

Partnerships for LGBTI equality





ILGA-Europe support over 600 LGBTI rights organisations in 54 countries across Europe and Central Asia in the work towards a world where no one will be persecuted or oppressed because of their sexual orientation or gender identity, and where LGBTI people can have absolute freedom to be who they are every day, in every way.



Who are ILGA-Europe?

ILGA-Europe are the driving force for lesbian, gay, bisexual, trans and intersex (LGBTI) rights and equality in Europe and Central Asia.

We have a positive impact on the lives of LGBTI people in Europe and Central Asia by advocating for full enjoyment of human rights and equal treatment, and through strengthening the European LGBTI movement at the grassroots.

We influence law and policy at European level and set standards for LGBTI rights, which we monitor in our annual Rainbow Europe benchmarking. Our reach across the European region is wide; we bring together 600-plus member organisations across 54 countries and support frontline LGBTI activists leading ground-breaking change - from organising Prides and influencing policy and legislation, to responding to crisis situations and providing services to local communities.

Our unique viewpoint of the European LGBTI movement allows us to act and provide support where it is most needed. Our work is fueled by our supporters: public institutions, philanthropic foundations, individuals and companies that share our vision of a world where the human rights of all are respected and where LGBTI people can live in freedom and equality.

We invite you to be part of this journey with us.

How your support can make a real difference to people's lives

Support from companies has a real impact on ILGA-Europe's work leading positive change for LGBTI communities across Europe and Central Asia.

Funds raised through partnerships and joint campaigns with companies allows us to support more frontline activists across the region and inform more key policy-makers on LGBTI rights. It also gives us more flexibility in tackling homophobia and transphobia, wherever and whenever LGBTI rights and communities are under attack.

Over the past few years ILGA-Europe have been pleased to partner with an increasing number of companies, large and small, leading the way in support for LGBTI equality, including Google, Revolut and Diageo. For our partners and supporters, it's not only about mobilising vital funding, but also about raising awareness and advancing LGBTI acceptance.

Of course, showing support for LGBTI rights and equality is also great way to demonstrate corporate responsibility and commitment to a positive and inclusive culture for LGBTI staff and customers alike. Genuine engagement with LGBTI equality can also give you a competitive edge, boosting your brand, reaching new audiences, attracting new customers and increasing loyalty.

For us at ILGA-Europe, engaging with supportive companies is more than anything about activating new allies and making you part of the change forward for LGBTI people. From large multinationals to small local businesses, everyone has a role to play and can make a difference. We invite you to join us in celebrating diversity and creating profound positive change for LGBTI communities through inclusive activism.



Evelyne Paradis
Executive Director

Some great ways to partner with ILGA-Europe

Collaborating with ILGA-Europe takes many shapes and forms, from sponsorship and joint campaigns to fundraising drives led by LGBTI staff networks. There isn't a one-size-fits-all, but here are some examples and real case studies to provide inspiration. We're always happy to discuss how we can work together in a mutually beneficial way, to make a real impact on LGBTI equality.



Sponsorship

Case Study: Google and the ILGA-Europe European Equality Gala

Google have been the sponsor of our annual flagship fundraising event, the European Equality Gala, since 2015, demonstrating the company's commitment to making diversity, equity and inclusion part of everything they do.



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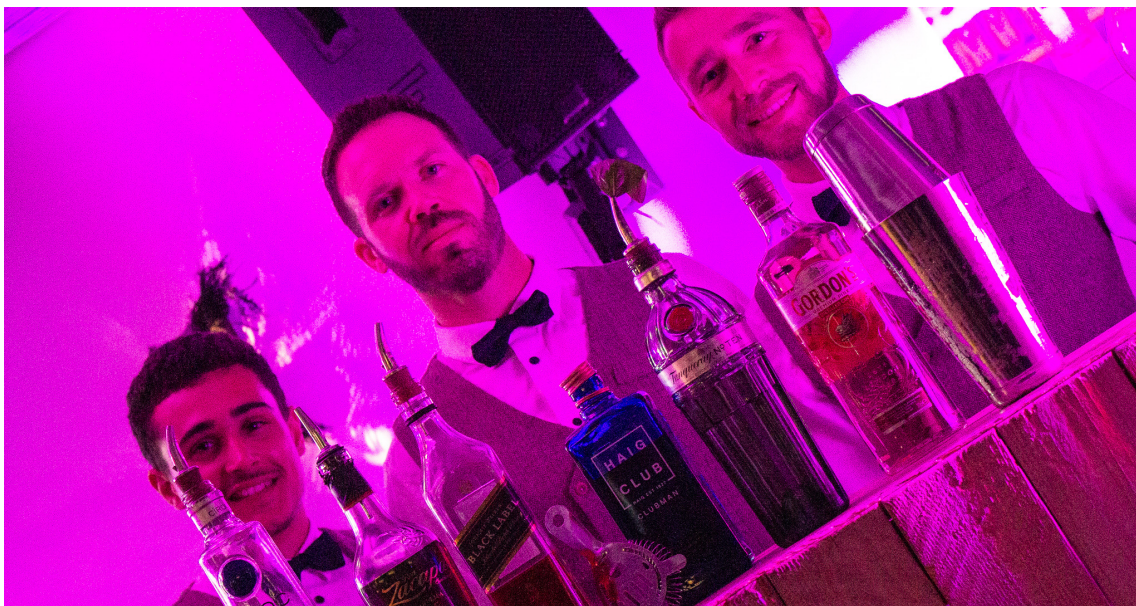
Google's mission is to increase access to information and make it useful to everyone. To do this, we are committed to building a workforce that represents our users around the world, while ensuring every employee feels like they truly belong at Google. Belonging happens when we all recognise, celebrate and value our differences as a group so that our collective 'we' expands to include all people of all identities. We are proud to support ILGA-Europe and our LGBTI+ communities and allies in important efforts to advocate for LGBTI+ equality in the workplace and society.

Sofia Sharkova, Head of Inclusion, Google Europe, Middle East and Africa

Sponsorship

Case Study: Diageo and the European Equality Gala cocktail bar

Sponsorship can also be in-kind. Diageo have generously sponsored the European Equality Gala cocktail bar, whereas raffle and auction items have been donated by hotel chains Radisson and MEININGER, entertainment company Live Nation, the Malta Tourism Authority and VisitScotland. This is a great way of supporting, while giving visibility to products, services and experiences.



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I was feeling reserved for many years of my professional life to come out and be completely comfortable as myself in my work environment. The Diageo Rainbow Network and participation in ILGA-Europe events in Brussels, seeing peers from all industries feeling free and proud over a number of years, gave me the confidence and just enough of a push to start being completely okay, not having to hide anything. This has in turn boosted my productivity and what I’m able to give back to the business and the community.

George Zaragas, Logistics Manager, DIAGEO Brands B.V., Netherlands

Campaigns and Product Partnerships

A cause-marketing campaign is an impactful way to demonstrate that equality for all is an important value for your business. This might take the form of running a campaign to bring awareness of LGBTI equality issues or partnering around a special day or a limited-edition product. In addition to mobilising resources for the LGBTI movement, benefits include increased reach from each other's audiences and strengthening brand awareness.

Case Study: The U-Earth Biotech Pride Facemask

As Prides across Europe were being cancelled due to the COVID-19 pandemic, U-Earth Biotech, producer of the U-Mask biotech protective 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. The mask was modelled by Pelayo Diaz (pictured below) for his 1m+ followers on Instagram and ended up being sold out, raising €2,500 for ILGA-Europe.



We would like our masks to block hate and discrimination as well as they filter viruses and bacteria. We wanted to highlight our commitment to diversity by donating the proceeds of our limited edition Pride mask to ILGA-Europe, a driving force for LGBTI equality in Europe and Central Asia.

U Earth Spokesperson



Campaigns and Product Partnerships

Case Study: The Revolut Rainbow Card

Revolut, one of Europe's leading fin tech companies, released a special edition rainbow credit card in collaboration with ILGA-Europe, encouraging customers to donate via the banking app's donations feature. This highly impactful partnership, running since 2019, has raised €325,000 and counting for ILGA-Europe's work, and has generated international media coverage and strong social media engagement. Revolut's launch campaign included London Underground and Dublin public transport advertising, and featured LGBTI influencers, including Riyadh Khalaf, Melanie Murphy, Novympia and Julia Zelg.



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We think that everyone should live in a world that makes them feel safe and comfortable being open about who they are. There's still a long way to go before this is a reality for everyone across the globe so we're proud to support ILGA-Europe's important work in fighting for this basic human right.

Marsel Nikaj - Head of Savings, Revolut

Campaigns and Product Partnerships

Case Study: LOVOO Dating App Pride Gifts

LOVOO, the leading dating app in German speaking Europe, ran a three-day Pride campaign in support of ILGA-Europe, engaging app users and raising €10,000 for our work. The campaign took the form of a contest where app users could send each other Pride 'gifts' in the app, with 10 cents for each gift sent donated to ILGA-Europe. The core message was: "Tolerance, compassion and solidarity for each other should be shown continuously."



"As a dating app that brings together thousands of people every day, we strongly believe in LGBTI equality and visibility. Our understanding of solidarity means that we are committed to making sure that LGBTI voices in our community and our company are heard."

Spokesperson for Lovoo

Campaigns and Product Partnerships

Case Study: Splyce E-sports Team Jersey



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. In addition to significant attention on social media, the collaboration received press coverage in several e-sports and LGBTI sports outlets, internationally and nationally.

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“One thing we want to send is a very clear message: that everybody is welcome in the esports community regardless of your gender identity or sexual orientation. For this campaign we paired with ILGA-Europe, who share our vision for equality.”

*James ‘Stress’ O’Leary,
Splyce spokesperson and e-sports commentator*

Corporate giving and fundraising drives

Does your company have a giving programme in place? Typically such programmes involve matching donations made by employees or giving grants from corporate foundations. Staff fundraising drives are great for both raising much needed funds and team-building.

Case Study: Pride Ally Network at Ipsos MORI



The Pride Ally Network at the market research company, Ipsos MORI held an internal Human Rights Day webinar to raise awareness among staff about LGBTI human rights. They invited ILGA-Europe to speak about the situation in the European region and launched a fundraising drive, encouraging staff to donate and benefit from the company's matched giving scheme.



Case Study: Benevity's Global Giving Platform

ILGA-Europe are part of Benevity's global network of non-profits. Benevity is a platform that supports companies in managing their giving programmes and employees' charitable giving. We've been supported by staff at Google, Microsoft, Apple, F5 Networks, Netflix and more. If your company has a giving programme, we'd love to hear from you and talk about how we can work together to raise funds for LGBTI equality.

Our reach in numbers

Overall social media (2020)

- Published posts: 2,8222
- Audience: 86,906 (Twitter, Facebook, Instagram, LinkedIn)
- Impressions: 10,320,630
- Engagement: 587,469
- Engagement rate (per impression): 5.7%



Traditional media- print/online (2020)



Globally, articles mentioning ILGA-Europe have reached at least 1,300 million readers from January 1 to December 31. (Numbers via Meltwater media monitoring)



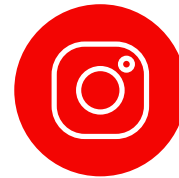
Twitter

Followers: **35,743**
 Impressions: **6,391,347**
 Engagements: **256,681**
 Post Link clicks: **13,656**



Facebook

Followers: **37,997**
 Impressions: **2,639,455**
 Engagements: **239,221**
 Post Link clicks: **12,340**



Instagram

Followers: **10,600**
 Impressions: **1,154,526**
 Engagements: **83,099**
 Profile link clicks: **3,849**



Website

Unique pageviews:
379,844 (2020)



Podcast

Listeners: **1,863**
 (3 episodes, 2020)



Blog

Readers: **13,343**
 (45 Posts, 2020)

Some good moments to support our work



Pride Season

Prides are celebrated throughout the months of May to August in the European region.



International Day Against Homophobia, Transphobia and Biphobia

Otherwise known as IDAHOT, it is observed 17 May to commemorate the removal of homosexuality from the International Classification of Diseases of the World Health Organisation in 1990.



Human Rights Day

Observed every year on 10 December to commemorate the anniversary of the adoption of the Universal Declaration of Human Rights.



LGBT History Month

Observed throughout February in many countries across Europe.



International Coming Out Day

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".



Giving Tuesday

A global day of charitable giving, observed the Tuesday after Black Friday and Cyber Monday.