



Pride season

Commemoration Guide

2024



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

www.ccdi.ca

Commemoration guide: Pride season

Pride season is celebrated nationally in Canada throughout the summer, from June to September. 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 2SLGBTQI+ communities. These protests, which are still ongoing across the country, are often celebrated at Pride Festivals held across Canada both during and outside of Pride season.

Although Pride season is a great opportunity for allyship across the country, it is important that anyone who wishes to acknowledge Pride is an active ally to 2SLGBTQI+ communities throughout the year and not just in the Pride Season months.

During Pride season, June is commonly recognized as Pride Month. This is the month that is commemorated by the governments of Canada and the United States. 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 contains a broad range of resources to support individuals and organizations.

Note: A magnifying glass icon (🔍) indicates that a resource is available in the CCDI Knowledge Repository. An asterisk () indicates a recently added resource.*

CCDI events

- [2SLGBTQI+ inclusion: Challenges in and strategies for the workplace](#) – June 13, 2024 at 1:00 p.m. ET
- [L'inclusion 2ELGBTQI+ : défis et stratégies pour les milieux de travail](#) – June 18, 2024 at 1:00 p.m. ET (this webinar has similar themes as the English webinar above but with French speaking panelists)

Ideas for commemorating Pride season

To sustain momentum over the course of the season, 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.

- *Stand up against anti-2SLGBTQI+ hate.
 - Amid an increase in anti-2SLGBTQI+ hate across Canada and around the world, connect with [*Egale Canada's Rainbow Action Hub](#), a collection of information and tools to combat anti-2SLGBTQI hate.
 - The past year has seen many social and political attacks on those with transgender and gender diverse identities. The following resources can help you and your organization take concrete steps to improving the safety and inclusion of transgender people in your communities:
 - 🔍 [*Tips for Allies of Transgender People](#)
 - 🔍 [*Trans Inclusion in Practice: Building Organizational Capacity for Trans Inclusion](#)
 - 🔍 [*Gender Inclusive Language Toolkit](#)
 - 🔍 [*CCDI Webinar: Gender expression versus gender identity](#)
 - 🔍 [Transitioning Employers: A survey of policies and practices for trans inclusive workplaces](#)
 - [*Transgender Day of Remembrance](#) is recognized on November 20 each year – be sure to reference the many resources and community events hosted during this time to continue this allyship year-round.
- Listen to, learn from, and engage with 2SLGBTQI+ stories.
 - There are many books, movies, shows, and podcasts included in the [resource guide \(PDF\)](#).
 - Attend 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 2SLGBTQI+ media like the [Queer Media Database Canada-Quebec](#), [OutTV](#), and [Xtra Magazine](#).

- Check your local listings for 2SLGBTQI+ radio shows or stations, like [QueerFM](#) in Vancouver, [*Out Loud Radio](#) in Halifax, [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 a 2SLGBTQI+ 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 webinars about [building safe spaces for dialogue](#) and [*creating a psychologically safe space for the LGBTQ2S+ community](#) to assist you in creating these spaces.
- Amplify voices from the 2SLGBTQI+ community.
 - Invite a speaker from the 2SLGBTQI+ 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 2SLGBTQI+ 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 2SLGBTQI+ 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 2SLGBTQI+ visibility and inclusion.
 - The following resources provide further information:
 - [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 2SLGBTQI+ communities all year round, not just during Pride month.
- It's important that organizations who wish to support 2SLGBTQI+ 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 2SLGBTQI+ inclusion.
- 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 2SLGBTQI+ employees.
 - The following resources provide information on best practices:
 - 🔍 [*Lead with Pride: Best Practices for Advancing 2SLGBTQIA+ Leadership](#)
 - 🔍 [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](#)
 - 🔍 [*Reimagining Your Workplace in Rainbow](#)
 - When examining talent management practices, we recommend watching these CCDI webinars: 🔍 [*Equitable total rewards: Inclusive benefits and beyond](#), 🔍 [Workforce planning through a DEI lens](#), and 🔍 [Advancing inclusive recruitment, hiring and retention](#).
- Learn about Canadian 2SLGBTQI+ history, and present experiences in the workplace and community.
 - Biographies and stories are provided by [*The Canadian Centre for Gender and Sexual Diversity](#), [The ArQuives](#), [Canadian Encyclopedia](#), and [CBC](#).
 - The following resources can be shared with your organization:
 - 🔍 [Being an LGBTQ+ Ally](#)

- [Gender Identity and Pronouns](#)
- [*Queer History Resources](#)
- [Sex, gender and sexual orientation: Inclusion through vocabulary](#)
- [The Genderbread Person](#)
- The following CCDI webinars explore 2SLGBTQI+ inclusion and experiences:
 - [*DEI stories of success: 2SLGBTQI+ inclusion](#)
 - [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 2SLGBTQI+ initiatives and support 2SLGBTQI+-owned businesses and organizations in your area.
 - Canada Helps has a list of [2SLGBTQI+ charities](#).
 - Browse 2SLGBTQI+-owned business directories from [The Pink Pages](#) (most provinces), [*Queer YEG](#) (Edmonton), [*Loud Business](#) (Greater Vancouver Area), or [*Everywhere Is Queer](#) (international). Check for local directories in your area.
- Consult organizations with expertise as needed, such as [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 2SLGBTQI+ 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.

- Do buy your Pride flag from a 2SLGBTQI+-owned organization.
- Do demonstrate the tangible ways your organization is working to include 2SLGBTQI+ communities.
- Do apologize if you misgender someone.
- Do promote members from multiple groups which belong to 2SLGBTQI+ communities.
- Do research and support local 2SLGBTQI+ organizations in the communities you serve.
- Don't put your logo on a Pride flag.
- Don't limit your Pride Month campaign to a rainbow logo.
- Don't fall into stereotyping members of 2SLGBTQI+ communities.