



FUNDRAISING  
PACK

Swindon & Wiltshire Pride is a registered charity, No:1182498

# Welcome

**Swindon & Wiltshire Pride** is a charity that was set up to promote equality and diversity for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity.

We are entirely run by volunteers who give up their time to run the charity and help achieve its charity objectives.

At Swindon & Wiltshire Pride we don't believe that the cost of a ticket should be a barrier to attending our Pride event and celebrating who you are. Fundraising helps us keep our event **free to attend** as well as helping us achieve our other work such as running the Pride hub, producing a support guide or organising community engagement events.

**Thank you for supporting the LGBTQIA+ community by helping fundraise for our charity.**

**With love from the Swindon & Wiltshire Pride committee**



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# OUR CHARITY OBJECTIVES

- **To promote equality and diversity** for the public benefit and in particular the elimination of discrimination on the grounds of sexual orientation or gender identity, including in particular but not exclusively by:
  - **Raising the awareness** of the public with regard to all aspects of discrimination in society and issues and difficulties affecting the lives of lesbian, gay, bisexual and trans, queer, plus (lgbtq+) people;
  - Cultivating a sentiment in favour of equality and diversity in particular through **celebrating the diversity of lgbtq+ communities**
  - **Advancing education** in equality and diversity whether by signposting to other organisations or services or producing materials;
  - **Producing a lgbtq+ support guide** or updating the existing one, and communicate via social media streams and other means of communication (e.g. newsletter);
  - **Staging a range of events**, for example, a main pride event, pop-up shops, fundraisers, attending and supporting other prides



**Swindon Pride was launched in 2008, with the first ever Pride festival being held in Swindon. In 2009, the Pride event was expanded to incorporate Swindon & Wiltshire Pride. Swindon & Wiltshire Pride gained charity status in 2019.**

# HOW YOUR FUNDRAISING SUPPORTS US

At Swindon & Wiltshire Pride we don't believe that the cost of a ticket should be a barrier to attending our Pride event and celebrating who you are. Fundraising helps us keep our event free to attend as well as helping us achieve our other work such as running the Pride hub, producing a support guide or organising community engagement events.

75 thousand  
People have  
attended Pride  
since 2008

85k  
Raised over the  
years to help  
keep Pride a  
FREE event

LARGEST  
LGBTQIA+ event  
in Wiltshire

6,500+  
People  
attended Pride  
throughout the  
day in 2023!



# FUNDRAISING FOR SPORTY TYPES



## Feeling chilly

Cold water is good for our heads and our bodies. If you're an experienced cold water swimmer, why not challenge yourself to get in the water every day throughout June? And if you're not, that shower temperature can get turned down in an instant. LGBTQ+ young people need all of our support to feel positive about the future, so let's get into that cold water and fundraise for our work that supports positive mental health.

## 5km run or walk a day

Run or walk 5k everyday in June and fundraise so we can stride ahead with equality. A great way to fundraise and get your daily step count up – take your dog along for company! Together we can build a truly inclusive community that we can all be proud of, one step at a time.

## Ride for Pride

Cycling can be easier for a lot of people compared to running, so organising a Ride for Pride could just be the fundraiser for you. Plan out your route around landmarks and why not finish your route at somewhere where you can celebrate your hand work.

# FUNDRAISING FOR WORKPLACES AND SCHOOLS



## Sell Pride-themed products

If your business sells products, creating a bespoke product with a percentage of the sale or profits going towards our work could be another way to send a strong message of support to LGBTQ+ young people. Alternatively, you could ask your customers for a point-of-sale donation. This not only raises much needed funds but also spreads awareness of our work and partnership.

## Dress up

There are 11 colours on the Progress Pride Flag – why not assign everyone a colour and ask for a small donation fee? Would make a great photo opportunity!

## Cake sale

Everyone loves cake. Everyone. Why not organise a Pride themed bake sale and show LGBTQ+ young people there is enough love (and cake) to go round? You can sell everyone's homemade treats throughout the day and even award a prize for the star baker.

## Car wash

Gritty roads mean dirty cars galore. It's the perfect time to open a car wash for the day. Get your price list sorted, find a colourful bucket and sponge and let the fun begin! Why not set up in the car park at work – your colleagues cars will sparkle and shine in no time.

# FUNDRAISING FOR COMMUNITY EVENTS



## Raffles

Set yourself a challenge and put some Pride colour in your prizes to make your raffle the pot of gold at the end of the Pride Rainbow.

## Pub Pride Quiz

Love a bit of trivia? Now's the perfect time to test your guests' knowledge of LGBTQ+ history, pop culture, music, or any other topic you can think of with a quiz! To raise a bit of extra cash for Swindon & Wiltshire Pride, why not suggest a £5 donation as an entry fee?

## Cinema Screening

It's Pride season, no better time to host an LGBTQ+ film night.

Love Simon, Hearts Beat Loud, Pride, The Kids Are All Right, The Prom, But I'm a Cheerleader... the list of possible films goes on. While you're there, share our "Past, Present and Proud" Pride film to set the scene for your fundraising event.

## Pride Picnic

Hosting a Pride Picnic is a great way to catch up with loved ones and friends. Come in your best Pride gear, make Pride themed dishes – anything you want! Having your guests make a donation on our website will be the cherry on top of the cake.

# TIPS FOR A SPONSORED EVENT / ACTIVITY

## Decide how you'd like to fundraise

Pick an activity, set yourself a challenge or get creative.

## Create a plan

What are the things you'll need? When are you going to do it and for how long? Map out exactly what you are doing and when, set yourself deadlines and a target. And voilà, here's your plan!

**Set up a fundraising page** Setting up a GoFundMe fundraising page is a super easy way to collect your donations - using the link below select Start a GoFundMe, then select community, select charity and then search for Swindon & Wiltshire Pride.

Then all you need to do is set a target of how much you would like to raise, fill in your details and start fundraising

**[GoFundMe link](https://www.gofundme.com/) or visit <https://www.gofundme.com/>**





# TIPS FOR YOUR FUNDRAISING PAGE

## Personalise your page and add your personal story

Showing your supporters what it means to you to be supporting Swindon & Wiltshire Pride is inspiring and generates more donations.

## Kick-start your fundraising by self-donating to your page

This is encouraging for your supporters to see as it signal to them that you're serious about your fundraising and well on your way to reaching your target.

## Add a profile picture

Personalising your page with your own photo creates an instant personal connection with your supporters and on average generates £100 more in donations.

## Share regular updates

All the hard work you're putting into this should be posted on your page let your friends, family and network know what you're doing, and get creative with those posts! On average, fundraisers who post three or more updates will raise 68% more, and when you add at least three photos to your page, you could raise 89% more.



## SPREAD THE WORD

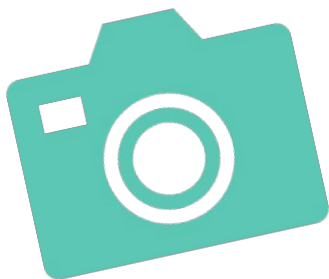
So you've figured out what you're doing, set yourself a target and set up your fundraising page. Now it's time to shout about it –

## Share your fundraising page!

- Post about it on your social media
- Pick up the phone!
- Send an email to your colleagues
- Remind your friends on WhatsApp



# TIPS FOR A FUNDRAISING EVENT



**Take photos** (if you have consent) and share them on social media and make sure to tag us!



@swindonpride



@swinwiltspride



@swindonwiltspri



@swindon-wiltshire-pride



@swindonwiltshirepride

If you're looking to host a Pride themed event in your school or place of work, here's a checklist of what you might need:

## Define your event

Is it a bake sale, a flag-signing, a collective run or walk, a bake-off, a raffle, a coffee morning, a film night... or something else altogether?

## Set times and dates

Do you want to do a one-off event? Run something for PRIDE month?

## What do you need to make your event a success?

Think logistics: venue, props, decorations, buy-in from the boss, provisions, running order and participants. How will you collect donations – online or cash?

## Promote your event

Make a poster and plaster the walls and your colleagues' inboxes. Write personal invites and send them out. You can even create your own assets using the wonderful [www.canva.com](http://www.canva.com)!

# MERCHANDISE

## Did you know that we sell PRIDE merchandise?

If you are looking for gifts or to sell Pride items of your own make sure you get them from a place that supports the LGBTQIA+ community. When you buy from us 100% of the money goes back into our charity. We have badges, magnets, Mugs, Reusable bottles, Shoelaces, Flags and much more.

Get in touch with us online or by emailing [merchandise@swindonwiltshirepride.co.uk](mailto:merchandise@swindonwiltshirepride.co.uk)



# Paying in money

Raised money without a fundraising page or got match fundraising from your company?

The best and most efficient way to pay in your fundraised money is through [Paypal giving](#) where we get 100% of the funds.

If you wish to pay a different way please pop us an email and we can sort this for you.

[Fundraising@swindonwiltshirepride.co.uk](mailto:Fundraising@swindonwiltshirepride.co.uk)  
[Chair@swindonwiltshirepride.co.uk](mailto:Chair@swindonwiltshirepride.co.uk)

Paypal Giving link in long form:  
[https://www.paypal.com/donate/?hosted\\_button\\_id=LLMRYBUC4GWNN](https://www.paypal.com/donate/?hosted_button_id=LLMRYBUC4GWNN)



Thank you