



just like us

# FOUNDERS' CIRCLE



**CHAMPIONING LGBT+ EQUALITY  
IN EDUCATION AND EMPLOYMENT**

# introducing the **just like us** FOUNDERS' CIRCLE



**THE FOUNDERS' CIRCLE IS A GROUP OF GENEROUS, VISIONARY INDIVIDUALS WHO BELIEVE IN MAKING THE WORLD A BETTER PLACE FOR LGBT+ YOUNG PEOPLE.**

## A message from the Founder of Just Like Us

The growth of **Just Like Us** since its launch has been remarkable. We're reaching an unprecedented number of young people in schools and colleges across the UK, **championing LGBT+ equality** and spreading messages of **inclusion and hope**. Looking back on the earliest days of the charity, I remember in particular the **generous individuals who believed in the mission** of Just Like Us from the very beginning. They gave their time and money to help us ensure **every LGBT+ young person in the UK** can grow up able to be themselves and thrive at school.

Just Like Us' success is also our supporters' success and for this reason, they are in every sense, also **founders of Just Like Us**. They are also the inspiration behind our new initiative: the **Founders' Circle**, a group of **generous, visionary individuals** who believe in making the world a better place for LGBT+ young people. With our ambition to reach every school in the UK, **our Founders' Circle will play a pivotal role** in enabling this. I urge you to join them if you can.

Thank you,  
Tim Ramsey

**Just Like Us** is an award-winning LGBT+ youth charity with a **simple vision**:

**A world where LGBT+ young people live awesome lives.**

We do this by **empowering LGBT+ young people to champion equality** and inclusion both at school and in the workplace. All of our programmes and initiatives aim to **end the cycle of homophobic, biphobic and transphobic bullying** in schools, **dispel stereotypes** and provide LGBT+ young people with **positive relatable role models**, who show them it's possible to **be yourself and have a great life**.

## Why is Just Like Us needed?

With recent protests taking place against LGBT+ education in schools, it is clear that it is still unacceptably tough to grow up LGBT+ in the UK. In spite of all the milestones in LGBT+ equality:

**9 in 10 LGBT+ young people hear homophobic language**

**2 in 5 miss school because of bullying**

**1 in 2 report self-harming**

All of this has a profound impact on LGBT+ young people. Sadly, it is not surprising that **6 in 10 LGBT+ young people go back into the closet when they enter the world of work**.

One day, Just Like Us won't be needed, but until then, we won't stop until all LGBT+ young people grow up able to confidently and openly be themselves.

# ABOUT **just like us**



# a young person's just like us journey

Jay is in secondary school and has realised they are LGBT+ but don't feel comfortable talking to anyone about it.

One day, their school holds a workshop delivered by Just Like Us Ambassadors, who talk about LGBT+ issues and their personal stories.

Jay feels more confident in their identity and starts to come out to family and friends. They even discover there are other LGBT+ pupils in their school.

**Ambassador Programme:** we partner with employers to train LGBT+ young people aged 18-25 to give talks and workshops in schools, using their own stories to champion LGBT+ equality and challenge prejudice.

**Pride Group Programme:** through training and providing resources we support students in schools to set up their own LGBT+ and ally group to create a safe space for LGBT+ pupils in their school.

The school environment becomes more inclusive as the group grows in size.

Jay and their friends approach their teacher to set up a supportive group for LGBT+ students and their allies. They sign up to Just Like Us' Pride Group Programme and use their resources to help make this happen.

**School Diversity Week:** our annual initiative empowers teachers and pupils across the country to tackle homophobic, biphobic and transphobic bullying by organising activities and events that celebrate LGBT+ equality in education.

**Mentoring:** our Ambassadors are paired with a LGBT+ professional in an industry of interest to them for a 12-month period, with the aim of enabling them to enter the workplace as future LGBT+ leaders, confident in their identity and openly LGBT+.

Jay and friends decide to take part in School Diversity Week and use the Just Like Us resource pack to run five days of events, sessions and activities which bring the whole school community together to celebrate diversity and the inclusion of LGBT+ people.

Jay finishes school and feels empowered to give back and help LGBT+ young people by becoming a Just Like Us Ambassador.

With the support of a LGBT+ mentor, Jay develops the confidence and skills to move into their chosen profession as an open LGBT+ employee.

# our IMPACT

Thanks to the **generosity** of our **growing network** of supporters, we have achieved **ambitious goals** towards **ending homophobic, biphobic and transphobic bullying** in UK schools.

We are already having a **hugely positive impact** in the schools we visit: 85 per cent of teachers say their pupils are **less likely to be homophobic** in their words or actions and 88 per cent of young people understand why **everyone should care about LGBT+ equality**.



## We are immensely proud to have:

Trained over 300 volunteers  
as Just Like Us Ambassadors

Directly reached over 50,000  
school pupils through  
talks and workshops

Empowered over 1,400,000  
pupils during School  
Diversity Week 2019

Supported 130 schools to  
run their own LGBT+ & ally  
networks (Pride Groups)

## AS A CHILD, I STRUGGLED MASSIVELY WITH INTERNALISED HOMOPHOBIA.

I was afraid my feelings were unnatural, and that I would disappoint my friends and family. This was partly due to the negative depictions I saw of gay men in the media, and partly down to the word “gay” being thrown around as an insult at school. If I’d had an education

that challenged those negative views, I would’ve accepted myself much sooner than I did.

I signed up to volunteer with Just Like Us for that exact reason. As an LGBT+ Ambassador, I’ve received excellent training on public speaking and storytelling, which has allowed me to speak to around 600 young people about my experience growing up LGBT+, and the importance of creating an inclusive school environment. My proudest moment from my time at Just Like Us was going back to my old school to deliver a full day of LGBT+ workshops with kids.

2019 has been the first year that I’ve felt fully comfortable in my identity as an LGBT+ young person, and that’s mostly down to volunteering with Just Like Us. I’m able to talk about my identity more openly with friends and family, and I’ve become much more confident in using my voice for good. Just Like Us gives me hope in the next generation.



# MEET MALIK



# what is the **FOUNDERS' CIRCLE?**

Our Founders are a group of **extraordinary individuals** who are committed to **ending homophobia, biphobia and transphobia forever**. As well as providing vital financial support, our Founders also act as **flag-bearers for Just Like Us**, raising awareness of our work and inspiring others to **make a difference** in the lives of LGBT+ young people.

Our Founders are as **ambitious** as we are and with their help we will be able to substantially grow our **reach and impact**. With their support, we **will train 250 more Ambassadors** to reach an additional **50,000 young people** across the UK by the end of 2021.



“Just Like Us is helping to educate, inspire and empower LGBT+ young people, whilst also building a community of allies within schools and universities. I’m proud to support their efforts to break stereotypes, showcase role models and build a more inclusive society.”

**Josh Graff**  
UK Country Manager &  
VP EMEA & LATAM, LinkedIn

As a **Founder of Just Like Us**, your generosity will support us to achieve the above goals and **empower thousands of LGBT+ young people**. Your annual gift could support our mission as follows:

**£1,200 could allow three schools, otherwise financially unable, to join our national network, benefiting from LGBT+ role model talks and workshops championing LGBT+ equality and ongoing resources.**

**£2,400 could support the development of new teaching resources and ongoing support for schools taking part in School Diversity Week.**

**£4,800 could fund six new Ambassadors to work with 2,000 young people in talks and workshops championing LGBT+ equality.**

Being a **Founder of Just Like Us** means that you will enjoy a range of opportunities to be actively engaged with Just Like Us, which include the following benefits:

- The Annual Dinner – where we celebrate everything our supporters have helped us to achieve
- Exclusive early access to our research, reports, behind-the-scenes information and more
- Invitation to School Diversity Week Reception
- Just Like Us Founders lapel pin
- Public thanks on our website with your permission
- Quarterly personal updates from Chief Executive

## **To join the Founders' Circle**

Please complete, detach and return the following forms to us by post:

Just Like Us, 7th Floor, 2 Finsbury Avenue, London EC2M 2PP

For any queries, please email [founders@justlikeus.org](mailto:founders@justlikeus.org) or call 0300 365 5002.

**just like us**  
**FOUNDER**

I REALISED THAT I LIKE WOMEN WHEN I WAS 13. HOWEVER, IT WASN'T UNTIL MY SECOND YEAR AT UNIVERSITY WHEN I FELT COMFORTABLE ENOUGH TO START SHARING THIS WITH OTHERS.



MEET  
LAURA

I grew up in a rural area where being openly gay was unimaginable and where there was a complete lack of LGBT+ role models and positive representation. I simply couldn't imagine that someone could be LGBT+ and also have a happy and successful life. Even when I started coming out to some close friends, it took me a very long time to feel fully comfortable with myself and my sexuality.

I joined Just Like Us as an Ambassador in 2016 to improve LGBT+ representation in schools and I've had the opportunity to speak to hundreds of children about being LGBT+. I've also written content for the website, helped new Ambassadors to prepare talks and participated in multiple training activities. It's an experience that I have found extremely rewarding. Not only am I helping future generations to grow up in a more accepting environment; but, over time, it has helped me to become the confident gay woman that I am today.

## FOUNDER REGISTRATION

I/We wish to become (a) Founder/s of Just Like Us for a three-year period.

Please select membership type: ☐ Individual Founder ☐ Joint Founders

We will commit to make an annual donation of:

£

Please note: the minimum annual amount\* is £1,200 for an Individual Founder and £2,000 for Joint Founders, but further support is greatly appreciated.

\*The benefits associated with Founders' Circle membership are available for £55 for Individual or £110 for Joint Founders and we kindly ask that you make a minimum donation of £1,145 (Individual Founder) or £1,890 (Joint Founders), which is a discretionary donation not connected with the benefits. As the value of benefits falls within the limits of the HMRC Benefit Rule, the entire amount, subject to eligibility, can qualify for Gift Aid. Additional amounts donated beyond the minimum amount are eligible for Gift Aid.

*giftaid it*

Just Like Us is able to claim Gift Aid on your donation at no extra cost to you. In order to Gift Aid your donation, you must tick the box below.

☐ I wish to Gift Aid my donation and any donations I make in the future or have made in the last four years to Just Like Us.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for that tax year. I understand that Just Like Us will reclaim 25p of tax on every £1 that I give. If you are a higher rate taxpayer, Just Like Us can still claim the basic rate of tax on your donation, but you can personally reclaim the difference in your tax return between the higher rate and the basic rate of tax on the total value of the donation, providing the eligibility requirements for Gift Aid are met.

Signature:

Date:

OR

☐ I am not eligible as a UK taxpayer/do not consent

## PERSONAL DETAILS

Please print your details in block capitals

Title:  Full Name:

Title:  Full Name (joint member):

Address:

Postcode:

Telephone:

Email:

Email (joint member):

**Data Protection:** Just Like Us is committed to protecting your privacy. All personal data given on this form will be held securely and in compliance with the GDPR and Data Protection Act 2018. It will be used to administer your Founders' Circle application and thereafter to provide you with regular email updates about events, fundraising campaigns, benefits and charitable work undertaken. It will not be passed on to any third parties without your permission.

If you would like to receive Founders' Circle communications from Just Like Us, please tick this box: ☐

### PLEASE NOTIFY JUST LIKE US IF YOU:

- ☐ Want to cancel this declaration
- ☐ Change your name or home address
- ☐ No longer pay sufficient tax on your income and/or Capital Gains
- ☐ Wish your support to be anonymous

## PAYMENT DETAILS

☐ **Cheque** (enclosed, made payable to Just Like Us)

☐ **Credit/Debit Card** (Please circle card type below)

Visa Mastercard Maestro Solo Other

If paying by card, we will be in contact by email with instructions on how to make payment.

### Standing Order

Instruction to your bank or building society to pay by standing order

Name(s) of Account Holder:

Bank/Building Society Account Number:  Branch Sort Code:

Name and Address of Bank/Building Society:   
 Postcode:

Until further notice, please pay **Just Like Us** monthly/annually (please delete accordingly), the sum of: £

To commence on (please insert date):

*Please ensure this date is approx. one month after you complete this form*

Signature:  Date:

### Please make payment to:

**Account Name:** Just Like Us

**Bank:** Barclays Bank, 120 Moorgate, London EC2M 6UR

**Acc. No:** 83749509 **Sort Code:** 20-32-06






Photo of a school celebrating  
School Diversity Week





   @justlikeusuk

 [www.justlikeus.org](http://www.justlikeus.org)

Just Like Us is a registered charity (CIO)  
in England and Wales no. 1165194