

LGBT FOUNDATION

# JOIN OUR COMMUNITY OF FUNDRAISERS!



# WHY FUNDRAISE FOR US?

**At LGBT Foundation, we believe that all queer people deserve hope and joy and we work to make this a reality.**

Since 1975 we've been fighting for a world where queer liberation creates meaningful change and a fairer society for us all. **We create safe spaces, amplify voices and work with our partners and allies to drive positive change.** Every day, our essential health and wellbeing services are a lifeline for LGBTQ+ people.

Our communities are resilient, strong and amazingly diverse. Despite this, sometimes they need a helping hand on their journey. We offer that helping hand to thousands every year – from one-off helpline calls through to more sustained support around isolation, recovery, sexual health and domestic abuse.

**But we need your help. Even today, LGBTQ+ people still face hate, prejudice and discrimination; with divisive attitudes growing and hate crimes on the rise, our work is more vital and urgent than ever.**



The money raised through fundraising is essential to continue our life saving and life affirming services. Amazing people like you, donating, raising funds and spreading the word about our work, can be the difference between someone suffering alone and getting the help they so desperately need.

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# WANT TO FUNDRAISE, BUT NOT SURE WHERE TO START?

**This booklet is filled with ideas and inspiration to kick-start your fundraising journey.**

You can start with our **fun and easy quiz** to get fundraising ideas tailored to your interests and hobbies.

Our Fundraising Journey (see page 6) will guide you through the steps to becoming an LGBT Foundation fundraising champion, from picking your activity, to getting support raising your fundraising target, to the event day itself, and to celebrating your success – we'll support you every step of the way in changing LGBTQ+ lives for the better!

Once you're ready to get started, we'll send you prompts and resources to help with your fundraising.

We can even give you some more bespoke support if you get in touch with us via email at **[charity@lgbt.foundation](mailto:charity@lgbt.foundation)**.

**Don't worry,  
we've got  
you!**

# YOUR FUNDRAISING JOURNEY

1

Find an idea that inspires you, in this booklet or elsewhere.



2

Pick a date/time span for your fundraiser.



3

Set up a way for supporters to donate (see 'Paying in Monies' section, page 23).



4

Let us know what you're planning at [charity@lgbt.foundation](mailto:charity@lgbt.foundation) and ask for any support or resources you need.



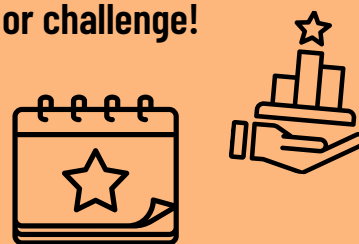
5



Share your event with your friends, family, co-workers, community groups, online connections (tag us on socials too [@LGBTFDN](https://www.instagram.com/LGBTFDN)) - let the world know what you're doing, why you're doing it, and how they can support you.

6

Undertake your event or challenge!



7

Tell us how it went, send us your donations and any pictures, and let us shower you with praise and thanks.



# OUR COMMITMENT TO YOU

Our fundraisers are special to us, and we take the time to make sure you're comfortable and informed in your fundraising, and properly thanked.

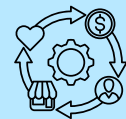
## IF YOU FUNDRAISE FOR US, YOU CAN EXPECT:



**Bespoke 1-1 support** as you prepare for your challenge or event – this can include help with choosing a challenge, support setting up online donation pages, and support with ideas to boost fundraising. **Whatever you need, we'll be on hand to support.**



**Continual check-ins** as you fundraise.



**Access to any resources you might need** – this could be a stylish LGBT Foundation running vest if you're taking part in a sporting challenge, access to donation money tins, or leaflets and resources about our work which you can share with potential donors and supporters.



**Participation in something bigger than yourself**, and the knowledge you're making a difference to people in need of support (warm, fuzzy feelings guaranteed)



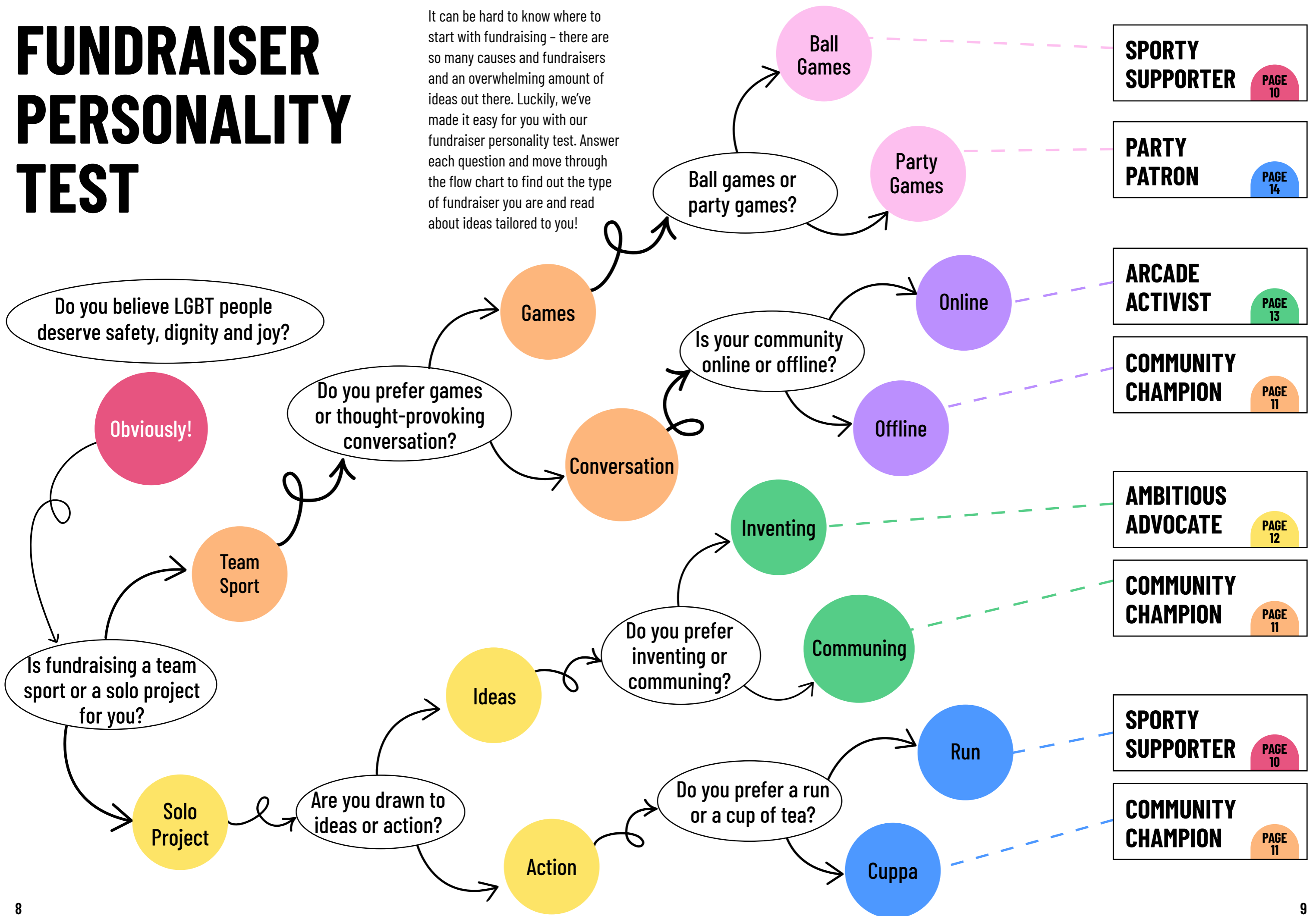
**A thank you pack** including a Certificate of Achievement for all your hard work, an enamel Pride pin, a vinyl sticker and our eternal thanks.



**We love to spread the word about the efforts of our amazing fundraising community** on our social media and in our newsletter – if this is of interest then get in touch!

# FUNDRAISER PERSONALITY TEST

It can be hard to know where to start with fundraising - there are so many causes and fundraisers and an overwhelming amount of ideas out there. Luckily, we've made it easy for you with our fundraiser personality test. Answer each question and move through the flow chart to find out the type of fundraiser you are and read about ideas tailored to you!





# SPORTY SUPPORTER

You're the kind of person who sees a challenge and says, "Bring it on!"

You thrive on adrenaline, setting new Personal Bests, scoring points, and making a difference with every step you take.

**You're our Sporty Supporter!** You're courageous, determined, and fiercely passionate about making a positive impact in the world. **You're not just a fundraiser; you're a trailblazer, forging paths toward a better tomorrow with each endeavour.**

Your efforts are more than just a feat of athleticism; they're a beacon of hope for LGBTQ+ people nationwide.

So, strap on your harness, lace up your shoes, and let's ascend together toward a fair and joyful world — **one step, one climb, one donation at a time.**

## IDEAS

### Team sports

Whether it's netball, football or rugby - if you're already part of a team sport, then get your team together for a match or tournament. And if you're not already part of a team then there's plenty to join, or you might want to start a new one with colleagues, friends, or strangers!

### Solo sports

Whether you're a keen runner, hiker or hoola-hooper, there's always a way to turn your passion into a fundraiser for LGBT Foundation. Distance events, like 10ks, are the most obvious one, but get creative challenge yourself to do 50 push ups or walk a mile a day for a month, climb the height of Everest at your local bouldering gym, swim the equivalent distance of the Channel- the world is your oyster!



## TIPS:

- Connect your Strava page with your JustGiving and let your loved ones follow along your process and donate as you train.
- Let us know if you're completing a running event for us at [charity@lgbt.foundation](mailto:charity@lgbt.foundation). When you hit your target, we'll send you a free running vest to wear with Pride.

- Part of a team? By doing something together, you can raise far more than you could alone. You can create a group fundraising page to maximise your efforts!

**Do these ideas not spark your fire?**  
Refer to our full list on page 20.

# COMMUNITY CHAMPION

You are the heart and soul of your neighbourhood and our fundraising family, always ready with a warm smile and a helping hand.

Whether you're whipping up batches of cookies for a bake sale or brewing pots of coffee for a morning gathering, you do it all with love and dedication.

Your **events may be small in scale**, but they're **mighty in impact, bringing people together and raising spirits as well as funds and awareness**. You can turn everyday moments into opportunities for generosity and connection, proving that even the smallest gestures can have the biggest impact.

So, dust off your apron, fire up the oven, and get ready to spread joy and goodwill. **Together, we'll brew up a better future for LGBTQ+ people: one cup of coffee, one slice of cake, and one heartfelt conversation at a time.**

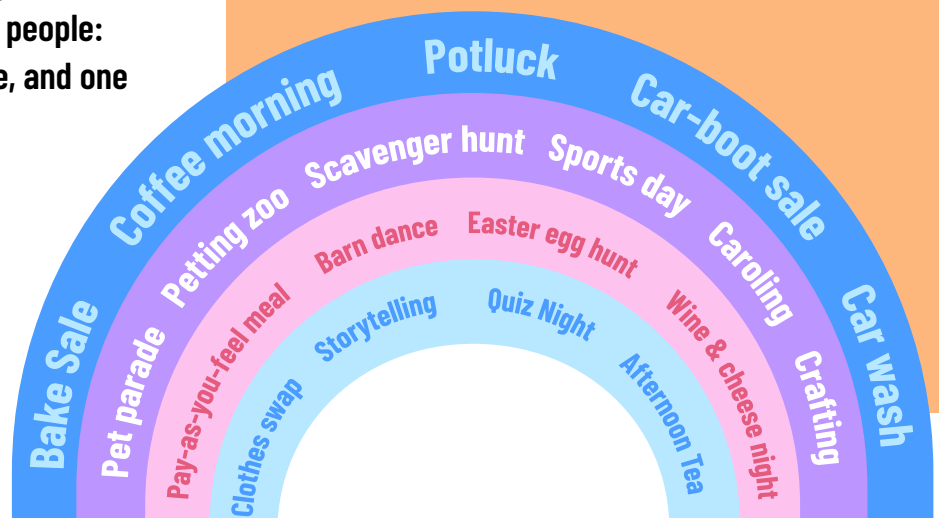
## IDEAS

### Getting festive

Make the most of existing celebrations and calendar dates to help amplify your ideas - this could be an easter egg hunt in your workplace or local community, a Diwali lantern parade, an iftar, or festive caroling.

You can combine the above ideas, and any others in this booklet, to raise even more funds. Coffee morning with a raffle? Pet parade with a petting zoo? Crafting session with an egg hunt after?

**The possibilities are endless!**



## TIPS:

- Already part of a faith group, work LGBTQ+ Network, rotary club, parents' group, student society or any other community endeavor? These are your core guests for a fundraising event!
- Most neighborhoods have a way of keeping the local community connected, like a Facebook or WhatsApp group. Utilise these to keep your neighbors in the know and you may even make some new friends!

**Uninspired? Want more ideas?** Check out our full list on page 20.

# AMBITIOUS ADVOCATE

You're a visionary with a knack for turning ideas into action.

With boundless creativity and a passion for innovation, you're constantly seeking new avenues to make a difference. Your **bold strategies** and **unwavering determination** propel us forward, **inspiring us to push boundaries and pioneer positive change for LGBTQ+ people nationwide.**

Whether launching a business venture or orchestrating a fundraising campaign, you lead with ingenuity and passion. **Your entrepreneurial spirit fuels our mission, driving us to think outside the box and seize every opportunity for impact.**

## IDEAS

### Arrange a raffle or auction

Gather some prizes from local businesses, friends and contacts - these could either be physical items or goods, or it could also be an 'auction of promises' - where you utilise the skills and talents of yourself or people you already know. For example, you could find someone to offer a day of DIY or gardening, someone to offer a make-over, someone to bake a custom birthday cake or make a meal - the opportunities are endless!

### Are you de-cluttering?

Your trash could be someone else's treasure, and could be turned into life-saving funds for the LGBTQ+ community. Take your 'stock' to a jumble sale, or organise your own in your neighbourhood.



## TIPS:

- People donate to other people more than they do to causes. Make sure your own passion for the cause shows in your efforts.
- Use your connections and ask creatives if they can donate any work or pledges to be auctioned or raffled.

### Don't see anything you like?

Invent your own fundraiser, or check out our full list of ideas on page 20.

# ARCADE ACTIVIST

You're not just a participant; you're a pioneer, harnessing the power of the internet to make a meaningful impact.

With a magnetic energy that beckons others into the digital world - **you're our Arcade Activist!** Whether you're embarking on epic gaming marathons or hosting virtual events, **your charisma and innovation spread Queer Hope and Joy in abundance.**

Welcome to the forefront of digital philanthropy, where pixels meet purpose and streaming platforms become stages for change. If you're someone who thrives in the digital realm, wielding technology as a tool for good, you're our kind of hero. With boundless enthusiasm for gaming, streaming, or leveraging online communities, you're the driving force behind our digital fundraising efforts.

## IDEAS

**You can stream pretty much anything these days** - the internet is hungry for entertainment, and you can use that to your advantage!

**Video games are a classic.**

But people love to connect with **Just Chatting** (the most popular category on Twitch), **body doubling**, **Get Ready with Me**, **Q&As** - have a browse of Twitch, TikTok live and YouTube live to gain inspiration, and get online.

## TIPS:

- Use your online following to your advantage. Even "small" followings can carry great impact - never underestimate the power of a group united by a cause!
- If you want to stream, it helps to be familiar with Tiltify. Check out our beginner's guide to fundraising using Tiltify on page 18.

**Not sure about these ideas?** Check out our full list on page 20.



# PARTY PATRON

You are the life of the party, the master of ceremonies, and the ultimate event planner extraordinaire.

As a natural-born host, you're the **driving force behind unforgettable gatherings that blend fun, flair, and fundraising for a cause.** From glamorous galas to rocking gigs and everything in between, you excel in curating experiences that leave a lasting impact on attendees and beneficiaries alike.

Maybe you're a budding DJ with a talent for getting people on the dance floor. Maybe you look for any excuse to bring your mates together for a boogie. Maybe you're a whiz behind the bar. **Are you ready to turn those skills into life-saving donations?**

## IDEAS

Whatever sparks your artistic fire, you can build a fundraiser around it. Maybe you're knowledgeable enough about visual art to curate an exhibition, maybe you're tapped into a local music scene and ready to put on the gig of the century. Perhaps food is an art form to you, and you can impress with a taster menu.

**If your passion comes through, so will the donations!**



## TIPS:

- Venues may offer you a free or reduced rate on hire if you're hosting a charity event. Contact us or download our template for a letter to send.
- Give yourself time to get the word out! It's a good idea to announce an event around 4-8 weeks before the big day, so attendees can get it in their calendars ASAP.
- If you need resources like food, refreshments and entertainment, ask around to see if individuals and businesses will donate them to keep your costs down.
- Instead of selling tickets through a third-party, ask people to donate to your JustGiving page and use your supporter list as a guest list? This will also give non-attendees who want to support an easy way to donate.

**Don't see a challenge you like?** Check out our full list of ideas on page 20.



# HOW TO CREATE A SUCCESSFUL JUSTGIVING PAGE

JustGiving is our go-to fundraising platform, suitable for most types of fundraising from marathons to bake sales to office dress-up days to skydives. If you're unsure what platform to use, JustGiving is probably the one.

## CREATING YOUR PAGE

Firstly, head to [justgiving.com](https://www.justgiving.com) and create your account/log in and click **'Start Fundraising'**. Select that you are fundraising for a registered charity.

Next, search for **'LGBT Foundation'** to link your page to us.



Choose whether you are **participating in an event** (for example, a sponsored walk), **celebrating an occasion** (like Lesbian Visibility Week), or **fundraising in memory**.



If your event is not listed, select **'Add your own'** at the bottom of the page and add details about your fundraiser.



Next, **select your web address**. This is the link you will be **sharing** when asking people to donate.



Now hit **'Create your page'**. You can now use your fundraising page to accept donations. **Once received, the funds will be sent across to your chosen charity each week.**



To allow JustGiving to promote your page, you have to activate it. Luckily, this is very simple – get that all-important first donation in! As soon as your page total is above £0, your page is activated!



## Ready to start making a difference?

Get in touch with us at [charity@lgbt.foundation](mailto:charity@lgbt.foundation) for bespoke support in setting up your page and writing your bio.

### TOP TIPS



#### People donate to people.

Make sure to write a compelling bio with details on why LGBT Foundation matters to you and how you're going to help.



#### Supporters love photo evidence.

Upload a few pictures – these could be of you training for an athletic event, practising your baking, visiting your party venue: anything that makes donors feel in-the-loop.



#### Use your networks!

Make sure you share your link far and wide – friends, family, co-workers, followers and neighbours. If you use social media, pop the link in your bio or link directory so people can find it easily.



#### Create a QR code (we can support with this!)

This will link to your fundraising page and print posters out to stick them up around your community/work spaces.



If you are happy with a bit of attention, get in contact at [charity@lgbt.foundation](mailto:charity@lgbt.foundation) and we can look at spotlighting your fundraiser on our social media or in our newsletters.



#### Remind people to donate!

When asked about their donating habits for Charity Challenges, nearly ¼ of people cited 'forgetting' as their reason for not donating (Enthuse Charity Pulse, 2024).



# HOW TO CREATE A SUCCESSFUL TILTYFY PAGE

If you're fundraising virtually, like doing a video game play-through or a Q&A livestream, Tiltify is the platform for you! With full livestream integration and bespoke tools to help you reach your target, digital fundraising couldn't be any easier.

## SETTING UP YOUR PAGE

Go to [tiltify.com/fundraisers](https://tiltify.com/fundraisers) & hit the **'Start Fundraising'** button.



Sign up with your email or social media, or log in if you have an account.

If you're making a new account, make sure you click the activation link in your email inbox.



Find your cause!

Look up 'LGBT Foundation' in the search bar and select us as your cause.

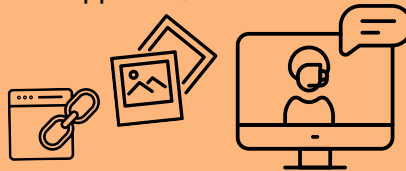


Choose if your campaign is individual or team-based.

Write your bio and choose your link name for your campaign.

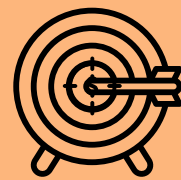


Add photos, videos or links to your livestreaming channel/s (Twitch, YouTube and Facebook live are all supported).



On the next page, choose your fundraising target.

**Dream big!**



After that, review your choices and hit **'Create'** if you want to make more changes before making it publicly available, or **'Create and Publish'** if you're ready to start taking donations!



## TOP TIPS



If you're **using Twitch**, **make sure you add the Tiltify Donation Extension** to your channel.

This gives users an option to donate with one click, directly from your stream.



**Consider using a chatbot** (Nightbot is recommended by Twitch).

This will help to moderate your chat and assign a command prompt to a donation link - make it easy for your viewers to donate!

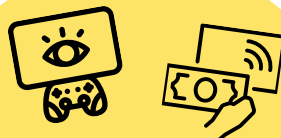


Include a strong **call-to-action** and **clickable donation link** in all your social media promotion.



**Make sure to log on 30 minutes before your scheduled stream time!**

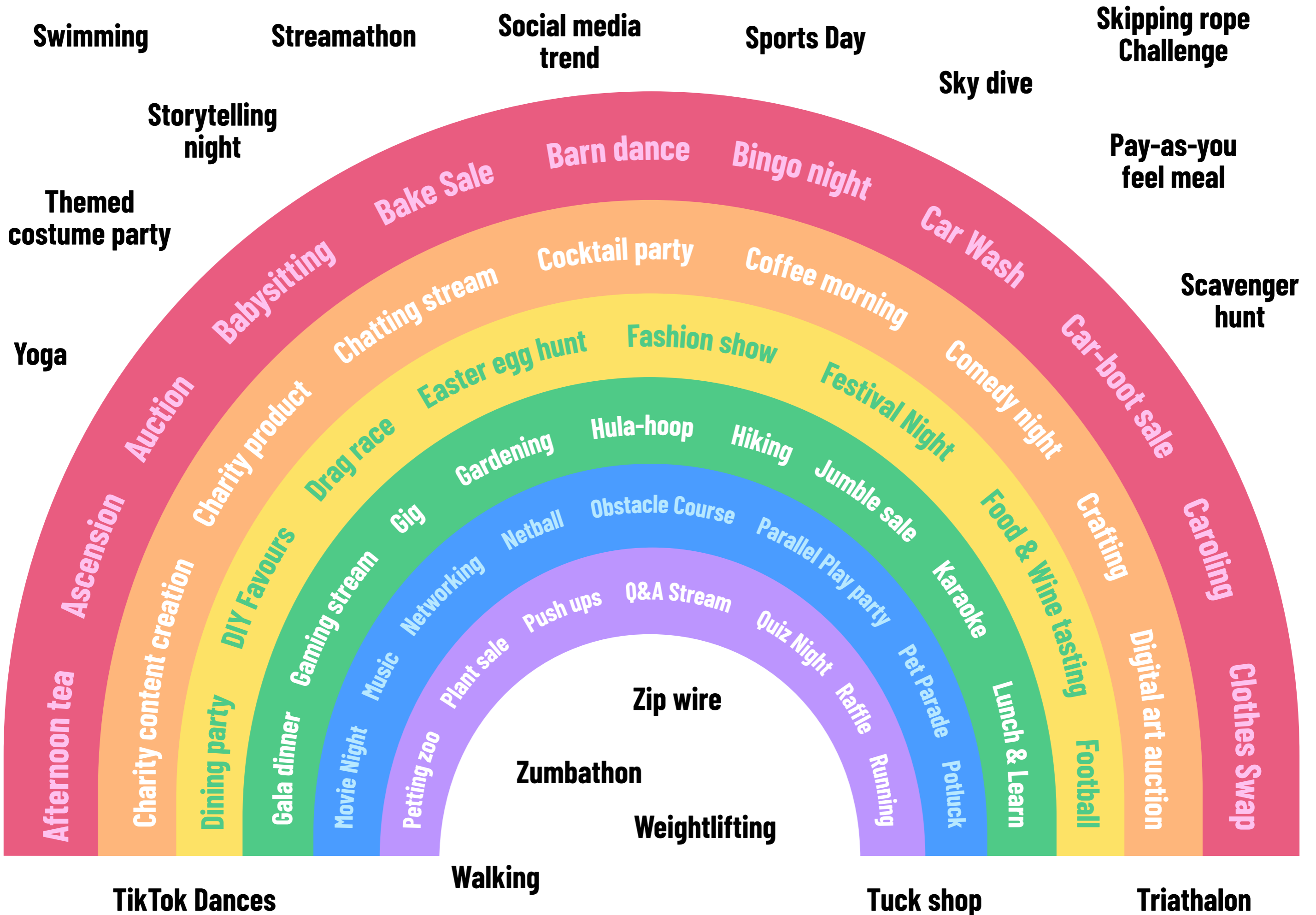
This means you can do a tech check, and ensures your followers are notified that you're going to be online.



**Make use of scheduling, milestones and incentives** to make it even easier to turn your **viewers into sponsors!**

For more top tips and helpful advice directly from Tiltify, [click here!](#)

# A-Z FUNDRAISING IDEAS





# PAYING IN MONIES

## ONLINE

If you are fundraising on JustGiving, Tiltify or Virgin Money Giving, you don't need to worry about sending us money as the platforms send this directly, as long as you link your fundraiser to LGBT Foundation.

**So, once you've set up and shared, you can sit back and relax.**

## CASH

Please don't send cash in the post as it can get lost.

Instead, bank it and **send us a cheque to:**

LGBT Foundation  
Fairbairn House  
Sackville Street  
M1 3NJ

## BANK TRANSFER

You can go to [lgbt.foundation/donate](https://lgbt.foundation/donate) to donate your money directly - make sure you send us a follow up email to [charity@lgbt.foundation](mailto:charity@lgbt.foundation) with details of how you raised it, so we can thank you properly.

If that doesn't suit you, get in touch with our fundraising team, who will provide you with our bank details to send it directly.

# SAFE AND LEGAL FUNDRAISING

## RAFFLES AND 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).

## 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.

## HEALTH AND 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).

## 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.

## 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.

## 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)



# WE'RE HERE TO EMPOWER, ENCOURAGE AND CELEBRATE OUR WONDERFUL LGBTQ+ COMMUNITIES.

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