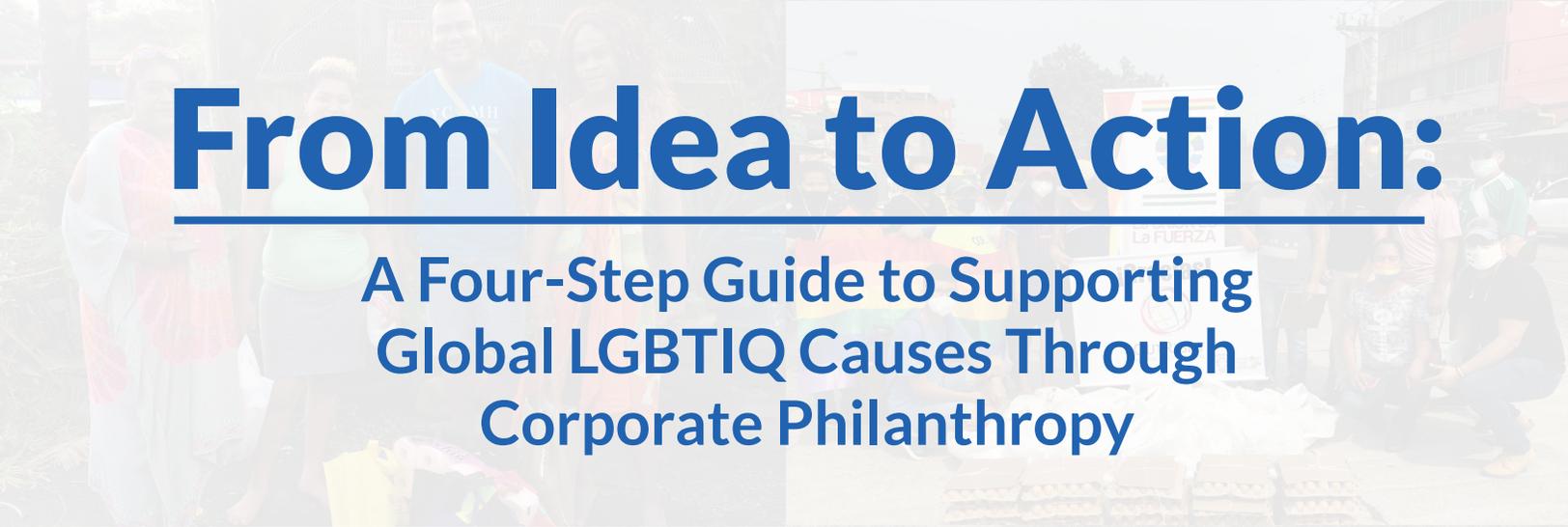




# From Idea to Action:

A Four-Step Guide to Supporting  
Global LGBTIQ Causes Through  
Corporate Philanthropy



**OUTRIGHT**  
ACTION INTERNATIONAL



# OUTRIGHT

ACTION INTERNATIONAL

OutRight Action International works at global, regional and national levels to eradicate the persecution, inequality and violence faced by lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) people around the world. With staff in over a dozen countries and headquarters in New York, OutRight builds capacity of LGBTIQ movements, documents human rights violations, advocates for inclusion and equality, and holds leaders accountable for protecting the rights of LGBTIQ people everywhere. OutRight was founded in 1990 and has recognized consultative status at the United Nations.

[www.OutRightInternational.org](http://www.OutRightInternational.org)

[hello@OutRightInternational.org](mailto:hello@OutRightInternational.org)

[www.facebook.com/outrightintl](https://www.facebook.com/outrightintl)

[twitter.com/outrightintl](https://twitter.com/outrightintl)

[www.youtube.com/lgbthumanrights](https://www.youtube.com/lgbthumanrights)

OutRight Action International  
216 E 45th Street  
New York NY, 10017 USA  
P: +1 (212) 430.6054

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## Foreword

In every country on the planet, violent and discriminatory acts are committed against lesbian, gay, bisexual, transgender, intersex, and queer (LGBTIQ) people on the basis of their real or perceived sexual orientation, gender identity or expression, or sex characteristics, often without consequence.<sup>1</sup> The Universal Declaration of Human Rights (1948) enshrines the rights and freedoms of all human beings by virtue of being human. It states that all are born free and equal and makes no distinction of any kind. These acts of violence and discrimination are often committed without consequence to the offenders, but with severe consequences for the LGBTIQ community.

Violence and discrimination contribute to the exclusion and marginalization of LGBTIQ people, thus increasing their socioeconomic and other types of vulnerability. Increasing evidence from data collected by the World Bank indicates that LGBTIQ people continue to suffer lower education outcomes due to discrimination, bullying and violence; higher unemployment rates; and a lack of access to adequate housing, health services and financial services. As open societies are a pathway to equal opportunity and human prosperity, this systemic marginalization represents a crisis for economic development.

In some places, while the movement for human rights for LGBTIQ people has witnessed tremendous progress over the past 50 years, the journey for full rights and equality for LGBTIQ people has far to go everywhere in the world. OutRight Action International reports that fewer than half of the United Nations' (UN) 193 Member States ban discrimination on the basis of sexual orientation. Thirteen countries have laws explicitly criminalizing transgender people, and in many countries, transgender people cannot get their gender legally recognized. According to OutRight's latest research, in 21 countries, not a single LGBTIQ organization exists to serve or advocate for our communities. Today, even where progress has been made, we see a real danger of back-sliding, particularly on rights and inclusion for transgender people.

One primary factor contributing to the slowing of progress is the gross underfunding of the movement. This is especially true outside of the United States of America and Canada, which — according to data from the Global Philanthropy Project's Global Resources Report — receive more than half of the world's funding. In fact, according to the most recent data, while global LGBTIQ-issues funding totaled USD 31.2 million during 2019-2020, all donor types decreased funding compared to the 2-year period of 2017-2018. In addition, the highest percentage of international LGBTIQ funding — 60% — was provided by governments or multilateral organizations, but of all government funding, a mere USD 0.04 of every USD 100 is earmarked for LGBTIQ issues.

While global corporate funding reached its highest level during this period, at USD 84 million, or 13% of total LGBTIQ global funding, corporations maintain the lowest amount of all donor types (global

corporate funding refers to all funding globally for LGBTIQ issues, as opposed to funding of international LGBTIQ issues). Moreover, three funders accounted for 95% of corporate funding focused internationally, outside the United States of America.

Why does this matter? When we secure human rights for LGBTIQ people, we reinforce the principle that all people have basic dignity and deserve full freedom in society under the law. Encouraging increased philanthropic support for, and partnership with, the global movement for rights and equality for LGBTIQ people — especially in countries and regions that are severely under-resourced — will result in gains for the human rights movement, but especially and specifically for LGBTIQ people. Further, beyond the legal responsibility of companies to reduce all the risks that could suggest discrimination in the workplace, the development and execution of social mobility tactics are also critical for business. While not the driving motivator to pursue gains in human rights, several case studies link such tactics with direct economic advantages for companies (productivity, innovation, and reputation). Broader economic development and gross domestic product growth have additionally been well established through research as a direct link and are important for business sustainability.

To make true progress in advancing equality for LGBTIQ people everywhere, the global LGBTIQ movement requires more significant resourcing. The private sector has a role to play in facilitating the movement's dynamic growth through financial and other investments — because it's the right thing to do, and because businesses will benefit from the progress the movement secures.

To enable and empower the private sector to robustly and sustainably support the global LGBTIQ movement, OutRight Action International has partnered with Google.org to co-fund this guide, authored by OutRight, on how to effectively unlock and leverage corporate philanthropy to support advancement globally for LGBTIQ equality. The guide, more than a year in the making and which we are proud to present, provides step-by-step insights along with case studies on effective philanthropic support. It is our hope that the guide will seed important conversations within companies and across industries and sectors about how the private sector can, collectively, do more. Ultimately it is our hope that, beyond discussions, the guide will lead to concrete actions and commitments by companies to invest in the organizations powering the global movement to secure equality for LGBTIQ people everywhere.



Maria Sjödin  
Executive Director,  
OutRight Action International



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## Methodology

Several sets of data informed the conclusions of this document. Peer-reviewed studies by business scholars and reports from corporations and non-governmental organizations (NGOs) provided information on environmental, social and governance (ESG) approaches, corporate social responsibility (CSR) efforts, corporate philanthropy, diversity, equality & inclusion (DEI) programs, and LGBTIQ inclusion work; data sets also provided information on, and identified specific examples of, discrimination and philanthropic giving.

We collected data from individuals using two methods:

### DATA SET 1

- Online survey of individuals working in corporate/ NGO environments
- Open from May 15 to June 2, 2022
- Recruitment of respondents through email and social media
- Individual respondents from 18 companies and NGOs completed the entire survey

### DATA SET 2

- Semi-structured interviews, 30- to 60-minutes in duration
- Interviews held May 20 to June 3, 2022
- 21 respondents
  - 18 respondents worked as corporate employees or consultants who work on corporate DEI efforts, including corporate philanthropy
  - Three respondents worked for non-profit organizations

This report highlights results that appear to be generalizable, represent trends, or serve as an example for a particular finding. As such, the results of both surveys, including verbatim responses, have been anonymized to protect individual and business privacy.

## Introduction: The Power of an Idea

Each act of corporate philanthropy starts with one person who has an idea. This guide is for those who want to advocate from within their company to expand philanthropic activities supporting global LGBTIQ causes. This guide sets out concrete steps to build a persuasive proposal that you can present to decision makers in your company.



### Employees have a voice

Business leaders and employees interviewed for this project broadly agreed that employees had an important voice in their company's philanthropic decisions. When employees express their preferences about philanthropic activities directly or, for example, through an Employee Resource Group (ERG), managers listen. After all, one reason that companies engage in philanthropy is to attract and retain employees. As corporate philanthropy becomes more common and decentralized, employees have more opportunities to influence these activities.

### Corporate philanthropy is strategic and decentralized

Though there is currently no mechanism to comprehensively collect data about corporate philanthropy<sup>ii</sup>, studies that track foundation expenditures<sup>iii</sup> and sources of income for LGBTIQ groups<sup>iv</sup> all indicate that corporate philanthropy in support of LGBTIQ causes is steadily increasing. The nature of corporate foundations is also changing. Traditionally, corporate philanthropy was the domain of the chief executive<sup>v</sup>, carried out for charitable purposes. Today, corporate philanthropy is moving "beyond enlightened self-interest by tying philanthropic activities into a corporate strategy" and "... linking philanthropy to business outcomes..."<sup>vi</sup>

The decision to engage in philanthropic activities can rest with multiple people responsible for implementing business strategy — from ESG and CSR executives and human resource/DEI and marketing managers to ERGs and governmental affairs officers. Corporate philanthropy, as described in this document, can take the form of formal grants, sponsorships, cash gifts, in-kind contributions, volunteer efforts, mentorship and technical support programs, contracts and honorariums for in-house educational events, and other means of providing value to NGO beneficiaries. The suggestions in this guide are premised on the belief that philanthropic decision-making and subsequent implementation follow unique pathways in each company. Those pathways include all the various business units that might engage in philanthropic activities, the priorities for what kind of work the company wants to support, and the criteria for how the company selects beneficiaries. Proposals for new philanthropic activities will have a greater likelihood of success if they follow the pathways already established.

### The global LGBTIQ movement is successful and growing

LGBTIQ people continue to face violence and discrimination in all parts of the globe, and LGBTIQ groups are working hard to respond. Currently, most LGBTIQ philanthropy is focused on groups located in wealthier countries where many multinational corporations are headquartered. In this guide, we use the term 'global LGBTIQ causes' to refer to groups doing work in multiple countries as well as groups whose work focuses on a country or countries in the global south or east — countries where fewer multinational corporations are headquartered.

Though there is no comprehensive list of LGBTIQ groups, a few statistics illustrate the number of organizations that serve LGBTIQ people around the world. The membership of ILGA World — a global network of LGBTIQ organizations — includes more than 1,700 groups in 160 countries.<sup>vii</sup> In addition, a recent study of funding cataloged roughly 2,300 grants made by foundations and governments in one year to groups in the global south and east working on LGBTIQ issues.<sup>viii</sup> From 2020 to 2022, OutRight has issued grants to groups in more than 108 countries from its COVID-19 Global LGBTIQ Emergency Fund. In almost any country where you find an open civil society, you will also find groups working for the human rights of LGBTIQ people.

### Four Steps to Formulating a Proposal for Your Company

1. Map current philanthropic pathways in your company
2. Assess your company's readiness to support global LGBTIQ issues
3. Formulate your reason to support global LGBTIQ causes
4. Identify potential beneficiaries



# Building Your Proposal to Support Global LGBTIQ Causes

You want your company to increase its support for global LGBTIQ causes. You may also have in mind a particular LGBTIQ group to receive your company's support. Either way, your task is to put together a strong proposal that you can bring to the executives in your company. Following the four steps outlined will help you make the following decisions:

- Whether your company is ready to engage with global LGBTIQ issues, and what to do if it is not
- Who to approach with your proposal
- What rationale and justification to use
- Which beneficiary to propose
- What form the philanthropic support should take

The primary goal of this approach is to achieve change from within your company. Thus, the guidance will help you craft a proposal that is most likely to succeed. In many cases, this might mean starting with a smaller, lower level of support, hopefully growing incrementally into larger amounts. What this guide does not do is suggest organizations as beneficiaries. We feel that favoring one set of organizations in this way would be unfair to the LGBTIQ movement and our obligation to it. However, out of the thousands of LGBTIQ groups around the world, you will have plenty of options. The guide does provide detailed advice on what to look for when choosing a proposed beneficiary.

## STEP 1. Assess your company's readiness to support global LGBTIQ issues

Corporate support of global LGBTIQ issues should align with already existing policies regarding LGBTIQ workers, customers, suppliers and advocacy positions. One interview respondent recounted a time when he proposed to a CEO that the company support LGBTIQ groups in a country where the corporation had operations. The CEO had misgivings about supporting LGBTIQ people outside of the company when there was little known about job satisfaction, retention, and promotion rates among LGBTIQ employees inside the company. In fact, there was no mechanism for identifying LGBTIQ people in the company's workforce. The proposal was eventually approved, but only after the company established a self-identification system for its workers and began collecting data on the retention and promotion of LGBTIQ workers.

Philanthropic support for global LGBTIQ causes may be considered hypocritical if the corporation lacks internal policies protecting LGBTIQ people. Not only may this inconsistency trigger accusations of pinkwashing, but it could also demoralize LGBTIQ workers inside the company.<sup>ix</sup> One survey respondent who worked for a company without protections for LGBTIQ workers recalled that when they "...worked in the firm's office [in that country] I had to go back in the closet. There were no policies, no training, nothing. A firm should look after their own gay employees before it goes to help outside gay groups."

Companies should ensure their "own house is in order," in the words of one respondent, by implementing LGBTIQ-inclusive policies both in headquarters and local offices, including training of local staff. If such policies do not exist, consider forming a philanthropic relationship with an LGBTIQ group for the purposes of developing policies. LGBTIQ groups can be funded to participate in in-house training events and provide assessments of how welcoming and accessible a company's facilities are to LGBTIQ people, expertise on unique cultural aspects of local LGBTIQ populations, and an assessment of the local situation for LGBTIQ workers assigned to that office from other parts of the corporation.

If your company has not yet adopted pro-LGBTIQ policies and positions, the pathway to expanding philanthropy for global LGBTIQ causes might start with philanthropic activities that involve internal engagement, education and advocacy for the purposes of developing LGBTIQ-friendly policies within the corporation. A tool created to support companies in implementing the *UN Standards of Conduct for Business* — a set of five global standards to support the business community in tackling discrimination against lesbian, gay, bisexual, transgender and intersex people — can be used to assess your company's current practices related to LGBTIQ equality and identify gaps and opportunities for further action.<sup>x</sup> The assessment, called the *UN LGBTIQ+ Standards Gap Analysis Tool*, is based on the above-mentioned set of international standards of conduct for businesses that have committed to respect, protect and fulfill the human rights of LGBTIQ people (refer to *Step 3.A.1. The Human Rights Case*, for more detail). The tool can be found at [www.global-lgbti.org/gapanalysistool](http://www.global-lgbti.org/gapanalysistool). Consider using this mechanism to see what your company can do to ensure it is ready to engage with LGBTIQ communities.

### Is your company ready to support LGBTIQ communities across the globe? Has your company done the following?

1. Adopted non-discrimination policies that apply to all workers globally
2. Offered health insurance policies with transgender-inclusive options
3. Instituted diversity training for new hires and supervisors in all offices globally, with buy-in from senior officers and directors
4. Reviewed philanthropic and political donations to ensure that the company is not supporting anti-LGBTIQ causes
5. Supported LGBTIQ ERGs for all offices
6. Used LGBTIQ-owned business for procurement

## STEP 2. Map current philanthropic pathways in your company

The second step in formulating a successful proposal is to understand your company's pathways for philanthropic activities. The one-on-one interviews revealed that in most companies, philanthropic activities are not centralized. Resources and decision-making authority are distributed throughout a company's structure because each philanthropic activity may serve a different need for various units within the business. One respondent revealed "[w]e can make donations from the foundation, the [political action committee] PAC, or from different pools of money in the corporation itself. The biggest challenge for me is knowing who to go to for what requests. Are we looking at a proposal as a community engagement? From a recruitment angle? From a retention angle? From a social impact angle?"

The diffuse nature of philanthropic activities within a company creates opportunities for those with new ideas. One respondent related how she regularly goes from office to office looking for someone with sufficient budget and approval authority to support new philanthropic initiatives. At the same time, she cautioned against pursuing proposals that are a clear departure from the firm's previous philanthropy. "You have to understand what a particular firm is going to support before you start proposing new things. There are lots of things you could do. But talking about things that are a no-go is a waste of time and you could actually set back the cause within the company."

### 1. What countries are in your company's geographic footprint?

Multiple survey respondents noted that the extent and type of a company's geographic footprint established the boundaries of giving. Different companies use different criteria to assess their geographic footprint. For one respondent, "[i]t's a number game, ...the number of employees in a location." Other companies might look at the concentration of customers, the prevalence of contractors, the location of firm partners, or other aspects of their operations.

Focusing philanthropic efforts on a firm's geographic footprint makes sense. From a business perspective, companies are most concerned with the economic and legal environment in countries where they operate, providing meaningful engagement opportunities to their employees where they work, and engaging in cause marketing where customers are found. From a human rights perspective, the *UN Standards of Conduct* (discussed in more detail further below) also calls for businesses to address human rights abuses "in the countries in which they operate." This focus helps avoid potential risks of corporations' entanglement in public policy issues as outsiders in places where they have no local connection. From a philanthropic perspective, companies with a local presence will be better equipped to work with local LGBTIQ communities to ensure philanthropic efforts are suited to that country.

Some respondents agreed that widespread interest by employees might prompt a company to give outside its footprint. Respondents noted that providing relief for people in Ukraine and survivors of Hurricane Maria in Puerto Rico were two such instances.

Your ideas for philanthropic activities and proposals for philanthropic support should relate to countries where your company does business. This could include at least two types of NGOs — supporting groups that focus on a single country or region where your company does business or groups that work globally. Among survey respondents, some companies simply want to support the global LGBTIQ movement based on a desire to improve LGBTIQ lives everywhere. Multinational companies, particularly, may see themselves as having a global scope, making a global beneficiary particularly appropriate.

### 2. Which office?

For multinational companies, philanthropic activities are often split between headquarters and country offices. According to respondents, when considering philanthropic activities outside of the headquarter country, companies will defer to the preferences of country office staff for at least two reasons. First, local business leaders will have a better sense of what kinds of philanthropic activities will contribute to business strategies, particularly if those activities impact marketing or recruitment operations in that country or involve the engagement of local employees. Second, companies rely on country offices for their knowledge of local communities. Country offices are more able to work with local organizations to ensure that philanthropic activities are suited to that country and do not violate a do-no-harm principle.

Consequently, if you are going to propose supporting an NGO whose work is concentrated in a particular country, you will likely require the support of the office located in that country. However, it might be possible to support groups whose work is global, or whose work encompasses many countries, from any office. Depending on your objectives, you should reach out to people in other offices if you seek to support work in those countries.

### 3. What is the financial pathway from your company to recipients?

When a company transfers funds to an NGO, it must comply with applicable legal regulations. If your company supports NGOs from budgets meant for marketing, ESG, CSR, human resources, diversity, equity, and inclusion (DEI), ERGs or other common business functions, the transfer of funds to an NGO should be relatively straightforward for your company. However, transfers of funds from the accounts of a private corporate foundation or trust must comply with an additional set of laws that regulate the use of philanthropic funds.

Laws regulating foundations and trusts differ from country to country. The regulations in the United States of America, where many corporate foundations are located, serve as a useful example. In the United States of America, private corporate foundations can make gifts to organizations registered as a public charity with the Internal Revenue Service (IRS). Foundations can make gifts to certain non-registered corporations, but doing so entails more work, administrative expenses, and potential legal risk. As a result, most US-based corporate foundations do not make grants to organizations that are not registered with the IRS.

To register as a charity with the IRS, an NGO will usually need to have an office in the United States of America. Most NGOs that work exclusively outside the United States of America are not registered and are not eligible to receive a direct gift from corporate foundations. In these cases, there are still options. Private foundations can make a gift to an organization that is registered with the IRS and that organization, in turn, can transfer the funds to the intended recipient. Here are a few common examples of how this might work:

- *Give to an international NGO that works in the country you want to target*

The most common option for corporate foundations is to partner with an international NGO registered in the United States of America with operations in multiple countries. The corporate foundation can give funds to the US office of the NGO, and the NGO itself can transfer the money to entities in other countries.

## International NGOs can help distribute funds globally

*Several corporations joined individuals, foundations and governments in supporting the COVID-19 Global LGBTIQ Emergency Fund operated by OutRight Action International, an NGO registered in the US. The Fund, supported by Google.org, 2K, Akamai Technologies Foundation, Barclays, Bausch Health, boohoo Group, Boston Consulting Group, Calvin Klein, Capital One, Critical Role Foundation, Deloitte Services LP, Deutsche Bank, Double Dutch, Eargasm, Gilead Sciences, Groupe Dynamite Inc., Hunter Boot, JAMF, Microsoft, MillerKnoll (formerly Herman Miller), Nomura Holding America, Partnership for Global LGBTI Equality (PGLE), PepsiCo Foundation, Procter & Gamble Company, Salesforce, Scotiabank Foundation, Sellen Community Foundation, Twitter Foundation, Visa, and Warner Music Group, has made a combined 355 grants in 2020-2022, totaling USD 3.8 million dollars, to groups in more than 108 countries, impacting more than 170,000 LGBTIQ people worldwide.*

- *Give to a “Friends of” organization*  
Some non-US NGOs set up a “Friends of” organization in the United States of America specifically for the purpose of being able to accept funds from US donors and transfer those funds to the NGO’s offices outside of the United States of America. Friends of organizations often have no staff as their sole purpose is to facilitate transfers of funds. For example, the Other Foundation (South Africa) has set up the American Friends of the Other Foundation. The King Baudouin Foundation (KBF) is an independent, pluralistic foundation based in Brussels; KBFUS serve as a vehicle for US-based giving to Europe and Africa. Similarly, Prague Pride (Czech Republic), the International Service for Human Rights (Geneva), and other groups have each set up similar Friends of groups, all of which are registered with the IRS. So, as an example, a US corporate foundation could give to the American Friends of the Other Foundation, and that organization would transfer the funds to the Other Foundation’s main office in South Africa.
- *Use an international philanthropic intermediary*  
Philanthropic intermediaries are US-based public foundations that operate programs specifically for the purpose of receiving money from individuals and private foundations and transferring that money to the intended recipients overseas. They conduct all the necessary due diligence and reporting functions to ensure

that the transfer of funds complies with US laws. For example, to support groups outside of the United States of America, a large corporation might utilize a donor-advised fund (DAF) like the Tides Foundation, a large, well-known intermediary in the United States of America. The Tides Foundation will fulfill the legal requirements and, assuming all is in order, transfer the funds to the intended recipient.

One option that is somewhat unique is the Global Equality Fund, set up and administered by the US Department of State (USDOS). As it is hosted by a government agency, it does not need to follow the same requirements as non-governmental philanthropic entities. At the same time, it can still accept contributions from corporations and other governments. The funds are pooled and distributed according to a grantmaking process administered by USDOS staff. Contributors to the Global Equality Fund have included Bloomberg L.P., Deloitte LLP, Hilton Worldwide, and the Royal Bank of Canada.

## 4. What types of support are possible?

Philanthropic support can take many forms: cash, engaged giving and advocacy. You should explore all possible avenues of philanthropy in your company and assess what kind of support is viable.

- *Cash*  
“Cash is king when you talk about philanthropy,” as one survey respondent put it. Financial support is the most desired form of support and the most common type of request from NGOs, and even smaller amounts can have a big impact for LGBTIQ organizations. Funds can come in many forms. For example, a corporate foundation can make a grant. Most companies match employee gifts to an NGO, sometimes at a rate of up to 3 to 1 during commemorative days or months, or for curated campaigns; some provide grants for their employees’ volunteer service on an NGO’s board of directors. Some companies also provide volunteer grants or cash contributions based on the total number of hours an individual or team volunteers with an NGO. Funds can come from a CSR, DEI or ERG budget or the HR budget for an in-house training event. Several corporations, including MetLife, TD Bank and Bud Light, have invited the Executive Director of Rainbow Railroad, a Canadian NGO that helps LGBTIQ refugees escape state-sponsored violence, to speak at an internal corporate event. In exchange, Rainbow Railroad receives a fee that it can put toward the operations of the organization. Overwhelmingly, NGOs prefer unrestricted cash support.

Product promotions can also generate funds. Levi Strauss & Company donates a portion of all its proceeds to charitable organizations and regularly runs promotions where an additional percentage of profits are turned over to an LGBTIQ NGO. Event sponsorships usually involve cash support, as would engaging a local LGBTIQ group to conduct an internal educational event or provide consulting services to a company. Hopefully, you will be able to identify more than one possible source of cash support in your company.

- *Engaged giving (in-kind donations, volunteers, technical assistance)*  
Many corporations have evolved from one-time, arms-length contributions of cash to giving that involves an ongoing relationship.<sup>xi</sup> Respondents described these philanthropic relationships as “multi-dimensional partnerships” that might include several different ways a corporation can provide value, including products, cash, volunteers, corporate efforts to help the NGO build capacity, technical assistance, and providing access to officials and experts. Survey respondents expressed deeper levels of satisfaction with engaged giving compared to cash gifts. Some survey respondents felt that by donating their company’s

products or services, they were giving something that no one else could give. Such a gift gave more meaning to their job, and, unlike a cash gift, they felt they knew exactly how their gift was going to be used.

- **Advocacy**

Some survey respondents viewed corporate advocacy as part of their philanthropic activities, though they noted that advocacy is tailored to reflect a corporation's strategic interests. These interests include protecting the human rights of LGBTIQ people because corporations want LGBTIQ workers, customers and their families to be on an "even playing field," according to one respondent, with their non-LGBTIQ workers, customers and their families.

Advocacy can take many forms. Beginning in 2009, when Uganda's parliament began considering the draconian Anti-Homosexuality Bill, Barclays Bank announced that it had engaged in non-public discussions with Ugandan officials.<sup>xiii</sup> Orange Uganda, a unit of France Telecom, suspended advertising contracts with a Ugandan tabloid that regularly outed gay people in Uganda. Then-CEO Richard Branson announced that Virgin would not do business in Uganda and urged others to follow suit.<sup>xiii</sup>

## 5. Who has the authority to decide?

Unless you can authorize the use of philanthropic funds yourself, you will likely need the support of others who have that ability. Interview respondents indicated that each company has different pathways for philanthropic activities. Many companies engage in multiple forms of philanthropy, each arising from a different business unit and involving a different source of funds. After identifying as many philanthropic pathways as possible, you can decide which decision-maker will have a higher likelihood of supporting your proposal.

Individuals in charge of corporate foundations and employee gift matching programs are usually easy to identify. Other sources of support for NGOs might include departments that handle human resources, DEI, employee engagement, training and professional development. These departments may provide support to NGOs that are able to engage with the corporation in ways that benefit the employees. A marketing or communications manager may have a budget for event sponsorships. A government affairs manager may be motivated to support LGBTIQ groups engaging in advocacy about workplace laws. A procurement officer may make decisions about supply chain issues and LGBTIQ vendors.

For each person who can approve a philanthropic initiative, think about what kinds of messages and rationale will be most effective in persuading that person to support your proposal. There are two common approaches.

- **Personal persuasion**

Of all the reasons to support global LGBTIQ causes, which one would be most personally persuasive to the person you are trying to reach? You will find tips on making your case in *Step 3. Formulating your reason to support global LGBTIQ causes.*

- **Business rationale**

How will your proposal help further the business objectives of the person you are trying to persuade? This involves choosing a beneficiary that has a strong value proposition, discussed under *Step 4 C. Screening Criteria.*

Based on the above and your knowledge of the person and their role or function, you can decide which approach would be most likely to succeed.

## Mapping philanthropic pathways:

*Which countries are in your company's geographic footprint?*

*Which local offices engage in philanthropy?*

*Are there special considerations for transfers of funds?*

*What types of support does your company provide?*

*Who has authority?*

*What are the characteristics of beneficiaries that receive support?*

## 6. What kinds of beneficiaries have received support?

Each corporation looks for different qualifications when choosing who will benefit from its philanthropic activities. Your task is to know what these qualifications are so that you can look for potential beneficiaries that share them. Your company may have written lists of eligibility criteria and gift guidelines that list some of the qualifications. However, these documents rarely tell the entire story of what makes one NGO more attractive than another.

Often the best method to understand the kinds of NGOs a particular company will support is to look at a list of organizations that have received support in the past and determine if you can identify any patterns. Review their websites and annual reports. Does it seem like there are lots of groups that provide direct services or public education or litigation or some other strategy? Are there many small, new groups or are they mostly large organizations? Do they feel engaged with the community? Do supported organizations share common missions? Do they seem to focus on the activities of a charismatic leader or the coordinated efforts of many staff? Are they focused more on marginalized and under-noticed individuals or on elite leaders? Do they work incrementally or push for big changes? Are they involved in coalitions, or do they seem to work independently? What else stands out to you? Make a list of characteristics that seem to typify the beneficiaries.

This list of characteristics shared by current beneficiaries will help you choose one or more potential beneficiaries to propose to your company. In *Step 4*, you will see a discussion of concerns that companies often have when choosing potential new beneficiaries. This list, as well as those concerns, will make up the screen criteria that you will use to choose a beneficiary.

## Pride Sponsorship

*Accenture South Africa, as part of their sponsorship of Johannesburg Pride, also supported an educational event about legal issues of LGBTIQ people in South Africa, including workplace discrimination and family recognition.*

## STEP 3. Formulate your reason to support global LGBTIQ causes

When formulating a proposal for your company to support global LGBTIQ causes, you will need to explain to others why your company should act. Empirical research indicates that there is no single message that will persuade more people to support LGBTIQ causes.<sup>xiv</sup> The following sections set out a human rights case, a business case, and an economic case for corporate philanthropy. Each lead to a similar set of recommendations — that protecting the human rights of LGBTIQ people will benefit your company and the people impacted by your company's activities. However, the case that might be most persuasive to you might be different than what is persuasive to others. You should think about the people you need to persuade and prepare your case according to what you think will be most likely to gain their support.

### A. BUILD YOUR CASE

#### 1. The human rights case

Human rights can be seen as a set of moral principles and a set of legal norms. The UN states that “human rights are rights we have simply because we exist as human beings.”<sup>xv</sup> They reflect basic moral and ethical beliefs of how people should treat each other to protect individual human dignity. Part of protecting human dignity is allowing each person to self-determine their own identity and live authentically and openly. A person's dignity is violated when they are forced to be someone they are not.

Human rights are also a set of legal norms reflected in international human rights treaties, the laws and policies of individual countries, and the voluntary commitments made by non-government entities such as corporations. The Universal Declaration of Human Rights, adopted by the UN member states in 1948, was the first legal document to set out the fundamental human rights to be universally protected. The UN has recognized the human rights of LGBTIQ people in many different contexts. Roughly 58 countries have broad legal protections against sexual orientation discrimination spanning multiple areas of the law. In 83 countries, laws specifically prohibit employment discrimination.<sup>xvi</sup> Twenty countries have laws that are considered protective of the rights of transgender people, while the laws in 127 countries are considered persecuting.<sup>xvii</sup>

Corporations have a role to play in the human rights of LGBTIQ people. As noted above, corporations must comply with any existing laws prohibiting them from discriminating against LGBTIQ people. Businesses have recognized that, in addition to explicit obligations, they face a social imperative to ensure their activities produce a positive impact on the communities in which they operate. With the rise of CSR, businesses have created several voluntary standards of conduct that identify how business can contribute to positive social change:

- *The UN Global Compact (Global Compact)*

This is an initiative based on the commitments of corporations to implement global principles of sustainability. Companies that join the compact make a commitment to advocate for these principles, adopt sustainability policies and publicly report on their implementation. The principles include commitments by businesses to support and respect the protection of internationally proclaimed human rights and to make sure businesses are not complicit in human rights abuses. The UN hosts a website where you can find out whether your company is a member of the Global Compact. It can be found at [www.unglobalcompact.org/what-is-gc/participants](http://www.unglobalcompact.org/what-is-gc/participants). Notably, the Global Compact also houses the aforementioned UN LGBTIQ+ Standards Gap Analysis Tool, also referenced below.

- *The UN Guiding Principles on Business and Human Rights (Guiding Principles).*

The Guiding Principles focus on how businesses can respect, protect and fulfill human rights. The Guiding Principles are meant to apply to all governments and businesses, and they have received wide support in the corporate sector.

- *Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People: Standards of Conduct for Business.*

Building on the Global Compact and the Guiding Principles, in 2017 the UN published *Tackling Discrimination against Lesbian, Gay, Bi, Trans, & Intersex People: Standards of Conduct for Business (Standards of Conduct)*. The Standards of Conduct include guidance based on current human rights norms related to LGBTIQ people in the workplace, the community and the marketplace. Among other recommendations, the Standards of Conduct call for companies to prevent and mitigate risks to the human rights of LGBTIQ people in the company's industry, local communities and partner organizations.

Businesses are encouraged to use their leverage to contribute to stopping human rights abuses in the countries in which they operate. In doing so, they should consult closely with local communities and organizations to identify what constructive approaches businesses can take in contexts where legal frameworks and existing practices violate the human rights of LGBTIQ people. Such steps can include public advocacy, collective action, social dialogue, financial and in-kind support for organizations advancing LGBTIQ rights and challenging the validity or implementation of abusive government actions.

Using the Standards of Conduct, BSR, the Partnership for LGBTIQ+ Equality (PGLI) (of which OutRight is a Founding Member), the UN Office of the High Commissioner of Human Rights (OHCHR), UN Global Compact, and the World Economic Forum (WEF) have developed a Gap Analysis Tool to assess your company's current practices and identify gaps and opportunities for further action. It can be found on [lgbtiq.unglobalcompact.org](http://lgbtiq.unglobalcompact.org).

#### 2. The business case

There is strong “evidence that more LGBT-friendly firms have higher profitability and higher stock market valuations.”<sup>xviii</sup> Recent research from Open for Business additionally substantiates that the link between LGBTIQ-inclusion and business growth is a strong one, including in emerging markets. The report, *New Global Champions*, notes, “Many of the fastest growing companies based in emerging markets are embracing LGBT+ inclusion... LGBT+ inclusion allows high-potential emerging-market companies to more effectively connect with global markets and supply chains, without seeing any negative financial impacts.”<sup>xix</sup> According to survey respondents, business-related reasons were a primary driver of decisions to engage in philanthropy for LGBTIQ causes.

## Matching Client/ Customer Gifts

*Brand g Vacations, which operates LGBTIQ-inclusive river cruises and land tours, established a program where it would match donations made by its passengers to the Organization for Refuge, Asylum & Migration (ORAM).*

Support for global LGBTIQ issues can impact a company's capacity to recruit, retain, engage, and deploy its employees in an increasingly competitive global environment. Researchers have identified four psychological pathways through which CSR practices can impact employees. These are (1) creating a sense of security and safety that their material needs will be met, (2) increasing self-esteem that stems from a positive social identity, (3) fostering feelings of belonging and social validation of important values and (4) providing existential meaning and a deeper sense of purpose at work.<sup>xx</sup> These psychological dynamics contribute to a satisfied, productive workforce.

- **Recruitment of talent**  
Multinational companies that are visibly pro-LGBTIQ have a competitive advantage when recruiting new workers. Surveys show that 72% of non-LGBTIQ individuals say they are more likely to accept a job at a company supporting equal opportunity for LGBTIQ employees.<sup>xxi</sup> One respondent said, "it's a big deal with straight millennials. They look at support for gay issues as a signal that [the company] is going to be in line with what they want on other issues."
- **Employee retention and engagement**  
Empirical research has shown that giving programs involving employees are associated with higher levels of employee satisfaction<sup>xxii</sup>, lower turnover and better attendance<sup>xxiii</sup>, and can contribute to human resource management goals by providing training and teambuilding functions.<sup>xxiv</sup> Studies also show that larger amounts of philanthropic commitment correlate to higher levels of employee satisfaction, both in absolute amounts and relative to firm size.<sup>xxv</sup>
- **Staff deployment and hiring in countries with high levels of hostility**  
Multiple survey respondents recalled difficulties when trying to hire or assign LGBTIQ employees to countries with high levels of hostility. However, when companies adopted policies to protect LGBTIQ employees, candidates were much more likely to accept the assignment.
- **Consumers**  
Not only do LGBTIQ customers care about the values of the companies they buy from, most non-LGBTIQ customers, particularly global millennials, also want their purchases to reflect their values.<sup>xxvi</sup>

### 3. The economic case

Discrimination against LGBTIQ people has economic costs. The human capital of LGBTIQ people, or the economic value of their skills, knowledge, and experiences, is limited by discrimination at school, exclusion from workplace opportunities and health problems caused by stigma and violence.<sup>xxvii</sup> Decreased human capital, as well as exclusionary treatment in the workplace, results in lower wages, decreased worker productivity and lower company profits, thereby dampening consumer spending and economic growth. Health problems, caused by stigma and violence, also increase the health burden on the economy.

These costs are personal tragedies for those that experience them. When added together, their impact on the economy is serious. Studies show that these costs can equal between 1% and 3% of gross domestic product.<sup>xxviii</sup> Countries that adopt laws protecting LGBTIQ people from discrimination experience significantly higher rates of economic growth than those that don't.<sup>xxix</sup>

Making the economic case for inclusion helps change minds. Research in countries with low levels of public acceptance for LGBTIQ people shows that those who are informed about the economic costs of

discrimination against LGBTIQ people are 1.5 times more likely to support equal rights.<sup>xxx</sup> According to respondents in our survey, the economic case motivates corporations to look beyond their own policies and practices and seek fair and inclusive laws in the economic environment in which they do business. In addition to the positive business impact of more economic growth, businesses want to ensure that their customers, prospective job applicants, suppliers and business partners are not impaired or burdened by discrimination.

## B. ADDRESS ARGUMENTS AND CONCERNS

According to survey respondents, proposals to support global LGBTIQ causes may encounter resistance based on several concerns. What follows is a description of some of these concerns and suggestions for addressing them.

### 1. Anti-LGBTIQ laws prevent us from doing anything: a common myth

One of the most frequently referenced objections to engaging in pro-LGBTIQ activities in certain countries is the belief that laws prohibit such support. It is important to understand the basis for this claim. Almost 70 countries have laws that criminalize consensual sexual activity between people of the same sex. Many people believe that these laws also prevent a company from engaging in activities that support LGBTIQ causes and people. This belief is incorrect. These laws do not preclude business activities related to LGBTIQ people.

Some countries, particularly authoritarian governments that curtail many forms of human rights advocacy, have enacted more restrictive laws, including prohibitions of public discussion and advocacy related to LGBTIQ rights.<sup>xxxi</sup> These laws could impact your company's ability to partner with local LGBTIQ organizations, though it is less likely that LGBTIQ groups in these countries would be seeking public partnership because they often must operate under the radar. Nonetheless, even in these countries, the implementation of inclusive workplace policies is not likely to contravene laws.<sup>xxxii</sup> It is also possible to partner with a regional or global LGBTIQ organization to support groups in these countries.

Respondents noted that resistance to involvement in LGBTIQ issues often arises from overly cautious legal or external affairs officers who themselves may not be familiar with legal standards and every country. Those expressing anxiety about this issue might take comfort in the fact that open and active LGBTIQ communities can be found in almost any country with an open and active civil society, regardless of local criminal laws. Those in the United States of America might recall that laws criminalizing same-sex relations existed in several states until 2003, long after a thriving LGBTIQ movement had established itself in each of those states. ILGA, a global network of LGBTIQ groups, maintains the best compilation of relevant laws across the world. Updated periodically, you should be able to find the most recent listing on their website, [ilga.org/resources](http://ilga.org/resources).

### 2. LGBTIQ people don't live in that country

Many people advocating for the inclusion of LGBTIQ people have encountered the comment "there are no LGBTIQ people there." Experts agree that variations in sexual behavior, attraction, sex characteristics and gender roles and expression can be found in every society throughout history.<sup>xxxiii</sup> In many places, the terms used to describe people with different sexualities and genders may not correspond to internationally used terms. In addition, anti-LGBTIQ stigma and violence force many people to continue to hide their identity. A study from Yale University estimated that, around the world, 83% of lesbian, gay and bisexual people conceal their sexual orientation.<sup>xxxiv</sup> Though LGBTIQ people may go by different labels or may not be visible, they are part of all populations.

### 3. The company will be accused of rainbow-washing

Rainbow-washing is the act of using rainbow symbols or making visible statements in support of LGBTIQ issues while making minimal efforts to tangibly improve the lives of LGBTIQ people. An example of rainbow-washing would be using rainbow symbols to sell products while refusing to adopt pro-LGBTIQ policies or contributing a portion of profits to an NGO working on LGBTIQ issues. Accusations of rainbow-washing often occur in connection with corporate activities during Pride month.<sup>xxxv</sup>

Surveys show that the majority of LGBTIQ people view corporate involvement at LGBTIQ Pride events as positive for the community.<sup>xxxvi</sup> Nevertheless, a portion of the LGBTIQ population remains highly skeptical of corporate motives, aware of a long and sometimes continued history of corporate support for policies and policymakers that discriminate against LGBTIQ people. Multinational corporations have received criticism for taking pro-LGBTIQ positions in countries with higher levels of acceptance but dropping those positions in countries with higher levels of hostility.<sup>xxxvii</sup> In addition, some social justice advocates advocate a ban on all corporate participation in Pride events for a range of reasons, from general concerns about corporate accountability to a specific affinity for those that have been negatively impacted by corporate activities.

Survey respondents, particularly those in larger, better-known companies, indicated that the risk of being accused of rainbow-washing is taken very seriously. Claims of rainbow-washing can demoralize employees who are supportive of LGBTIQ rights and contribute to negative media reactions, both social and traditional, to corporate communication efforts. One survey respondent related an incident where a company's contingent in a Pride march was physically blocked by protesters. In some instances, these risks led corporations to back away from certain types of support.

Respondents agree that any corporate philanthropy to support LGBTIQ issues, particularly involvement in Pride events, should be consistent with the company's policies and practices, and authentic in relation to the company's values and other external advocacy positions. Review section *Step 1. Assess your company's readiness to support global LGBTIQ issues* for a discussion of what your company can do to ensure your sponsorship of Pride is consistent and authentic. Pride sponsorships often involve the procurement of promotional items. Using an LGBTIQ-owned vendor will help ensure that your company's participation directly benefits the LGBTIQ community.

If your company has not yet adopted pro-LGBTIQ policies and positions, the pathway to expanding philanthropy for global LGBTIQ causes might start with philanthropic activities that involve internal engagement, education, and advocacy for the purposes of developing LGBTIQ-friendly policies within the corporation.

### 4. Do-no-harm: we may make things worse

The principle of do-no-harm is a common component of philanthropic ethical guidelines.<sup>xxxviii</sup> It calls for those providing support to local communities, particularly communities in situations of hostility or conflict, to avoid activities that involve unnecessary risk of harm. LGBTIQ people are often the subject of cultural and political battles driven by local politics, scapegoating for economic and social anxieties, religious fundamentalism and other complex social dynamics. In some situations, LGBTIQ people could face increased hostility if they partnered with corporations.

Local LGBTIQ people are often in the best position to assess the risk. LGBTIQ groups operating in fragile contexts have become skilled in spotting risks and formulating strategies to mitigate those risks. Many LGBTIQ groups have received special training in risk assessment and security planning and have become the best experts in

their own security. International organizations working with local communities, as well as local employees of the company, may also have sufficient knowledge of the local situation to make a risk assessment.

Survey respondents said that in situations where someone in headquarters is deciding to support LGBTIQ people in other countries, the support is usually done with a partner who is knowledgeable about the local context. For example, a hotel chain donated rooms for a conference on LGBTIQ economic livelihood in the Caribbean, a region known for high rates of violence against LGBTIQ people. The hotel chain relied on the organization hosting the conference to assess the risks associated with the conference and propose security protocols.

As evidenced by the fact that 2,300 LGBTIQ groups in the global south and east have received grants from international donors, the do-no-harm principle is rarely a reason to refrain from supporting local groups.<sup>xxxix</sup> Rather, it is a principle that guides how the support should be given and used. When looking at prospective beneficiaries, look at whether the organization is funded by other institutions who themselves have the capacity to conduct these assessments, such as governments, well-known foundations or regional or international NGOs. Corporations should explicitly raise this issue with beneficiaries and rely on their guidance.

### 5. We need to focus on issues at home

Some people may resist supporting LGBTIQ issues abroad when discrimination and violence continue to be an issue in their home country. As one respondent from the US put it, "The house is on fire. We have to put it out before going to other countries." This position reflects the sincere and legitimate preferences of people who want to help those around them. LGBTIQ people facing unfair treatment in any country are a cause for concern. As such, there is little to be gained by arguing that the position, or the person holding it, is wrong.

Consider taking the following approaches. First, respectfully question the notion that the lives of people nearby are more important than the lives of people far away. Further, in today's globalized world, many individuals may originate from, or have affinity with, countries and communities other than those they reside in. Second, consider the possibility that the cost of rent, salaries, travel and other expenses are often much higher in wealthy countries. Money spent overseas may have more impact than the same amount spent at home. Lastly, understand that advancements achieved by LGBTIQ activists in one country can spread to other countries.

As a result of a campaign by the Blue Diamond Society in Nepal, that country became the first to recognize a legal third gender, prompting other countries around the world to do the same.<sup>xl</sup> Activists in Uganda brought a case in US federal court against an American evangelical pastor for seeking to eradicate LGBTIQ people from Uganda. That case resulted in the first US Court decision to recognize that persecution of LGBTIQ people could be considered a crime against humanity, thus improving US jurisprudence. When Argentinian activists successfully won their battle for a broad gender recognition law, other countries started following Argentina's example.<sup>xli</sup> Same-sex couples began getting married in Canada in 2005, when Canadian activists won the battle for marriage equality. One of those couples was Edie Windsor and Thea Spyer. When they returned to their home in the United States of America, the US government declined to recognize their marriage. With her Canadian marriage license in hand, Windsor took the issue to the US Supreme Court, resulting in the historic decision to strike down the Defense of Marriage Act. Many of the Court decisions in the US cited the fact that same-sex couples had been getting married in other countries for years without the social upheaval predicted by the opponents of marriage equality.

## STEP 4. Identify potential beneficiaries

If you are using this guide, you may already know of LGBTIQ groups that you would like to support. There is no dearth of LGBTIQ NGOs that might benefit from corporate philanthropy. Importantly, notwithstanding how critical resources of all types are to NGOs, it's worth stating that not all NGOs accept philanthropic support from corporations; and some NGOs that do accept corporate support may not be open to support from specific sectors or companies, especially when a sector's or company's values or actions are in direct contradiction to the values, mission and purpose of an NGO. This should not discourage you from moving forward, but only further inform your selection of potential beneficiaries.

### A. WHAT IS YOUR POINT OF ENTRY?

Your goal may be to facilitate a large monetary gift from your company to an NGO working on global LGBTIQ causes. Or you might have your heart set on proposing a new volunteer program for an LGBTIQ group in one of the countries where your company does business. Whatever you might propose, if you have doubts about your chances of success, you might want to choose a beneficiary based on where and what you think is the easiest point of entry for your company.

Smaller gifts can have an impact because they serve as a point of entry for the NGO into an ongoing relationship with your company. Interview respondents indicated that a beneficiary that has previously received support from a business is more likely to receive more support in the future. If your company has never supported global LGBTIQ issues before, establishing a philanthropic relationship with an NGO, even at a lower level of support, may be the key to expanding corporate philanthropy in this area.

Accordingly, you should look at potential beneficiaries not only as prospects for larger grants from a corporate giving program but also as potential participants for other types of support. Maybe it would be easier to convince your company to include a new beneficiary in your employee matching program or to start simply by making a smaller donation for the NGO's executive director to give a presentation to an ERG. Once a philanthropic relationship, even a small one, has been established between the company and an NGO, that relationship can be used to signal to others in the corporation that support for global LGBTIQ issues is a viable and desirable option that produces benefit for the corporation and its workers. Both the employees and the NGO themselves can engage in further efforts to elevate the relationship to one that involves higher levels of support.

### B. DO CURRENT BENEFICIARIES WORK ON GLOBAL LGBTIQ CAUSES?

Your company's current beneficiaries might be good candidates for support for global LGBTIQ causes. A group that has previously received support from your company has a higher chance of receiving support again. You should look to see if any of them work on LGBTIQ issues in the global south and east. Many people feel the best way to support global LGBTIQ issues is to support groups whose mission is focused on LGBTIQ people. However, you may feel that the best way to introduce global LGBTIQ causes to your company is through a group that is already familiar, even though it is not considered an LGBTIQ group.

## In-Kind Donations

*A group of technologists in JPMorgan Chase's Glasgow office helped build a website for ORAM, a part of the company's Force for Good program. The website provides information to LGBTIQ refugees facing persecution. The website can be accessed from phones and other devices without leaving tracking information or requiring the refugee to input personal information.*

### C. SCREENING CRITERIA

#### 1. Your company's preferences

Do proposed beneficiaries have qualifications that your company prefers? Look at the list of beneficiary qualifications that you made when you were mapping your company's philanthropic pathways. You can use this list of beneficiary qualifications as screening criteria. NGOs that have these same qualifications will have a better chance of receiving future support.

#### 2. Reputational risk

In our interviews with business leaders, reputational risk was the most frequently cited concern related to new beneficiaries. Businesses want to preserve a public image of being well-managed and socially responsible. This reputation would be damaged if an organization tied to the company engaged in misconduct or activities that are in opposition to corporate interests. Thus, companies prefer to engage with NGOs that do not carry such risks.

As an initial step, look at the organization's website. "People meet the NGO by looking at its website. A link gets sent to employees, investors, everyone, and it needs to be good," stated one respondent. Are the mission and activities of the organization clearly spelled out? Are there indications of good financial management and reporting, including a history of strong finances? Do the organization's values and activities put it in conflict with the values of the corporation? Has the organization partnered with other businesses, governments or well-regarded foundations?

#### 3. Clear outcomes and impacts

The NGO should be able to identify the impact and outcomes of its work. One respondent said, "[g]roups want to talk about the need for their work. I already know that gay and trans people have problems. I want to know what you are going to do about it."

#### 4. Thought partner and expert

Though this quality is not a basic requirement across the board, respondents said that the ability of an organization to partner with the company was a particularly valuable characteristic. Ideally, such an NGO would be able to give the corporation advice about LGBTIQ issues in general, suggest other groups to support, generate ideas for new types of support, provide opportunities for employee engagement, help move funds across borders to groups in other countries, and provide other kinds of benefits for the corporation. Respondents recognized that not all NGOs have the capacity to fulfill these needs and that many receive support simply because of the good work they do.

### 5. Strong value proposition

A value proposition describes the value that an NGO can bring to the corporation as part of the philanthropic relationship. In many cases, such as making grants from a corporate foundation, companies will not expect the beneficiary to provide value to the company outside of publicizing the philanthropic support, and some don't even request that. Sometimes the value proposition is more explicit, such as when an NGO engages a company's employees as volunteers. The value proposition may be indirect, such as where the NGO and the corporation both benefit from an organization's work to improve the general environment in which the company does business. For example, Carnival Cruise Line has supported groups in the Caribbean who are working to strike down LGBTIQ-punitive laws in that region. These groups provide value to Carnival Cruise Line because Carnival wants its passengers, including those who are LGBTIQ, to be able to travel to the Caribbean without threat of legal punishment.

### Employee Engagement

*The Tent Partnership for Refugees has partnered with 23 companies in the US, Canada and Mexico that have pledged to mentor at least 50 refugees through their LGBTIQ employee affinity groups. The partners include Accenture, ADP, AT&T Mexico, Bain & Company, CIBC, CompuCom, GSK, Chobani, Finastra, Hilton, Huron, IBM, Ipsos, Kearney, Medtronic, Nomura, SAP, Scotiabank, Softchoice, TD Bank Group, Under Armour, Von Wobeser y Sierra, and Warby Parker.*

### D. SPONSORING PRIDE CELEBRATIONS

Because Pride sponsorship is arguably one of the most visible forms of corporate support for LGBTIQ causes, it deserves special attention. Pride festivities or visibility events are a time when LGBTIQ communities come together to celebrate the freedom to be themselves and recommit to the social change for LGBTIQ people that remains to be realized. Pride was born as an act of resistance. They are most often held in June to commemorate the 1969 Stonewall riots, marking the emergence of the LGBTIQ movement in the United States of America, though communities in the US and around the world may schedule their celebrations at other times of the year.

Though the celebration of Pride is recognized throughout the world, many groups observe May 17, the International Day Against Homophobia, Transphobia and Biphobia (abbreviated as "May 17" or "IDAHOBT").<sup>xiii</sup> This day commemorates the decision of the World Health Organization to remove homosexuality from the International Classification of Diseases. May 17 is seen by many as a more appropriate celebration for a global movement, while Pride commemorates the beginning of the LGBTIQ movement in the US, decades after LGBTIQ people had already formed their own organizations in other countries.

Reflecting the diversity within the LGBTIQ community, many communities host events such as Black Pride, Global Black Pride, Trans Pride, the Dyke march (a visibility event for sexual minority women that has reclaimed the word 'dyke,' often used as a pejorative term for lesbians and masculine appearing women), and other events centered around particular populations.

When sponsoring any of these celebrations, it is important for companies to consider three issues:

- Does the company celebrate and support LGBTIQ people among its own workforce, suppliers, and customers? Does the company authentically represent and elevate the full spectrum of the diverse LGBTIQ community? As one Professor of business put it, "[p]eople can quickly see the difference between companies that are acting sincerely and ethically and companies that are just trying to cash in. Nobody wants to feel exploited or recognized just because it's politically correct to do so in June."<sup>xiii</sup> See *Step Two. Assess readiness to support global LGBTIQ issues* for more discussion.
- Who benefits from the money you are spending on Pride celebrations? Are you, for example, using LGBTIQ-owned suppliers in your procurement related to Pride? Are you making an additional contribution to an NGO that benefits the local community, outside of the Pride organization you are sponsoring?
- Are employees involved in the planning process? Employee involvement demonstrates a company's commitment to listening to its employees, and it will help avoid inadvertently engaging in activities that may frustrate members of the LGBTIQ community.





## Conclusion: Putting it all together

Once you have completed the inquiries in the four steps, you should be able to move forward with making proposals to executives in your company.

- *Is your company ready?* In Step 1, you looked at the policies and practices of your company to ensure it is ready to engage with global LGBTIQ causes. If it is not, you should consider suggesting what measures your company can take to get there.
- *Who should you approach with your proposal?* In Step 2, you mapped the current philanthropic pathways in your company, including who has the authority to approve proposals such as yours, and you identified which pathway provides the best opportunity for supporting global LGBTIQ causes.
- *Why should your company act?* In Step 3, you decided which rationale would be most persuasive, as well as prepared thorough explanations to debunk commonly cited barriers.
- *Which group should your company support, and why?* In Step 4, you identified which beneficiary is most likely to receive support from your company, and what kind of support is appropriate for that beneficiary.

These four steps will provide you with the content of your proposal. Whether you put the proposal in a specific format, such as a memo or a slide deck, depends on the internal policies and culture of your company.

You should feel proud of your role in helping to expand corporate philanthropy for global LGBTIQ causes. You are both helping to build a diverse, equitable and inclusive business environment and enabling positive change for LGBTIQ communities all over the world. By supporting global LGBTIQ causes, your company can be part of historic advancements that will help shape a better future for LGBTIQ people everywhere.

With support from



<sup>i</sup>In this report, OutRight uses the acronym LGBTIQ to refer to lesbian, gay, bisexual, transgender, intersex, and queer people. OutRight acknowledges that, across countries and regions, variations of the acronym exist, including LGBT, LGBTI, LGBTQ, LGBT+, LGBTQ+, and others.

<sup>ii</sup>“... the overall contribution from “LGBTQ+-friendly” companies to LGBTQ+ organizations is a black box including for the companies themselves. Mainly because the data is not collected and reported...”

<sup>iii</sup>Houdart, F. (2021, November 5). What is the actual price tag for corporate ‘LGBTQ+ friendliness?’ Tracking corporate philanthropic contribution to the gay liberation movement. Out Leadership. <https://outleadership.com/insights/price-tag-for-corporate-lgbtq-support/>. Accessed August 10, 2022.

<sup>iv</sup>These include the following: Global Philanthropy Project. (2022). Global resources report, 2019/2020, government and philanthropic support for lesbian, gay, bisexual, transgender, and intersex Communities. [https://globalresourcesreport.org/wp-content/uploads/2022/06/GRR\\_2019-2020\\_EN\\_colour\\_single-page.pdf](https://globalresourcesreport.org/wp-content/uploads/2022/06/GRR_2019-2020_EN_colour_single-page.pdf). Accessed August 10, 2022; and Global Philanthropy Project and Funders for LGBTQ Issues, Global Philanthropy Project. (2020, May). 2017/2018 Global resources report, government, and philanthropic support for lesbian, gay, bisexual, transgender, and intersex communities. [https://globalresourcesreport.org/wp-content/uploads/2022/06/GRR\\_2019-2020\\_EN\\_colour\\_single-page.pdf](https://globalresourcesreport.org/wp-content/uploads/2022/06/GRR_2019-2020_EN_colour_single-page.pdf). Accessed August 11, 2022.

<sup>v</sup>Movement Advancement Project. (2021, December). 2021 National LGBTQI movement report: A financial overview of leading organizations in the LGBTQI movement. This report focuses on organizations based in the US, though it includes organizations whose work is domestic and international.

<sup>vi</sup>Breeze, B., & Wiepking, P. (2020). Different drivers: Exploring employee involvement in corporate philanthropy. *Journal of Business Ethics*, 165, 453-467.

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