

**PRIDE AT
WORK**
CANADA



**FIERTÉ AU
TRAVAIL**
CANADA

Pride at Work Canada

**Building A Nation
Where LGBT Canadians
Can Achieve Their Full
Potential At Work**

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IBM

Since 2009, IBM's partnership with Pride at Work Canada has been delivering high value for our employees and our clients. Pride at Work Canada's quality programming and extensive networking events engage our internal LGBTQA community and connect us to our clients - uniting corporate Canada in the conversation for LGBT workplace inclusion.

KIMBERLY MESSER
BUSINESS DEVELOPMENT EXECUTIVE - NORTH AMERICA
WORKFORCE DIVERSITY AND LGBT MARKETS



About Pride at Work Canada

Pride at Work Canada was founded in 2008 by a group of dedicated individuals who wanted to improve the climate of inclusiveness for lesbian, gay, bisexual and trans (LGBT) employees in Canadian workplaces. An important first step of the organization was to put the case for LGBT inclusion on the mainstream business agenda. Starting with the support of just a few employers, Pride at Work Canada developed a vision: a nation where LGBT Canadians can achieve their full potential at Work. Our network has now grown to include dozens of National and Regional Partners, employers that have made a strong commitment to fostering environments that are more inclusive of LGBT Canadians.

Our Mission

Through dialogue, education and leadership, Pride at Work Canada empowers employers to foster workplace cultures that recognize LGBT employees as an important part of a diverse and effective workforce.

Programming & Events

Pride at Work Canada's events and activities happen across the country, celebrate the most inclusive Canadian employers and provide the opportunity for LGBT professional and allies to connect.

Learning Events

Pride at Work Canada is committed to sharing best practices and provoking thought on the most current issues facing LGBT people in Canadian workplaces. Our learning events are open exclusively to employees of our partners.

+ Examples of past events include

- LGBT 101 Workshops, for those new to LGBT inclusion

- National Webinars, addressing a wide range of topics at an introductory level

- Seminars, where we take a deeper dive into a wide range of topics

- Panel Discussions, sharing best practices for employers and the experiences of LGBT professionals

- Report Launches, presenting the latest information relevant to Canadian workplaces

Networking Events

Connecting LGBT professionals and their allies is essential to Pride at Work Canada's success. We offer regular networking opportunities to employees of our partners.

+ Examples of these events include

- Toronto ProPride, our signature annual networking event in Toronto each June
- ProPride networking receptions to celebrate Pride festivals across the country. Past events have taken place in Calgary, Halifax, London, Montreal and Vancouver
- Regular networking breakfasts and employee resource group (ERG) roundtables across the country

Community Events

Throughout the year Pride at Work Canada presents activities open to the general public for free or at nominal cost. If events are ticketed, there is always a special rate for employees of our partners.

+ Examples of these events include

- Monthly networking events in Toronto
- Charity fundraising events such as our annual event Flare for Life, in support of Fife House
- Our annual Workplace Summit

SYMCOR

“Pride at Work Canada encourages organizations to support authenticity at a corporate level and create workplaces where LGBT employees can be themselves and ultimately, more productive. Our partnership with Pride at Work Canada has been instrumental in advancing Symcor’s LGBT inclusion strategy. In our journey to create an inclusive environment, we have leveraged Pride at Work Canada’s support through the available resource information, benchmarking activities (LGBT Workplace Inclusion Index), recruitment partnerships, and networking events such as ProPride. The team at Pride at Work Canada is always willing to assist and offer their services and support. In addition, connection to Pride at Work Canada’s strong network has allowed Symcor to partner with other LBGT resources, providing additional support and again, advancing our strategy. Symcor’s LGBT inclusion strategy would not be as successful without this key partner!”

DEE DEE MILNER
SENIOR VICE PRESIDENT
HUMAN RESOURCES & CHRO

LGBT Inclusion Matters

62% of LGBT Canadians responding to a survey by Pride at Work Canada and the Canadian Centre for Diversity and Inclusion say that they have either experienced or witnessed discrimination related to sexual orientation and/or gender identity in the workplace.

PRIDE AT WORK CANADA, CCDI, 2015

The estimated size of the LGBT market in Canada is between \$90 to \$100 billion or 7.2% of Canada's GDP

PROTEAN STRATEGIES, 2011

5% of Canadians identify as lesbian, gay, bisexual or transgender.

FORUM RESEARCH, 2012



Two in five gay and lesbian staff facing discrimination will change careers if discrimination continues.

HARRIS INTERACTIVE, 2010

Concealing one's sexual orientation at work reduces productivity by up to 30%; employees need to be able to communicate openly and build supportive, cooperative relationships with colleagues, clients and customers

STONEWALL, 2008

57% of trans-identified employees report facing discrimination at some point during their career.

THE WILLIAMS INSTITUTE, 2007

74% of LGBT and 42% of non-LGBT consumers are less likely to buy products from organizations holding negative views of LGBT people

HARRIS INTERACTIVE, 2010

CITY OF LONDON

“The Corporation of the City of London is pleased to have been the first municipality to become a Pride At Work partner. We have benefited from formal learning and networking opportunities, such as informative and convenient webinars as well as the comprehensive workplace summit. We were pleased to host a seminar in our community, delivered by Pride At Work during the Pride London Festival. The Pride at Work team is always responsive to ad hoc requests for information, resources and support, assisting us with policy development and in responding to the needs of our employees.”

AIDAN PRINCE
HUMAN RESOURCES SPECIALIST

Partnership

The best employers recognize that people perform better when they can be themselves. Our National and Regional Partners acknowledge the critical role that LGBT workplace inclusion plays in enabling employees to do their best work.

Pride at Work Canada brings together leading Canadian employers aiming to realize fully inclusive workplaces for their LGBT employees. Our growing roster of National and Regional Partners collectively employ over one million Canadians. Each has full access to an exclusive, members-only network of expertise and contacts. Partnership enables employers to foster a workplace culture that recognizes LGBT employees as an important part of a diverse workforce.

+ Want Your Employer to Become a Partner?

If you would like to learn more about partnership or the business case for LGBT workplace inclusion you can:

- Learn about the business case for LGBT workplace inclusion on our website www.prideatwork.ca
- Contact our staff by email at info@prideatwork.ca
- Contact our staff by phone at 416-309-8410

+ Partnership Benefits Employers

Employers that become National and Regional Partners of Pride at Work Canada maintain access to a unique menu of services that help support affirmative environments for LGBT workers that includes:

- Access to in-person and online training opportunities that target human resources, diversity/inclusion and management staff groups
- The opportunity to participate in the annual LGBT Workplace Inclusion Index program, Canada's definitive employer benchmarking tool focused on LGBT inclusion. The program includes focused recommendations based on the organization's index score and business model
- Ad-hoc support on issues and/or challenges related to LGBT-inclusion such as policy review, speaker recommendations and referrals to external resources
- Commitment to LGBT inclusion communicated via Pride at Work Canada's website, social media platforms, print and web ads
- Unlimited posts on Canada's largest job board for LGBT job seekers
- Connection to a network of businesses promoting best practices in LGBT inclusion in a uniquely Canadian context

The needs of each of Pride at Work Canada's National and Regional Partners are very different. It is for this reason that a defined amount of consulting hours and/or customized training are included with any partnership agreement. Any long-term consulting and/or training may involve a negotiable hourly fee in addition to the annual membership fee, based on the length and scope of projects.

+ Partnership Benefits Employees

- Free access to ongoing Pride at Work Canada in-person networking, personal and professional development events (Past events have taken place Toronto, London, Montreal, Calgary, Vancouver and Halifax)
- Defined amount of tickets to Pride at Work Canada's annual signature networking event Toronto ProPride
- Priority access and discounts on events organized by Pride at Work Canada in collaboration with other organizations
- Discount on tickets to Pride at Work Canada's annual Workplace Summit
- Access to advice and external referrals from Pride at Work Canada staff for any employer-supported LGBT employee resource groups (ERGs)
- Defined amount of consulting hours and or customized training

Partnership Levels

National Partnership

Pride at Work Canada's National Partners are private, public or not-for-profit organizations that have employees in **more than one** Canadian province.

Annual fee for employers
\$5,000 CAD

Regional Partnership

Pride at Work Canada's Regional Partners are private, public or not-for-profit organizations that have employees in **just one** Canadian province.

Annual fee for employers
\$2,500 CAD

THAT INCLUDES ALL BENEFITS OF PARTNERSHIP IN THEIR PROVINCE.

ROGERS

“Our partnership with Pride at Work Canada has been essential to the educational support and training delivered about the LGBT community to large, diverse groups of our employees. Trainees appreciated the practical activities they were given to build their awareness and capacity about gender diversity, sexual orientation, and transgender topics. The professionalism of this organization sets them apart and they will continue to be a valued partner on our journey of inclusivity.”

EVGUENIA POTACHENSKAIA
DIRECTOR
INTERNAL TALENT MANAGEMENT AND INCLUSION & DIVERSITY



DENTONS

Dentons is proud of our long-standing association with Pride at Work Canada (PaWC), an exceptional, forward-thinking organization with a vision to improve the climate of inclusion for lesbian, gay, bisexual and transgendered people in the workplace. As one of its founding partners, Dentons values PaWC's efforts in raising awareness of the importance of embracing and supporting authenticity at a corporate level, as well as creating a workplace where LGBT employees can be themselves. Through its various programs, networking opportunities, and other professional-related events, PaWC has inspired Dentons to expand the scope of our commitment to diversity and inclusion, giving our people a deeper understanding and acceptance of the LGBT community.

TIMOTHY M. BANKS
PARTNER

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