



**DRY JANUARY**



**WELCOME TO  
DRY JANUARY  
2014**

**Our aim** to start a new conversation about alcohol | **Your challenge** to go booze free for 31 days  
**Your chance** to lose weight, feel better, save money and make a difference

Last year nearly 4,500 people signed up and did Dry January with us.

1,000 of them took part in our online community, sharing experiences and cheering each other on.

Last year most of the people we surveyed who were taking part in Dry January told us they'd saved money.

## The Dry January Challenge

Here's the thing, we all love talking about alcohol but are we having the right conversations?

We want you to join us for 31 days of booze free bliss (or sheer struggle depending on how you see things!)

We want you to go to that party, to turn up for that pub quiz, to go for that long weekend away, but ditch the wine and beer and choose a soft drink for company instead. People are bound to ask you what you're up to and hey presto you're talking about what you drink, why you drink, the last time you went for a month without a drink...

Last year people told us they enjoyed the challenge; some people lost weight, some slept better, almost everyone saved cash and said they'd try and reduce their drinking for the rest of the year.

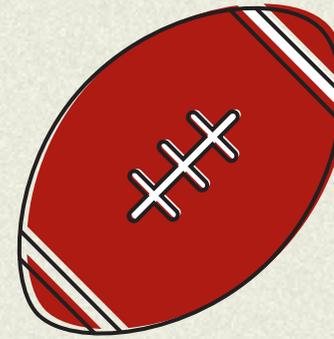
So go on, sign up, join us and get ready to go dry.

[www.dryjanuary.org.uk](http://www.dryjanuary.org.uk)

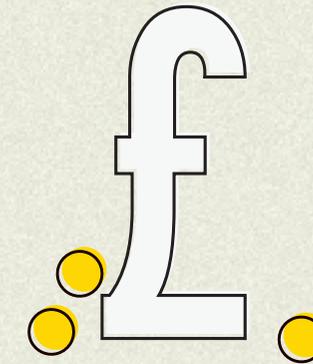


People took part in Dry January to feel better and prove they could do it

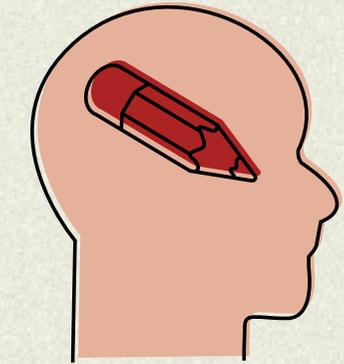
 Tweet us your tips & thoughts @dryjanuary



Take up a winter sport



Throw a fundraiser



Learn something new



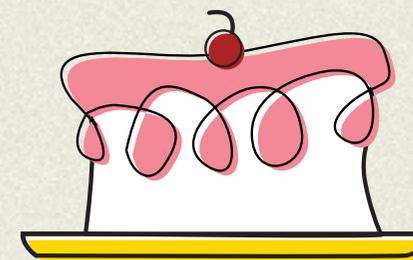
Throw a tea party

### Tips to get you through Dry January

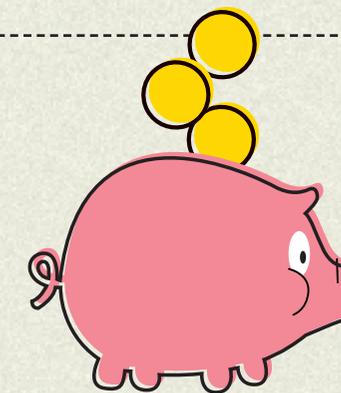
There will be times when you might fancy a drink in January. Here are some tips to help you stay off the strong stuff:



Lace up your running shoes



Bake a cake



Treat yourself with the money saved



Find something else to drink & become a mocktail aficionado.

## Some fundraising ideas

There are many creative ways to fundraise for Dry January, here are some ideas to get you started!



### Hold a theme night or an afternoon tea party.

Invite your friends over- they can make a donation and you can provide the entertainment. How about a trivia or games night? Book swap? Pamper party? Movie night?



### Set up teams at work.

How about getting people in teams and see who can raise the most and see who can do the best in staying off the booze!



### Ask your employer.

Ask your company if they will match the funds that you raise or if they can make a donation. They'll have a happy and healthy employee and you'll be closer to your goal! You could also host a coffee morning for your office.



### Take on a challenge.

Sign up for a challenge event to boost your fundraising. Run, swim, or cycle your way to your target!



### Use your skills.

Do you have any skills you could auction off for Dry January? You could make your friends dinner and ask them to donate what they would have paid for a restaurant meal. You could knit your aunt a scarf or help a friend in their garden.



### Clear out your wardrobe.

If you find last year's wardrobe and this year's January Sale finds won't all fit in your closet, clear out the old! You can auction them on the internet or head to a car boot sale.



### Spread the word.

Let everyone know you're fundraising. Add it to your email signature, post on Facebook and Twitter, put posters on your desk, print up business cards with your fundraising page, or write a letter to your nan!



### Tell your story.

Customize your fundraising page with the story of why you chose to do Dry January, what your goal is and progress updates on how you're doing through the month. Add photos and a thank you to your donors too!

For more tips on fundraising, email [dryjanuary@alcoholconcern.org.uk](mailto:dryjanuary@alcoholconcern.org.uk)

# Opportunities for Corporates

Our Corporate Friends will benefit from being a key part of a highly visible national campaign. Our campaign targets people from all walks of life. Our message is empowering and positive, it's all about getting people to think about their drinking!

## We have two types of Corporate Friends:

### Corporate Sponsors

### Corporate Supporters

During the campaign we'll have a panel of experts talking about a broad range of topics to promote the campaign and drive media interest.

### We will look at:

- Healthy eating & drinking
- Keeping fit
- Simple lifestyle changes
- Impacts of alcohol

Through our media work there will be opportunities to promote corporate sponsors and celebrity endorsers. Last year we achieved over 700 pieces of individual media coverage including nationals such as the Daily Telegraph, Sky News, Radio 5 Live, Cosmopolitan and many others...

## Corporate Sponsorship

As a Corporate Sponsor you will be providing a vital source of funding to help us raise the profile of the Dry January campaign. The money you raise will help Alcohol Concern make a real difference by raising awareness of the problems caused by alcohol misuse.

### Opportunities:

- Your name and logo featured on all central marketing communications including leaflets, weekly email bulletins, t-shirts and posters
- We'll shout about your support
- First refusal for a place in our Challenge events
- Enhancing reputation leading to improved customer loyalty and the opportunity to engage new customers
- Opportunity to sponsor events / conferences
- Invite to annual launch events
- Use of the Dry Jan logo and branding

We also welcome gifts in kind, where feasible, that could contribute in any way to our campaign.

## Corporate Supporter Packages

All our Corporate Supporters of Dry January will receive a tailored fundraising package that will include:

### Package

- Fundraising tool kit
- Dry January Challenge Team League – Featured on website
- Opportunity to be the Team of The Week
- Potential to win Dry Jan Champion of 2014 Award

### Benefits

- Health Promotion amongst staff
- Team Building
- Engage your staff in unique and fun ways to build their skills and fundraise
- Help make a difference

# Fundraising tips for you and your company:

- **Auction your skills.**  
Do you have any skills you could auction off for Dry January?
- **Host a Tea / Coffee Morning.**  
An easy way to have a get together and a natter all for a good cause.
- **Host a swanky afternoon tea party.**  
A fast trend for a social gathering which isn't just for the royals!
- **Shout about what you're doing.**  
Get it on your website, social media and intranet!
- **Sponsor an event.**  
Promote the work you're doing with us.
- **Have a Dry Jan Champion.**  
Someone needs to keep on top of everything eh?
- **Start a Dry January Team.**  
Camaraderie always helps keep you motivated.
- **Guess to Give.**  
Tell your doubters to put their money where their mouth is!
- **Organise a Challenge for us.**  
Might as well put the extra energy to a good use!
- **Match Funding.**  
Whatever your team raises, get the company to match it. Simple.

For more information please contact our Corporate Fundraiser: Jocelyn Yeboah-Newton

e: [jyeboah-newton@alcoholconcern.org.uk](mailto:jyeboah-newton@alcoholconcern.org.uk) | ph: 020 7566 9804 or 079 3019 4400

## What people said about Dry January 2013

We want to start a new conversation about alcohol. Last year we did exactly that. These are some of the things people told us about their Dry January experience:

This year we want the conversation to be even bigger and bolder with people and organisations around the country taking up the Dry January challenge, we hope you'll join us.

"Thank you Dry January, you have been great - this month has helped me reassess and break some unhealthy drinking habits - I feel better than I have in years (despite one slip up) I will definitely go forward with a much healthier attitude to all things alcohol!"

"I think we all signed up to do this to try and cut down on the amount of alcohol we drink and to change our routine. It has certainly helped me do that, realistically im not going to have a dry Feb, March or any month after that but I know that after Jan I'm going to be drinking a lot less than I was before."

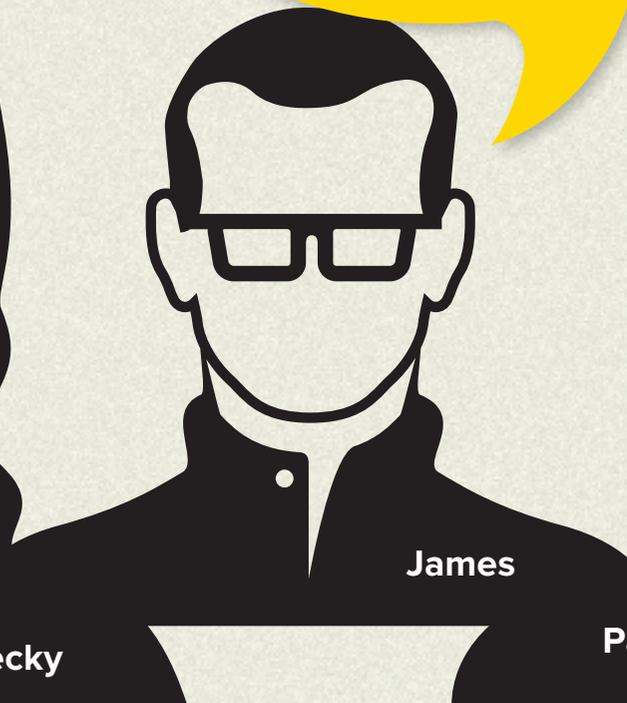
"More energy, more cash in the pocket and dropped over half a stone! What's not to like about this?"

"Feeling so much better about my relationship with booze, and will also be carrying on with much reduced consumption. I was definitely one of those stressed mothers reaching for the pinot at wine o'clock every night, but am so relieved to have realised I don't NEED it every day."

"From February I pledge to rest my poor old liver Mon-Weds every week. I was sinking half a bottle through habit EVERY night before I did this. I hope I have reset my clock."



Becky



James



Patrick



Jane



Helen

## 5 Reasons why you should donate

Dry January is an Alcohol Concern campaign. We're a registered UK charity which relies on donations from the public. Go dry in January, make a donation or raise some money and you will help us turn the tide of alcohol harm.



[www.alcoholconcern.org.uk/fundraise](http://www.alcoholconcern.org.uk/fundraise)

Public sector organisations across the country got behind the Dry January message, from schools, colleges, police forces, hospitals, pharmacies and local authorities. Will your organisation be the next to take up the Dry January challenge?

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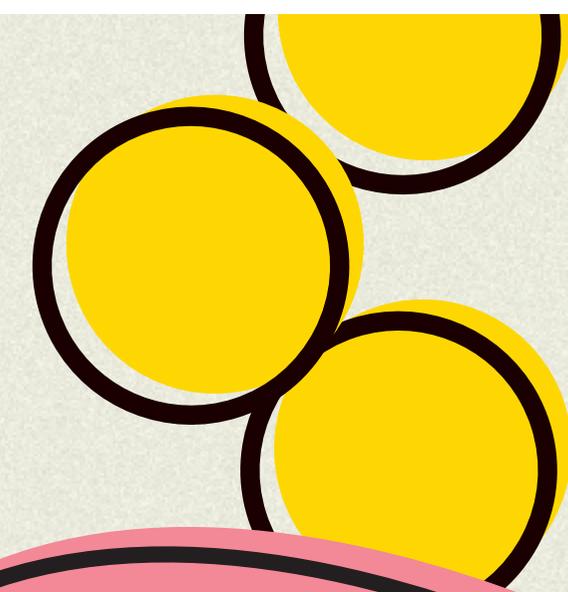
Contact Gary Wootten at Alcohol Concern to find out more about how your organisation can benefit from backing Dry January.

e: [gwootten@alcoholconcern.org.uk](mailto:gwootten@alcoholconcern.org.uk) | ph: 020 7566 9800 or 079 1296 6231

Last year we had hundreds of fundraisers using their sponsorship to keep them motivated to make it over the finishing line.

The money they raised is helping us make a real difference by raising awareness of the problems caused by alcohol misuse.

**Give big this  
Dry January!  
Here's how...**



**via the web:**

Start your fundraising page or become a monthly giver with Virgin Money Giving - [www.virginmoneygiving.com](http://www.virginmoneygiving.com)

**by mail:**

Post a cheque to:  
Alcohol Concern,  
Suite B5, West Wing  
New City Cloisters, 196 Old Street  
London, EC1V 9FR

**by txt:**

Text DRYJ31 to 70070 with the amount you want to donate. So if you want to donate £20, text DRYJ31 £20 to 70070.

**by email:**

Email [fundraising@alcoholconcern.org.uk](mailto:fundraising@alcoholconcern.org.uk) and ask for a standing order form.



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**Alcohol Concern**

The charity making sense of alcohol

[www.alcoholconcern.org.uk](http://www.alcoholconcern.org.uk)  
Suite B5, West Wing, New City Cloisters, 196 Old Street, London EC1V 9FR

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