



just like us

Just Like Us Your 190 challenge pack

Just Like Us is a UK Registered Charity in England and Wales CIO #1165194

Thanks for signing up!

Thank you so much for taking part in the 190 challenge on behalf of Just Like Us!

We're thrilled to have your support.

This booklet contains lots of the tips and tricks you'll need in the run up to event day, including:

- **All about Just Like Us**
- **Preparing for event day**
- **How to fundraise**



About Just Like Us



Why do LGBT+ young people need support?

Unfortunately, growing up LGBT+ is still unacceptably tough. One in two (48%) of young people have had **little to zero positive messaging about being LGBT+** at school in the last 12 months.

The result is increased rates of bullying - **LGBT+ young people are twice as likely to have been bullied** compared to peers - and poor mental wellbeing - they are twice as likely to suffer from depression.

Challenges continue after school years, with 58% of LGBT+ 18 to 24 year olds reporting they have **hidden or disguised that they're LGBT at work due to fear of discrimination.**



About Just Like Us

Just Like Us is the LGBT+ young people's charity. Our mission is to empower young people to champion LGBT+ equality.

We run three programmes in schools across the UK:

- **Ambassador Programme:** We support LGBT+ 18 to 25 year olds to develop skills, use their voice, and find community
- **Pride Groups:** We train school staff to support their LGBT+ pupils to set up and run student-led LGBT+ and ally groups
- **School Diversity Week:** We run the UK-wide annual celebration of LGBT+ inclusion in education and provide educators with free LGBT+ inclusive resources, to show all young people that being LGBT+ is something to be celebrated



Our impact

- **Ambassador Programme:** We support 350 LGBT+ young people through the ambassador programme, who this academic year have delivered inspiring LGBT+ inclusive talks to over 35,000 pupils nationwide.
- **Pride Groups:** We currently support over 160 Pride Groups across the UK, providing safe social spaces where LGBT+ young people and allies can support each other and make friends.
- **School Diversity Week:** As of 2021, over 3,500 schools - representing over 2.8 million young people - had taken part in a School Diversity Week. That's millions of pupils who were shown that being LGBT+ is to be celebrated!



Case study

“As a young trans person, **being able to connect with my community through volunteering has helped me take care of myself** and prioritise my wellbeing.

Outside of school talks, I have participated in panel events, been interviewed by the BBC and written articles for Gay Times. **I have always tried to be a visible role model for young people** who, like me, might have struggled with their identity.

Just like Us has helped me carry on, while making sure I was supported and safe during the pandemic.”

– Ramses, a Just Like Us ambassador



Preparing for your event



Your checklist

- **Complete your registration form online** - if you're doing your 190 challenge at an event
- **Set up your fundraising page** - follow the instructions in this pack
- **Start your training plan** - make sure you start training well in advance to be ready for event day
- **Reshare your fundraising page** - hit that fundraising target!
- **Get event day ready** - make sure everything is ready to go



How to fundraise



Set up your Just Giving Page

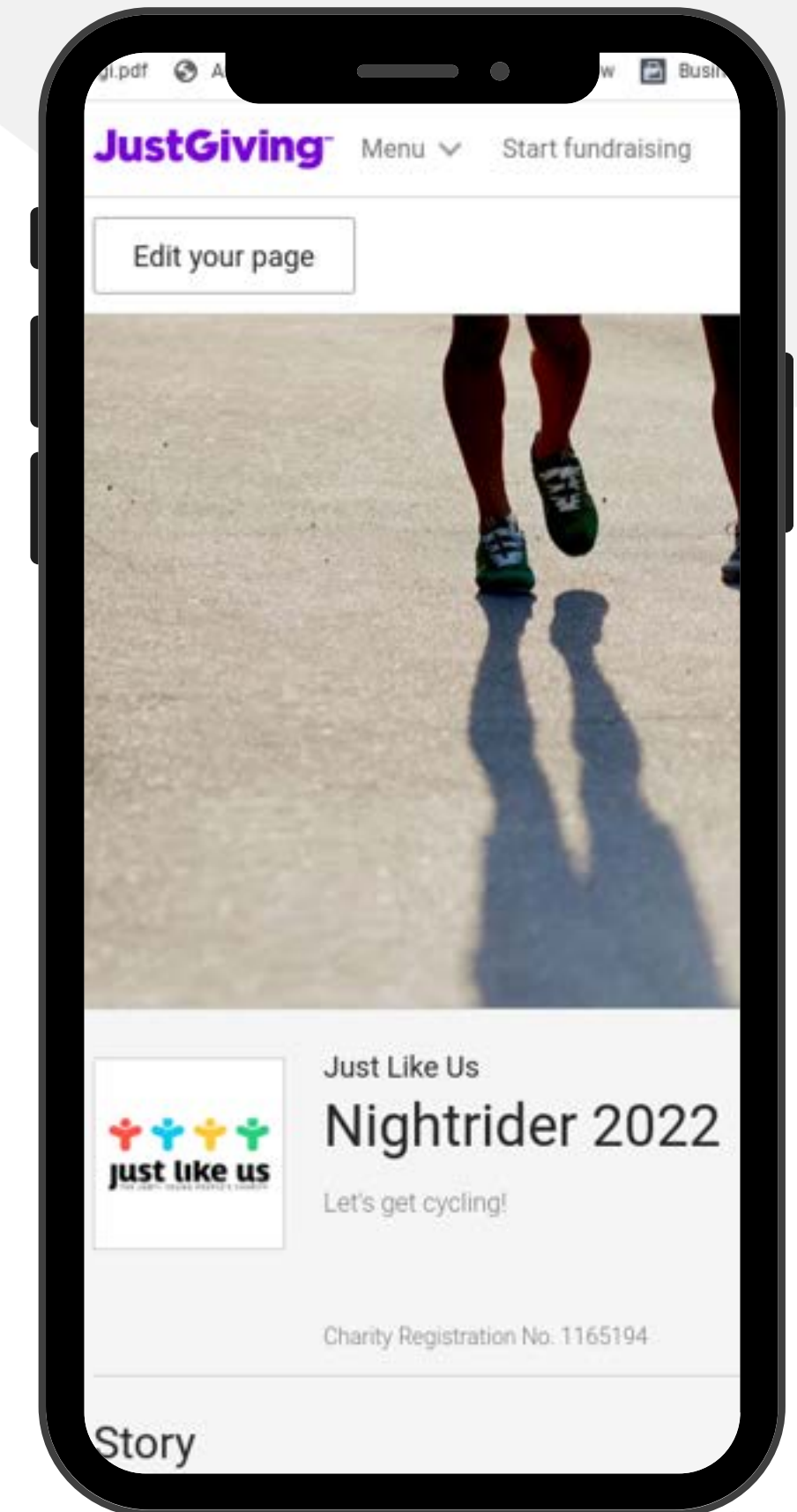
Go to: www.justgiving.com/justlikeus

Click “fundraise for us” and fill out your details

Set your target - We'd love you to raise a minimum of £300 through this challenge, helping LGBT+ young people across the UK

Share your story - Sharing stories is also what Just Like Us is all about! Explain why you're fundraising for Just Like Us and the impact the funds will have

Activate your page - Get your first donations in! Share your page via Facebook, Instagram, Twitter or just tell the people you know and send them a link!



Fundraising tips and tricks

- See if you can get someone you know and trust to donate £20+ as your first donation. Pages which have a **large first donation** are more likely to raise more!
- When the event has a clear **connection to the cause**, income raised is 20% higher. Remind people why you've chosen to do the type of fundraising you have.
- Adding a **story** to your page increases donations by 36% - explain why supporting Just Like Us is important to you
- June is **Pride Month** - remind people that if they want to help stop anti-LGBT+ bullying, they can support you in your challenge and donate to Just Like Us!



Don't lose momentum!

Keep gathering donations - You're more likely to get donations if you keep communicating with your network. Maybe put another reminder out over social media weekly and share fundraising milestones.

Final Push - Around 2 weeks before the final deadline it's time to start pushing more! Reshare your page, remind people why you're fundraising and share your progress!

Say thanks! - It's important to say thank you to the people who have donated – 85% of donors who receive a personal thank you said they would support the charity again





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**Any questions? Email:
fundraising@justlikeus.org**

www.justlikeus.org

    **@JustLikeUsUK**



Registered with
**FUNDRAISING
REGULATOR**

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