

FEBFAST OFFICE CHALLENGE

Thank you for registering for febfast's Office Challenge. Here's your complete guide on getting set up, growing your team and raising funds for the cause.

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1. LOST FOR WORDS

Blurb:

What would you challenge yourself to give up for the month of February to support disadvantaged young Australians?

It's as simple as that: you give something up, you register with our febfast team and your funds raised change the lives of disadvantaged young Australians.

[febfast](#) is the great Australian pause from alcohol, sugar or something of your choice for the month of February and in 2019 we're showing our support by registering a [company name] team.

We're joining thousands across the country to give a healthy kick-start to 2019, and as a registered febfaster with our team, you'll get exclusive resources and tools throughout the month to help you stay on track.

To get healthy, feel sharper, increase your productivity, save money and help Australia's disadvantaged youth, join our team at [*inset your team name or page URL here*].

Recommendations:

- Let your employees know that it is completely free to register for febfast!
- If you have set up a Master Team with febfast, encourage your employees to set up their own team and attribute it to your company name to ensure they show up in your team leader board. Fuel the competition!
- Timeline: if time permits, send one email to announce pre-Christmas, one early January to remind and another just before February 1st to ensure everyone has registered.
- Let us know if you need any further help customising your communications – we are here to help!

2. WHY FEBFAST?

Whilst many will have their own reasons for registering, here are some of the key reasons why febfast is the perfect way to kick-start 2019:

1. 44% sleep better, providing more energy to get more out of the day
2. 60% feel more productive at work, offering a better work/life balance
3. 62% lose weight
4. 81% save money to invest in something awesome like a holiday
5. 86% become more aware of how their habits impact their health
6. 100% help improve the lives of young people struggling with substance misuse

Since 2007, febfast has raised over \$9million to enable young people experiencing serious disadvantage to access the resources and support they need to turn their lives around. We do this by connecting young people in with youth workers who understand the holistic needs of each individual before linking them in with the support they require. With your help in 2019 we're aiming to raise over \$500,000.00 – that's over 13,500 hours of support!

Powered by YSAS, febfast partners with like-minded charities across the country to ensure funds raised locally benefit young people on the ground. For a full list of our beneficiary partners, please visit www.febfast.org.au/where-your-money-goes.

3. THE FASTS (& MORE STATS)

In 2019, you can give up either alcohol, sugar or something of your choice for the month of February, and to help everyone stay on track we've enlisted the support of numerous sponsors and partners. But first, here's what you need to know about each fast.

Alcohol:

The rules? It's simple! Cut alcohol out of your diet for the whole month.

Why alcohol? Australians are drinking far more alcohol today than 10 years ago with the average drinking 12.2 litres of pure alcohol each year. That's over 25 bottles of vodka each! Almost a quarter of Australian drinkers are not able to stop once they start and almost three quarters have been negatively affected by someone else's drinking.

And, recent research from the [University College London](http://www.universitycollegelondon.ac.uk) shows just one month without alcohol can reduce your risk of longer term illnesses such as heart disease.

Sugar:

The rules? Less simple! Everyone has something to say on what it means to remove sugar from your diet. We've put together a detailed fact sheet at www.febfast.org.au/sugar outlining our take on cutting out sugar for febfast.

Why sugar? The average Australian consumes three times the daily recommended limit of sugar – approximately 30 teaspoons – spurring action in recent months from the likes of Jamie Oliver and Sarah Wilson. It's bad for our waist line, speeds up the ageing process, suppresses your immune system and elevates inflammation in the body – we could use the break, and the education to make long-term changes.

You Pick:

The rules? Choose anything you like to give up for the month of February – or ask your friends, family or colleagues to nominate a challenge for you.

If you're a little stuck, check out some of our suggestions: <http://febfast.org.au/febfast-you-pick/>

4. WHERE THE MONEY GOES

febfast is powered by Youth Support + Advocacy Service (YSAS). Since 2007, febfasters have been supporting YSAS's work with young people and in 201 we are very proud to partner with organisations across the country to ensure we reach as many young people as possible. From day support programs and residential rehabilitation to refugee and emerging community programs, and homelessness to mental health, each of our beneficiaries helps young people experiencing disadvantage to lead healthy and fulfilling lives. Their work is invaluable!

- Australia wide: [Youth Drug and Alcohol Advice Service \(YoDAA\)](#)
- Victoria: [Youth Support + Advocacy Service](#)
- New South Wales: [Ted Noffs Foundation](#)
- Queensland (North): [Yeti](#)
- Queensland (South): [Brisbane Youth Service](#)
- Western Australia: [Palmerston](#)
- South Australia: [Streetlink](#)
- Tasmania: [The Link](#)

5. THE GRAPHICS WE'VE SUPPLIED

- A3 Poster – for display around your office to promote your team name and drive sign-ups
- Banner and MRec – for use online such as Intranet and website to show your support and encourage donations to your team
- Email signature strip – for use in your internal and/or external emails
- febfast logos – for use anywhere you wish to show your support for febfast
- Social media tiles – for use on your social channels to show your support and encourage donations to your team. These have space included above our febfast logo to insert your own logo.