



CELEBRATING LGBTQ+ PRIDE

June 2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program by highlighting LGBTQ+ PRIDE Month.

Choose from the resources included in this toolkit to determine what works best to educate and engage your employees around this cause.

PRIDE MONTH

Overview



PRIDE Month is a worldwide celebration held annually in June, commemorating the Stonewall Riots in 1969, which marked the beginning of the modern LGBTQ+ rights movement. PRIDE Month aims to promote self-affirmation, dignity, and equal rights for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) individuals while increasing visibility and raising awareness about the unique experiences and challenges faced by this diverse community.

In today's world, businesses can play a critical role in fostering a supportive and respectful environment for LGBTQ+ employees and allies. A study by the Williams Institute found that 21% of LGBTQ+ individuals in the United States have experienced workplace discrimination in hiring, promotions, or pay. Additionally, 50% of LGBTQ+ employees report hiding their sexual orientation or gender identity at work due to fear of discrimination.

Companies can take a number of steps to help create a culture of inclusivity and acceptance, including education and awareness events featuring guest speakers, panel discussions, and workshops to educate employees about LGBTQ+ history, rights, and ongoing challenges. This can be a great opportunity to encourage open dialogue and foster empathy and understanding. Companies can also leverage Groundswell's platform to support LGBTQ+ nonprofits through a giving campaign for employees, and through corporate grants.

LGBTQ+ PRIDE MONTH

Facts and Data

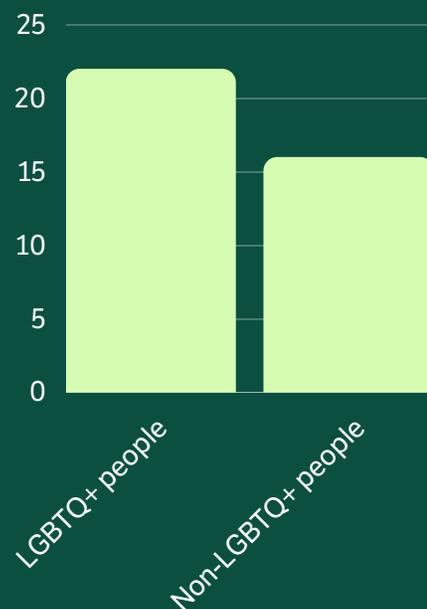
60%

60% of LGBTQ+ youth who wanted mental health care in the past year were not able to get it.



22% v. 16%

The LGBTQ+ community faces economic disparities, with 22% of LGBTQ+ people living in poverty, compared to 16% of non-LGBTQ+ individuals. This is partially due to discrimination and lack of access to resources and opportunities.



LGBTQ+ PRIDE MONTH

Nonprofit Spotlights

There are many nonprofit organizations working tirelessly to advance the rights and well-being of the LGBTQ+ community. Listed below are a selection of nonprofits you can find on the Groundswell app:



Family Equality Council

Family Equality's mission is to advance legal and lived equality for LGBTQ families, and for those who wish to form them, through building community, changing hearts and minds, and driving policy change.



The Trevor Project

The Trevor Project is an American nonprofit organization founded in 1998 focused on suicide prevention efforts among lesbian, gay, bisexual, transgender, queer, and questioning youth. Through a toll-free telephone number, it operates The Trevor Lifeline, a confidential service that offers trained counselors.



The Point Foundation

Point Foundation empowers promising lesbian, gay, bisexual, transgender, and queer students to achieve their full academic and leadership potential – despite the obstacles often put before them – to make a significant impact on society.



SAGE

SAGE is the country's largest and oldest organization dedicated to improving the lives of LGBTQ+ older people. Founded in 1978 and headquartered in New York City, SAGE is a national organization that offers supportive services and consumer resources to LGBTQ+ older people and their caregivers.



Center for Black Equity

The Center for Black Equity's mission is to promote a multinational LGBTQ+ network dedicated to improving health and wellness opportunities, economic empowerment, and equal rights while promoting individual and collective work, responsibility, and self-determination.



GLSEN

GLSEN believes that every student has the right to a safe, supportive, and LGBTQ-inclusive K-12 education. We are a national network of educators, students, and local GLSEN Chapters working to make this right a reality.



National Center for Transgender Equality

The National Center for Transgender Equality advocates to change policies and society to increase understanding and acceptance of transgender people. In the nation's capital and throughout the country, NCTE works to replace disrespect, discrimination, and violence with empathy, opportunity, and justice.



GLAAD

GLAAD rewrites the script for LGBTQ acceptance. As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change. GLAAD protects all that has been accomplished and creates a world where everyone can live the life they love.

LGBTQ+ PRIDE MONTH

Engage Your Employees

Kickoff

Company-wide email or blog post at the start of the month stating your company's support for PRIDE Month, and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - including featured nonprofits found on the Groundswell app dashboard for PRIDE Month.

Mid-Month

Share nonprofit recommendations from your LGBTQ+ Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the history of the LGBTQ+ movement, as well as contemporary issues.

End of the Month

Share the results of your company's PRIDE Month campaign: how many employees participated/donated, number and amount of donations, top charities, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to contribute and donate

Employee Resource Group Engagement

Encourage employees to engage in discussions about the history of the LGBTQ+ movement in America, and the challenges that persist today. This could include creating optional spaces, such as brown bag lunches in-person or virtually, for employees to have these conversations, or hosting a company-wide discussion group with guest speakers.

Support employees who are involved with local LGBTQ+ charities to create volunteer opportunities. This could include participating in local Pride events, or offering pro-bono work to LGBTQ+ organizations.

Solicit recommendations from the LGBTQ+ Employee Resource Group for books to read, films and documentaries to watch, and podcasts to listen to.

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Shareable Resources

Read

- [We Are Everywhere: Protest, Power, and Pride in the History of Queer Liberation](#) by Matthew Riemer and Leighton Brown
- [Leaving Isn't the Hardest Thing](#) by Lauren Hough
- [Fun Home: A Family Tragicomic](#) by Alison Bechdel
- [Giovanni's Room](#) by James Baldwin



Watch

- ["Milk"](#)
- ["Paris is Burning"](#)
- ["Pride"](#)
- ["Carol"](#)
- ["Gay Chorus Deep South"](#)

Listen

- [Making Gay History](#): brings the largely hidden history of the LGBTQ+ civil rights movement to life through the voices of the people who lived it.
- [Queery with Cameron Esposito](#): stand-up comic, actor, and writer Cameron Esposito sits down with a variety of guests from the LGBTQ+ community to discuss their experiences, identities, and personal journeys.
- [The Read](#): While not exclusively about LGBTQ+ issues, two openly gay hosts explore pop culture and current events, often through the lens of the black and queer experience.

LGBTQ+ PRIDE MONTH

Social Media Templates

"We believe in a world where everyone can love who they love and be who they are. Join us in celebrating diversity and promoting equality. #LoveWins #EqualityForAll"

"This #PrideMonth, we're celebrating love in all its forms. At [Company Name], we're proud to support the LGBTQ+ community today and every day. #LovesLove"

"Our vision for [Company Name] is a place where everyone belongs and feels valued. This #PrideMonth, let's unite in support of love, equality, and respect for all. #Pride2023 #InclusionMatters"

Sample Hashtags

#EQUALITYFORALL

#INCLUSIONMATTERS

#LOVEISLOVE



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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