



Pride Month
Activation Kit

Ready-to-go resources to activate your people, fast.

Rally your people — *quickly and easily* — for Pride Month

Launching a giving or volunteering initiative is time consuming. From deciding which nonprofits to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **Pride Month**, but don't have a lot of time, this activation kit will help.

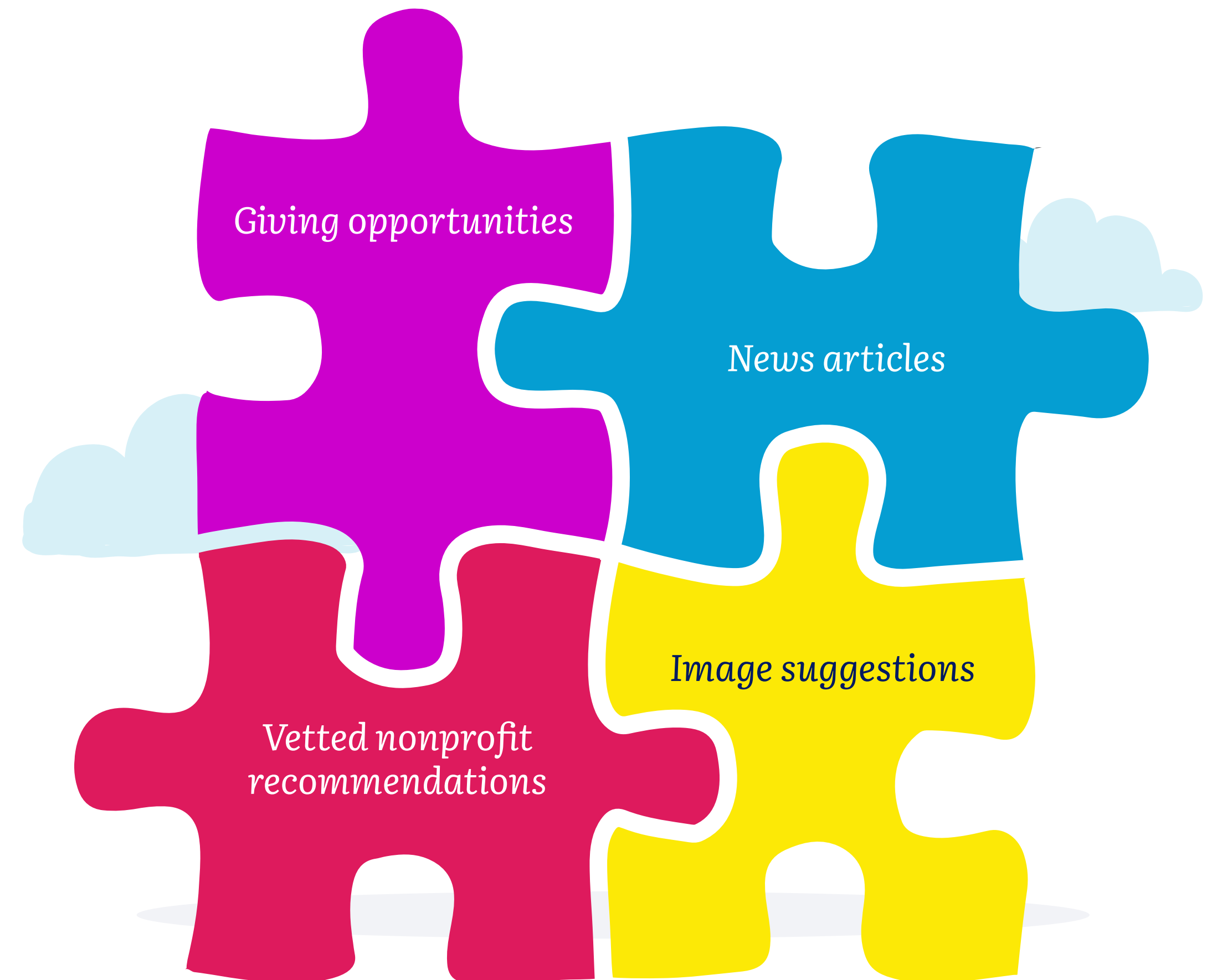


Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

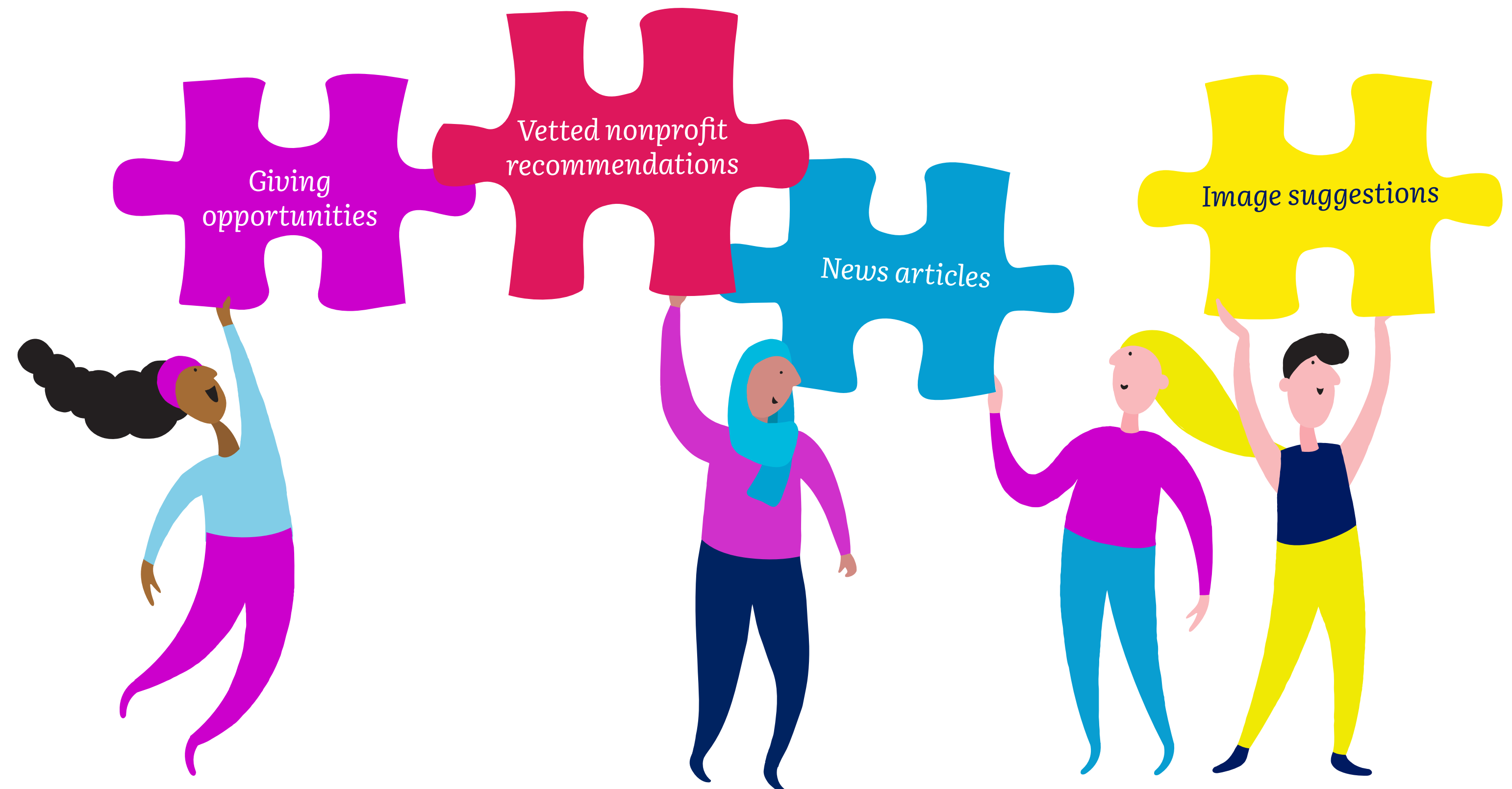
With the ready-to-go, expertly-curated content in this activation kit, your team will be fully prepared to support **Pride Month!**

Developed by Benevity's expert content team, the **Pride Month Activation Kit** includes:



Your *Pride Month* Activation Kit includes ...

- Pre-written **giving opportunities** supporting LGBTQ+ causes ... [page 5](#)
 - United States ... [page 7](#)
 - Canada (English) ... [page 8](#)
 - Canada (French) ... [page 9](#)
 - United Kingdom ... [page 10](#)
 - Australia ... [page 11](#)
 - Other regions ... [page 12](#)
- **Recommended nonprofits** ... [page 13](#)
- **News articles** ... [page 16](#)
- **Image suggestions** to punch up your communications ... [page 18](#)



Giving opportunities

A note to *program leaders* ...

The next five pages include templates for **Pride Month** giving opportunities for the United States, Canada (EN and FR), Australia and the United Kingdom that you can use in your communications with your people. It also includes a generic template for use in other regions.

Pride Month 2023 is June, although some countries and cities host and promote Pride events at other times of year. Feel free to adapt the following content for different regions and months. You can use all the recommended nonprofits for a region or focus your campaign on some of them.





Tip

Use this template in your communications



Champion LGBTQ+ rights for Pride Month 2023

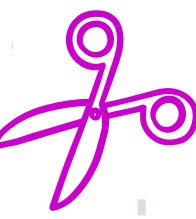
Pride Month is an opportunity to celebrate the LGBTQ+ community and challenge prejudice

Pride Month means so much to so many for so many reasons. It is a celebration of all the LGBTQ+ community has achieved. It is also a commemoration of historical injustices and the ongoing campaign for rights. There is still much to fight for. Throughout the world, the LGBTQ+ community is the target of hate-driven violence, discriminatory laws and legislation, and prejudice that affects employment, education, access to health care and more. Until these and other injustices are resolved, the celebration of Pride will always include a call to action for everyone who supports a kinder and more equitable world.

Pride Month 2023 is June. Millions of people around the world will attend thousands of events, including everything from spectacular parades to smaller conversations. It is an opportunity to celebrate the LGBTQ+ community, challenge prejudice and campaign for change.

When you donate to this giving opportunity, you support organizations that offer assistance to the LGBTQ+ community, fight for equal rights and demand an end to hate crimes and violence.

- **Human Rights Campaign Foundation:** Seeking to fundamentally change the way LGBTQ+ people are treated and working to change policies, practices, hearts and minds.
- **Translifeline:** Offering direct emotional and financial support to trans people in crisis — for the trans community, by the trans community.
- **ACLU Foundation (American Civil Liberties Union Foundation):** Working in the courts, legislatures and communities to defend and preserve the individual rights and liberties guaranteed to all people.
- **Trevor Project:** Providing life-saving counseling services to young LGBTQ people.
- **Centerlink:** Supporting the development of strong, sustainable, LGBTQ community centers.



Champion LGBTQ+ rights for Pride Month 2023

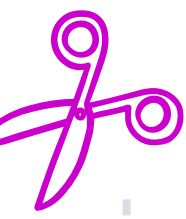
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- **Egale Canada:** Inspiring cultural change and promoting human rights and inclusion through research, education, awareness and legal advocacy.
- **Rainbow Railroad:** Helping LGBTQI+ individuals get access to lives free from persecution.
- **IGB-CSA Canada (It Gets Better Canada):** Uplifting, empowering and connecting two-spirit, lesbian, gay, bisexual, transgender and queer (2SLGBTQ+) youth across Canada.
- **The ArQuives: Canada's LGBTQ2+ Archives:** Acquiring, preserving, organizing and giving public access to information and materials in any medium, by and about LGBTQ2+ people.
- **Centre Interligne (anciennement Gai Écoute):** Offering support 24 hours a day to people concerned by sexual diversity and/or the plurality of genders.



Défendons les droits LGBTQ+ pour le Mois de la fierté 2023

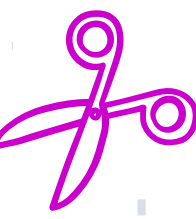
Le Mois de la fierté est une occasion de célébrer la communauté LGBTQ+ et de lutter contre les préjugés

Le Mois de la fierté a une grande importance pour de nombreuses personnes, et ce, pour une multitude de raisons. C'est une célébration de tout ce que la communauté LGBTQ+ a accompli. C'est également une commémoration des injustices historiques et un rappel de la campagne actuelle sur les droits. Il reste encore beaucoup à faire. Partout dans le monde, la communauté LGBTQ+ est la cible d'actes de violence dictés par la haine, de lois et de législations discriminatoires, et de préjugés nuisant notamment à l'emploi, à l'éducation et à l'accès aux soins de santé. Tant que ces injustices parmi d'autres ne seront pas révolues, la célébration de la fierté comprendra toujours un appel à l'action pour tous ceux qui veulent un monde plus aimable et plus équitable.

Le Mois de la fierté 2023 se déroule en juin. Des millions de personnes partout dans le monde assisteront à des milliers d'événements, allant de défilés spectaculaires à des conversations plus modestes. C'est une occasion de célébrer la communauté LGBTQ+, de lutter contre les préjugés et de militer pour le changement.

En faisant un don à cette occasion, vous soutenez des organismes qui viennent en aide à la communauté LGBTQ+, qui se battent pour l'égalité des droits, et qui demandent la fin des crimes haineux et de la violence.

- **Egale Canada** : inspire un changement culturel, promeut les droits de la personne et l'inclusion par la recherche, l'éducation, la sensibilisation et la défense juridique.
- **Rainbow Railroad** : aide les personnes LGBTQI+ à vivre à l'abri des persécutions.
- **IGB-CSA Canada (It Gets Better Canada)** : encourage les jeunes bispirituels, lesbiens, gais, bisexuels, transgenres et queers (2SLGBTQ+) au Canada, contribue à leur émancipation et stimule la création de liens.
- **The ArQuives: Canada's LGBTQ2+ Archives** : acquiert, préserve, organise et rend accessibles de l'information et des documents, peu importe le média, au sujet des membres de la communauté LGBTQ2+ et créés par eux.
- **Centre Interligne (anciennement Gai Écoute)** : offre un soutien 24 heures par jour aux personnes concernées par la diversité sexuelle et la pluralité des genres.



Champion LGBTQ+ rights for Pride Month 2023

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- **Mindout LGB&T Mental Health Project:** Working to improve the mental health and wellbeing of all LGBTQ communities and to make mental health a community concern.
- **Stonewall Equality:** Standing for lesbian, gay, bi, trans, queer, questioning and ace (LGBTQ+) people everywhere and imagining a world where all LGBTQ+ people can live lives to the fullest.
- **Kaleidoscope Diversity Trust:** Funding, fighting for and empowering those upholding the human rights of LGBTI+ people to effect meaningful and lasting change in the lives of LGBTI+ people everywhere.
- **Health Quality and Rights Organisation (LGBT Hero):** Supporting over 100,000 LGBTQ+ people a month by providing trusted information, advice and support.
- **Rainbow Migration:** Supporting LGBTQI+ people through the asylum and immigration system.



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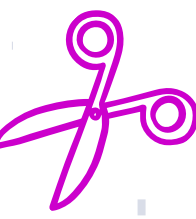
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- **Minus18 Foundation:** Leading change, building social inclusion and changing the lives of LGBTQIA+ youth in Australia.
- **BlaQ Aboriginal Corporation:** Nurturing, supporting, affirming and celebrating the Aboriginal and Torres Strait Islander LGBTQIA+SB Community whilst promoting safety and inclusion for all.
- **Twenty10:** Providing a broad range of free, accessible mental health and psychosocial support programs and building a world where LGBTQIA+ people of NSW are secure, connected and celebrated.
- **The Pinnacle Foundation Scholarship Fund:** Providing educational scholarships, mentoring and opportunities for young LGBTQIA+ Australians to realise their full potential.



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- **[Name of cause]:** [Short summary of the cause's work and how it supports the LGBTQ+ community]
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Vetted *nonprofit*
recommendations

Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

Benevity gives your people access to nearly 2 million vetted causes globally.

United States

ACLU Foundation (Project: Support the ACLU: Stand Against Anti-Trans Rights Bills & Advance LGBTQ Rights)

- New York, New York
- Charity ID: 840-136213516/4CF5MSQ8KV

Centerlink

- Fort Lauderdale, FL
- Charity ID: 840-522292725

Human Rights Campaign Foundation

- Washington, DC
- Charity ID: 840-521481896

Translifeline

- Oakland, CA
- Charity ID: 840-472097494

Trevor Project Inc

- West Hollywood, CA
- Charity ID: 840-954681287

Canada

Centre Interligne inc. (anciennement Gai Écoute)

- Montreal, QC
- Charity ID: 124-118934579RR0001

Egale Canada

- Toronto, ON
- Charity ID: 124-888561065RR0001

IGB-CSA Canada

- Toronto, ON
- Charity ID: 124-750714297RR0001

Rainbow Railroad

- Toronto, ON
- Charity ID: 124-827142530RR0001

The ArQuives: Canada's LGBTQ2+ Archives

- Toronto, ON
- Charity ID: 124-118832864RR0001

United Kingdom

Health Equality and Rights Organisation

- London, England
- Charity ID: 826-1076854

Kaleidoscope Diversity Trust

- London, England
- Charity ID: 826-1146274

MindOut LGB&T Mental Health Project

- London, England
- Charity ID: 826-1140098

Rainbow Migration

- London, England
- Charity ID: 826-1158228

Stonewall Equality Limited

- London, England
- Charity ID: 826-1101255

Australia

BlaQ Aboriginal Corporation

- Surry Hills, NSW
- Charity ID: 036-75924390231

Minus18 Foundation

- Melbourne, VIC
- Charity ID: 036-60829316980

The Pinnacle Foundation Scholarship Fund

- Potts Point, NSW
- Charity ID: 036-81127662604

Twenty10

- Sydney, NSW
- Charity ID: 036-14925105160

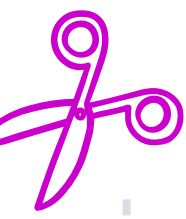
You can find additional nonprofits in Europe and Asia [here](#).

News articles



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[LINK TO GIVING OPPORTUNITY]

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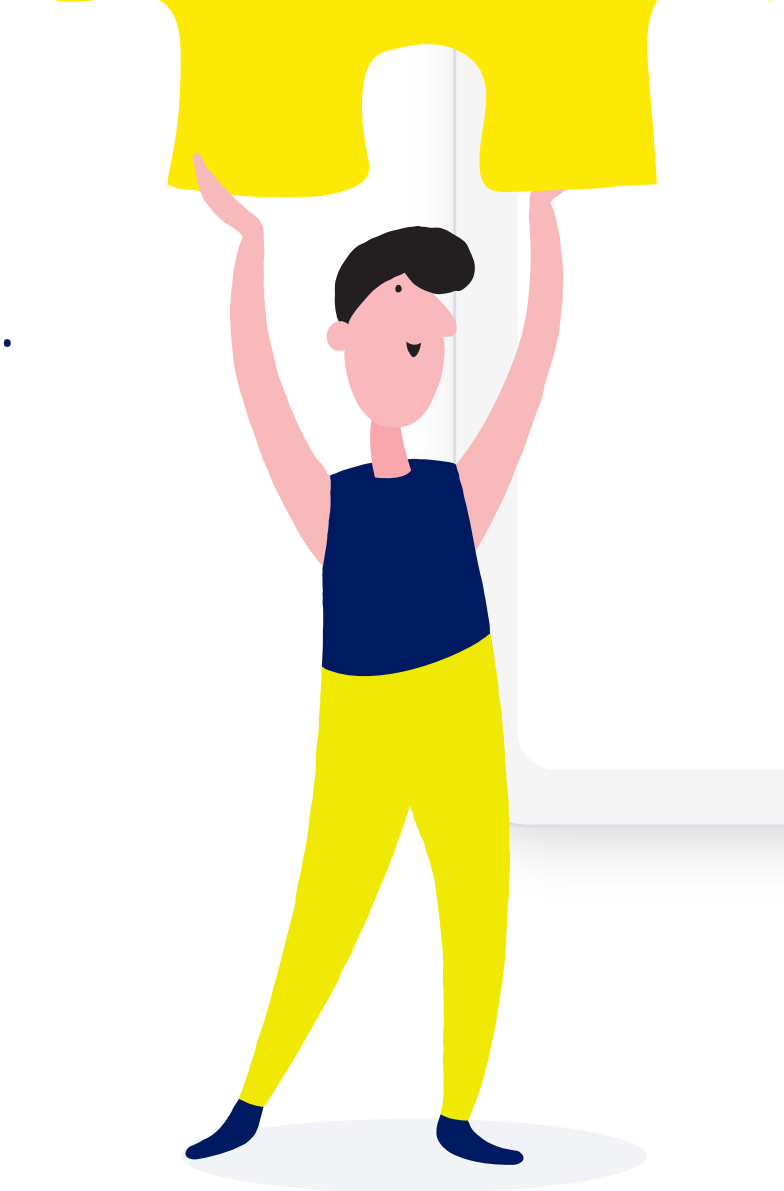
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Image suggestions

Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. This page contains images we've handpicked in support of Pride Month. Click each image to visit Getty Images and license it.



Making an impact made easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

See how activation kits work seamlessly in Spark.

Book a Demo Today!

Support these causes for your **Pride Month** campaign



CENTERLINK INC

CenterLink was founded in 1994 as a member-based coalition to support the development of strong, sustainable LGBT community centers. The organization plays an important role ...

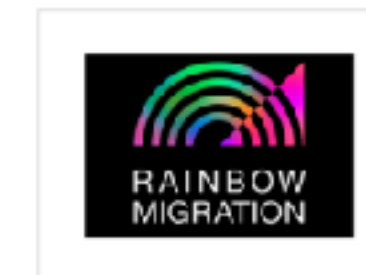
Fort Lauderdale, FL, United States Matching Offer



Egale Canada

Egale's mission is to improve the lives of 2SLGBTQI people in Canada and to enhance the global response to 2SLGBTQI issues. Egale will achieve this by informing public policy ...

Toronto, ON, Canada Matching Offer



RAINBOW MIGRATION

Supporting LGBT asylum seekers: providing support & information via our helpline and in person; referring to solicitors; organising a monthly support meeting; visiting detention ce...

London, United Kingdom Matching Offer



Twenty10

We work with people across Sydney and New South Wales who are lesbian, gay, bisexual, transgender and gender diverse, non-binary, intersex, questioning, queer, asexual and more (LG...

Sydney, NSW, Australia Matching Offer



Good luck with your Pride Month campaign!

Benevity, a certified B Corporation, is the leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed more than \$10 billion in donations and 46 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 770,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).