



# PARTNERSHIPS FOR LGBTI EQUALITY





ILGA-Europe support over 700 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 700-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, Crocs and Vogue Eyewear. 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 Equality Fundraiser*

Google have been the sponsor of our annual flagship fundraising event, the ILGA-Europe Equality Fundraiser (formerly known as the European Equality Gala), since 2015, demonstrating the company's commitment to making diversity, equity, and inclusion part of everything they do.



### *Case Study: Diageo in-kind*

Sponsorship can also be in-kind. Diageo, a global leader in beverage alcohol, generously sponsor the ILGA-Europe Equality Fundraiser cocktail bar, showcasing both their outstanding collection of spirits brands and commitment to LGBTI inclusion.

## 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: Revolut*

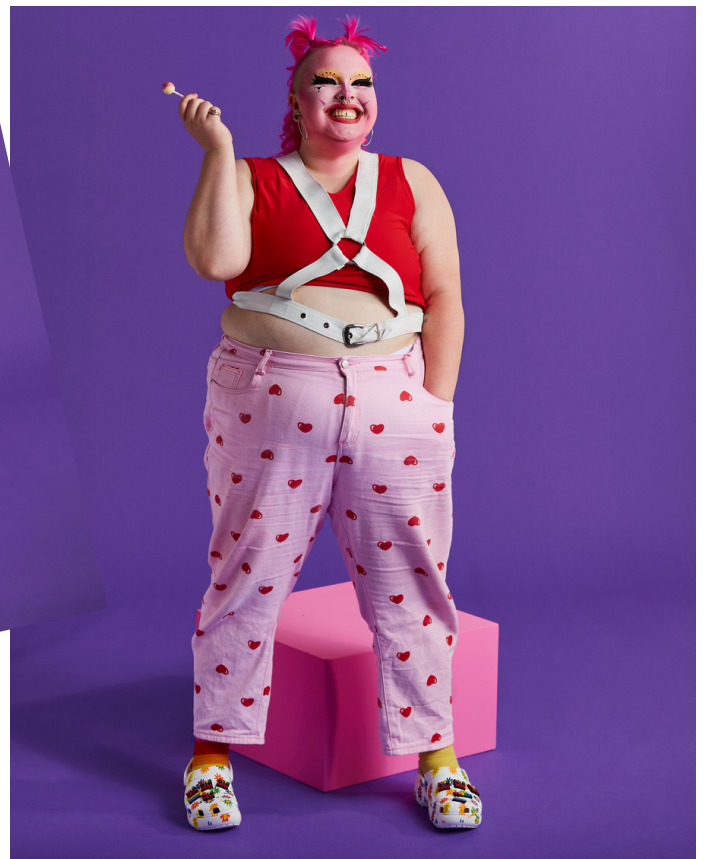


Revolut, one of Europe's leading fin tech companies, released a special edition rainbow credit card in collaboration with ILGA-Europe, encouraging customers to donate via the banking app's Donations feature. This highly impactful partnership, which has run since 2019, has raised more than €700,000 for ILGA-Europe's work. It has also generated international media coverage and strong social media engagement: over the years Revolut Pride campaigns have included video clips featuring LGBTI influencers, London Underground and Dublin public transport ads, and a popular social media photo contest.

## CAMPAIGNS AND PRODUCT PARTNERSHIPS

### *Case Study: Crocs Europe*

Crocs Europe partnered with ILGA-Europe for their 2021 Pride campaign, featuring Envy Peru, winner of Drag Race Netherlands and Eli Express, non-binary drag artist modelling special edition Pride Crocs. Crocs made a donation to ILGA-Europe as part of their campaign, and in addition to engaging social media content the partnership was covered in French Vogue, Grazia and Le Figaro.





## CAMPAIGNS AND PRODUCT PARTNERSHIPS

### *Case Study: Vogue Eyewear*



Vogue Eyewear partnered with ILGA-Europe for their 2022 Pride campaign “to honour those who have to fight to express who they are”. The campaign featured artwork from queer artist Sofie Birkin and content from LGBTI influencers Venus Liuzzo and Francesco Cicconetti, who modelled special edition eyewear and talked about what Pride means to them. The partnership received positive coverage across Europe, notably in the Style section of Corriere della Sera and Italian and Spanish Vanity Fair.

### *Case Study: The Gaming World*

As the gaming world has become increasingly LGBTI inclusive, ILGA-Europe has received some wonderful support from the gaming community and companies. In 2022, Riot Games, the games developer behind League of Legends, held their second Virtual March for Pride to raise money for ILGA-Europe. Second Pride, the Pride event and community within Second Life, chose to raise money for ILGA-Europe at their 2022 Pride event. In 2019, E-sports team Splyce made history by wearing Pride jerseys at the League of Legends European Championships 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.

## CAMPAIGNS AND PRODUCT PARTNERSHIPS

### *Case Study: Joolz*



In 2022, for their first Pride campaign, Dutch stroller brand Joolz embraced family diversity by highlighting real rainbow families and donating profits from a special edition stroller safety bar to ILGA-Europe.

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**We are team parent and we want to empower by giving the right support. Day in, day out Joolz works hard to shape a brand-new world. A world with equal opportunities. No matter where you were born, who you are, or who you love. Because why should you fit in when you are born to stand out?**

*Irene Muller  
Joolz' Marketing and Brand Director*

## 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.

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.



### *Case Study: The Pride Ally Network at Ipsos MORI*

The Pride Ally Network at Ipsos MORI, the market research company, 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.

## OUR REACH IN NUMBERS

### Overall social media (2022)



- Published posts: 3,910
- Audience: 110,539 (Twitter, Facebook, Instagram, LinkedIn)
- Impressions: 11,480,000
- Engagement: 349,612

### Traditional media- print/online (2022)



Globally, articles mentioning ILGA-Europe have reached at least **6.1 million** readers from January 1 to December 31. (Numbers via Meltwater media monitoring)



#### Twitter

Followers: **44,700**  
 Impressions: **8,608,611**  
 Engagements: **179,223**  
 Post Link clicks: **11,720**



#### Facebook

Followers: **40,373**  
 Impressions: **1,240,563**  
 Engagements: **65,882**  
 Post Link clicks: **7,590**



#### Instagram

Followers: **17,455**  
 Impressions: **1,268,799**  
 Engagements: **83,927**  
 Profile link clicks: **3,447**



#### Website

Unique pageviews:  
**648,156** (2022)



#### Podcast

Listeners: **15,423**  
 (28 episodes)



#### Blog

Readers: **11,141**  
 (39 Posts, 2022)



## 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.