

# Pride Month Reminders

## Performative Allyship



### What Is It?

When someone who is not a member of the 2SLGBTQI+ group expresses support in a way that is not helpful or could even be harmful. Organizations engaged in performative allyship do not acknowledge responsibility in or take meaningful action against the systemic issues faced by the 2SLGBTQI+ community.

### Examples

- Using hashtags such as #HappyPride or #PrideMonth and calling yourself an ally without doing work to go with the media presence is inauthentic.
- Including rainbow safe-space stickers in your physical spaces but not reinforcing the development of safe spaces or educating those on queer terms and issues.



## Authentic Allyship



Instead of expressing superficial support for the 2SLGBTQI+ community, companies can become genuine allies. This involves acknowledging and actively working against the systemic issues faced by this community.

### Examples

- Implementing inclusive policies that promote 2SLGBTQI+ leadership
- Offering regular education and training sessions to all staff about diversity and inclusivity.

## Pride Product Sourcing



### What Is It?

When a company uses branding, advertising, merchandise or social media to support 2SLGBTQI+ people during pride month, but without active support of the 2SLGBTQI+ community.

### Examples

- Selling Pride-themed merchandise, without disclosing donation proceed amounts to public.
- Using rainbow colours in company logos, websites and social presences for the month of June, then returning to "business as usual" after Pride month is over.



## Responsible Pride Product Sourcing



If a company wants to sell or buy Pride-themed products, it should ensure that it supports 2SLGBTQI+ causes sincerely.

### Examples

- Sourcing products from 2SLGBTQI+ businesses, artists, and allies.
- Consider donating a portion of its Pride product proceeds to LGBTQI+ charities, ensuring that their actions contribute to the community they're celebrating.

## Tokenism



### What Is It?

Symbolic acts to highlight 2SLGBTQI+ community members with little involvement of these members or effort to support the community as a whole or within the organization. These efforts can be mitigated through consultation and education.

### Examples

- Hiring a 2SLGBTQI+ individual into a highly visible role, but not giving them the power, permission or resources to make suggestions or changes within the organization itself.
- Asking 2SLGBTQI+ employees to educate staff on queer issues, not because it is their area of expertise or desire but only because of their identity markers.



## Inclusive Representation



It's important to involve the 2SLGBTQI+ community in your organization's Pride Month initiatives and decisions. This involvement should go beyond symbolic acts, focusing on genuinely uplifting and empowering these members. By doing so, your organization can foster a more comprehensive understanding and support for the community both within and outside the workplace.

### Examples

- Highlight the achievements and contributions of 2SLGBTQI+ members through internal newsletters, social media spotlights, or awards to foster a sense of pride and visibility and inclusivity.