

Creative ways allies supported us in Pride 2024

[Blog](#), [Inclusion and Equality](#), [Event](#), [Fundraising](#)

As Pride season 2024 comes to a close, we highlight some of the most innovative and impactful initiatives by our allies that have stepped up to support the LGBTI community

Brevo: Celebrating diversity across borders

Brevo, a CRM company, has made a significant impact with its [Rainbow Alliance](#), an internal group formed to foster inclusivity and celebrate diversity. Throughout June, Brevo raised awareness about LGBTI topics across its global offices, culminating in a memorable event featuring [Minima Gesté, the iconic French drag queen and Olympic torchbearer](#).

Minima Gesté hosted a lively drag bingo at the Paris office, showcasing the fun and empowering side of LGBTI culture. This event not only entertained but also educated team members about the struggles faced by LGBTI people. Brevo complemented this with Pride quizzes and decorated its offices in vibrant rainbow colours, reinforcing their message of acceptance and celebration. Furthermore, the company donated to ILGA-Europe, showing its commitment to social justice.

CMS: Ice cream for equality

The law firm CMS also got into the spirit of Pride with an innovative [after-work ice creams](#) event. Employees enjoyed delicious treats while contributing to a worthy cause—raising funds for ILGA-Europe. The firm's commitment to diversity and inclusion was evident as they celebrated the richness of their workforce, welcoming everyone regardless of gender, age, disability, or sexual orientation. Special thanks were given to the team members who organised this delightful initiative, demonstrating how simple acts can have a profound impact.

Qonto: Amplifying impact through donation matching

Qonto, a fintech company, took a strategic approach by [matching donations](#) made by its employees. This initiative aimed to amplify the impact of their contributions to the LGBTI community. Qonto's leadership highlighted the importance of supporting organisations like ILGA-Europe, which operates at a pan-European level. By fostering a culture of inclusivity year-round, Qonto is setting a standard for corporate responsibility in the LGBTI advocacy space.

Eurail: Lunch & learn for awareness

Eurail hosted a "[Lunch & Learn](#)" session in Utrecht, providing an opportunity for their team to educate themselves about the current LGBTI rights situation in Europe through the [Rainbow Map](#). The company made a generous donation to ILGA-Europe, aligning with its values of connection and inclusivity. This initiative not only informed employees but also fostered a sense of community and collaboration for a greater cause.

VIA Outlets: Art for awareness

VIA Outlets celebrated Pride Month with its '[BE PROUD. BE YOU.](#)' exhibitions, showcasing the work of local artists connected to the LGBTI community. These unique exhibitions, displayed across 11 outlet centres, promoted the stories and experiences of queer individuals. Guests could engage with art and learn about the history of Pride while contributing to ILGA-Europe through donations. The commitment of VIA Outlets to create inclusive spaces for everyone was powerfully articulated by its CEO, Otto Ambagtsheer.

Get Involved!

These initiatives illustrate just a fraction of the many ways organisations, staff teams, and community groups can support ILGA-Europe and the broader LGBTI movement. Every contribution, no matter how small, helps advance equality and acceptance for all.

If you're inspired by these stories and want to make a difference, we encourage you to explore [how you can get involved](#) with ILGA-Europe whether with an initiative with your work team, a community event or a charity livestream. Together, we can create a more inclusive world for the LGBTI community.