

A photograph of two young people, a woman on the left and a man on the right, standing on a rooftop with a city skyline in the background. Both have rainbow-colored face paint on their cheeks. The woman is wearing a red beanie and a dark jacket. The man is wearing a colorful floral shirt. They are both smiling.

# FUNDRAISING GUIDE

A GUIDE TO BECOMING A CHAMPION FOR LGBTIQ YOUTH



# THANK YOU. FROM OUR CREW



Minus18 create safe events, resources, workshops and volunteer opportunities for lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) young people.

By fundraising for Minus18, you're helping us smash homophobia, biphobia and transphobia Australia wide and create a place where LGBTIQ youth can be their true selves.

You'll be supporting:

## **INCLUSIVE EVENTS**

8,600 youth attend LGBTIQ events such as the Same Sex Gender Diverse Formal across Adelaide and Melbourne.

## **YOUTH SUPPORT**

150,000 youth and school staff access Minus18 gender and sexuality resources Australia wide.

## **YOUTH LEADERSHIP**

Everything we create is driven by LGBTIQ youth. With more than 10 million views of our campaigns worldwide, we know their voice matters most.

## **Why your support is needed**

### **MENTAL HEALTH**

LGBTIQ young people are 2x more likely to experience anxiety and 3x more likely to experience depression than straight young people. The rate for trans youth is even higher.

### **HOMOPHOBIA AND TRANSPHOBIA**

75% of all LGBTIQ young people will experience verbal or physical abuse for being who they are.

### **EDUCATION**

81% of LGBTIQ young people feel that their school doesn't support them and 80% of young people who experience homophobia report experiencing it at school.

### **THE GOOD NEWS**

Young people are feeling more empowered about their identity and are the ones leading change against homophobia and transphobia.



## THE IMPACT YOU COULD MAKE

**\$6**

Covers the cost of sexuality and gender resources for one young person.

**\$45**

Covers the cost of one young person to attend a life changing Queer Formal event.

**\$99**

Provides sexuality and gender identity resources for a whole classroom.

**\$150**

Is enough to provide fact sheets to 400 families and friends of LGBTI youth.

**\$449**

Covers the cost of Minus18 to tailor and run a workshop directly to young people on leadership and diversity.

**\$550**

Is enough to provide free event access to 50 regionally isolated young people.



# IDEAS TO GET YOU STARTED

## RAINBOW DAY

Start simple. Rally everyone to stand out against homophobia, biphobia and transphobia at work or by wearing a splash of rainbow for the day.

## HOST A MORNING TEA

Hosting a small morning tea or lunch is a great way to raise funds and get everyone together in a fun way.

## HOST A CONCERT

Host a concert or benefit gig, with local queer artists.

## BBQ

Get your friends together to host a BBQ fundraiser.

## FUN RUN

If you love challenging yourself, enter into a fun run and use the experience to raise awareness and funds for LGBTIQ youth.

## FLAG RAISING CEREMONY

If you have access to a flag pole at your school or work, fly the rainbow flag and host a flag raising ceremony.

## WORKPLACE GIVING

Make sure that Minus18 is listed as an option under your workplace giving program. If not - get in touch with your payroll or HR department and add us! We can provide details and help you fill out the forms - [info@minus18.org.au](mailto:info@minus18.org.au)

## JUST DONATE

If organising something is a bit too much effort, you can simply donate the money and time you would have invested directly to Minus18 youth at [www.minus18.org.au](http://www.minus18.org.au)

## SHARE OUR WORK

You can also start by sharing our work online and with friends. The more people who know about us the more young people we can support!





# RUNNING EVENTS

## RUNNING AN EVENT? HERE'RE OUR TIPS TO MAKE IT TOP NOTCH

### GET PLANNING

Getting in early means a successful event. Think of something that best suits your friends or colleagues. Usually it's simple ideas that are the most effective.

### REGISTER YOUR EVENT

Shoot us an email at [info@minus18.org.au](mailto:info@minus18.org.au) and tell us about your event - we love to know what's going on!

### PROMOTE YOUR EVENT

Make flyers, alert staff, send calendar invites, make a Facebook event, and make sure everyone knows what's happening.

### DONATION MATCH

Ask your employer to match donations. It's a great way to get people excited about giving to a cause, as it means their personal donation goes even further.

### RUN YOUR EVENT

Enough said! The hard work is done - now it's time to put your event into action.

### SEND LOVE & THANKS

Send out a thank you to everyone involved. If you raised money for Minus18, take a photo and announce how much online.

## AFTER YOUR EVENT

### SMILE BECAUSE YOU JUST DID GOOD!

How good is celebrating sexual and gender diversity? Thank you for your support!

### IF YOU WERE AWESOME AND RAISED MONEY

You can donate any money raised by credit card at [minus18.org.au/donate](https://minus18.org.au/donate) - or if you need to write a cheque or make an electronic funds transfer, email [info@minus18.org.au](mailto:info@minus18.org.au) and we'll sort you out.

### POST YOUR SUCCESS ONLINE

Share how good you did. Show us your photos or tag us in them - we'd love to see your amazing work!



# PARTNERSHIPS

We LOVE partnerships and would be stoked to chat with you about how a tailored partnership could support LGBTIQ youth.



## RAINBOW PRODUCTS

One of the coolest ideas we've seen is the creation of a rainbow limited edition product or advertisement that raises awareness for LGBTIQ youth, with proceeds supporting them.



## FUNDRAISING DAY

Getting your entire school or workplace involved in a fundraising day is also a really fun and engaging way to start conversations about LGBTIQ inclusion.

Get in touch with us to talk about ways we can work together. [www.minus18.org.au](http://www.minus18.org.au)



## EDUCATION AND ENGAGEMENT

Educating and providing support is what we do best! Book a Minus18 workshop for your school or workplace, or order our resources. Not only will you be promoting inclusion yourself, but all proceeds from our workshops and resources go directly to supporting LGBTIQ youth.



### WORKSHOPS AND KEYNOTES

Not sure where to start? We'll come to you and deliver training and workshops to your team. Our training packages are tailored to schools, youth services and businesses to inspire you and your team to create change and support LGBTIQ youth. [www.minus18.org.au](http://www.minus18.org.au)



### MINUS18 RESOURCES

Be visible and look great. Our online store is loaded full of resources to get you started. [www.minus18.org.au](http://www.minus18.org.au)