# Pride Month

Commemoration Guide
June 2023

**Canadian Centre for Diversity and Inclusion**
**Centre canadien pour la diversité et l'inclusion**

www.ccdi.ca

# Pride Month 2023 Commemoration Guide

## What is Pride Month?

Pride Month is celebrated nationally in Canada during the month of June. It is born out of the Pride movement, which began as protests against police brutality and unjust laws, and to push for equal rights and protections for LGBTQ2S+ communities. These protests, which are still ongoing across the country, are often celebrated at Pride Festivals held across Canada both during and outside of June Pride Month.

Although this month is a great opportunity for allyship across the country, it is important that anyone who wishes to acknowledge Pride Month is an active ally to LGBTQ2S+ communities throughout the year and not just in June.

Learn more about Pride from the Government of Canada and Fierté Canada Pride.

For more information on creating inclusive workplaces, we encourage you to view CCDI's educational guide on LGBTQ2S+ inclusion (PDF). This guide has been recently updated and contains a broad range of resources to support individuals and organizations.

## CCDI events

- DEI stories of success: 2SLGBTQI+ inclusion – June 8, 2023 at 1:00 p.m. ET
- Histoires de réussites en matière de DÉI : inclusion des membres de la communauté 2ELGBTQI+ – June 8, 2023 at 1:00 p.m. ET

## Ideas for commemorating Pride Month

To sustain momentum over the course of the month, it's a good idea to spread out your activities and events. We have listed some suggestions below, but keep in mind that these are only suggestions and not a template that should be applied equally by all organizations. Each organization's approach should be unique and tailored to their needs, their people, and the communities they work with. It is leading practice to reach out to the people in your organization and ask for their input while planning activities.

## ⊘ Listen to, learn from, and engage with LGBTQ2S+ stories

- There are many books, movies, shows, and podcasts included in the resource guide (PDF).
- Consider participating in events like Inside Out, Toronto Queer Film Festival, image+nation LGBTQ+ Montréal, OUTeast Queer Film Festival, Fairy Tales Queer Film Festival, Out North Film Fest, Queer City Cinema, or Rainbow Visions.
- View the National Film Board's 2SLGBTQI+ collection.
- Explore LGBTQ2S+ media like the Queer Media Database Canada-Quebec, OutTV, and Xtra Magazine.

- Check your local listings for LGBTQ2S+ radio shows or stations, like ProudFM or Rainbow Radio in Toronto, QueerFM in Vancouver, Queercorps in Montreal, or Gaywire in Edmonton.

- Get everyone moving with a pride playlist like this one on Spotify. Consider getting the whole team involved by asking employees to share a favourite song by an LGBTQ2S+ artist to build your own pride playlist.

- Pairing media with a group discussion can help promote engagement. As you engage in discussion, make sure to create a safe and brave space for open and honest conversations. Also, ensure the onus is not on marginalized folks to educate the larger group. We suggest referencing the CCDI webinar about building safe spaces for dialogue to assist you in creating these spaces.

## ⊘ Amplify voices from the LGBTQ2S+ community

- Invite a speaker from the LGBTQ2S+ community

  › Be specific on the topic you want them to speak about, while also understanding and learning about their areas of expertise.

  › To avoid treating speakers like a box to be checked off, ensure you reach out early and pay a fair speaking fee (if applicable).

  › Organizations like the National Speakers Bureau and the Speakers Bureau of Canada have information about their roster of LGBTQ2S+ speakers along with their areas of expertise.

- Share stories from employees, clients, or the community

  › For more information on why and how to do this, see How Sharing Our Stories Builds Inclusion from Harvard Business Review and Why Storytelling Is Important to Make Progress on Diversity & Inclusion from Diversio.

- Make LGBTQ2S+ folks visible in your marketing and communications – beyond Pride month

  › Getty Images, GLAAD, and Ceros partnered to create a LGBTQ+ inclusive visual storytelling guidebook and curated content for LGBTQ2S+ visibility and inclusion.

  › How to create LGBTQ+ inclusive advertising

  › MediaSmarts – 2SLGBTQ+ Representation

## ⊘ Work towards establishing your organization as an ally

- Communicate about the work that your organization is doing to support the LGBTQ2S+ communities all year round, not just during Pride month.

- It's important that organizations who wish to support LGBTQ2S+ communities do so in an authentic way and not just for the appearance and recognition of being an ally. Remember, "ally" is not a title you can choose for yourself – it is given to you by members of the community with which you are trying to be an ally. We suggest ensuring that members of your organization are aware of your policies and practices that promote LGBTQ2S+ inclusion.

If you are unsure of how to do this, resources like this one in the Knowledge Repository may be a helpful place to start.

- Check out the Rainbow Registered LGBT+ Friendly Accreditation Program through Canada's LGBT+ Chamber of Commerce (CGLCC). Rainbow Registered businesses meet a stringent set of standards to ensure LGBT+ customers feel safe, welcomed, and accepted. Browse accredited business or consider registering your business!

- Assess your policies and practices for inequalities and systemic barriers and solicit feedback from LGBTQ2S+ employees.

  - The following resources provide information on best practices and are available in the CCDI Knowledge Repository:

    - Beyond Diversity: An LGBT Best Practice Guide for Employers
    - LGBT+ Inclusion Guide
    - LGBT+ Inclusive Policies and Practices
    - Moving Beyond the Binary: A Guide on How to Make Your Organization Meaningfully Inclusive of Two-Spirit, Trans, Non-Binary, and Gender Diverse People
    - ProAlly: Guide of Best Practices for LGBTQ+ Inclusion in the Workplace
    - Transitioning Employers: A survey of policies and practices for trans inclusive workplaces

  - When examining talent management practices, we recommend watching these CCDI webinars:

    - Workforce planning through a DEI lens
    - Advancing inclusive recruitment, hiring and retention
    - DEI and employee advancement: Leadership development.

- Learn about Canadian LGBTQ2S+ history, and present experiences in the workplace and community.

  - Biographies and stories are provided by The ArQuives, Canadian Encyclopedia, and CBC.

  - The following resources can be shared with your organization and are available in the CCDI Knowledge Repository:

    - Being an LGBTQ+ Ally
    - Gender Identity and Pronouns
    - Sex, gender and sexual orientation: Inclusion through vocabulary
    - Supporting the Transgender People in Your Life: A guide to Being a Good Ally
    - The Genderbread Person

  - The following CCDI webinars explore LGBTQ2S+ inclusion and experiences:

    - Creating a psychologically safe space for the LGBTQ2S+ community - Fireside chat
    - A current portrait of Canada's diverse LGBTQ2S+ communities

## ✅ Volunteer or donate to a charity supporting LGBTQ2S+ initiatives and support LGBTQ2S+-owned businesses and organizations in your area

- ⊙ Canada Helps has a list of LGBTQ2S+ charities.
- ⊙ Browse LGBTQ2S+-owned business directories from The Pink Pages (most provinces) or Dapper and Daring (Ottawa). Check for local directories in your area.

## ✅ Consult organizations with expertise as needed

- ⊙ Pride at Work Canada
- ⊙ Canada's LGBT+ Chamber of Commerce
- ⊙ Egale
- ⊙ The Canadian Centre for Gender and Sexual Diversity
- ⊙ or an organization that is local to your area

## Dos and don'ts of commemorating Pride

Although there is no one right way for your organization to commemorate Pride Month, there are ways that your celebrations can cause harm to the LGBTQ2S+ communities that you are trying to support. We really like the Do's and Don'ts list that was put together by ZoomInfo, and we added a few suggestions of our own below.

| ✓ DOS | ✗ DON'TS |
|---|---|
| ⊙ Do buy your Pride flag from an LGBTQ2S+-owned organization | ⊙ Don't put your logo on a Pride flag |
| ⊙ Do demonstrate the tangible ways your organization is working to include LGBTQ2S+ communities | ⊙ Don't limit your Pride Month campaign to a rainbow logo |
| ⊙ Do apologize if you misgender someone | ⊙ Don't fall into stereotyping members of LGBTQ2S+ communities |
| ⊙ Do promote members from multiple groups which belong to LGBTQ2S+ communities | |
| ⊙ Do research and support local LGBTQ2S+ organizations in the communities you serve | |