

LGBT FOUNDATION

# GUIDE TO FUNDRAISING



**WE BELIEVE  
IN A WORLD  
WHERE QUEER  
LIBERATION  
ENABLES  
MEANINGFUL  
AND LASTING  
CHANGE.**



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If you want to speak with one of the fundraising team, please get in touch with us, we'd love to hear from you

Email - [donations@lgbt.foundation](mailto:donations@lgbt.foundation)

Phone - 0345 3 30 30 30

Visit - [lgbt.foundation/fundraise](https://lgbt.foundation/fundraise)

# THANK YOU!

LGBT Foundation supports over 40,000 lesbian, gay, bi and trans people each year. Our work started in 1975 and we've been changing the lives of LGBT people ever since. Over the last five decades we've provided information, services and support for LGBT people who've had nowhere else to turn. We've been at the forefront of the social and legal changes that have meant LGBT people in the UK have more rights than ever before.

Our work is as **vital** and **urgent** as ever.

LGBT people still face persecution, discrimination and stark health inequalities. Through our services we reduce isolation amongst our communities, help people feel more confident and in control of their lives and enable people to flourish. With your support we can achieve our vision of a fair and equal society where all LGBT people can achieve their full potential.

We have filled this booklet ideas, inspirational stories, advice and tips to get you started on your fundraising. Our fundraising team is here to offer you support and guidance every step of the way, so **please do get in touch**.

The money that you are raising is vital to us being able to continue offering a wide range of life-saving and life-affirming services. We rely heavily on fundraising to be able to continue our work, and we are so grateful for your support.

**On behalf of the staff, volunteers, board of trustees and the communities we serve - thank you!**





**I have just finished a course of talking therapy, with Jeannie. It has been so successful and has taken me back to the person I am. It's difficult to say how much I appreciate this service. Following several big events in my life I had closed down completely, could barely put two words together and did nothing, felt nothing, was nothing. I walk out today as the real me, with friend, hobbies, places to go and people to go there with. Life looks bright.**

**Thank you.**



**||** - Sam\*, former counselling client

# THE WORK YOU'RE SUPPORTING

The money that you are raising will help us to continue to deliver these important services and develop new ways to meet the needs of the communities we serve.



## ACHIEVING EQUALITY

- Community Leaders Programme
- Pride in Practice
- LGBT Cancer Programme
- Training and Consultancy
- Research, Policy and Campaigns
- Guides and Resources
- Online Events Directory



## ENCOURAGING WELLBEING

- Befriending & Social Support
- Women's, Men's and Trans Programmes
- Substance Misuse Programme
- Talking Therapies
- One-to-One, Email and Helpline Support
- Social and Support Groups
- Trans Advocacy Service



## PROMOTING SAFETY

- Village Angels & Village Haven
- Safer Sex Advice and Sexual Health Testing
- Free Condoms & Lube
- Domestic Abuse Support
- Hate Crime Reporting and Support
- Legal and Police Advice Surgeries



# FUNDRAISING IDEAS



## TAKE PART IN A CHALLENGE EVENT

Dust off your trainers and hit the road! We have places available for charity running events, including the London Marathon, Great Manchester Run – 10k and Half Marathon, Great North Run, and the Greater Manchester Marathon.

If you are interested in running in these events or if there are any other events that take your fancy, we'd love to hear from you.

## CELEBRATIONS

Got a big celebration coming up? Ask your guests to give a gift that makes a difference. If you're planning a party, you could use the occasion to help improve the lives of LGBT people. Instead of gifts, ask your guests to make a donation to LGBT Foundation.

**TOP TIP**  
If you're planning an event, why not add something fun like a raffle or a competition to raise even more money?



**TOP TIP**  
Many employers support charity initiatives. Make sure to ask your manager if your company offers matched funding for any staff fundraising efforts!

## FUNDRAISE AT WORK

Gather your workmates and do something amazing. If you and your colleagues fancy a challenge, why not form a team and enter a sponsored run together to raise money for LGBT Foundation? If you'd rather do something from the comfort of your desk, try organising a sponsored Dress-Down Day, or an office competition where colleagues pay to enter.

## DO YOUR OWN THING

Do you have a great idea to raise money for LGBT Foundation? Give it a go! If you're feeling sporty, you could do a sponsored walk, cycle, or climb. If you'd prefer to do something less tiring, why not try a bake sale, sponsored dinner party or a quiz night?

**If you need support with your fundraising, get in touch with us!**



# ONLINE FUNDRAISING

## SETTING UP A FUNDRAISING PAGE

1. Create an account on Virgin Money Giving or JustGiving, you just need to give a few details
2. Search for LGBT Foundation and select us as your charity
3. Select your challenge and create your page.



### TOP TIP

Be sure to make your page personal. The more people connect with the page, the more likely they are to donate. Include photos, explain why you're raising money for LGBT Foundation, information about our work, why it is important to you and why everyone should support you! If you're struggling with the content, contact our fundraising team for some examples.

## TOP TIPS ON HOW TO MAXIMISE YOUR ONLINE FUNDRAISING

### 1. AIM FOR A TARGET

Whether you're planning an event or taking part in a challenge, set a fundraising target and start collecting donations as soon as possible. Get family to donate generously and others will follow!

### 4. UPDATE YOUR PAGE

Keeping your supporters updated on how things are going, how close you are to your target, or just saying thanks for all their help will keep them engaged with your story and fundraising!

### 2. TELL YOUR STORY

Explain why you are raising money for LGBT Foundation and why the cause is so important to you.

### 5. AFTER THE EVENT

Donations often come in after an event has ended, so be sure to keep chasing your friends, family and colleagues for those last minute donations.

### 3. SPREAD THE WORD

Tell your friends, colleagues and the local community about your fundraising!

# SAFE & LEGAL FUNDRAISING

## RAFFLES & LOTTERIES

You may need to apply for a licence if you will be holding a raffle or lottery in your fundraising. Make sure you check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## FOOD HYGIENE

Please take care when handling food, and work to basic rules for safe preparation, storage, and display. Visit [www.food.gov.uk](http://www.food.gov.uk) for more details.

## COLLECTIONS

If you plan on holding a collection in a public place, you may need to apply for a licence from the local authority. If you would like to collect on private premises, you will need the owner's permission. If you're not sure, check with your local council.

## INSURANCE

If your fundraising event involves the general public, you will need to have public liability insurance. Check with the venue first as they may already have insurance that covers your event.

## HEALTH & SAFETY

Please carry out risk assessments to identify any hazards and assess any risks that you will need to consider in your fundraising. Ensure that you have adequate first aid cover - if you're not sure, visit [www.hse.gov.uk](http://www.hse.gov.uk)

## CASH HANDLING

Please take care when handling cash, and keep appropriate records if necessary.

## PROMOTIONAL MATERIALS

When you are writing about your event you need to say it is being 'held in support of LGBT Foundation'. Please contact us if you wish to use our logo on your own materials. Please also include our registered charity number using these words: Registered Charity no. 1070904.

## UNDER 18S

If you are under 18, your parent/guardians are responsible for you - please show them this booklet and make sure that they are happy with what you have chosen to do.

## USEFUL LINKS

St. John Ambulance  
[www.sja.org.uk](http://www.sja.org.uk)

Institute of Fundraising  
[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

Fundraising Regulator  
[www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)

Information Commissioner  
[www.ico.gov.uk](http://www.ico.gov.uk)





**LGBT Foundation and Fiona have really helped me. If it wasn't for the full service that LGBT Foundation offer, this would have been a lot harder and I don't know how I would have done it. They've been, and continue to be, there for me.**

- Cathy\*, former service client

# HOW TO SEND IN YOUR MONEY

## ONLINE FUNDRAISING

If you've collected your donations through JustGiving or Virgin Money Giving, the money will come through to us automatically along with any gift aid - no need to worry!

## DONATE ONLINE

Visit [lgbt.foundation/donate](https://lgbt.foundation/donate) to pay in your fundraising money. Please remember to send us your sponsorship form or email to let us know how your money was raised, so we can post you a thank you card and certificate!

## SEND A CHEQUE

You can bank all of the funds raised and simply send us a cheque made payable to LGBT Foundation, and send it to us at:

### FREEPOST RSKS-KCZG-BAZB

Fundraising Team,  
LGBT Foundation  
5 Richmond Street,  
Manchester,  
M1 3HF

## DONATE STRAIGHT TO OUR BANK ACCOUNT

If you would prefer to send us the funds through bank transfer, please get in touch with the Fundraising Team and we will provide you with our bank details.

Please don't send cash through the post. Bank any cash or cheques made payable to you and then write a cheque or transfer the money to us.



# MORE WAYS TO SUPPORT US

## REGULAR GIVING

Regular contributions allow us to plan for the future and deliver even better results for the people that need us. You can set up a regular donation at [www.lgbt.foundation/donate](http://www.lgbt.foundation/donate), or alternatively, you can also contact us and we can send you a standing order form.

## BECOME A PARTNER

Many companies now have charity partnership initiatives - why not nominate or vote for LGBT Foundation? If you want more information about our partnerships visit [www.lgbt.foundation/partners](http://www.lgbt.foundation/partners)

## GIFTS IN WILLS

Leaving a gift in your will is a valuable and lasting way that you can support us - and it's easier than you may think. Whether you're making a new will, or if you already have a will and would like to consider changing it to incorporate a gift to LGBT Foundation, you can find a solicitor or will writer in your area to provide advice and assistance.

If you would like to find a solicitor, please visit: [www.solicitors.lawsociety.org.uk](http://www.solicitors.lawsociety.org.uk)





# VOLUNTEERING

Our Volunteer Programme is something we are really proud of here at LGBT Foundation. Volunteers truly are the lifeblood of our organisation.

Many of our vital services would not exist without the support of our amazing volunteers.

There are so many reasons to volunteer with the LGBT Foundation.

You might want to learn new skills to boost your CV, feel more connected to the LGBTQ+ community, or have fun and make new friends. Whatever your reason for volunteering, there are plenty of ways to get involved!

# WAYS TO GET INVOLVED

## REGULAR VOLUNTEERING

We have a variety of volunteering roles across the organisation which draw upon a broad range of skills. Regular volunteering is great for people to use their skills and expertise to support LGBT Foundation in the long-term.

Some of the ways you can get involved include;

- **Support the delivery of our Helpline**, offering advice and support to LGBTQ+ people in their time of need
- **Join our Village Angels or Soho Angels** teams, helping vulnerable LGBTQ+ people at night
- **Facilitate** our regular social and support groups
- **Using your skills** in communications, finance administration and more to help maximise our impact

## VOLUNTEERING AT EVENTS

We have a strong presence at many LGBTQ+ focused events throughout the year such as **Manchester Pride, IDAHOBIT, Sparkle, Sugar and Spice and World AIDS Day**. In order for us to be able to engage with the sheer number of people at these events that we do, we rely heavily on the support of our volunteers.

Opportunities to get involved include volunteering duties such as fundraising, talking with the general public about LGBT Foundation and our work, photography and lots more.

**FIND OUT MORE AT  
LGBT.FOUNDATION/VOLUNTEERING**







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[lgbt.foundation](http://lgbt.foundation)



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