundraise

Three Simple Steps:

Step 1:

Decide what you are going to do.
Walk, Bake, Draw, Sing.
Whatever it is, you will be raising money for
a great cause.

Step 2:

Set up your JustGiving page. Use our handy
guide on page 10 to help.

Step 3:

Shout about it! Share your JustGiving
page. Tell as many people as you can. Post
it on social media, put up flyers, call your
nan and let her know. You're doing
something amazing to help other people,
spread the word.

Setting Up Your JustGiving Page

Step 1



Go to Adfam's JustGiving page:
<https://www.justgiving.com/adfam>

Step 2



Click 'Fundraise For us'
in the top right hand corner.

Step 3



Login to your JustGiving
account (or sign up).

Step 4



Decide how you are going
to fundraise and click
'Start'.

Step 5



Fill out the information form.
Your page needs a name,
date and URL.

Step 6



Select 'Create Your Page'.
Congratulations you can
start fundraising.

Step 5



Share it!

Gift Aid:



We can claim 25p on every pound donated with Gift Aid. Ask your sponsors, who are UK taxpayers, to tick the gift aid box when they donate (if they are eligible to claim). You can find out more information about gift aid here: <https://www.gov.uk/donating-to-charity/gift-aid>

Tell Us About Your Fundraising:

We want to hear about how you are raising money for Adfam. We also want to help you with your fundraising every step of the way.
Get in touch with us and we can help share your journey:



admin@adfam.org.uk



@AdfamUK on Twitter, Facebook and Instagram



Promoting Your Event:



@AdfamUK

“

1 in 10 adults are currently negatively affected by a loved ones drinking, drug use or gambling.

That's why I'm fundraising for Adfam by **[what you are doing]**. Adfam are the only national charity working to improve life for families affected by drugs, alcohol and gambling. With your support they can do even more. Donate here: **[Your JustGiving page link]**.



@AdfamUK

“

1 in 10 adults are currently negatively affected by a loved ones drinking, drug use or gambling.

That's why I'm **[your activity/event]** for @AdfamUK. You can help too by donating here: **[JustGiving page link]**.

Promoting Your Event:



@AdfamUK

Use the status section to let all of your connections know about your fundraising goals and to update them on your journey.

“

1 in 10 adults are currently negatively affected by a loved ones drinking, drug use or gambling.

That's why I'm fundraising for @AdfamUK.

With your support they can do even more. Visit my JustGiving page [\[link\]](#) to donate and visit [adfam.org.uk](#) for more information. #fundraising #Adfam

Promoting Your Event:



@AdfamUK

“

1 in 10 adults are currently negatively affected by a loved ones drinking, drug use or gambling.

That's why I'm fundraising for @AdfamUK by **[what you are doing]**. Adfam are the only national charity working to improve life for families affected by drugs, alcohol and gambling. With your support they can do even more. Click the link in my bio to donate. #fundraising #Adfam



Add a photograph of you doing your fundraising activity or you in training.

Keep everyone updated throughout your campaign. The highs, the lows and everything in-between.

Remember to tag @AdfamUK in your posts using our social media handles (above).

Promoting Via Email:

Subject: I'm fundraising for Adfam - your support can make a difference.

Dear [Name],

Did you know that 1 in 10 adults in the UK are currently negatively affected by a loved ones drinking, drug use or gambling.

That's 5 million people in the UK.

This is why I am fundraising to support Adfam. Adfam is the only national charity tackling the effects of alcohol, drug use or gambling on family members and friends. They help to improve life for thousands of people. Your donations can help them continue to provide support for those in need.

You can donate and follow my fundraising journey here: [Your JustGiving page link].

Thank you.

**Yours Sincerely,
[Your Name]**

Thank you and
Good Luck



Adfam

Don't forget to tell us how you are fundraising for
Adfam, email: admin@admfam.org.uk