

Introducing -For the Love of Clarity



FOR THE LOVE OF
CLARITY

Hello



We are a new U.K Registered Charity whose mission is to tackle and reduce alcohol harm with a creative and refreshing approach.

“Reducing Shame, Inspiring Change”

The Problem

Alcohol-related harm is a pressing public, mental and physical health concern affecting countless lives and families across the country. It also has a major impact on the public purse with alcohol contributing to rising costs in the delivery of our safety services.

One powerful factor in perpetuating harmful drinking patterns is the deep-seated shame individuals may experience due to their relationship with alcohol.

Only 600,000 people admit to being dependent on alcohol, this number could be much, much higher,
It is just a secret we have been keeping for generations.

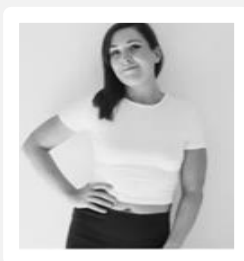
Our Founding Trustees

A creative Charity, founded by expert, experienced and creative people.



Lindsey Fish - Trustee. Expert by Experience and Profession

Sober for 22 months, is a professional marketer and entrepreneur. Expertise is to drive public campaigns, manage press and media relationships. An expert event organiser and CIM qualified marketer. Lindsey's expertise will help drive the sobriety message, reach out to gain the support required for the mission of the charity to be realised. In addition to her knowledge and understanding of the sober community and experiences of sobriety herself.



Aneka Reece - Trustee - Expert by Experience and Profession

Sober for 3 years. A professional alcohol addiction, sobriety and recovery coach, Aneka will lead on clinical governance and will engage with other experts to ensure our activities and impact measurement are robust and effective.



Katie Walsh - Trustee - Expert by Profession

A professional creative designer, Katie will lead on the charity's brand and design and creative ownership of all website assets, publications, artwork and creative campaigns.

Our Approach



For the Love of Clarity intends to leverage the power of stories, voices, faces, the media and marketing tactics to **smash the stereotype and change the narrative** around alcohol addiction and recovery.

Our initiatives not only address the immediate challenges faced by individuals but also contribute to a healthier, more supportive, and compassionate society.

“The Stories we tell, they actually have the power to change people’s lives”

Samantha Moreton, [Bafta Speech 2024](#)

The Challenge



Letting people everywhere know, there are people just like them keeping the same secret. Hope lives and change is possible.

The Challenge

We need to get stories seen by people who may not even be aware they are currently struggling, with their alcohol use or may be ignoring the signs. We must leverage as many creative media, marketing and publicity techniques as possible and go against the programmatic algorithm.

Target Audience

Professional people, ABC1, Aged 29-65

People who are not searching for sobriety support

Reach

We want to reach 10 million people* in 3 years

*Estimated 10 million people drink more than the recommended safe limits. [May 23 Parliament](#)

What we do

Just some of the ways we intend to get sobriety seen, leveraging creative and marketing led activities.



Partnerships and Collaborations

Sober Meetups and Event Listings

Public Speaker Agency Services

Host Sober Spaces at Corporate and Public Events and Festivals

Local and National Campaigns

Online Community

Publish a Smash the Stigma Annual Report

Artwork and Content Copyright free

Comprehensive Online Resource Library and Directory

Innovators of the Big Sober Pledge

Publish a Book



Our Work



Social Media Campaign - Ongoing

My moment of clarity



My moment of
CLARITY



Our first social and media campaign is - Moments of Clarity

Objective

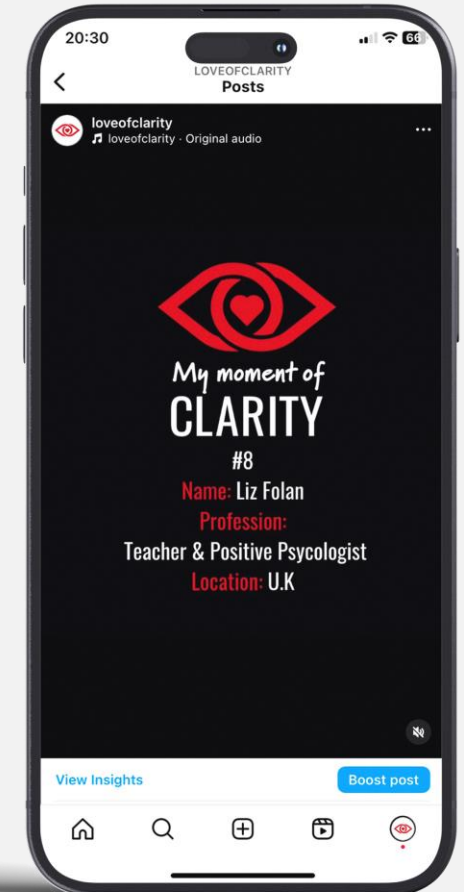
Smash the stereotype and change the narrative. Those with an alcohol addiction often look just like you.

Activity

Share the stories of real sober people, particularly that MOMENT when it clicked with them that they just had to set themselves free from alcohol for good.

Via

Video, Social, Media Space, OOH




Media - OOH

15 second video examples



My moment of
CLARITY



FOR THE LOVE OF
CLARITY

Sharing voices of the
growing sober community.
You are not alone.

**“Reducing
Shame.**

**Inspiring
Change.”**

@LoveofClarity #ILoveClarity www.fortheloveofclarity.org

**“When I realised I
was drinking to fill an
emptiness inside.”**



My moment of
CLARITY



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**“When I was honest
about how much I drank
for the first time ever,
to my doctor.”**



My moment of
CLARITY





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FOR THE LOVE OF
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Watch the full videos
on our socials.
@LoveofClarity

 **@LoveofClarity**
 **#ILoveClarity**

www.fortheloveofclarity.org

Media - OOH

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My moment of
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1 Minute Social Posts

Video Examples



Sue Tickle

NHS Professional Manager

Video Link: [Sue Video](#)



Chris Bowyer

Stonemason

Video Link: [Chris Video](#)



My moment of
CLARITY

Speaking our Authentic Voice

Speaker Training Programme



Lindsey took part in a 10-week speaker training programme and found the courage to share her sober story and how it led to launching the Charity. Lindsey is openly seeking speaker opportunities.

We intend to help more people share their story with the help of The Conscious Coach - Anna Lempriere.



speaking
you

Inspiring women
to share their voice

Lindsey Fish

Trustee – For the Love of Clarity.

Video Link > [Here](#)

Podcasts & Partners



We have already made a start in getting coverage and securing Partners.

We are the Charity of choice for Speak You and Bee Sober and intend to be the Charity of choice for many more brands, communities and organisations.







We have spoken and recorded multiple Podcasts, conducted interviews offering our insight, expertise and experiences on our journey. And we are working with two sober community Partners who will be a valuable source of resource support for the U.K public.

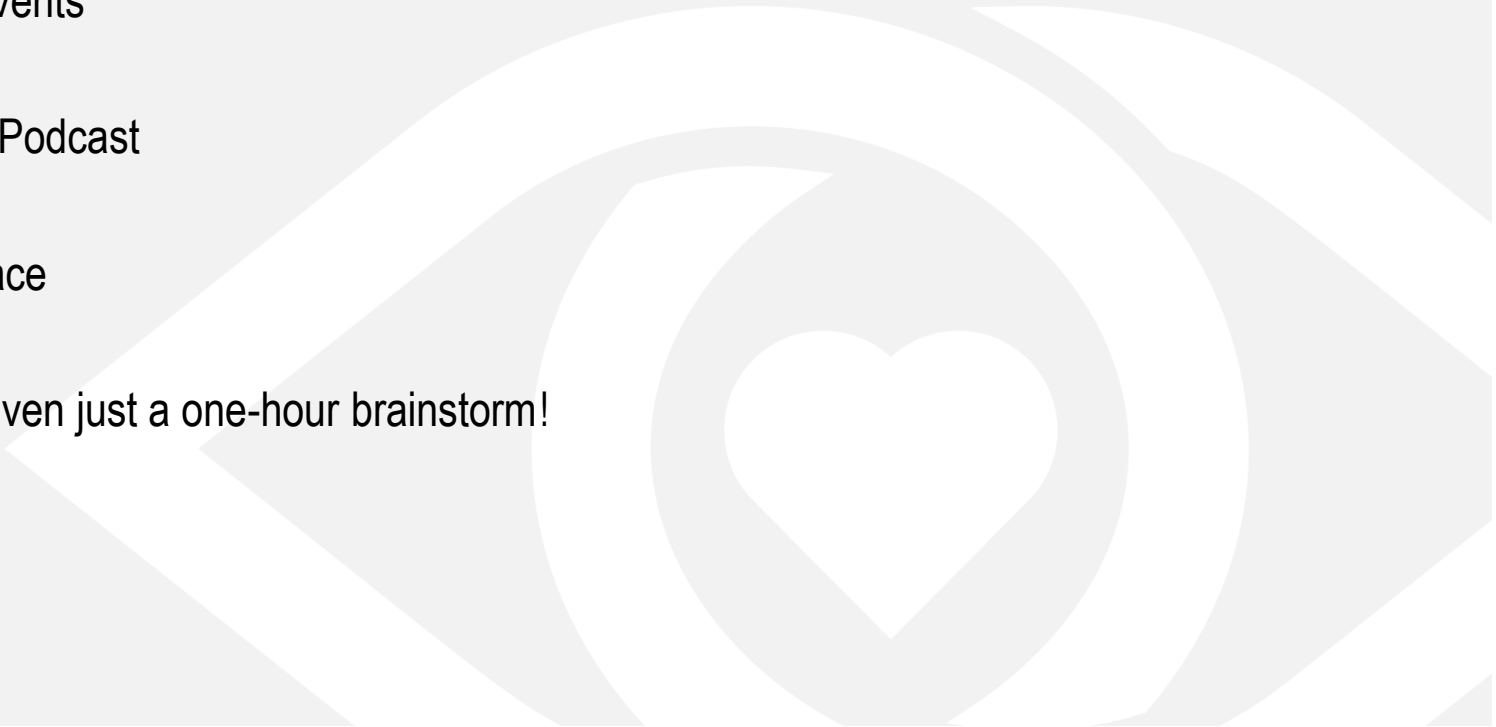
This is just the beginning.



Can You Help?



-  Offer us time to speak to your audiences
-  Invite us to host a Sober Space at your events
-  Invite us to get into conversation on your Podcast
-  Donate media, editorial or advertising space
-  Donate your expertise, time and ideas. Even just a one-hour brainstorm!
-  Donate Funds or Fundraise for us





Thank You



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[Glastonbury 2023 Sober Diary The Guardian](#)