

ABOUT ALL OUT'S GRASSROOTS GIVING PROGRAM

Grassroots Giving is a groundbreaking fundraising program connecting All Out's large global audience to LGBT+ grassroots groups. Through this program, thousands of All Out members make small donations online, with the goal of funding projects for groups working to end inequality, discrimination, and injustices against LGBT people, or otherwise help or empower local LGBT communities.

Grassroots organisations can submit a proposal to All Out for a US\$7,000 to US\$15,000 (and in exceptional cases up to US\$20,000) grant to be used to fund a specific project (i.e. Pride march, tv advert, legal fees) or to help fund a specific program (i.e. providing safe shelter for homeless LGBT youth, relocating LGBT refugees, providing emergency support for LGBT activists). You can find examples of past fundraisers [here](#) and [here](#).

Because All Out is a small non-profit of highly skilled digital activists, we're able to execute these fundraisers very quickly. The demands of larger grantmakers often make it impossible for smaller organisations to apply for funding rapidly and with minimum bureaucracy. Grassroots Giving can help fill this gap.

CRITERIA

While fundraisers will vary greatly, there are basic criteria for funding proposals we encourage groups to meet:

- The project should positively impact the safety, rights, or dignity of LGBT people.
- There should be a tangible problem which this project will help solve or address.
- The project should be realistic and within the reach of the organisation to complete.
- It's best to submit a proposal for a project that will happen within the next 1 to 6 months so we can plan appropriately.
- The project should be for US\$7,000 to US\$15,000 (in exceptional cases up to US\$20,000).

While it is not a requirement to submit a grant proposal in a specific language, we can only run fundraising campaigns in English and French.

[If project proposals meet these requirements, organisations can apply for a grant by completing the form here.](#)

PROCESS

If the proposal is approved, All Out will work with the organisation through these steps:

- While we don't require a typical grant application, we must confirm the legitimacy of the organisation and the project. A member of All Out's team will complete a due diligence check based off of the information submitted through the request form, but may need further assistance from the organisation to complete.
- All Out will launch an email fundraiser campaign to our online members, asking them to donate to help fund the project. Typically these are based on personal stories from individuals directly affected by the project, which the organisation provides (Note: pseudonyms may be used). All Out members donate through All Out's website on a dedicated donation page for the project.
- Following the conclusion of the campaign, All Out will process a grant to the organisation.
- Organisations are responsible for following up with a report back of the activities the grant funded once the funds have been spent. Not doing so will disqualify organisations from future funding.

FINANCIALS

All Out will provide 100% of the funds raised up to the amount requested. If All Out members don't donate enough to meet 100% of the budget, the partner will receive whatever has been raised.

All Out is a very small and nimble organisation. In order to continually devote staff time and resources to create and execute excellent fundraisers for other organisations, All Out will use any revenue raised above the requested amount to cover our own costs.

If you have any questions about the program, please email grassrootsgiving@allout.org.