

LEADING WITH PURPOSE



OUTRIGHT
ACTION INTERNATIONAL
Human Rights for LGBTIQ People Everywhere

ADVANCING GLOBAL LGBTIQ RIGHTS

THROUGH CORPORATE PARTNERSHIP



Future-focused companies know that the way forward in business is through shared-valued creation and a strong commitment to solve for social good for the benefit of all of their stakeholders, from employees and customers to communities and shareholders.

If you are one of these companies,

OutRight wants to work with you.



Around the world, lesbian, gay, bisexual, transgender, intersex and queer (LGBTIQ) and allied advocates continue to face enormous challenges and risks to their own personal safety to call out abuses of the human rights of LGBTIQ people, and force changes to laws that discriminate against them.

OutRight works at the international, regional and national levels to research, document, defend, and advance human rights for LGBTIQ people globally.

We partner directly with human rights defenders, allies and organizations to produce reliable data on the experiences of LGBTIQ people around the world and support research-based advocacy and capacity-building for LGBTIQ rights.

**OUTRIGHT PRIORITIZES WORK
WITH CORPORATE LEADERS TO
ADVANCE LGBTIQ HUMAN
RIGHTS GLOBALLY.**

OUR PARTNERSHIPS REFLECT A COMPANY'S CORE VALUES, HELP GUIDE DECISION-MAKING AND DRIVE MEASURABLE VALUE. BY EDUCATING AND ENGAGING SENIOR LEADERS AND MANAGERS ACROSS A COMPANY, WE HELP BUILD CSR, DEI AND CORE BUSINESS COMPETENCE, ENHANCING COMPETITIVENESS TO DELIVER POSITIVE SOCIETAL IMPACT.

78% of consumers expect businesses to help and protect the greater communities they serve in addition to protecting their employees.*

*Source: Edelman Trust Study

- Fewer than 1/2 of the United Nations' 193 member countries ban discrimination on the basis of sexual orientation.
- At least 68 countries still have national laws criminalizing same-sex relations between consenting adults.
- Almost 2.8 BILLION people are living in countries where identifying as gay could lead to imprisonment, corporal punishment or even death.
- On a range of social and economic indicators, LGBTIQ people, especially lesbians and transgender people, tend to fare poorly compared with the general population – studies in multiple countries have found rates of poverty, food insecurity, barriers to competent health care and joblessness to be elevated in the LGBTIQ community.
- Discrimination, COVID-19 and the global economic recession are exacerbating and compounding these disparities.

THE HUMAN TOLL OF LGBTIQ DISCRIMINATION IS UNQUANTIFIABLE.

There is also an economic cost to homophobia and transphobia that hurts everyone – and the numbers are staggering: worldwide, losses likely exceed USD \$119 billion of GDP.

Beyond the moral imperative, advancing inclusive and diverse societies promotes equality, open societies, stronger economic environments and greater opportunity for everyone.

In carrying our mission, OutRight engages with a wide array of corporate partners from diverse industries to advance our work, opening up companies to an ever-growing population of LGBT stakeholders and improving our global communities every step along the way.

OutRight understands the inherent value of creating strategic partnerships with like-minded companies. Collaboration strengthens OutRight and our partners, providing unique opportunities to link social impact with positive outcomes for business.

When we look back on this time in our history, we will be measured by our capacity for kindness and compassion and our ability to mobilize collectively – we will be remembered for the actions we take.

LGBTIQ+ rights are human rights, and human rights are a universal value.

PUSHING THE BOUNDARIES

OF GLOBAL LGBTIQ ACTIVISM



YOU CAN TAKE ACTION.

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**OUTRIGHT TEAMS UP WITH
COMPANIES IN A VARIETY OF WAYS.**
OUR VALUE PROPOSITION INCLUDES:

- Advisory services: strategic consultations include project- or country-based analysis, network building and meeting preparation.
- Access to data and research: be among the first to access OutRight's global reports and news releases.
- Education and training opportunities: curated workplace events help your employees expand their knowledge of LGBTIQ human rights and strengthen their capacity to apply a global-local lens in defining goals and decision-making.
- Employee engagement and volunteering: VIP invitations for your employees to observe insider events, programs and conferences; we work with you to customize virtual programs for a strong skills-based corporate volunteer experience.
- Brand visibility through community immersion: amplify your values and meaningfully connect your employees and consumers to a cause and community they care about.

BY COLLABORATING WITH OUTRIGHT,
**BENEFITS TO OUR CORPORATE
PARTNERS CAN INCLUDE:**

- Gaining access to data, knowledge and networks to inform strategy and business decisions
- Gaining an advantage over competitors by leading on best practices.
- Improving risk management with regard to the material risk of doing business in hostile environments.
- Protecting the image and reputation of your company against the perception of insufficient action.
- Propelling innovation by exploring solutions, including collectively with other businesses, which positions your company to capitalize on emerging opportunities.
- Advancing financial performance – an authentic commitment to inclusion delivers a clear ROI, while longer-term, combating discrimination opens markets.
- Generating customer loyalty, as consumers care and want to do business with companies that demonstrably share their values.
- Enhancing employee advocacy and talent recruitment, because employees prioritize companies committed to leavening no one behind, and that empower them to make a social impact.



**“ WHAT WE ARE FIGHTING FOR
IS AN END TO VIOLENCE AGAINST LGBTIQ PEOPLE.
WHAT WE ARE FIGHTING FOR
IS REMOVAL OF DISCRIMINATORY LAWS.
WHAT WE ARE FIGHTING FOR
IS FULL LEGAL AND SUBSTANTIVE EQUALITY.
IF I HAD TO ANSWER THE QUESTION OF,
‘WHAT IS THE MOST IMPORTANT THING OUTRIGHT DOES?’
IT IS THAT WE ARE ALWAYS THERE. ”**

~Jessica Stern, Executive Director, OutRight Action International

Our custom collaborations are created with partners from beginning to end.

Partnership packages range from USD \$5,000 to \$250,000+. For more information, examples, and to discuss how your company can partner with OutRight contact:

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**“ COMPANIES MUST EITHER
DECIDE TO ACTIVELY COMBAT
DISCRIMINATION AGAINST
LGBTIQ PEOPLE OR ACCEPT
THAT THEY ARE, IN EFFECT,
FACILITATING IT. THERE IS
NO NEUTRAL POSITION. ”**

~ Former United Nations High Commissioner
for Human Rights, Zeid Ra'ad Al Hussein

**“ OUTRIGHT IS APPROACHED ALL THE TIME BY
COMPANIES AROUND THE WORLD THAT WANT TO
KNOW HOW THEY CAN HELP LGBTIQ COMMUNITIES.
THEY ARE ASKING BECAUSE THEY WANT TO KNOW
HOW TO MAKE THEIR EMPLOYEES SAFER.
THEY WANT TO ATTRACT TALENT.
THEY WANT TO HAVE A BIGGER MARKET SHARE.
THEY WANT TO UPHOLD VALUES. ”**

~Jessica Stern, Executive Director, OutRight Action International