

WHERE DOES YOUR
PRIDE

GO THE REST OF
THE YEAR?

LGBTQ+ Cultural Competency Guide

Celebrating Pride and showing your support for the LGBTQ+ community is so much more than a trendy thing to do in the month of June. In this reading, we are going to share things that you can do at a personal and organizational level to celebrate and support the LGBTQ+ community all year long.

1. Educate Yourself

- a. Learn the basics - what does the acronym stand for and why has it changed over time (see our Appendix for an expanded list of terms)
 - I. LGBTQIA+ - Attitudes have changed over time, and the language used to discuss sexual orientation and gender identity has also evolved. As a result, the established L.G.B.T. abbreviation has acquired a few extra letters. LGBTQIA+ stands for Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Intersex, Asexual/Aromantic/Agender, and the plus sign (+) represents the other sexual identities.
- b. Learn about the history of Pride, the origin of the movement, pioneers, though leaders and initiatives to support the LGBTQ+ community in your area
 - I. Although there is much to learn, visit LGBTQ Nation and sign up for their newsletter to understand the basics and get you up to date with the evolution of the community. (See if you can answer these questions: what were the Stonewall Riots of the 1970s? when was the first national coming out day?)
- c. Consider the importance of how the LGBTQ+ community celebrates
 - I. Seeing someone enjoying their best life at karaoke night in their favorite gay bar or parading through the streets in a skimpy outfit can make us overlook that very likely it's taken much courage for that person to exist as their true self. Truly value why Pride is still needed today – people still fear being who they are and will go to extreme lengths to suppress that.

2. Be an Ally

- a. Volunteer or Donate to LGBTQ+ youth or community centers or raise money for an LGBTQ+ charity/foundation

- b. Consider how you are creating safe, inclusive spaces in your community for queer folx
- c. Respect Pronouns
- d. Reflect on your own unconscious bias.
- e. Be on your ally p's and q's (be mindful of your behavior and pay attention) - especially in spaces where you are a guest.

3. Support LGBT art and culture

- a. Buy art from Queer artists and support LGBTQ+ businesses.
- b. Attend a Pride parade or Event as an ally with the understanding of appropriate allyship for that event.

As individuals, we show our support for the LGBTQ+ community in different ways, but what about the role of Companies and Businesses in Pride Month and engagement with the LGBTQ+ community?

Do's

1. Consider Your Company's or Business LGBTQ+ Inclusivity.

Start a dialogue and make resources available to try to create a workplace where LGBT+ employees will feel valued and accepted. Involve all the employees in the dialogue.

2. Establish lasting and genuine relationships with the LGBTQ+ community.

Align the message and activism of the LGBTQ+ community with your brand identity, principles, and values.

3. Support LGBTQ+ initiatives year-round.

Another key part of Pride month is realizing there is still work to be done, and that is not just work and celebration for a month.



Don'ts

1. Don't create campaigns for the purpose of monetary gain.

Pride Month is not about your business goals. Before using PRIDE for your business marketing, consider the value you are adding and what actions are being taken to support the LGBTQ+ community inside and outside your company.

2. Don't assume that the LGBTQ+ community doesn't continue to face adversity.

The LGBTQ+ community still faces inequality and discrimination in the workplace each and every day. Many still fear for their job security because of their queerness.

3. Do not assume that your workspace is inclusive because of the presence of LGBTQ+ employees.

Creating an inclusive environment takes ongoing commitment and work to be sure your company is a psychologically safe environment for everyone you employ. Keeping tabs on your company culture from the employee perspective is a great way to begin.

Glossary

Agender

It could be defined as not having a gender, some people describe it as being gender-free

Androgynous

An androgynous person is one who has a partly male and partly female appearance or has indeterminate sex

Asexual

There are two kinds of asexuality. An asexual person is the one who doesn't feel sexual attraction towards anyone, and a grey-asexual person is the one who may feel sexual attraction on rare occasions and under very specific circumstances

Bisexual

Bisexuality is the attraction to both sexes (female and male), and it doesn't change even if the person decides to date the opposite sex

Cis-gender

It's when the person's identity and gender correspond to the one they got at birth.

Gay

A male who is attracted to other men

Gender-fluid

It is when a person changes their gender expression and/or identity over time

Gender-nonconforming

When a person doesn't act or look the way it is socially expected to be according to their gender

Genderqueer

This term is used when a person may feel identified as non-binary, agender, gender fluid, pansexual, or another gender identity. It can be neither, both, or a combination of all genders

Intersex

Is a person who was born with a combination of both female and male reproductive anatomy

LGBTQIA+

Lesbian, gay, bisexual, transgender, queer/questioning, intersex, asexual/aromantic/agender, and the plus sign (+) represents the other sexual identities

Lesbian

A female who is attracted to other women

Nonbinary

A nonbinary person is one who doesn't identify with any gender.

Pansexual

It means that a pansexual person does not limit their attraction to the biological sex or gender identity of another individual

Queer

It's a term used to describe sexual and gender identities that are not straight and cis-gender

Trans-gender

Is the person whose gender identity does not correspond to their birth sex