

# How smaller business can contribute to an equal world



Does your business or staff LGBTI network want to support our work for equality and freedom for LGBTI people in Europe and Central Asia?

From workplace giving and fundraising drives to awareness raising events and cause marketing, we've collected some examples for inspiration. Whatever you've got planned, [get in touch](#) to let us know.

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## Workplace giving

Does your company have a giving programme in place? Find out if your company will match your donation to double the impact.

## Staff fundraisers

Host a social event like a bake sale or themed lunch to raise funds, or get a team together to do a marathon or another sponsored sports event.

Case study: In celebration of Pride month, instructors at the group fitness company Les Mills held [a live-streamed workout session](#) to raise awareness and funds for LGBTI equality.

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## Awareness raising

Hold a staff webinar to raise awareness about LGBTI rights. [Reach out](#) to ask about the availability of an ILGA-Europe speaker.

Case study: [Hue](#), the LGBTQI+ staff network at WP Engine, hosted an online talk about LGBTI rights in the European region with a guest speaker from ILGA-Europe, also inviting employees to make donations which were matched by the company.

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## Products and campaigns

Here are some ways LGBTI inclusive businesses have supported ILGA-Europe with campaigns and cause marketing.

As Prides across Europe were being cancelled due to the COVID-19 pandemic, U-Earth Biotech, producer of the U-Mask face masks, launched a [special edition Pride facemask](#) as a way of highlighting their commitment to diversity even under difficult circumstances, with all proceeds donated to ILGA-Europe.

Danish Fashion brand Baum und Pferdgarten launched a [limited edition Pride capsule collection](#), donating €5 for every piece sold to ILGA-Europe.

E-sports team, Splyce launched a [special Pride edition of their jersey](#), which they wore at a key match to show their commitment to LGBTI inclusion in gaming. The jersey was made available for fans to buy online, with profits donated to ILGA-Europe.

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## Key dates

Looking for ideas of when to hold your campaign or activity?

You can support and celebrate LGBTI inclusion every day of the year, but here are some key dates for inspiration.

- **Pride season** (Prides are celebrated throughout May-August in the European region).
- **The International Day Against Homophobia, Transphobia and Biphobia (IDAHOT)** is observed 17 May to commemorate the removal of homosexuality from the International Classification of Diseases of the WHO in 1990.
- **Human Rights Day** is observed every year on 10 December to commemorate the anniversary of the adoption of the Universal Declaration of Human Rights.
- **LGBT History Month** is observed in February across Europe.
- **International Coming Out Day** is an annual [LGBT awareness day](#) observed on [October 11](#), to support LGBTI people (and sometimes other groups typically grouped within the [LGBT community](#)) to “[come out of](#)

[the closet](#)".

- **GivingTuesday** is a global day of charitable giving, observed the Tuesday after Black Friday and Cyber Monday