



# LGBTQ2+ Inclusion in The Workplace – A Strategic Priority for Business

LGBTQ2+ people in Canada face significant barriers to employment and advancement in the workplace. It is estimated that between 5-12% of Canadian population identifies as LGBTQ2+ but are over-represented in our country's homeless population (25%). Without the supportive network of their families, many LGBTQ2+ youth find it difficult to get their first job. The 2020 Trans Pulse Canada Survey showed that while 89% of trans people have at least some college or university education, about half make \$30,000 per year or less. For LGBTQ2+ people in Canada to confront today's economic challenges they need good jobs with rising incomes. Because of stigma, bias, stereotypes, and discrimination against LGBTQ2+ people, empowering community members with skills is simply not enough of a strategy.

**Pride at Work Canada** operates as a member services agency for employers, offering institutional education and guidance to organizations that make a commitment to supporting LGBTQ2+ inclusion. Many employers see the economic benefit to engage in market-facing messages of support for LGBTQ2+ communities, particularly during Pride season. This alone does not create opportunity for LGBTQ2+ people. In addition to supporting meaningful engagement with the public, we consistently underscore the importance of focused internal strategies to improve policies and practices that generate measurable outcomes for LGBTQ2+ employees and job seekers, not just the company's bottom line.

**Pride at Work Canada** was founded in 2008 by a group of dedicated volunteers who sought to put LGBTQ2+ inclusion on the agenda of Canada's largest employers, starting with just 12 employer members. In 2014 Pride at Work Canada, with 35 employer members, refreshed its strategy, taking a new focus on evidence-based practices in workplace diversity and providing crucial support to people who have inclusion outcomes as a deliverable of their job. Since then, the organization has experienced exponential growth and now boasts over 150 employer members and dozens of community partners. Twelve years after its founding as a volunteer-run group mostly focused on Toronto and Montréal, Pride at Work Canada has a dedicated staff team and runs volunteer working groups with dozens of members in Calgary, Halifax, Montréal, Ottawa, St. John's and Vancouver. We continue to learn every step of the way, celebrating the hard work of employers across Canada who work with us to build financial opportunity for LGBTQ2+ people who are eager for the opportunity to prove themselves.



**Find out more  
about Our  
Partnership  
Benefits in 2021**

# >> 2021 Partnership Benefits



## Content-Rich Meetings

Participate in webinars – designed to provide opportunities for inspiration, learning, sharing and development of best practice to empower you as agents of change. **English webinars every month and French webinars every two months..**



## Raised Profile and Branding

Leverage your membership to demonstrate your company's leadership. Take advantage of opportunities to have exclusive partner page on our website, speak at our programs and events and/or showcase your best practice in our research case studies. **Reap the benefits of the membership's leading reputation to reinforce your own brand.**



## Deep Network and Connections

Expand your network to enable you to increase your impact both internally and externally through our roundtables. **Forge connections and partnerships with fellow partners** – that will not only benefit your company, but also boost your confidence in LGBTQ2+ inclusion journey



## Access to the Talent Pool

Get access to the LGBTQ2+ talent pool in Canada by displaying the job opportunities in your organisation through Pride at Work Canada's exclusive and highly viewed job portal at no extra charge.



## Trusted Partner in Your Inclusion Journey

Rely on Pride At Work Canada's broad and in-depth expertise to support your LGBTQ2+ Inclusion strategy. **With our thought leadership, experience and constant access to corporate best practice, we're ideally positioned to advise you.**



## Value Added Engagement

Contact the Pride At Work Canada Team for advice and information and take advantage of regular Check-In calls to share your priorities and feedback. We want to **make sure you stay in touch, actively engaged and leverage your membership to the full.**



## Exclusive Offers

Enjoy discounted rates at Pride At Work Canada's ticketed events and access to partner-only programs – including complimentary tickets to our community partner events and webinars.



## Direct Access to Our Resources

Inform your strategy in LGBTQ2+ Inclusion with direct access to pioneering research and resources packed with local insights from the region and nation wide. **Pride at Work Canada's extensive body of credible research is available to all partners at no extra charge.**



## Programming Highlights

### Networking Breakfasts



20 LGBTQ2+ Women's Networking Breakfast events across 10 cities.

### Public Educational Events

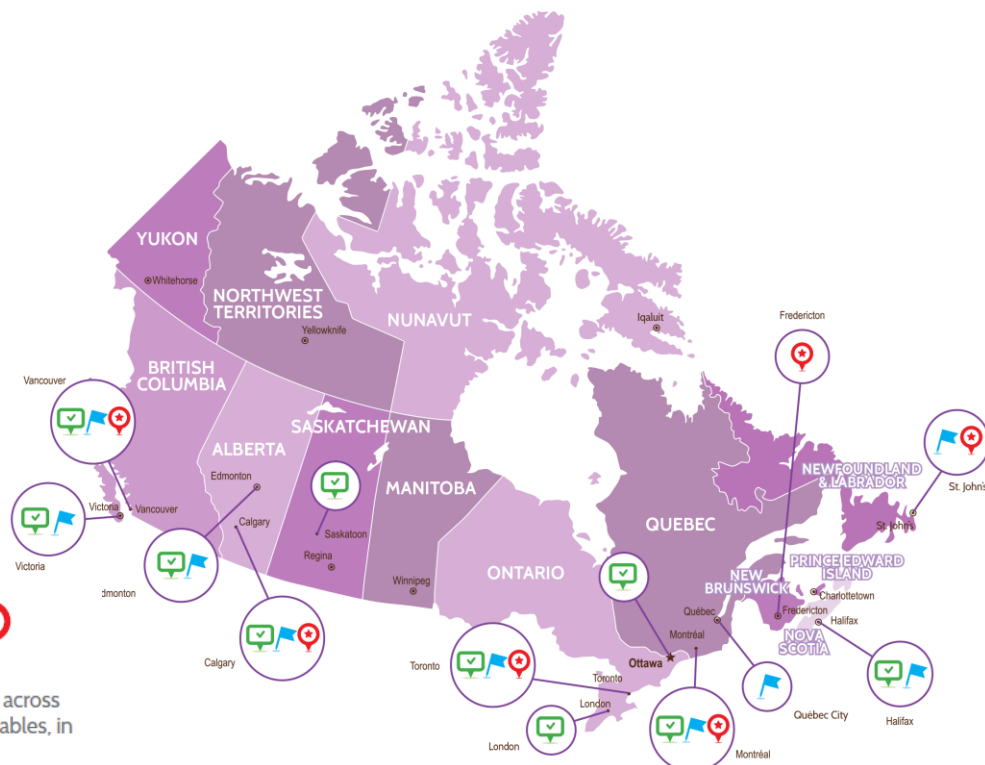


Over 1,300 registrants across nine events

### Member Roundtables



Over 200 registrants across eight member roundtables, in six cities



# >>> 2021 Partnership Benefits

## Add-on Member Benefits



### Benchmarking Index

Utilize our Index tool for a great understanding about where your organization is in the LGBTQ2+ inclusion journey and **what you can do to continue improving and creating an informed road map for the future.**



### Sponsorship Opportunities

Get the first opportunity to know about our various community engagement and **sponsorship opportunities to host or sponsor topics and events related to your business.**



### E-Learning & Consulting

Get exclusive access to our various LGBTQ2+ workplace inclusion trainings and e-learning modules to create inclusive environment for your stakeholders and the wider organization.

Contact us for customized consulting and training opportunities as per your strategy.



### Leadership Programs

Build regional leadership to **advance LGBTQ2+ inclusion and engagement through our Ambassador program and get opportunity to nominate employees to participate in our annual LGBTQ2+ leadership programs.**



### Committed to driving a strategic approach to LGBTQ2+ Inclusion and championing change internally?

Take advantage of our broader consultancy and training offerings.

We offer a wide range of services, including senior leadership engagement, lunch and learns, facilitated discussions, workshops and webinars as well as practical tools and frameworks to help you adopt a strategic approach and drive your strategy forward.

## Add-on Benefits are available to Non-Members as well for a fee

### Become A Proud Partner!

#### Proud Partners

Private, public or not-for-profit organizations who want to create a safe and Inclusive workplace environment for all employees.

**Annual membership fee: \$5,000 CAD**

#### Community Partners

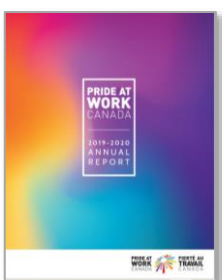
Not-for-profit organizations that work closely with Pride at Work Canada to collaborate on events, research or other activities. **FREE**

For information about becoming a Proud Partner, please contact:

[Sandeep.nair@prideatwork.ca](mailto:Sandeep.nair@prideatwork.ca)



Learn more about how we are exploring new ways to enable companies to drive a positive social change across Canada.



**DOWNLOAD  
OUR LATEST  
ANNUAL REPORT>>**



*Pride at Work Canada/Fierté au travail Canada is our valued partner in advancing LGBTQ2+ inclusion across our firm in Canada. Their support, guidance, and resources helped us set a progressive standard as we developed training and resources to complement the launch of our trans inclusion policy. When we have partnered with Pride at Work Canada/Fierté au travail Canada on events, we have benefited from the opportunity to learn from leading organizations in Canada; and through their platform, [we've] shared with the business community our own practices and lessons learned along the way."*

- Sacha de Klerk, Head of Diversity & Inclusion, Norton Rose Fulbright

**NORTON ROSE  
FULBRIGHT**

*Algonquin College is a proud Regional Partner of Pride at Work Canada/Fierté au travail Canada. By working with Pride at Work Canada/Fierté au travail Canada, we have deepened the knowledge of our employees regarding barriers for LGBTQ2+ people and workplace inclusion, especially with the availability of the monthly webinar series. The recordings have become a staple in our employee professional development library. Pride at Work Canada/Fierté au travail Canada's Manager of Programs, Jade Pichette, is an expert resource who is always helpful in sharing advice and recommendations. Pride at Work Canada/Fierté au travail Canada lives what they teach, with an intentional centering of ableism, race, and Indigeneity in all of their work. By working together, we are better.*

- Diane McCutcheon, Vice-President, Human Resources, Algonquin College

**ALGONQUIN  
COLLEGE**

For more queries and inquiries, contact:  
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## About Pride At Work Canada / Fierté au travail Canada

Through dialogue, education and thought leadership, Pride at Work Canada/Fierté au travail Canada empowers Canadian employers to build workplaces that celebrate all employees regardless of gender expression, gender identity, and sexual orientation.

Our learning, networking and community events happen across the country, advising, celebrating and connecting the most inclusive Canadian employers. We help private, public and nonprofit employers to create safer, more inclusive workplaces that recognize the skills of LGBTQ2+ people. The vision we share with our employer members is a Canada where every individual can achieve their full potential at work, regardless of gender expression, gender identity, and sexual orientation.