

#Be *in* Business



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In what ways could businesses support LGBT+ people more?

Businesses have a vital role to play in supporting LGBT+ people.

Internally, companies have a duty to ensure that LGBT+ people within the workplace are able to bring their full selves to work and to remove any barriers and challenges that would prevent them from thriving in their jobs. Some ways they can do this is by:

- Ensuring that they are engaging in LGBT+ inclusive employment policies and practices. There are a number of frameworks they can use to monitor and improve on this
- Providing mechanisms for LGBT+ employees to network and a platform to raise concerns and issues with management e.g., many businesses will facilitate the establishment and running of a LGBT+ and ally employee resource group
- Delivering education and training to the workforce to improve the understanding of LGBT+ identities, experiences and how everyone can contribute to making the workplace a more inclusive place.

Externally, companies are often key stakeholders in the communities where they do business and have significant power, which they can use to drive forward LGBT+ equality and inclusion in a number of ways, including:

- Supporting LGBT+ charities, movements and groups that are working to promote LGBT+ equality and inclusion e.g., through corporate donations or the provision of goods in kind or services pro bono
- Taking a public stand against organisations, groups and legislation that do not advance LGBT+ rights
 - Encouraging other businesses and clients to engage in more LGBT+ inclusive practices.

How does Just Like Us work with businesses and what does this support mean to you as a charity?

As a charity, private sector support is vital to our ability to achieve our mission to empower LGBT+ young people. Just Like Us works with businesses in the following ways:

Sponsorship: Companies sponsor our UK-wide annual event, School Diversity Week

Cause-related marketing: Companies can release limited editions of their best-selling products and donate a proportion of the proceeds to ust Like Us

Pro Bono

Support: Companies can use their expertise and skills to provide Just Like Us with technical support for which we would otherwise need to pay e.g. law firms offer Just Like Us pro bono legal support. This saves us money which can then be used to deliver our programmes.

Corporate Partnerships:

Companies provide Just Like Us with donations in support of our work and engage their employees to volunteer on our programmes, to use their time and talent to achieve change e.g., corporate partner employees deliver public speaking training to our LGBT+ young volunteers



Why being in business is *everyone's* business