



# Fundraising Guide

# Thank you for choosing to fundraise for SAYiT

There are lots of ways you can help support SAYiT, one of them is by fundraising. This pack will give you handy tips and guidance on how to get involved, as well as maximise your fundraising efforts and help you reach your targets and goals.

## About SAYiT

SAYiT was founded (as the Sheena Amos Youth Trust) in Sheffield in 1999. Our core function is to transform the lives of LGBTQ+ (lesbian, gay, bisexual, transgender, queer / questioning) young people through supportive group work, youth action, education, training, and influence. We are a registered charity (CIO number 1177477).

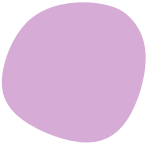
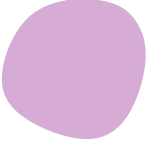
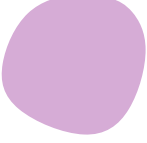
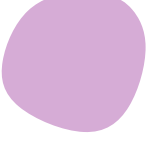
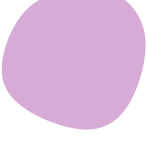
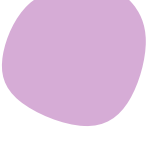
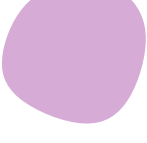
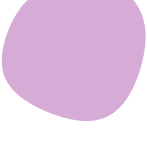



# What's in the pack?

Taking on a new challenge can be daunting. You may be nervous about meeting your target goal. We appreciate all your time and efforts. No amount raised is too small.

We are here to offer help and support throughout every stage of your fundraising campaign.

In this document you will find:

-  Getting your fundraiser started
-  Where your money goes
-  Fundraising ideas
-  Fundraising guidelines
-  Donating your fundraising total
-  LGBTQ+ calendar
-  Poster template
-  Printable fundraising bunting
-  Pledge sheet

# Getting your fundraiser started

## Choose your fundraising idea

Decide how you would like to raise funds. This could be an event, a challenge, or a creative idea that suits your audience and goals. See our fundraising ideas page for inspiration!

## Set a date and venue

Choose a suitable date and, if needed, secure a venue for your fundraiser. Make sure the location is accessible, appropriate for your activity, and available within your planned timeframe. The longer the lead time, the greater the likelihood of achieving your goal. Consider whether your event ties in with an awareness season, i.e. Pride Month or LGBTQ+ History Month. See our calendar for ideas.

## Set a fundraising target

Decide on a fundraising goal to help motivate supporters and track progress. Remember, every contribution makes a difference, so don't worry if you don't reach your exact target. Each penny raised goes directly to supporting LGBTQ+ young people.

## Plan ticketing and costs

If your fundraiser is ticketed, calculate pricing carefully to ensure costs are covered while still raising funds. Consider factors such as venue hire, materials, refreshments, and entertainment.

## Promote your fundraiser

Spread the word as widely as possible. Use social media, posters, email, local press, mailing lists, word of mouth, and community networks to encourage people to attend, donate, or support your event. Once it's all up and running, we will also share your campaign across our social media and supporters mailing list. Having an eye catching poster with a QR code can be very effective. Please contact us if you would like to use the SAYiT logo.



## Prepare event materials and activities

Organise everything you need for the fundraiser. This may include:

- Decorations
- Items to sell
- Games or activities
- Donation stations
- Signage and promotional materials
- Petty cash / float
- Electronic paying machine

Planning ahead will help your event run smoothly.

## Keep supporters updated

Stay in touch with supporters and invitees before the event. Share updates, reminders, fundraising milestones, and exciting progress to keep people engaged and motivated.



## Say 'thank you'

After the fundraiser, thank everyone who supported, donated, volunteered, or attended. A simple thank you helps supporters feel appreciated and encourages future involvement.

## Share your impact and follow up

Let supporters know how much was raised and the difference their support will make for LGBTQ+ young people in Sheffield. If you are comfortable doing so, sharing outcomes and achievements helps celebrate success and encourages ongoing support.



# Where your money goes

SAYiT's work is youth-led, meaning young people are not just participants but active decision makers who shape the activities, projects and support they receive. By listening directly to what young people want and need, we create spaces where they feel heard, respected and empowered to influence the world around them. We aim to build confidence, leadership skills and a stronger sense of belonging, particularly for LGBTQ+ young people who may not always feel represented or included in wider society.

By removing barriers such as cost, discrimination, lack of inclusive spaces, transport, social anxiety or fear of judgement; SAYiT helps young people take part in experiences that support their well-being, social connection, creativity and personal development. Having access to safe, welcoming and affirming activities can reduce isolation, improve mental health and help young people build supportive friendships and community networks.

An example of how your donation may be spent:

## **£5 could...**

supply snacks, refreshments or materials for youth groups.

## **£10 could...**

purchase new books for our young people's LGBTQ+ library.

## **£20 could...**

provide new board games or equipment for activities.

## **£50 could....**

go towards hosting a seasonal party, such as Halloween, Summer Prom or Pride.

## **£200 could...**

help us take the young people on a day trip or bring in an external specialist.

# Fundraising ideas

Community fundraising events such as bake sales, quiz nights or craft clubs are a great way to get multiple people involved with your goal.

Auction off your unwanted items and donate the proceeds. You could attend a local car boot, sell on a website like eBay or even organise your own community event.

Take on a challenge: cycling, swimming, sky diving and running are often great ways to raise funds. If physical activities aren't your thing, then why not try a sponsored silence or headshave?

Organise a fun activity or celebration in your office / place of work or community. This could be a fancy dress day, LGBTQ+ Pride celebration or a volunteering excursion.

Other successful events supporters have hosted in the past are fashion shows, music gigs, screenings, comedy nights, games tournaments and sports tournaments.

**Be creative and have fun!**

**Whether you are organising a bake sale, Pride event, sponsored challenge, or online fundraiser, every contribution can help create safer futures for LGBTQ+ young people.**

# Fundraising guidelines

If you have any questions or concerns at any stage of your fundraising activity, please contact us directly. We are happy to provide guidance and support where possible.

## Clarity

All fundraising activities undertaken in support of SAYiT must be clearly presented as independent initiatives. The charity is not liable for any aspect of the event or activity. You must make it explicit in all communications and promotional materials that your activity is not organised by SAYiT.

## Transparency

Transparency is essential. You must clearly communicate to your supporters how funds raised will be allocated, including any costs associated with organising the activity and the proportion of proceeds that will be donated to SAYiT.

## Permissions

Where fundraising takes place in a public setting, you are responsible for ensuring that you have obtained the appropriate permissions from your local authority. This may include securing a valid collection licence where required.

## Raffles / gambling

If you plan to hold a raffle or lottery as part of your fundraising, you must ensure compliance with the regulations set out by the Gambling Commission:

<https://www.gamblingcommission.gov.uk/>

## Safety

You are responsible for ensuring that all fundraising activities are conducted safely. Appropriate health and safety considerations, including carrying out a risk assessment, must be undertaken when organising any event. For larger scale events you may need to contact the local authority and consider having first aiders on site.

## Door knocking

Door-to-door fundraising is not recommended due to associated legal requirements and potential risks. SAYiT does not support or encourage this method of fundraising.

## Age restrictions

Where your event is restricted to adults, this must be clearly stated in all promotional materials. You should also make clear whether alcohol will be available. As SAYiT supports individuals under the age of 18, it is essential that this distinction is communicated appropriately.

# Matched funding

Some employers offer matched funding to their employees if they are fundraising for a charity, it is always worth checking as it can be a great way of increasing your fundraiser total.



# Donating your fundraising total

## Online platform

A simple and easy way to start a campaign and share it publicly. Especially useful for sponsored events. Please be aware that some platforms take a percentage.

## Cash / cheque

Please address cheques to:  
**SAYiT (Sheena Amos Youth Trust)**

if you are donating cash from collection buckets please total this up and arrange for them to be dropped off / picked up.

If you want some donation tins or buckets from us, please get in touch.

## Bank transfer

To send funds via a direct bank transfer, please contact us for our bank details and use a reference so we know where the donation has come from.

## Gifts in kind

If you would like to donate something specific then please contact us directly.

Past items have included: books, kitchenware and technology for young people.

## Want to continue helping us after your event?

You can sign up to give us a regular donation. Whether it's monthly or yearly, every donation helps us continue our vital work.

[\*\*Our Localgiving page\*\*](#)



## Thank you

Your support has more impact than you may ever know. Every donation, challenge, event and conversation helps create safer spaces where LGBTQ+ young people can feel accepted, supported and proud of who they are.

You are enabling vital opportunities for connection, confidence and community at times when it is needed most.

Because of you, LGBTQ+ young people can access support, build friendships, discover their voice and feel less alone. Together, we are shaping a more inclusive and hopeful future.



## Get in touch

If you have a question regarding fundraising or need further support please get in touch.

Email us at: [\*\*info@sayit.org.uk\*\*](mailto:info@sayit.org.uk)

Call us on **0114 308 1228**

Instagram: [\*\*@sayitsheffield\*\*](https://www.instagram.com/sayitsheffield)  
Facebook [\*\*@sayit1177477\*\*](https://www.facebook.com/sayit1177477)

# LGBTQ+ CALENDAR

## JANUARY

27th - Holocaust Memorial Day

## FEBRUARY

LGBTQ+ History Month

Check out SAYiT's History Month events!

From Sunday after 14th:  
Aromantic Spectrum Awareness Week

love wins

## MARCH

1st - Zero Discrimination Day

8th - International Women's Day

Third week:  
LGBTQ+ Health Awareness Week

31st - Trans Day of Visibility

love wins

## APRIL

6th - International Asexuality Day

26th - Lesbian Visibility Day

Last week:  
Lesbian Visibility Week

## MAY

First week:  
Trans+ History Week

17th - IDAHOBiT (International Day Against Homophobia, Biphobia, & Transphobia)

22nd - Harvey Milk Day

24th - Pan Visibility Day

## JUNE

LGBTQ+ Pride Month

28th - Anniversary of the Stonewall Riots

## JULY

From Monday before 14th:  
Non-Binary Awareness Week

14th - International Non-Binary People's Day

16th - International Drag Day

## AUGUST

# SAYiT

Charity No. 1177477

## SEPTEMBER

4th - World Sexual Health Day

10th - World Suicide Prevention Day

16-23rd - Bisexual Awareness Week

23rd - Bi Visibility Day

## OCTOBER

Black History Month

10th - World Mental Health Day

11th - National Coming Out Day

From second Saturday:

Hate Crime Awareness Week

Third Wednesday:

International Pronouns Day

Last week:

Asexual Awareness Week

26th - Intersex Awareness Day

## NOVEMBER

8th - Intersex Day of Remembrance

From second Sunday:

Interfaith Week

13-19th - Trans Awareness Week

20th - TDoR (Trans Day of Remembrance)

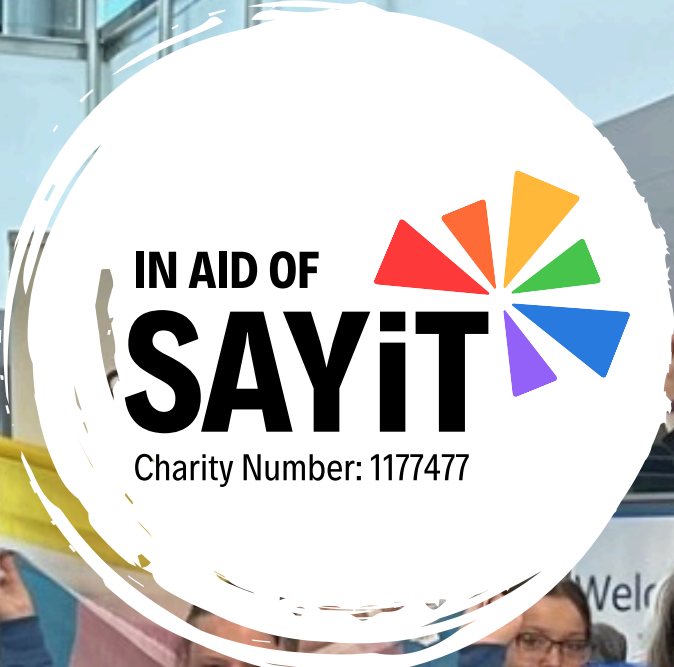
## DECEMBER

1st - World AIDS Day

3rd - International Day of Persons with Disabilities

8th - Pansexual Pride Day

10th - Human Rights Day



# We're fundraising for SAYiT

**What:** .....

**Where:** .....

**When:** .....

**SAYiT (Sheena Amos Youth Trust)  
Carver House, Carver Street, Sheffield, S1 4FS 0114 308 1228**

# Printable bunting



Cut out the triangles, punch holes and then thread onto string or ribbon.



