

Ally Up 2020: Phoenix Rising

Celebrating 30 Years of Inside Out

October 8, 2020, 7 p.m.

Watch and give at www.insideoutys.org/allyup



~~Table Captain~~ **Firefly** Information Packet

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Support LGBTQ+ Youth - Be a Firefly for Ally Up!

In the past year, 121 new youth have become a part of our Inside Out Youth Services family—annually we serve more than 600 LGBTQ+ young people. But we know supporting young people in our community center is not enough – that's why we trained 700 adults to be allies for LGBTQ+ youth.

None of this would be possible without the support, love, and dedication of our Firefly Captains (formerly known Table Captains) who helped raise nearly \$100,000 at last year's breakfast.

We invite you to let your light shine for the whole world to see!

We're excited to announce a VIRTUAL Ally Up on October 8, 2020!

We'll have a live event on October 8th and will champion our theme of “**Phoenix Rising: Celebrating 30 Years of Inside Out**” all month long on our website and social media pages. While we can't all be together in person this year, a virtual event presents even more exciting possibilities to engage with supporters far and wide, and to celebrate the amazing contributions of our sponsors and allies.

Why Fireflies? As a Firefly, your role is to reach out to people from your life and show them the valuable work that Inside Out does every day. Fireflies shine bright and strong, illuminating the world for others to see. With the help of dedicated people like you—our Fireflies—we hope to crowdfund through our networks to continue to support the vision and mission of Inside Out. While the fundraising portal will be open until the end of October, we hope to finish our crowdfunding by October 8th, 2020.

The funds raised during Ally Up benefit Inside Out all year long, supporting life-affirming and lifesaving work to change the lives of countless LGBTQ+ youth in Colorado Springs and beyond. While our programming, services, and counseling have been socially distanced and virtual, our impact remains. We continue to connect our youth to trusted adults, each other, and the resources they need to feel safe, loved, and healthy in body and mind. Your dedication to raising funds for Ally Up makes it possible for Inside Out to support youth in need, especially during these challenging times.

Being a Firefly requires your commitment and passion for the cause, but it is a commitment that creates change in the world and in the lives of our young people. Email joy@insideoutys.org or check out [this guide](#) to sign up to become a Firefly and to make a difference in the world and our Qmmunity.

We hope you'll join us as a Firefly and we thank you for being an ally!



Jessie Pocock
Executive Director
director@insideoutys.org



Joy Armstrong
Development Director
joy@insideoutys.org

Tips for Fireflies: Let your light shine! As a Firefly (AKA Table Captain), you can share your commitment to LGBTQ+ youth with the world, letting everyone you know how they can be lifesavers, too! Being a Firefly is easy, fun, and rewarding, and Inside Out is here to help you every step of the way.

#1. Set up your personal crowdfunding page

Click on [this link](#) to get started setting up and personalizing your page or copy and paste <http://weblink.donorperfect.com/InsideOutYouthServices/AllyUpPhoenixRising> into your internet browser. Here are the steps to set up your page:

- i. At the link above, click the button that says “Create my own fundraising page!”
- ii. Enter your name and email to get registered.
- iii. Start customizing your page! You can request new confirmation and customization emails from Joy if you lose the link.
 - a. Change your fundraising goal from \$130,000 to \$1,000 by clicking the pencil. This is just a general target, and you can increase or decrease it at any time. We’ve included some tips and information below to help you get there.
 - b. Feel free to click “Change image” if there’s a more personal image you’d like to use on your page
 - c. Edit the description text for your page! Inside Out has provided some text to get you going, but don’t be shy about sharing your personal story of allyship and let folks know why Inside Out matters to you.

#2. Share, share, share!

One of the coolest things about a virtual Ally Up is that we are not limited by space or geography—you can have as many participants as you like, from anywhere in the world! You can start fundraising anytime, and the earlier, the better! Reach out with the people in your life and share with them the importance of Inside Out and the work that it does for LGBTQ+ youth. Here are some additional tips to help you along:

- Use the email template that you received from Joy when you registered your page. Feel free to customize and personalize it to the people you share it with!
- See our “More Information to Share” page below for more things you can share out to educate others about Inside Out’s work.
- Matching gift? Does your employer match your donation – check with employer and increase the power of your donation.

#3. Host a virtual or home watch party. The world is an uncertain place right now, so it’s hard to know what will be possible or comfortable on October 8th. But we think that watching the live (virtual) event with your team is even more fun! Invite your contributors to join you for dessert or happy hour and see how your gifts are saving the lives of LGBTQ+ youth.

#4. Thank yous and follow ups. We are so grateful for your support of Inside Out Youth Services and know that we are all stronger together. We will make sure all of your donors know that they are appreciated as they receive their tax receipt and donation acknowledgement, but don’t let that stop you from thanking them, too! We need each other now more than ever. Also, don’t be afraid to remind your supporters about it more than once!

READY TO GET GLOWING, FIREFLY? LET'S STAND TOGETHER AND SHINE BRIGHTLY AS ALLIES FOR LGBTQ+ YOUTH!

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Celebrating 30 Years of Inside Out

A Note about COVID-19

During this unprecedented time, your gift matters even more than ever, but we understand the debilitating challenges that have resulted for many of our supporters. Your financial situation may no longer be secure due to job loss or illness and we want you to know that we are here for you, too. If you or someone you know is experiencing food or housing insecurity, Inside Out may be able to help. Please visit www.insideoutys.org/covid19 for assistance.



More Information to Share

Inside Out Youth Services is the *only* non-profit organization serving lesbian, gay, bisexual, transgender, intersex, and questioning youth (LGBTQ+) in El Paso County and southeastern Colorado—and we've proudly done it for 30 years! When talking with people to sponsor your campaign, feel free to use these talking points to educate others about Inside Out and what we're all about.

Talking Points

- LGBTQ+ students experience the highest rates of bullying and threats of safety
- LGBTQ+ youth are more likely to use tobacco, marijuana, and binge drink
- LGBTQ+ youth of color are more likely to face discipline disparities, school push out, and be blamed for their own victimization
- Transgender students are more than 2 times as likely to consider suicide and 5 times as likely to attempt suicide than their cisgender peers
- LGBTQ+ youth are 120% more likely to experience homelessness
- These increased risks do not result from a specific gender or sexual identity, but rather from societal discrimination and biases. This is why we are committed to helping young people *in* our community center through programs and services as well as advocating for meaningful change *out* in the community with adult education to make all spaces safe for LGBTQ+ youth.



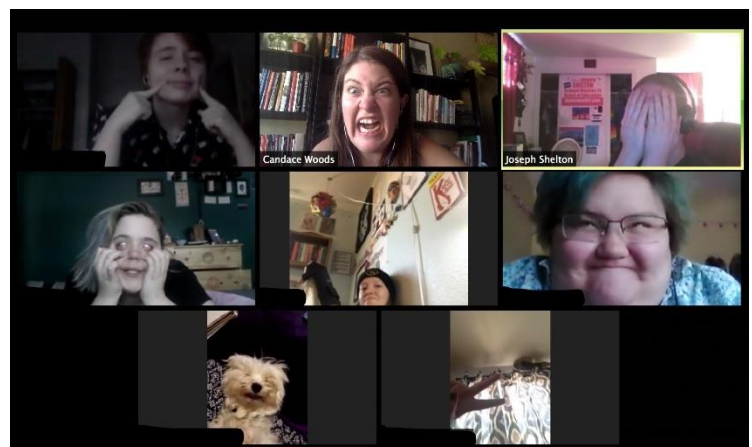
Inside Out Programs and Services

- COVID-19 DIRECT AID:** COVID-19 disproportionately impacts the physical and mental health of our LGBTQ+ youth. Our community is at an increased risk of infection due to higher rates of smoking and immune compromise and many are living at or below the poverty level lacking access to affordable, affirming medical care. Some of our youth are unsafe at home or are suffering from the effects of chronic isolation with symptoms that include depression and anxiety. Inside Out's work to combat these risks seamlessly continued in a virtual community space, in addition to launching direct aid to assist those in need with housing, food, and medical expenses.



- LEADERSHIP AND ADVOCACY:** Inside Out shares leadership and power with our young people, especially the Youth Advisory Council (YAC), a weekly group of 13-24 year old participants who receive stipends to assist staff in making programmatic decisions, engage in community advocacy training, and speak at public events. We are esteemed as the regional experts on issues impacting LGBTQ+ youth and so far in 2020, we have been actively involved with Black Lives Matter as well as influencing the inclusion specific language preventing discrimination against LGBTQ+ people in the Colorado state COVID-19 standards of care policy.

- REACHING YOUTH:** In 2019, around 350 youth came together to learn, grow, laugh, and support each other at the Inside Out community Center. Including Queer Prom, we served nearly 700 young people last year! 80% of youth surveyed reported that they were better equipped to deal with stress and 70% said that their relationships were healthier as a result of our programs. Now that's building community resilience!





- **TRAINING ALLIES:** Did you know that just one trusted adult in a young person's life can reduce their risk of suicide by 40%? In 2019, IOYS trained more than 700 community members to be trusted adults, teaching them how to provide safe space and talk to young people about sensitive topics like sexuality, marijuana, and depression.

- **TRANSPARENTING:** Family acceptance and support are significant factors leading to positive outcomes for LGBTQ+ youth. TransParenting is a monthly support group for parents and adult caregivers of transgender

and gender non-binary children. Participants learn about gender and sexual orientation, mental health, trans-affirming care, and school safety so they may understand and advocate for their trans children. transparenting@insideoutys.org

- **SUBSTANCE ABUSE PROGRAMS:** 100% of youth surveyed in 2019 reported positive impact as a result of IOYS's evidence-based tobacco, drug, and alcohol cessation programs. Results indicate that youth experienced a statistically significant increase in awareness of the risks of substance abuse and a significant decrease in reported frequency of use.

- **CREATING SAFE SPACES:** More than half of LGBTQ+ people in the United States are sexually assaulted before the age of 22. IOYS is working with businesses, community leaders, law enforcement, and schools across El Paso County to empower young people to identify the risks of sexual violence they face every day and create safer spaces together. We worked with School District 11 to implement all gender bathrooms in schools, a life affirming victory that impacts more than 28,000 students.



- **SUPPORTING HOMELESS YOUTH:** About a third of the youth that we serve at Inside Out are currently experiencing homelessness, which means that we see an uptick in participation on cold and snowy days! Your financial contributions provide warm clothing, blankets, hand warmers, and hot meals to keep our young people safe.



Your Donations at Work

\$6,000 (\$500/month) covers the hard costs of our annual Queer Prom, an inclusive event that brings together more than 400 youth every year (virtually in 2020!) to dance, laugh, and celebrate together in a safe, judgement-free space.

\$3,600 (\$300/month) covers one month of rent and facilities for our offices and community center, which provided safe space for more than 350 youth in 2019.

\$1,080 (\$90/month) is the approximate cost of one year's worth of bus passes for our youth, providing them with the transportation to access our programs, succeed in work and school, and obtain vital health and wellness services from local providers. This level and above adds your name to the growing list of super allies—the Giving Rainbow!

\$360 (\$30/month) gives one LGBTQ+ young person access to a year of IOYS offerings such as Qmmunity Resilience, an evidence-based program proven to significantly reduce the risk of suicide.

\$120 (\$10/month) provides one hour of private professional mental health counseling for one LGBTQ+ youth and their family.

\$60 (\$5/month) supports one round trip transport for a youth to receive emergency medical or mental health care.

\$30 provides one bag of non-perishable goods for a youth and their family.

FAQs

What should my fundraising goal be? At live Ally Up breakfasts, we strive to raise an average of \$1,000 per table, but you can set your target wherever it feels most comfortable. A goal helps the fundraising effort, and you can always increase it as you hit your mark. But don't worry, this is just a suggested goal and all gifts are meaningful. We appreciate you!

Are there suggested giving levels? A gift in any amount is meaningful, but if you'd like to have a few recommendations ready to go, we've got your back. Because this is Inside Out's 30th anniversary, a recurring donation of \$30/month, or about \$1/day, goes a long way to ensure that one youth has access to the programming and support they need to thrive. If you are able, \$1,000 a year, or about \$85/month, adds your name to the Giving Rainbow, a new donor circle of super supporters! Other awesome ways to think about giving are to donate a month's worth of coffee or grocery expenditures, knowing that you are helping keep our food pantry stocked. The amount you might spend on a new pair of shoes or jeans can mean a winter of warm socks and blankets for a youth experiencing homelessness. A night out (or in, these days) with loved ones can support clinical mental health services that prevent suicide and substance use, or peer support groups to combat the negative effects of isolation. See "More Information to Share" below if you'd like some further suggestions.

How should I share my page? Social media is a great place to post it publicly, but personal invitations go a long way. You can share the page via email or instant messaging with a personal note. If you know someone who would like to donate but doesn't have access to technology (or prefers not to use it), you can always pick up the phone and enter their donation for them or have them mail a check. And remember, your personal touches to your page and communications are what make the people who care about you care about Inside Out, too.

Who do I ask? Anyone and everyone! Your family, friends, and coworkers are great places to start, as are folx whose businesses or services you patronize, like your awesome hairdresser or favorite restaurant owner. If you were an Ally Up Table Captain in the past, we'd be happy to send you a list of your previous table guests to make sure they are included this year, too. Feel free to reach out to joy@insideoutys.org to brainstorm other ideas.

Are there other ways to support the event? You bet there are! If you aren't ready to be a Firefly, you can always be an individual donor. And while our volunteer program is currently on hold, we anticipate it will be up and running again soon! Please email Tracey at volunteer@insideoutys.org for more information.

Contact Joy Armstrong, Development Director, for more information!
joy@insideoutys.org
(719) 328-1056

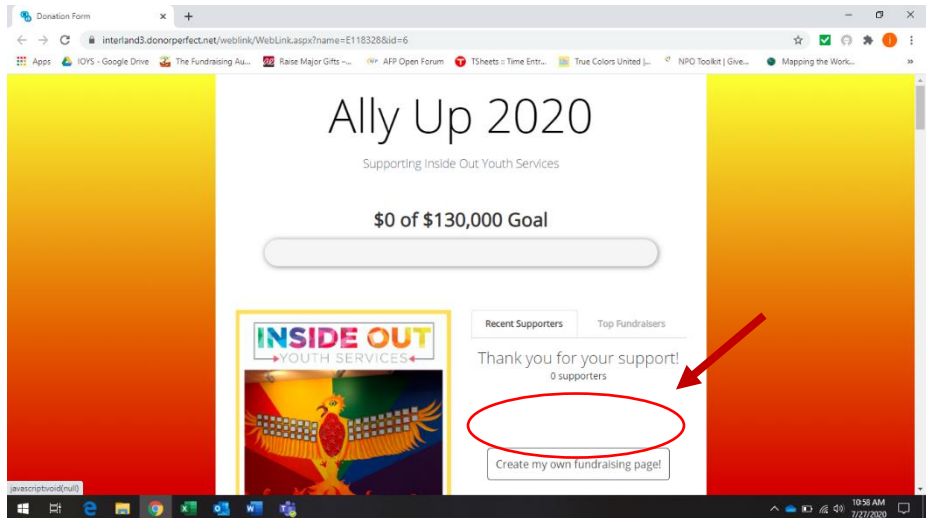


Appendix A

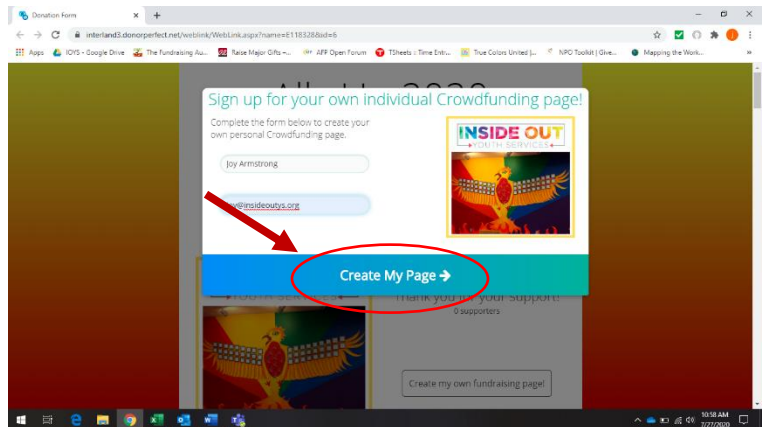
A visual guide to setting up your crowdfunding page in 7 easy steps.

Step 1. Follow [this link](http://weblink.donorperfect.com/InsideOutYouthServices/AllyUpPhoenixRising) or copy and paste <http://weblink.donorperfect.com/InsideOutYouthServices/AllyUpPhoenixRising> in your web browser.

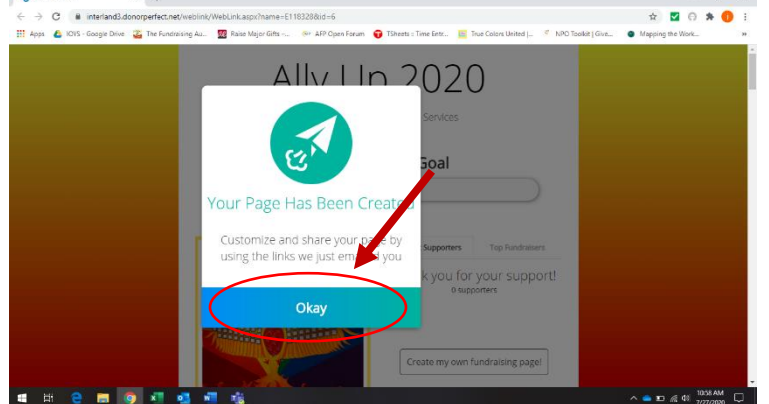
Click on “create my own crowdfunding page.”



Step 2. On the next screen, fill in your name and email address, then click “create my page.”

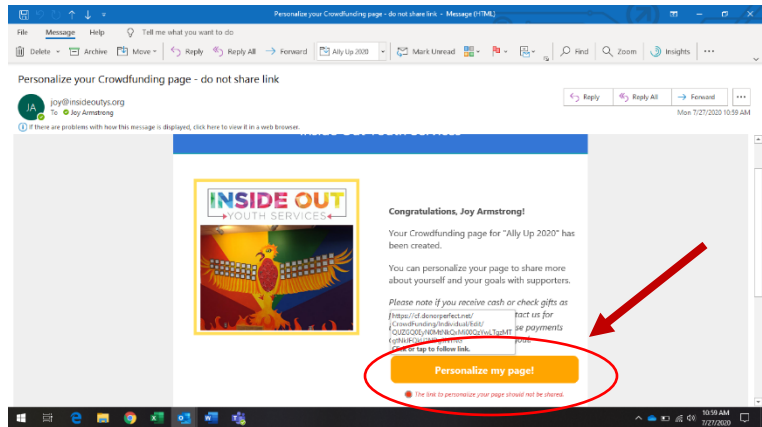


Then click “okay.”

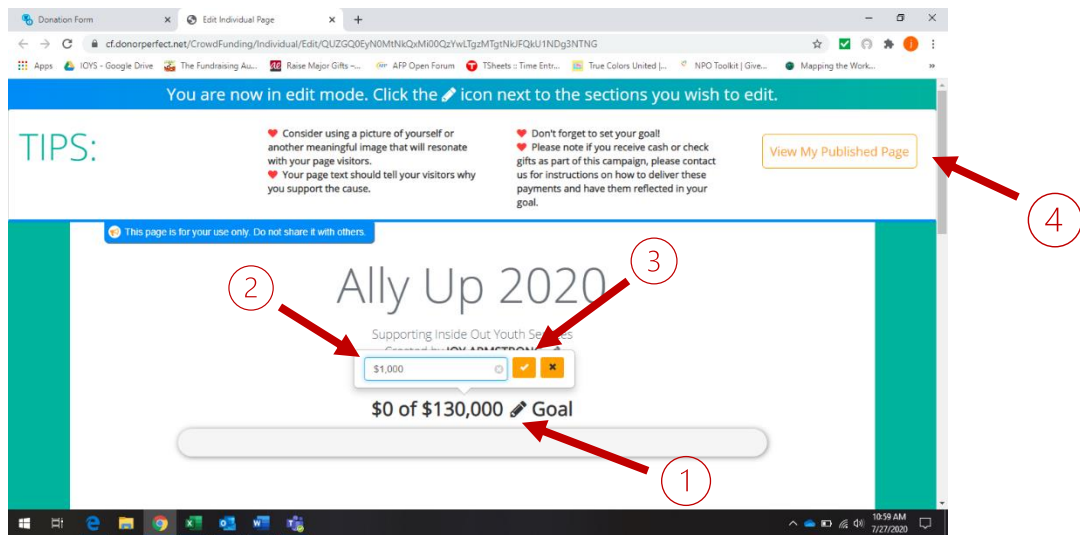


Step 3. Check your email! You will receive two messages. Let's start with "personalize your crowdfunding page."

Open the email, then click "personalize my page" to get started.

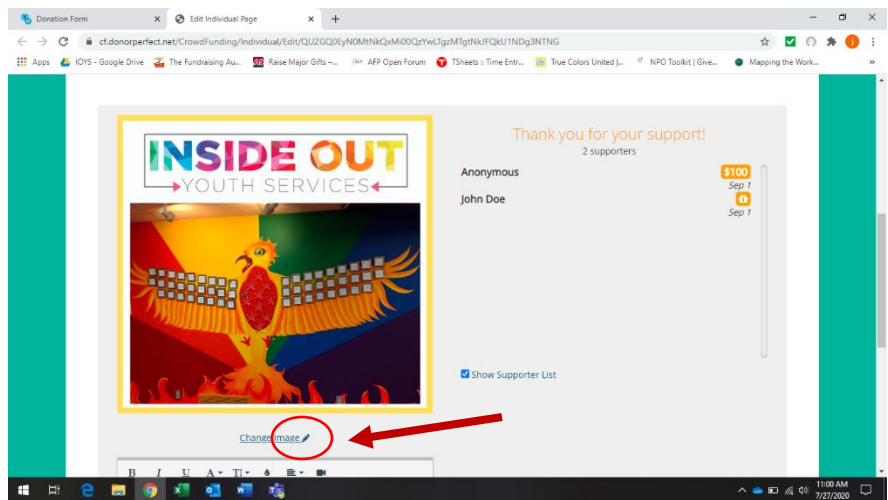


Step 4. Don't worry, your personal goal isn't \$130,000, but we'll try to get there together! Click on the pencil icon to modify the goal (1), enter whatever amount feels right to you (2), then click the checkmark (3). You can adjust your goal at any time throughout the campaign. To see your page or copy the website address, just click "view my published page" (4).



Step 5. Scroll down the page to change your picture to something more personal (if you choose) by clicking on the pencil icon.

Another option is to choose a picture from [this image library](#) or use a picture from our social media sites.

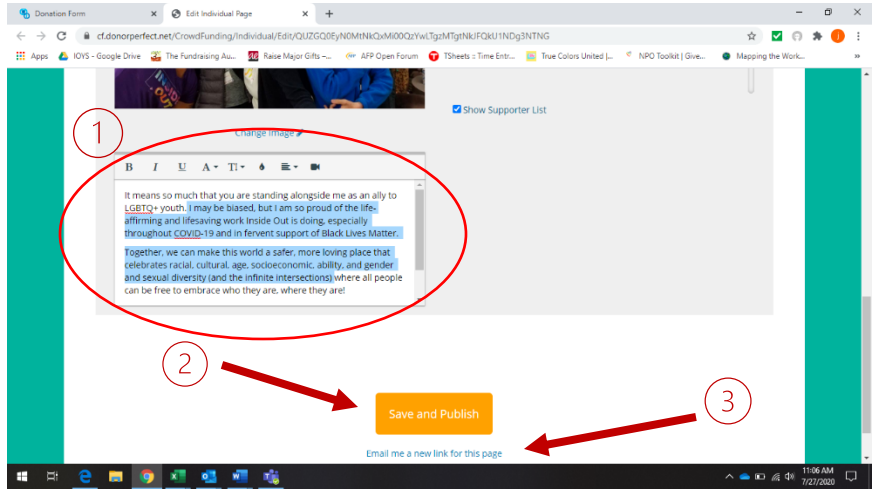


Step 6. Scroll down a bit more to find some text that you can change if you like by clicking inside the box and typing (1).

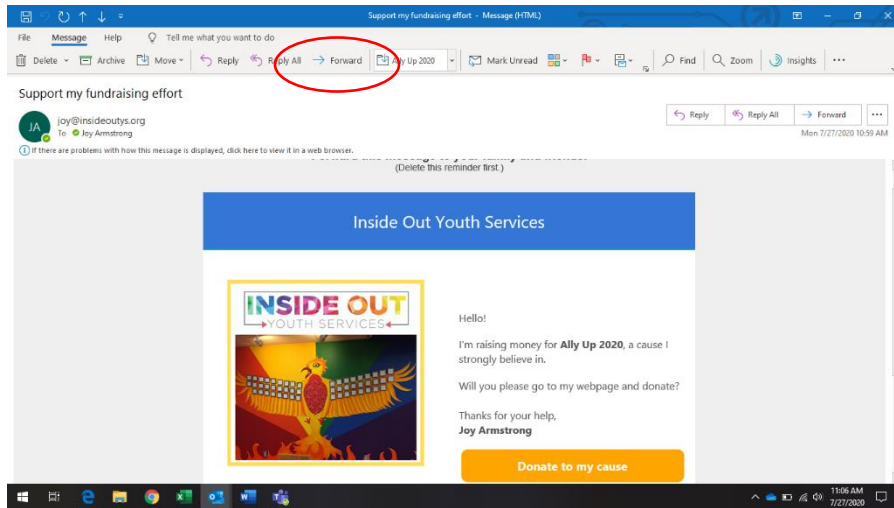
Your friends love knowing about your personal connection to our mission, so don't be afraid to let them know why supporting LGBTQ+ youth matters to you.

Then click "save and publish" (2).

Get a sharable link by clicking "email me a new link for this page" (3).



Step 7. The other email you should have received, "Support my fundraising effort," is something you can modify and forward to your contact list. Just press your email's "forward" button, make sure you make any changes you want, and hit send!



CONGRATS! You're a Firefly!

Now get glowing by posting your crowdfunding link on social media, private messenger, your website, and through email. Together, we can make the world a brighter place for LGBTQ+ youth!

For assistance, don't hesitate to contact Joy Armstrong, Development Director:
joy@insideoutys.org or 719-328-1056