

2STLGBQ+Allyship Guide for Businesses

Made with care by Brandon Pride

Hello there!

This is a community building tool created by Brandon Pride that you can use to help guide your allyship journey. Should you need more support, you can visit our website www.bdnpride.ca or email us at brandonmbpride@gmail.com

Gender Neutral and Inclusive Language

Using gender neutral and inclusive language creates space for everyone to show up authentically as themselves with no assumptions. It's also a practice that can make folks feel really seen. :) Some examples of this kind of language would be; folks, everyone, friends, pal, they/them, partner, parent, sibling, spouse or Mx.

Calling people in Vs. Calling people out

When we come across instances of discrimination, it's important we address the situation straightforwardly, discrimination against anyone is never okay. First and foremost we always want to make sure everyone is safe. Depending on the situation, sometimes we need to call people in, and sometimes we need to call people out. If someone says something that is misinformed, we can call them in and educate them as to why the thing they said was harmful. Other times, especially when people are purposefully being hateful, or if someone's safety is in danger, we need to call people out and let them know discrimination will not be tolerated in that space. Everyone deserves to feel safe in their environment.

We encourage businesses to host queer friendly events outside the month of June!

This creates more opportunities for folks to build community all year round

2STLGBQ+ Friendly Event Checklist

- Zero tolerance for homophobia/transphobia in your space
- Gender neutral and inclusive language use
- Listen to the needs of your 2STLGBQ+ community members
- If sharing knowledge about this community, make sure it is accurate so as to not participate in the spreading of misinformation
- Apologize if you mess up, everyone makes mistakes
- Overall, be kind!