PROUD CORPORATE FUNDRAISING PACK

The LGBT+ Centre
CELEBRATING 30 YEARS 1988-2018

THE PROUD TRUST
home of LGBT+ youth

THEProudTrust.ORG
We are a life-saving charity currently supporting 11,000 lesbian, gay, bisexual and trans (LGBT+) children and young people from Greater Manchester and across the North West.

We also support and influence wider communities, professionals and society UK-wide. We help young people to help themselves, nurture their own identity, challenge homophobia, biphobia and transphobia, have fun, make friends, gain skills, confidence and develop social and political awareness. We do this through professional youth work and:

- Group work and youth groups
- One to one support and peer support programme
- Youth volunteering, training and apprenticeships
- Providing resources and information
- Supporting young people to campaign on issues
- Running the largest LGBT-inclusion schools programme in UK – the Rainbow Flag Award
- Educating out prejudice to advance LGBT+ equality through training professionals/community members/young people
- Managing Manchester’s LGBT+ Centre, including our inclusive community café and food growing project
- Creating research for and with LGBT+ young people

As well as delivering our own services, we manage the LGBT+ Centre on behalf of 18 other grassroots groups, including 4 recovery groups, the Lesbian Immigration Support Group and the BAME LGBT group Rainbow Noir.

We have been delivering services since the 1980s and are the largest LGBT+ youth charity in the UK.
OUR LGBT+ CENTRE APPEAL

Manchester’s LGBT+ Centre is a unique and much loved thriving youth and community centre, based on Sidney Street in the heart of the City. It is Europe’s first fully-publicly funded LGBT Centre of its kind. It includes:

⭐ Sidney St. community Café (open to everyone and a crucial safe dry space for the local LGBT community, plus the general public, to encourage cohesion)
⭐ 18 regular user groups providing life-saving support to marginal LGBT+ people
⭐ The Jayne Bloomfield Resource library – a unique specialist LGBT library and a quiet, safe-non-clinical space

Our rebuild project

The Centre itself serves over 20,000 beneficiaries each year but is in a state of serious disrepair and over-capacity. We have ambitious plans to demolish and rebuild into a 2.5 storey building, to more than triple our impact and reach 50,000 young LGBT+ people per year as a community support hub for Greater Manchester & the North West.

The aim is to retain the character of the current building and to meet the growing demands of a modern LGBT+ Centre and its users. We have worked hard to ensure the increasing needs expressed by the younger LGBT+ population have been comprehensively internally and externally evidenced with an extensive feasibility study.
Rebuilding the Centre will allow us to support residents and visitors, regardless of sexual orientation and gender identity, to feel safe, to aspire, to succeed and to live well. This will be result in:

- ★ 50,000 people benefiting from the Centre each year (increasing from 20,000)
- ★ 30 regular user groups (Increasing from 18)
- ★ Developing trail-blazing health and social cares including a gender-identity support service for 0-25s
- ★ Four specialist LGBT+ youth groups (for BAME LGBT+ young people, lesbian bisexual and pansexual young women, trans young people and one-to-one support)

**INCREASING OUR IMPACT**

To date we have worked hard to raise/have pledged £1,487,000, including a grant of £800,000 from Reaching Communities.

We still need to raise £500,000 by Spring 2019 to realise our dream.

**How you and your company can help**

Will you help make it a reality?
WHY DO LGBT+ YOUNG PEOPLE NEED OUR HELP?

Almost 50% of young people do not identify as exclusively heterosexual.

We offer targeted youth work and peer support to help young people explore their sexual orientation or gender identity in a safer space. We also produce lots of resources and guides with up-to-date information and advice. Visit the resources page on our website for more information.

Many LGBT+ young people can face discrimination and other challenges in their everyday life.

Two-thirds of LGBT+ young people have been bullied and one in five has experienced physical assault.

Through our training and education in schools and youth organisations we help to reduce homophobia, biphobia and transphobia and the harmful effects of discrimination.

1 in 10 young people are forced to leave home as a result of homophobia, biphobia, transphobia from their family leaving them vulnerable to a poor quality of life.

Our work places a great emphasis on developing independence and life skills. We offer opportunities in volunteering and youth leadership to help young LGBT+ people develop the skills they need to fulfil their potential as they progress to adulthood.

Only one in five young LGBT+ people receive any useful sex and relationships (SRE) education at school. Half of teachers hear homophobic comments on a daily or weekly basis.

We deliver interactive workshops and training to young people and teachers in schools to ensure the school environment and curriculum is LGBT+ inclusive. We also offer advice on bullying, policies and any other individual issues to make schools as LGBT+ inclusive as possible.

Young LGBT+ people are more likely to suffer anxiety and depression than their peers. Two in five LGBT+ students in higher education have been put off sport due to negative experiences.

Our work includes lots of sport, political education and residential trips to help young people feel positive about their lives, increase confidence and improve physical and mental health.
We are challenging companies in the region to donate and raise funds collectively to help us rebuild our LGBT+ Centre.

Why should my company get involved?

- Becoming one of our corporate partners is a tangible and visible way to stand up for LGBT+ inclusion and equality
- It’s also a great activity to raise awareness of LGBT inclusion in your workplace
- Networking opportunities with other regional companies
- Acknowledgement on our special Rainbow Wall of Pride within the new Centre
- Employee volunteering and PR opportunities linked to new Centre
- Builds energy, membership and purpose for your LGBT staff network

How can my company get involved?

The pages to follow in this pack give various ideas but feel free to be as creative as you like! Don’t forget that many companies also match fund monies raised by staff too.

“This is honestly the only place that I have felt safe being myself and I am so grateful for the work that you do.”

You can hear more from our young people here: tinyurl.com/ypvoice

Please contact bonnie.clayton@theproudtrust.org to pledge your support now!
In this pack we’ve included pre-organised events you can sign up to as well as ideas for organising your own event or activity. Most of these ideas can work with work colleagues. It’s always more fun to fundraise with others and you will raise more money too! We’ve included everything you should need to get inspired and organise your event, drum up support (posters and a sponsor form, for example!) and what to do once you’ve raised the money.

Many young people say their LGBT+ youth group has saved their life. You can help a young person living in the North West (and further afield) stay safe and reach their potential.

There are many ways you can support us:

- Sporting and Challenge events (page 8)
- Hold your own fundraising event (pages 9-10)
- Corporate fundraising (page 11)
- Become a Proud Friend or Proud Ambassador (page 15)
- Make a donation (page 15)

Let’s get started!
FEELING ACTIVE?

Here's some inspiration - there are plenty more events out there too!

Important note: Once you've secured your event page through these sites, please be sure to create a fundraising page for The Proud Trust here:

www.justgiving.com/theproudtrust

Run

Greater Manchester Marathon: www.greatermanchestermarathon.com
Great Manchester 10k run: www.greatrun.org/great-manchester-run
Rock N Roll: www.runrocknroll.com
The Colour Run: www.thecolorrun.co.uk
Simply Health Great North 5k: www.greatrun.org/great-north-run/great-north-5k

Challenge

Three Peaks Challenge: www.threepeakschallenge.uk
Rough Runner: www.roughrunner.com
Great North Swim: www.greatrun.org/great-swim/great-north-swim
Tough Mudder: www.toughmudder.co.uk
The Gauntlet Games: www.thegauntletgames.co.uk
Rat Race Survival of the Fittest: www.ratrace.com/survival

Adrenaline

Skydive: www.skylineparachuting.co.uk
Zipslide: www.zipworld.co.uk
Parachute Jump: www.ukparachuting.co.uk
Plan and cook a special dinner for a group of friends at home as part of our #AtHomeWith fundraiser. Charge for entry and hold a small raffle during the evening of unused gifts and hand made crafts. Packs can be provided, by contacting ali.hanbury@theproudtrust.org.

Hold an auction event. Source prizes from local shops and retailers to auction during the event or ask people to donate a skill or good deed such as doing the shopping or cleaning their flat. Ask your boss to donate an extra day of annual leave or a free car parking space for a month!

Organise a sweepstake during a significant event such as Football World Cup, Eurovision Song Contest or the Grand National. Hold a party on the day, make it fancy dress and get fundraising!

Hold a karaoke evening or a BBQ at your workplace or local pub.

Hold a Family Fun Day or sports event for staff and their families at your workplace. You can have food stalls, games and a tombola to raise money on the day.

Not a fan of gifts or gestures? Suggest people donate instead! In the past people have asked guests to swap wedding presents for donations to The Proud Trust, or to make a £3 donation instead of a birthday card. You can do this via Facebook. Go to ‘write a post’, a drop down menu will appear, click on ‘Support Non-Profit’ and select The Proud Trust.
The Proud Trust offers a fantastic opportunity for companies to support a progressive, grassroots organisation that genuinely helps save and enhance the lives of LGBT+ young people.

Why not nominate The Proud Trust to be your company Charity of the Year or nominate us to receive a grant from your charity committee or company foundation? You could also find out if your company runs a payroll giving scheme.

There are lots of fundraising initiatives people can do at work, including those listed in this pack. Some employers match what employees raise so find out if your company will do this before you start. Please also find out if your company will promote our fundraising ideas on your staff intranet or by posters or emails sent out to all staff too!

OTHER WAYS COMPANIES CAN SUPPORT US

FANCY ORGANISING A FUNDRAISING EVENT?

Have a bake sale! You could encourage people to decorate cakes with LGBT+ slogans and award a prize for the best one. Or you could commission our very own LGBT run Community Cafe to bake some for you to sell!

Get together with colleagues for a film showing with drinks and snacks. And ask for donations.

Hold a Rainbow Dress Down Day at work.

Entertainment for a good cause; If you organise club nights, gigs or quizzes consider asking for donations on the door.

Give something up for a week or month and ask people to sponsor your efforts, e.g. Stoptober.

Here’s some fun fundraising ideas!
Once you have registered for a challenge or decided on a fundraising event to organise you are ready to start fundraising!

Set up your own fundraising page

www.justgiving.com/theproudtrust

Remember to make your page as attractive as possible with a photo and details about what you are doing. Share the link with friends, family and work colleagues on your social media accounts.

Or print off the sponsorship form in this pack. This is a good method for people who don’t have access to the internet or prefer to give cash.

We can help promote your event too via Facebook and Twitter.

Keep a tally of the total amount your company/staff network has raised and share the good news on social media.

We can help make your event or fundraising activity a success with branded materials. Get in touch if you need:

- Hand-held collection tins
- Collection buckets
- The Proud Trust flyers and leaflets
- Merchandise (we have wristbands, mugs, pens, badges and postcards you can sell)
Planning an event is crucial to success. Here are some things to think about:

**Timing**

Remember to consider your audience when deciding what day of the week and time you hold your event. Have you thought about food if it hits a time when people usually eat?

Organise your event around an existing LGBT+ awareness date! February is LGBT+ History Month and there are other days scattered throughout the year such as International Day Against Homo/bi/transphobia (May 17th), National Coming Out Day (Oct 11th).

Each February The Proud Trust produce a free online resource pack:
www.theproudtrust.org/training-and-education/education-resources/LGBT+-history-month

**Venue**

How much will it cost or can you get it for free?

Make sure the venue is appropriate for your event. Is it accessible? Venues near train / tram / bus stops and with car parking make events easier to attend.

Is it insured? Make sure you obtain a copy of the risk assessment for the building / venue and obtain insurance for your event separately if necessary.

**Staff and equipment**

How big is your event? How much help will you need?

Do you need to buy / hire equipment? How much will this cost?

Who will manage volunteers?

Do you need music / a band / celebrities?

**The event**

Make sure you have enough people to help make the event a success. Create a committee and allocate tasks with an action plan if necessary.

Who is your audience? Who will you market the event to and how? Will people want to support it?

Make sure you know the maximum capacity for your chosen venue and organise the promotion / ticket sales accordingly.
Sponsorship and Gift Aid declaration form

Please sponsor me (name of participant)

To (name of event)

In aid of The Proud Trust

If I have ticked the box headed “Gift Aid? √”, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want The Proud Trust to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & ‘√’ Gift Aid for The Proud Trust to claim tax back on your donation.

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Total donations received £

Total Gift Aid donations £

Date donations given to Charity or CASC
WE'RE PROUD to be fundraising

What:
When:
Where:

PLEASE JOIN US

THEPROUDTRUST.ORG
OTHER WAYS TO DONATE

- Make a donation to us through our Just Giving Page: www.justgiving.com/theproudtrust
- Text LGBT48 plus donation amount (£10 maximum donation) to 70070. It’s fast, free and we receive every penny. If you can’t donate, why not share our text code on social media and encourage friends to give.
- Set up an Easy Fundraising account and raise money at no cost to yourself every time you shop online: www.easyfundraising.org.uk/causes/theproudtrust
- Set up a regular donation and become a Proud Friend: www.theproudtrust.org/support-us/become-a-friend
- Send us a cheque, payable to The Proud Trust, to The LGBT+ Centre, 49-51, Sidney Street, Manchester M1 7HB
- Purchase items or merchandise through our online shop www.theproudtrust.org/shop

You can also support us by

- Signing up to receive our monthly e-bulletin: www.theproudtrust.org
- Following us on Twitter: @TheProudTrust
- Finding us on Facebook: www.facebook.com/TheProudTrust
- Getting in touch for a chat: fundraising@theproudtrust.org
We're aiming to make the UK the best place for Lesbian, Gay, Bisexual and Trans+ young people to grow up in.

We think everyone should be proud of who they are.

Enjoy your fundraising and thank you for your support.

For more information please contact
bonnie.clayton@theproudtrust.org
or call 07970 988636