

Pride at Work Canada Annual Report 2024-2025



Together, We Belong Everywhere.

Land acknowledgement

Pride at Work Canada/Fierté au travail Canada's main office is based in Tkarón:to/Toronto, which is covered by Treaty 13 signed with the Mississaugas of the New Credit, and the Williams Treaties signed with multiple Mississaugas and Chippewa bands. These lands and waters are the traditional homes and territories of and cared for by the Anishinaabeg, Wendat, Chippewa, Haudenosaunee, and the Mississaugas of the Credit First Nation.

There are over 70 treaties signed between the Government of Canada and diverse Indigenous nations. As a national organization, we support and uphold these treaties. In an act of reconciliation, we also endorse national Indigenous initiatives such as land and water sovereignty and protections and Indigenous human rights issues. We endorse the United Nations Declaration of Rights for Indigenous Peoples and strive to empower 2SLGBTQIA+ Indigenous peoples residing in what is colonially known as Canada.

Pride at Work Canada/Fierté au travail Canada's mandate is to empower Canadian employers through dialogue, education and thought leadership to build workplaces that celebrate all employees regardless of gender expression, gender identity, and sexual orientation. In this regard, we empower and uplift Two-Spirit, Indigiqueer and LGBTQIA+ Indigenous peoples, while understanding the complexities of diverse Indigenous identities and that they are not defined by the English or French language. In this regard, we have partnered with 2 Spirits in Motion and Indigenous Works to support our initiatives in reciprocity with Indigenous communities.

To read Pride at Work Canada/Fierté au travail Canada's 2022-2023 specific and actionable commitments to Indigenous reconciliation, please email us at info@prideatwork.ca.

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Moderator Latoya Nugent at SPARK Toronto 2025



Message from the Pride at Work Canada Team

Jade Pichette speaking at SPARK Toronto 2025



Pride at Work Canada during SPARK Toronto 2025

On June 11, 2025, our team came together for a reflective exercise to explore where we feel the deepest sense of connection to our mission. We shared moments when we felt proud, fulfilled, and energized. We talked about the times when our work felt it truly mattered — and why.

From these reflections, we drew out what drives us as individuals and as a team: collaboration, impact, and a shared commitment to creating workplaces where our communities know they belong.

Throughout these pages, we use the phrase “our communities” instead of acronyms like “2SLGBTQIA+.” There are many variations of the acronym, but no single version captures us in all our diversity. For us, “our communities” is inclusive of people of all genders, orientations, and sexualities, as well as diverse families, parents, caregivers, and the friends we all count on to thrive.

This report reflects not only our year, but a year in the life of our communities — the challenges we’ve faced, the progress we’ve made, and the spaces we’ve queered* together. At its heart, it’s about the people and communities who make our work possible. This is your story too.

**If using the word “queer” as a verb is a new term for you, don’t worry — you’re in the right place. Read on!*



A Year of Queering Up Spaces

Pride at Work Canada preparing to present at the Senate

Reflecting on 2024–2025, Pride at Work Canada navigated one of its most consequential years since our founding in 2008. The year was marked by significant geopolitical turbulence and heightened attacks against our communities at home and around the world, largely led by far-right actors based in the United States.

It was also a year characterized by simplistic narratives fixated on the decisions of several companies to pause support for certain Pride celebrations—narratives that disregarded the broader context of U.S. executive orders on gender and DEI, unfair tariffs imposed on Canadian companies, and the increased potential for protest activity at Pride events. Despite this perilous backdrop, Pride at Work Canada stayed true to our mission, continuing to empower Canadian employers to build workplaces that celebrate all employees—regardless of gender expression, gender identity, or sexual orientation.

As the anti-gender movement intensified its attacks, we did not diminish our voices in the fight

for the human rights of our communities. Instead, we consciously chose to “queer” spaces that have traditionally been inaccessible to us. Over the course of 2024–2025, we found ourselves at the pinnacles of Canadian business, commerce, and politics—spaces that, not long ago, were completely hostile to our communities—and we filled them with our voices, our presence, and unbridled queer joy.

Throughout the year, we travelled across Canada, uniting our communities and partners to further our mission of creating more inclusive workplaces. From coast to coast to coast, we actively supported employers and employees across the private, public, and non-profit sectors in fostering safer spaces that recognize and celebrate the talents of our communities.

As we crossed the country, we entered venues and environments that, for decades, had often been anathema to our communities. These milestones and defining moments shaped our advocacy and collective efforts over the past year.

Pride at Work Canada at ProPride Winnipeg 2024





Pride at Work Canada and guests at TSX Opening Ceremony

History in the Making: Pride at Work Canada Opens Toronto Stock Exchange

On May 17, 2024, Pride at Work Canada made history by opening the Toronto Stock Exchange (TSX) on the International Day Against Homophobia, Biphobia, and Transphobia (IDAHOBIT). It was truly remarkable to see our communities open the TSX to thunderous applause in the heart of Toronto's Financial District as rainbow confetti filled the room. Jade Pichette (they/them), Director of Programs, led the opening ceremony with a focus on trans and non-binary inclusion, joined by colleagues as well as Community and Proud Partners.

The TSX opening also provided an opportunity for Pride at Work Canada to announce our 15 CHANGEMAKERS for 2024–2025—15 individuals championing our communities across the corporate, public service, and non-profit sectors in Canada. We celebrated their voices and contributions to building a country where every individual can achieve their full potential at work, regardless of gender expression, gender identity, or sexual orientation.

Milestone Achieved: Pride at Work Canada Presents Lead with Pride Report at the Senate of Canada

On October 29, 2024, Pride at Work Canada joined an overflowing room of senators, MPs and parliamentary staff in Ottawa's corridors of power to present our report: "Lead with Pride: Best Practices for Advancing 2SLGBTQIA+ Leadership."

The report featured an analysis of the career pathways and experiences of our communities' leaders, as well as the workplace practices of private, public and non-profit sector employers to shed light on the numerous barriers, supports and opportunities for those of us aspiring to leadership roles in Canada. At this "Lead with Pride" session, we were joined by some of Canada's leading human rights trailblazers: like Senator René Cormier, Co-Chair of the Canadian Pride Caucus, Senator Dr. Kristopher Wells and the Honourable Robert Oliphant, Parliamentary Secretary to the Minister of Foreign Affairs.

We're grateful to have these outstanding members of our community serving in Parliament, and partners like the CGLCC, Start Proud, QueerTech, and LGBTQ Corporate Directors Canada, standing with us to advance inclusion.



Pride at Work Canada presenting Lead with Pride report

Winter Pride: How Inclusive Leadership Can Foster Change and Solidarity in the Face of Adversity

On February 18, 2025, Pride at Work Canada held an unforgettable Winter Pride event in the iconic Montreal boardroom of Canada's largest bank: RBC. The event's theme centred around the vital role of 2SLGBTQIA+ leaders in a world where rights and representation face increasing challenges.

With the support of Beneva, the winter gathering highlighted stories of resilience, strategies for advocacy, and actionable insights to empower queer and trans leaders to navigate and thrive in difficult circumstances. Through remarks and conversations with staff, board members, and Proud Partners, the event underscored how inclusive leadership can build solidarity and spark change even in moments of uncertainty.

These conversations took place against an urgent backdrop, only days after the work with our communities faced new political threats abroad. The timing made clear just how essential it is for us to come together, share strategies, and prepare to respond collectively when challenges emerge.

Emcee Tranna Wintour at Winter Pride





Voices Leading Change

National Roundtables across Canada

Throughout Spring–Summer 2024, Pride at Work Canada’s employer roundtable series convened industry leaders to examine the environmental factors shaping the inclusion landscape across a variety of sectors. Each in-person touchpoint was intentionally grounded in local contexts and issues—an essential approach in today’s environment, where some premiers continue to invoke the Charter’s notwithstanding clause to knowingly and intentionally violate the human rights of our communities. These dialogues emphasized the importance of place-based strategies that reflect the realities faced by our communities in different regions of the country.

Jost Patiño-Gomez and attendees at a National Roundtable

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The employer roundtables were a truly pan-Canadian effort, taking place in Halifax, Quebec City, Ottawa, Toronto, Winnipeg, Calgary, Edmonton, and Vancouver. In each location, participants shared strategies that have had a measurable impact in their workplaces, as well as common challenges they continue to navigate. In Calgary, for instance, discussions centered on the oil and gas sector, while in Ottawa, participants explored opportunities within the federal public service.

Roundtable highlights included exchanges with senior officials at prominent Crown corporations and collaborative problem-solving among

employers in regions where participants shared the same insurance provider. Together, they coordinated a unified approach to introducing non-binary gender options on insurance intake forms—a concrete step demonstrating the kind of systemic change these conversations can generate.

Taken together, the 2024 roundtables illustrated how Pride at Work Canada can bring leaders together across the country to address shared challenges and co-create solutions that make workplaces more inclusive for queer and trans employees.

Pride at Work Canada and the honorable Janis Irwin MLA, in Edmonton



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Shaping Inclusive Sectors

Championing inclusion in the electricity sector

On March 5, 2025, Pride at Work Canada, in partnership with [Electricity Human Resources Canada \(EHRC\)](#), launched a watershed project at Calgary's Petroleum Club that promises to make Canada's electricity sector more inclusive for our communities for decades to come. With financial support from Women and Gender Equality Canada (WAGE), this joint project will address the sector's workforce shortage over the coming years while strengthening workplace safety across the industry.

Colin Druhan delivering a speech at the Petroleum Club

The project's economic importance is underlined by the fact that Alberta's electricity sector accounts for more than 12 per cent of Canada's total electricity sector workforce and is expanding at a faster pace than any other province. According to EHRC, the electricity sector is currently anticipating a need for 28,000 new workers by 2028.

We are incredibly honoured to be working at the forefront of such a cutting-edge project that will equip the electricity sector leaders of today and tomorrow with the skills needed to close important labour gaps. This innovative partnership builds on our strong record of supporting employers in implementing inclusive workplace practices with tailored tools and training supports. And it does so in a dynamic Canadian sector that will produce tens of thousands of good jobs over the coming decades.

The venue where this groundbreaking initiative was launched is almost as noteworthy as the project itself. Calgary's iconic Petroleum Club has long been a symbol of Alberta's booming oil and gas sector and a meeting place for the province's energy executives for decades. A venue and industry whose journey from regressive, heteronormative values to one willing to embrace our communities in its burgeoning workforce represents the same journey Pride at Work Canada is charting across all industries.



Building Trust

Collaboration with Canadian Blood Services

In March 2025, Pride at Work Canada partnered with Canadian Blood Services (CBS), the Community-Based Research Centre (CBRC), and COCQ-SIDA to host bilingual webinars for our Proud Partner network. The sessions explored recent changes to blood and plasma donor eligibility that affect our communities and how trust can be strengthened through inclusive policy and meaningful engagement with community organizations.

Quinn Blue, Graham Sher CEO of Canadian Blood Services (CBS), Mike Mullowney, and Jessica Carswell at the CBS flag raising for Pride month

Supported through a CBS microgrant administered by Wisdom2Action, this initiative also included the creation of Progress on Blood Donations for 2SLGBTQIA+ Communities, a resource designed to make these policy shifts clearer and more accessible.

This work reflects the importance of partnerships across sectors to advance systemic change. By creating space for dialogue and shared understanding, Pride at Work Canada continues to foster environments where inclusion can take root — not only in workplaces, but also in the systems that shape everyday life.

Quinn Blue along with CBS staff after their flag raising for Pride month



“As an employee of Canadian Blood Services, a Pride at Work Canada Ambassador, and an active member of our Employee Resource Group, I am honoured to represent an organization that places diversity, equity, and inclusion at the core of its values. These roles allow me to contribute meaningfully to initiatives that foster belonging and drive systemic change. Through our partnership with Pride at Work Canada and the work of our ERGs, we are building a more inclusive healthcare system—one that recognizes the importance of representation, actively works to remove barriers to participation, and ensures that everyone has the opportunity to contribute to life-saving work”

Mike Mullowney (he/him)
Team Lead, Business Systems
Canadian Blood Services

A woman with red hair tied back, wearing glasses and a bright pink blazer, is speaking to a crowd. She is holding a microphone and has a name tag that says "TEAM PRIDE".

Supporting Partners Through Change

Launch of the Emergency Messaging Guide

In February 2025, just days after the current U.S. administration issued harmful executive orders designed to erase our communities and our rights, Pride at Work Canada jumped into action. On February 13, we issued a statement to our Proud Partner network, outlining how we would tackle these challenges head-on and provide tools to protect our communities.

Jade Pichette speaking to a crowd

In the days that followed, our staff team worked around the clock to prepare and release an Emergency Messaging Guide: a resource for our Proud Partner network with clear, proactive strategies to navigate current challenges and counter the rising anti-gender movement. Grounded in the principles of human rights law, the guide delivered tools to combat misinformation and foster safe workplaces where all workers can thrive without fear.

While the intentions and spirit underpinning the guide were sound, it didn't land with the impact we had hoped for among the large private and public sector employers representing our vast network. But through the process of collecting feedback on the resource, we uncovered that our communities were yearning for more personal guidance and support directly from us. This was a powerful insight that led to more candid conversations and it let us more attuned to the challenges our communities were confronting during a time of crisis.



Attendees at SPARK Toronto 2025

"There's nothing controversial about reminding your employees that they belong to a Proud Partner network that stands for human rights. At a time when the message we're hearing is that we don't belong, your workforce needs to hear from you that they do."

Colin Druhan
Executive Director
Pride at Work Canada



Sharing Experience, Inspiring Action

SPARK 2025: From Global to Local

On April 30, 2025, Pride at Work Canada held its annual SPARK Toronto event with a bang—an exclusive, interactive conference that connects business leaders with global changemakers driving equity for our communities forward.

David Pollard speaking at SPARK Toronto 2025

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Unlike traditional large-scale conferences, SPARK offers an intimate environment that fosters meaningful connections with experts shaping human rights landscapes around the world. This year's theme, From Global to Local, was both timely and raw amid the growing backlash against our rights worldwide—from recriminalization in some countries, to restrictions on gender-affirming care, to bans on drag and queer literature.

The program brought together international voices alongside Canadian leaders. David Pollard, Co-Founder and Executive Director of the Netherlands-based Workplace Pride Foundation, delivered the keynote address. Panellists included Shawnie Hawkins from the Human Rights Campaign Foundation in the United States, Francisco Robledo of ADIL Diversidad e Inclusión Laboral in Mexico, and Anishinaabe cultural consultant Grandmother Kim Wheatley. The conversation was moderated by Latoya Nugent, Head of Engagement at Rainbow Railroad, with celebrated comedian Tranna Wintour emceeding the day.

At a time when relations among Canada, the United States, and Mexico were beginning to show strain, the perspectives shared at SPARK underscored the need for Canadian employers to adapt, collaborate, and learn from their continental peers. The discussions revealed that advancing inclusion cannot be isolated within national borders—it must be responsive to regional shifts, economic realities, and the interconnected struggles for human rights across North America and beyond.

What made SPARK unique was not only the access to global perspectives, but also the atmosphere of candour and connection it created. Participants learned from international experiences, exchanged best practices, and left with a renewed sense of solidarity across borders. In a moment of widespread challenge, SPARK reminded us that leadership means engaging in difficult conversations with courage—while centering joy, humour, and community along the way.



Francisco Robledo speaking at SPARK Toronto 2025

Latoya Nugent and Shawnie Hawkins at SPARK Toronto 2025



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Our Community of Support

Financial Transparency

This year, our work was made possible by a growing network of over 300 Proud Partners and Community Partners, alongside dedicated sponsors, collaborators, and allies. Together, they championed inclusion of our communities by funding initiatives, amplifying our reach, and standing with us through advocacy and change.

We are deeply grateful for their ongoing support, allyship, and engagement. With this collective strength, Pride at Work Canada continues to build belonging and transform workplaces across the country. We are proud to recognize the partners, collaborators, and supporters whose commitment made our work possible in 2024–2025:

Proud Partners & Community Partners

Organizations that advanced our communities by supporting us with program and event funding, in-kind contributions, hosting, and amplifying our work through their networks.

BDC, Ben Calf Robe Society, Beneva, Canadian Museum for Human Rights, City of Winnipeg, Desjardins, Dignity Network Canada, Edmonton 2 Spirit Society, Enbridge, Export Development Canada (EDC), EY, Fierté Montréal, Government of Manitoba, Loblaw, Norton Rose Fulbright, RBC, Sid Lee, TMX Group.

Collaborators

Institutions that opened their doors and either funded programs or partnered with us on special initiatives, helping us bring inclusion into new spaces.

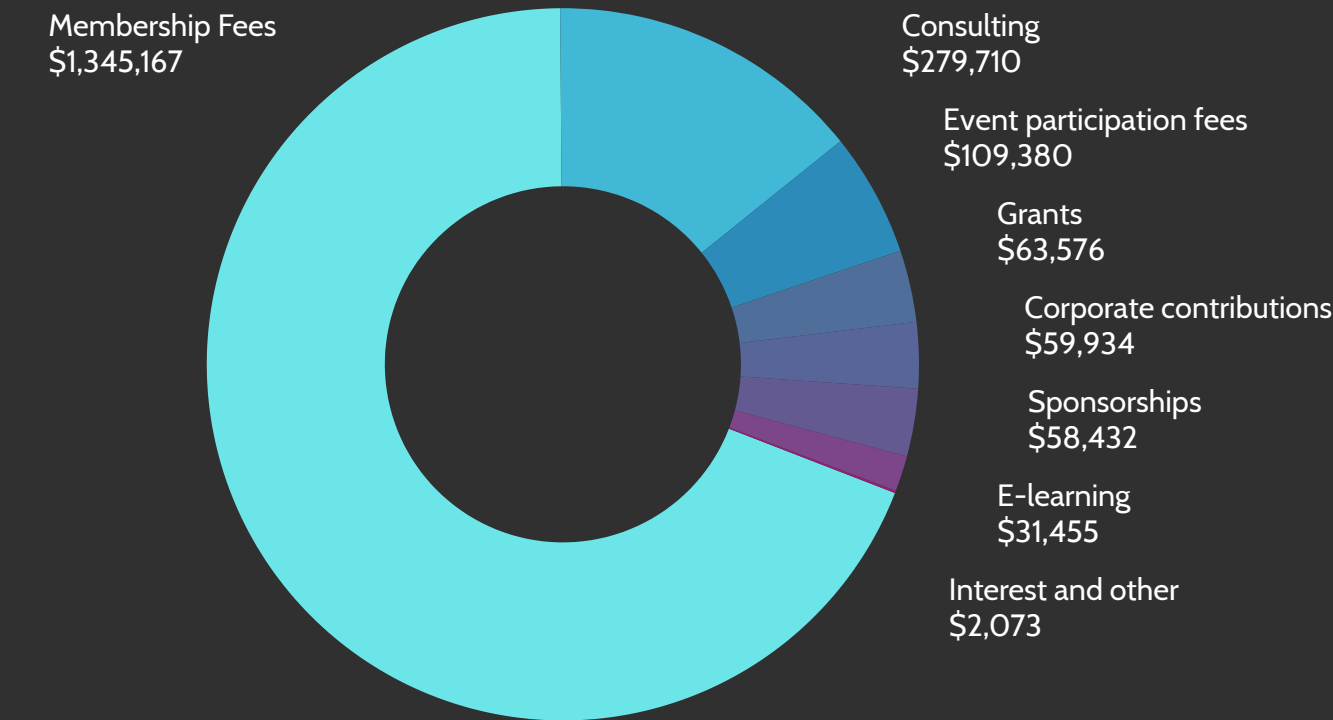
Canadian Blood Services, Embassy of the Kingdom of the Netherlands, Invest Ottawa, Women and Gender Equality Canada, Special mention: Canada Pride Caucus

Sponsors & Event Supporters

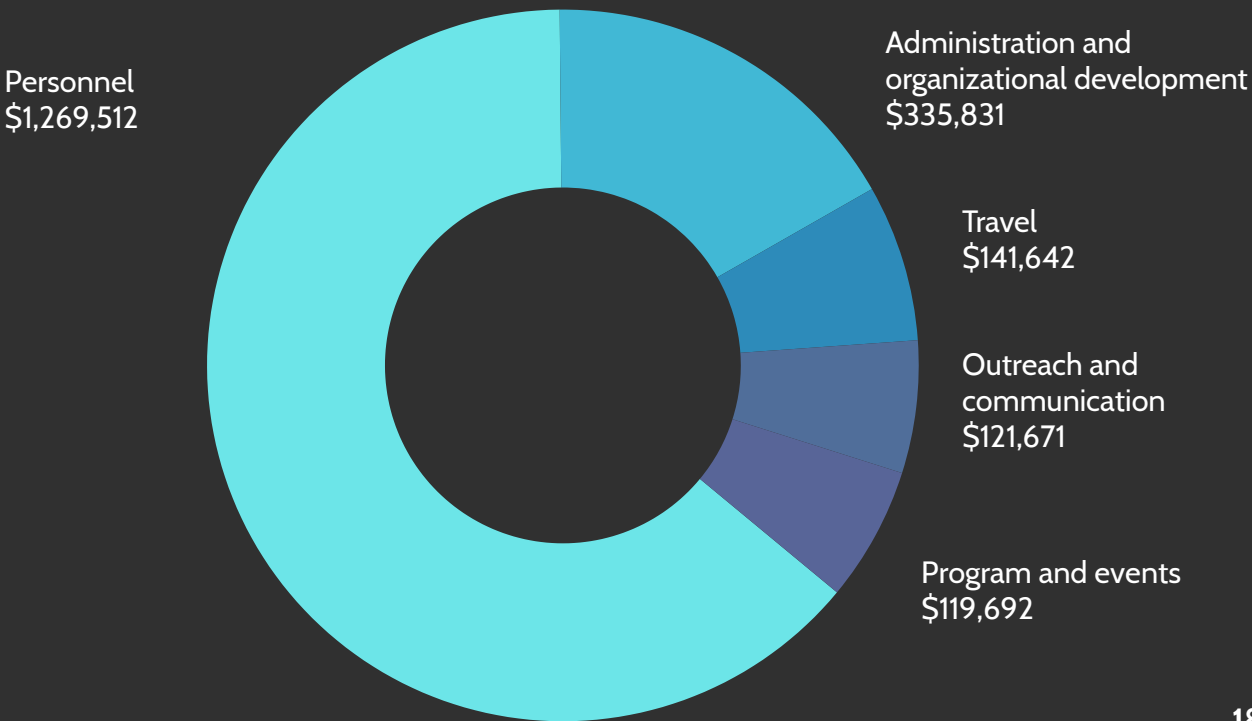
Organizations that supported our programming and events through sponsorships, services, and in-kind contributions.

Amazon Web Services (AWS), Braindate, Nouveau Standard, SAQ, WOW Catering.

Revenue: \$1,949,727



Expenses: \$1,988,348



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as on April 30, 2025

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(he/him)

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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. We operate as a member services agency for employers, offering institutional education and guidance to organizations that value 2SLGBTQIA+ talent.

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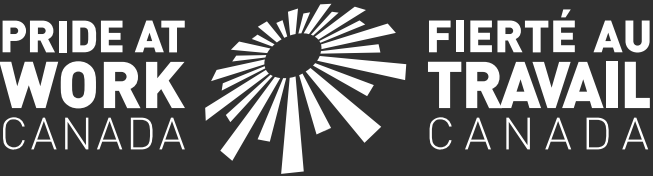
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