



**DRINKLiNK Annual Review
2013 - 2014**

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Welcome to the second DRiNKLiNK Annual Review. We'd like to say a massive thank you to everyone who has supported DRiNKLiNK over the past year.

With each year, our team keeps getting stronger and stronger and we are delighted with all the new faces we have welcomed on board recently. The continued support really does mean everything.

We hope you enjoy reading about how, with your assistance, DRiNKLiNK has helped people impacted by someone else's drinking.

Your support means a lot and we hope you'll join us in making 2014-2015 the most successful year yet.

Thank you,
The DRiNKLiNK Board

DRINKLINK IN REVIEW

Our aim is:

To link people affected by someone else's drinking whether that is family, friends or at the workplace, to the information, services and community groups that will help them in their recovery.

Our objectives are:

- To relieve the needs of people negatively affected by alcohol abuse
- To promote education in the field of alcohol misuse
- To advance health by promoting the provision of supportive services

How we will achieve this:

- Build an informative website that will help people understand their situation as well as the risks and signpost local support networks
- Continue to work with organisations to achieve the same objective and identify new campaigns
- Listen to those affected by alcohol misuse and come up with effective solutions to meet their needs
- Create community networking and self development programmes for those affected by someone else's drinking
- Ensure our volunteers and other stakeholders are supported in their role
- Always put people affected by someone else's drinking first

IN OUR WORDS

Stacey Summers Chairperson



Where has the year gone? 2013-2014 has been another busy 12 months for the DRiNKLiNK team.

In year two the charity looked to strengthen its network of volunteers and developed a clear structure and recruitment plan to attract an advisory and fundraising board to join the cause. The charity also continued to build relationships with support groups as well as the wider community in furtherance of the aforementioned objectives.

A number of fundraising events were held to raise funds for an information website that will provide those affected by someone else's drinking, with the information needed to understand their situation.

We have witnessed a growing demand for events and recognise that participating and organising events is often seen as a step in recovery. In light of this we have evolved our objectives to encompass this and create a safe place to network.

In addition, we held a second No Alcohol April as it was such a great success last year. The initiative aims to challenge the community to question their alcohol intake by asking the simple question: can I go without alcohol for a month?

We also ran a photo competition this year that was incredibly successful. The competition attracted national attention and provided a balanced debate of a Photography competition. Throughout this competition we formed a partnership with RGU and Aberdeen ADP, who we hope to continue to work with in the coming months.

The website still has key focus in the coming year and we are hoping that the stakeholder website will be launched by 2015 – which will hold information required by volunteers, fundraisers, community and corporate sponsors. We have also made great progress in the development of the workplace website. The website is intended to be the charity's focal point and will sign post visitors to the relevant support groups that are available.

This year has been geared toward preparation. Over the next 12 months we will be looking to create tangible evidence for our activity aim to launch the first website, roll out of various events and introduce a robust team of volunteers.

Lets aim to make it the best year yet.
Thanks on behalf of the board.

IN OUR WORDS



Joyce Summers
Secretary

Alcohol misuse is a huge problem in the community and being a part of DRiNKLiNK gives me the opportunity to support the families and friends who are victims to somebody who has misused alcohol. Being part of the organisation is extremely rewarding. To be part of changing the future by raising awareness of alcoholism in Scotland is really special and I'm very proud of the progress we have made over the passed two years. I'm excited for the challenges in the future.

Nadia Geddes
Coordinator

I have been involved in DRiNKLiNK for the passed two years and it has been fantastic. I'm so proud to be part of such a dynamic organisation. The subject is very close to my heart and with that I want to improve the future and reduce the negative impact that alcohol has by being part of DRiNKLiNK's mission to support people who are affected by someone else's drinking.



Michelle Birch
Treasurer

I am truly inspired by DRiNKLiNK and I wanted to join the board for my own personal experience with a death of a loved one. I want to be able to give something back into the community by raising awareness. I am very excited for what DRiNKLiNK has in store for the future and the charity's vision. I am excited to help make it happen.

NO ALCOHOL APRIL 2013

No Alcohol April challenges members of the general public to give up alcohol for one month.

The key aim of the challenge is to demonstrate how big a role alcohol has on our lives, open discussion and create a bit of empathy for those who struggle with alcohol misuse.

All about the boys

This year we are pleased to announce we have attracted two boys to the NAA team as last year we had none!

Alexander Coventry

It's been a pleasure to be involved in the DRiNKLiNK's No Alcohol April. I wanted to join simply to get fitter and cut down on alcohol. I am in a band and as such I spend a huge amount of time in pubs and bars at various different gigs throughout the year. I really struggled to cut alcohol out completely but by taking part in No Alcohol April I became a lot more conscious of my drinking habits.

Dave Sim

No Alcohol April was a fantastic experience and has been very rewarding. The experience was challenging but had so many more positives than negatives. I had lots more energy so I could focus on my mountain biking hobby. I would definitely recommend the challenge and I would love to take part again.

Key Findings 2013 - 2014

- Both years revealed drinking habits of offshore workers was an issue in this area.
- There was a lack of glamorous non-alcoholic alternative drinks, which was an issue.

WHAT DID WE DO TO MAKE IT EASIER?

Special mocktail

Orchid 

Orchid made a special mocktail for DRiNKLiNK to celebrate No Alcohol April. This was based on last year's comments that there wasn't enough availability of glamorous alternative drinks for people who weren't drinking alcohol.

Speaking of Orchid's involvement in the event, Owner, Ben, said:

"As a bar we like to promote the idea of sociable yet responsible drinking, this is why with every menu we work on we put in just as much time and effort in to creating what we call a mocktail as we would into your regular cocktail."

'We find that when a member of a group is not drinking they sometimes feel left out. With a mocktail they feel more comfortable and can relax when out with a group who are all drinking and still be the life and soul of the party. We are glad to be involved in an event like this, which not only encourages people to drink responsibly but also highlights that it is ok to go on a night out and not drink alcohol. It is important for people to know that there are alternatives out there.'

THE PINANOCOLADA

Orgeat Syrup (Almond flavor)
Coco Lopez (coconut cream)
Fresh lemon
Pineapple juice.

Shake and serve in a sling glass over cubed ice. Garnish with a pineapple leaf, sprinkle with a little sugar and take your taste buds to a warmer climate...

PHOTOGRAPHY COMPETITION

This year we launched a photography competition that was set out to identify the role of alcohol in our society. With the support of Aberdeen Alcohol and Drugs partnership and the Robert Gordon University, we wanted to discover how many people perceive the use and misuse of alcohol in society.

Stacey Summers, DRiNKLiNK Chairperson

The photography competition aimed to invite professional photographers and enthusiasts alike to provide an imaginative and creative reflection on what alcohol means to them, as well as the impact it has on society as they perceive it.

Both a People's Choice and Grand Prize were awarded from the entries received and winners announced at an event held at the RGU's Aberdeen Business School. The winners were given £50 and £100 in Calument vouchers respectively thanks to the competition sponsor Process Safety Solutions.

DRiNKLiNK is a community project. To be successful, the charity must take an unbiased approach when providing supportive information to people affected by someone else's drinking. Through this competition, we will gain a real understanding of the community's relationship with alcohol.

The winners were Laura Morgan and Leona Kennedy.

Photography Entries



Entry 1, 2, 3 and 4 By Laura Morgan

"They are part of a series intended to illustrate the negative impact drink can have if abused. The first aims to depict the deep sadness of the drinker and the second is intended to show disorientation"



Entry 5 By Margaret Fowler

"Everyone else was enjoying the festival. This girl wasn't having such a great day."

Entry 6 By George Davis

"My entry was taken in Aberdeen. I think it says something about the drinking culture of the Scottish male."



Entry 7 By Graeme Youngson

"I hope it gives the impression of the joy of sitting in a pub enjoying a quiet drink, soaking up the atmosphere but not getting drunk. Taken on a Canon 40 d with wide-angle lens, resting the camera on the bar table. I focused on the glass and tried to get the pub slightly out of focus but still recognisable."



Entry 8 By Amanda Swanson

"It does not always have a happy ending."

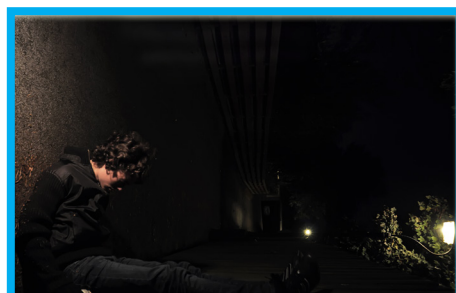
Entry 9 by Leona Kennedy

"As the coloured bottles stand out from the rest of the photograph, its also making a statement on how your life could be focused only on drink and that your life may be a blur."



Winner

Leona's photo looked at dual addictions and this was interesting coming from a younger perspective. Leona won £100 worth of Calument vouchers.

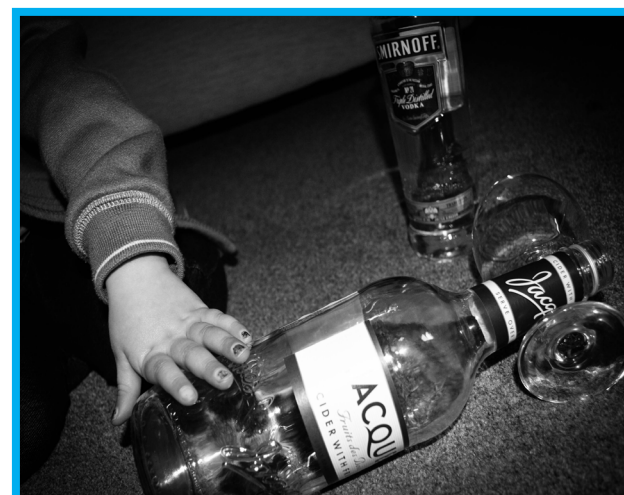


Entry 10 By Stewart Walker

"It was created using perspective control and is part of a series of images related to a child aware campaign."

Entry 11,12,13,14 and 15 by Edmund Telford

"I think these images highlight the good side of alcohol. The log fire one was taken here in Ayr this winter. The remainders of the photos were taken a couple of weeks ago whilst on Holiday in La Gomera."



Entry 16 by Julie Budge

"The way I see it - is they might not be drinking it themselves but it still affects them."

Entry 17 by Grieg Duncan

"This image intends to communicate the effect the alcohol industry has on the economy."



CELEBRATE ABERDEEN

We took part in the Celebrate Aberdeen Parade! The Celebrate Aberdeen team organised three sector parades, which saw more than 3,500 people take to Union Street each time to raise the profile of the sector in the city and show how important and diverse it is.



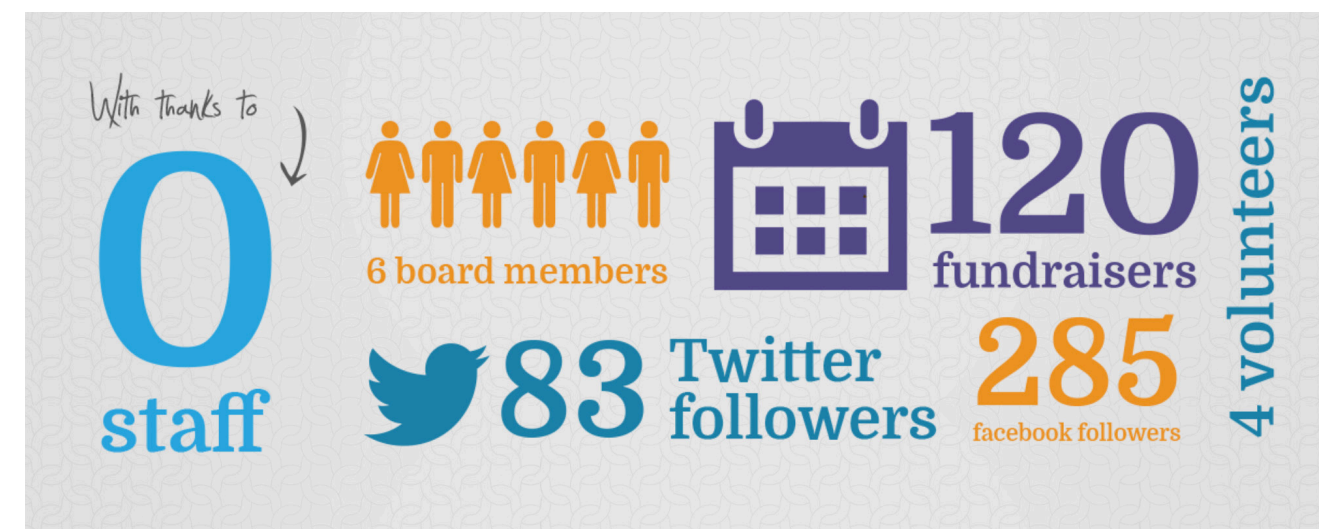
The parade was supported by hundreds of people across the city including MP's, MSP's, councillors, entertainers and representatives from the local media. The aim of the event is to showcase talent of local entertainers from bands to choirs. However, the overall philosophy remains the same... providing a platform to promote all that is good in Aberdeen. We were delighted to be involved.

WE WON £1,000!

We took part in the opportunity NOX event and won £1000 thanks to Facebook followers. Through this initiative, NOX Aberdeen invited the local community to vote in the cause which they felt most deserved the cash. We were delighted to come 7th in the competition and as a result won £1000 and we're very thankful.

We'd also like to thank you for voting for us in the competition, without your help, we wouldn't be where we are today.

A YEAR TO REMEMBER IN NUMBERS



Activities generating funds

2013

£3,590

2015

£5,098

Movement in funds

£4,957

YOUR STORIES

It's been a very busy year, and we couldn't have done it without our supporters. Our fundraisers have gone above and beyond to help raise as much funds as possible. Below is just a snap shot of what the DRiNKLiNK team have been up to!

Skydivers

A big thanks to our brave volunteers, Dawn and Shonagh. They took to the skies like birds, with tears, tantrums and hilarity to show their commitment to the cause. Well done!



Rigmar annual golf day!

Rigmar swung into action again this year – this time raising £640 for us. The event welcomed suppliers and clients from a wealth of energy related companies, making up nine teams on the pristine green of Newmachar Golf Course.



Soup and sweet at Apex Church, Peterhead

We were tickling taste buds again this year and the local community really helped DRiNKLiNK raise money.



Brochfest

This year we held the event 'Brochfest' which welcomed some of the most talented artists from across Aberdeenshire including The Alibi, Upstart Heros, Zenith, Thumb it in Saft, Jonny Runcie, The colours, Muddy Hooers, Skizofrenik and Rachel Addision.

Fundraiser of the Year Award

The kind ladies of Strawberry Bank won an award as fundraiser of the year! Well done and thank you for cooking and knitting up a storm and raising funds.

Alexander Coventry shaved his head

A huge thank you to Alexander Coventry for chopping his long locks for DRiNKLiNK. He raised £100 for the charity and we're very grateful!

Christmas Hamper

Congratulations to our winner, Sara Kennedy on winning our Christmas hamper. We'd like to thank everyone who bought Christmas raffles as we managed to raise £170.



GIES A HAND!

DRiNKLiNK is managed by volunteers, therefore anything you can do would be greatly appreciated. If you're interested in helping us out and making a better future then here are some ideas as to how you can help us. Don't hesitate to get in touch with our friendly team!

VOLUNTEERS

We are currently looking for event managers to look after each constituency across Scotland as well as a Secretary to help keep everything in check! We can also work with you to create a bespoke opportunity that makes the most of your skill set and experience.

FUNDRAISING

Your fundraising efforts make a real difference to the people we support. Through our membership with Skyline events, we can offer a wealth of fundraising opportunities both in the UK and abroad.

SHOP

Shop online through www.easyfundraising.org.uk and retailers will donate to DRiNKLiNK without it costing you a penny more. In fact, they often have some great deals on the go that aren't widely available.

Search online through www.easysearch.org and the search engine will donate money to DRiNKLiNK for every search you make.

SEARCH

Donate through BT My Donate to make a financial contribution to DRiNKLiNK. Visit www.bt.mydonate.com/drinklink for more information.

DONATE

SPONSOR

We offer you a number of corporate sponsorship opportunities that will not only support your company's CSR but increase motivation and promote team building. For more information please email giesahand@drinklink.org.

FOLLOW US

Follow us on Facebook, Twitter and LinkedIn to find out about the latest DRiNKLiNK developments.

LET US KNOW WHAT YOU THINK

Constructive feedback is always well received here at DRiNKLiNK and helps us to evolve and improve our service. If you have any ideas of how we can progress, please email us at giesahand@drinklink.org. Words of encouragement also go down a treat too.

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