PROUD FUNDRAISING PACK
The Proud Trust is a life-saving and life-enhancing organisation that helps Lesbian, Gay, Bisexual and Trans (LGBT+) young people empower themselves to make a positive change for them and their communities. We do this through youth groups, peer support, managing the LGBT+ Centre for Manchester, delivering training and events, campaigns, undertaking research and creating resources.
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.
The Proud Trust can trace its roots back to the 1970s and the Gay Youth Group that met in Manchester at Waterloo Place, then Bloom Street and from 1988, a purpose built ‘Gay Centre’ on Sidney Street.

“The Proud Trust work

Creating a better support network for LGBT+ youth groups and young people.

Keeping LGBT+ young people on other people’s agendas so that schools, colleges, governments and other organisations consider and address the needs of the LGBT+ community.

Providing opportunities to bring young people together in regional events such as; Pride Youth Games, peer educator training and conferences.

When The Proud Trust began it was known as LGBT+ Youth North West, in 2015 we changed our name but our organisation aims remain the same:

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

Through fundraising efforts our work has evolved and grown and we have been able to:

Support hundreds of LGBT+ young people through our youth groups and residential camps.

Provide education and training in schools supporting teachers, youth professionals and young people.

Run the National Trans Youth Network.

…and so much more! With your help we would like to continue with the great things we do, keep growing and pushing forward. Whatever challenge or activity you do, thank you for choosing to fundraise for The Proud Trust. This pack has lots of ideas to get you started!
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 groups of friends, family or 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 6)
- Hold your own fundraising event (pages 7-8)
- School and community fundraising (page 9)
- Become a Proud Friend or Proud Ambassador (page 14)
- Make a donation (page 14)
- Corporate fundraising (contact bonnie.clayton@theproudtrust.org for a Corporate fundraising pack)

Let’s get started!
FEELING ACTIVE?

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

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

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
Triathlon: www.xtramileevents.com/events

Adrenaline
Skydive: www.skylineparachuting.co.uk
Zipslide: www.zipworld.co.uk
Parachute jump: www.ukparachuting.co.uk
Here’s some fun fundraising ideas!

- Have a bake sale! You could encourage people to decorate cakes with LGBT+ slogans and award a prize for the best one.
- Get together with friends for a meal or celebration in your home, and ask for donations.
- Entertainment for a good cause; If you organise club nights, gigs or quizzes consider asking for donations on the door.
- Ask your local supermarket if you can hold a car wash or bag pack to raise money over one weekend.
- Give something up for a week or month and ask people to sponsor your efforts. Try Meat Free May or Stoptober.
- Hold a board game tournament at your house, school or local community centre. Give out prizes for individual winners.
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 downloaded from our website here: theproudtrust.org/support-us/fundraising-events

More Fundraising Ideas

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 home, 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.

Create a birthday fundraiser using the Facebook ‘Support non-profit’ button.
Why not fundraise with your school or local sport/community group? You could approach your local school and nominate The Proud Trust to be their Charity of the Year or suggest fundraising events and activities for them to organise.

- Cake sales or plant sales
- Themed assemblies
- Non-uniform days / fancy dress days
- Sponsored silences or reads
- Sports competitions

We deliver a range of support, education and training in schools and youth organisations which can complement your fundraising activities. Visit our webpage for more information:

www.theproudtrust.org/training-and-education
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 that is linked to The Proud Trust: 
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, and give regular updates.

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, Twitter and Instagram

facebook.com/theproudtrust | @theproudtrust | instagram.com/the_proud_trust

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

这条路 Hand-held collection tins
这条路 Collection buckets
这条路 The Proud Trust flyers and leaflets
这条路 Balloons
这条路 Merchandise (we have wristbands, 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](http://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 charity named above 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 Proud Trust 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 charity or CASC to claim tax back on your donation.

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Total donations received £
Total Gift Aid donations £
Date donations given to The Proud Trust
PLEASE JOIN US

We're proud to be fundraising.
OTHER WAYS TO DONATE

Make a donation to us through our Local Giving Page: www.justgiving.com/theproudtrust

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

Following us on Facebook: facebook.com/TheProudTrust

Following us on Instagram: instagram.com/the_proud_trust

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.