

FUNDRAISING TOOLKIT



MINUS18

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We're Australia's charity improving the lives of LGBTQIA+ youth. By fundraising for Minus18, you're helping us create an Australia where LGBTQIA+ youth can truly belong. We do this via:



LIFE-AFFIRMING EVENTS

We create life-affirming spaces for young people. During isolation, Minus18 has supported thousands of LGBTQIA+ youth to stay connected and mentally well through events and youth spaces.



PEER SUPPORT & LEADERSHIP

When further support is required, we offer free digital resources for young people and their families. Accessed by almost one million people each year, your donation keeps this vital service online and free, always.



SCHOOL WORKSHOPS

Minus18 provides education sessions for the whole community to foster LGBTQIA+ inclusion. For schools, we offer free and low-cost inclusion workshops for students and teachers. We prioritise free sessions to regional and rural areas and deliver to all Australian states and territories.

WE NEED YOUR HELP

LIFE CAN BE CHALLENGING FOR LGBTQIA+ YOUTH

- **Up to 21%** of high school students around the world identify as LGBTQIA+.¹
- **76%** of LGBTQIA+ youth at Minus18 have felt more lonely or isolated in the past 12 months due to COVID-19 restrictions.²
- **66%** of LGBTQIA+ youth will experience harassment based upon their identity.²
- LGBTQIA+ youth are **6x** more likely to have experienced depression in the past 12 months than other young people.⁴

BUT WE'RE WORKING TO MAKE IT BETTER

- **97%** of LGBTQIA+ Youth said Minus18 had a positive impact on their mental wellbeing.⁵
- **84%** of Secondary Students felt prepared to support their LGBTQIA+ peers after their Minus18 workshop.⁶
- **91%** of Teachers and Workplace participants felt prepared to support LGBTQIA+ people after their Minus18 workshop.⁷
- **99%** of Youth Empowerment Workshop attendees would recommend the session to others.⁶

1. La Trobe University (2019). GLAAD Accelerating Acceptance (2017).
2. Minus18 Digital Events Consultation (2020).
3. Latrobe University (2021).
4. 39.1 % vs 6.2% - Latrobe University (2020) Beyond Blue (2020)
5. Out of 2,256 participants Minus18 Event Impact Surveys, (2020 - 2021).

6. Out of 4,909 participants Student Workshop Surveys (2020 - 2021).
7. Out of 6,581 participants Inclusion Training Surveys (2020 - 2021).

YOUR **FUNDRAISER FOR** **MINUS18** ENSURES OUR WORK REACHES THOSE WHO NEED IT MOST



“ In year nine a friend told the whole school that I was bisexual. It was one of the toughest times in my life. I found Minus18, which was amazing. I had a safe avenue to meet others like me, and I got actual advice from people who understood me. I can’t imagine getting through it without them. “

Argo, 18 years old



HOW TO FUNDRAISE

Fundraisers are activities which are planned, organised and delivered by you (or another individual or organisation) as a way to support Minus18 and our mission to improve the lives of LGBTQIA+ young people.

Can Minus18 co-host my activity?

We're available to walk you through the process of hosting your fundraiser activity, and share the learnings from others who have succeeded. Unfortunately, we aren't currently able to co-host fundraising activities due to the small size of our team. Hosting your fundraising activities independently allows us to allocate more resources towards LGBTQIA+ youth programs, and grow the capacity of our team!

For larger projects that support Minus18, and aim to improve the lives of LGBTQIA+ youth, we are able to explore sponsorship and partnership opportunities.

Minus18 can help by:

- Providing template assets and resources that you can use to promote your fundraiser
- Checklists and workflows to help you see your fundraiser through from start to finish.
- Support to measure your impact.
- Ideas to inspire you, with tips and tricks from other people who have fundraised.
- Information on payment methods.
- Expression of our enormous gratitude! Including a thank you certificate.

Minus18's Logo

You'll need permission to use the Minus18 logo, so get in touch and share your fundraiser with us. We can then provide ready-to-go assets such as social media images and flyers.

GET IN TOUCH

MINUS18



IDEAS TO GET YOU STARTED

Rainbow Day

Rally everyone to stand in support of LGBTQIA+ people by wearing a splash of rainbow for the day - even if you're working from home!

Host a Concert

Host a concert, benefit gig or talent show, with local queer artists or even just your mates? Going online - no worries! Do it via Zoom.

Livestream

Set up on Twitch or YouTube, and run a fundraising livestream with a donation component for Minus18.

Flag Raising Ceremony

If you have access to a flagpole or high wall, fly the rainbow flag and host a flag raising ceremony. We have flags available via our online store.

Morning Tea or Lunch

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

Workplace Giving

Ensure Minus18 is listed as an option under your workplace giving program. If not, get in touch with your payroll department or Minus18!

In-store or Online Product

Pick an item (or create a new one!) and set aside a portion of each sale to donate to Minus18 - or add a donate option to your store checkout.

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.



THE IMPACT YOU CAN MAKE

\$20

Can provide a young person with resources to help understand their LGBTQIA+ identity.

\$50

Can send one LGBTQIA+ young person to Minus18's Queer Formal for free.

\$188

Can provide LGBTQIA+ resources to an entire Australian classroom.

It's more than fundraising!

In addition to raising funds for great LGBTQIA+ youth initiatives, you'll be creating a real, visible difference in your own community and LGBTQIA+ youth around you.

Your activity - whether a bake sale, donation at checkout, rainbow free dress day or virtual live stream - is a signal to LGBTQIA+ people that they're welcome, and backs up your allyship with action.

Whether you raise \$20 or \$20,000 someone, somewhere, will feel a little safer and more supported because you took a stand for LGBTQIA+ inclusion.



LEVEL UP YOUR FUNDRAISER



Promote Your Fundraiser

Make sure people notice your fundraiser!
We can help you out with:

- Email Templates
- Social Media Tiles
- Printable Posters
- Logo files (contact us for approval).

GET IN TOUCH



Visibility Merchandise

Add some rainbow flair to your fundraiser with rainbow merchandise from the Minus18 store.

- Flags & Posters
- Badges, Pins and Lanyards
- Bags and Pride Packs

VIEW MERCH

MAKING YOUR DONATION



1. USE A FUNDRAISING PLATFORM



Fundraising The Easy Way

Using a recommended fundraising platform above, individuals from your fundraiser make the payments directly, which reduces the work for you.

If you're unsure about which platform to use, or prefer to use another one altogether, get in touch and we'll help you get started!

2. DONATE DIRECTLY



Via Credit Card

Make your donation online at minus18.org.au and 'leave a message' with your fundraiser details.



Via Cash Deposit

Email us at info@minus18.org.au to make a direct cash deposit.

ALL DONATIONS OVER \$2 ARE TAX-DEDUCTIBLE

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CELEBRATE YOUR SUCCESS

Share Your Impact

The only thing left to do is celebrate, so make sure to let everyone know how well you did. We even have an email template you can share with your audience.

Tag Minus18 on Social Media

Did you reach out and grab some of our social media tiles? If not, now's the perfect time - we've got some great looking images you can use to spread the good news.

f i t l MINUS18YOUTH

Let Us Know!

Nothing makes us happier than hearing about how well you did, and how much fun you had. Oh, and let's not forget about your certificate as well!



GET IN TOUCH

If there's anything you're still unsure of, make sure you get in touch. We can't wait to hear from you.

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