

PARTNERSHIPS FOR EQUALITY

+32 2 899 07 62

annas@ilga-europe.org

www.ilga-europe.org





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, gender expression or sex characteristics, 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.

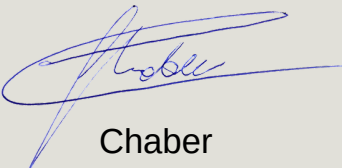
TOGETHER WE CAN MAKE A REAL DIFFERENCE TO PEOPLE'S LIVES

After nearly a decade of engaging with partners from the private sector and building close partnerships in a way that creates real, sustainable impact, we can say one thing for sure: we all have a role to play in advancing LGBTI equality, and together we can make a real difference to people's lives.

Whether companies engage with ILGA-Europe to demonstrate social impact and responsibility, to show alignment with values to clients and consumers, or to make their employees feel welcome and celebrated, these partnerships create real change in hearts and minds. Funds from our corporate partners have allowed us to reach new heights of impact and success, and to respond to the most urgent situations. Thanks to these funds, ILGA-Europe supports trailblazing LGBTI activists across Europe and Central Asia, even in the most challenging of contexts.

From changing laws and policies, to the supporting of first prides in small towns, from bringing activists from all across Europe and Central Asia to meet with most influential European politicians, to helping LGBTI organisations on the frontlines keep their communities safe, the work of ILGA-Europe is ultimately protecting and improving lives. And the partnerships we have built with companies, large, medium and small, have a real impact on ILGA-Europe's vital work for LGBTI people's safety, freedom and equality.

More progress needs to be made, we will need to continue to defend and advance equality, and more communities will need help and empowerment. We invite you to join us in supporting and resourcing diversity, and creating profound positive change for LGBTI communities throughout Europe and Central Asia.



Chaber
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 €900,000 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

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.



Case Study: Vogue Eyewear

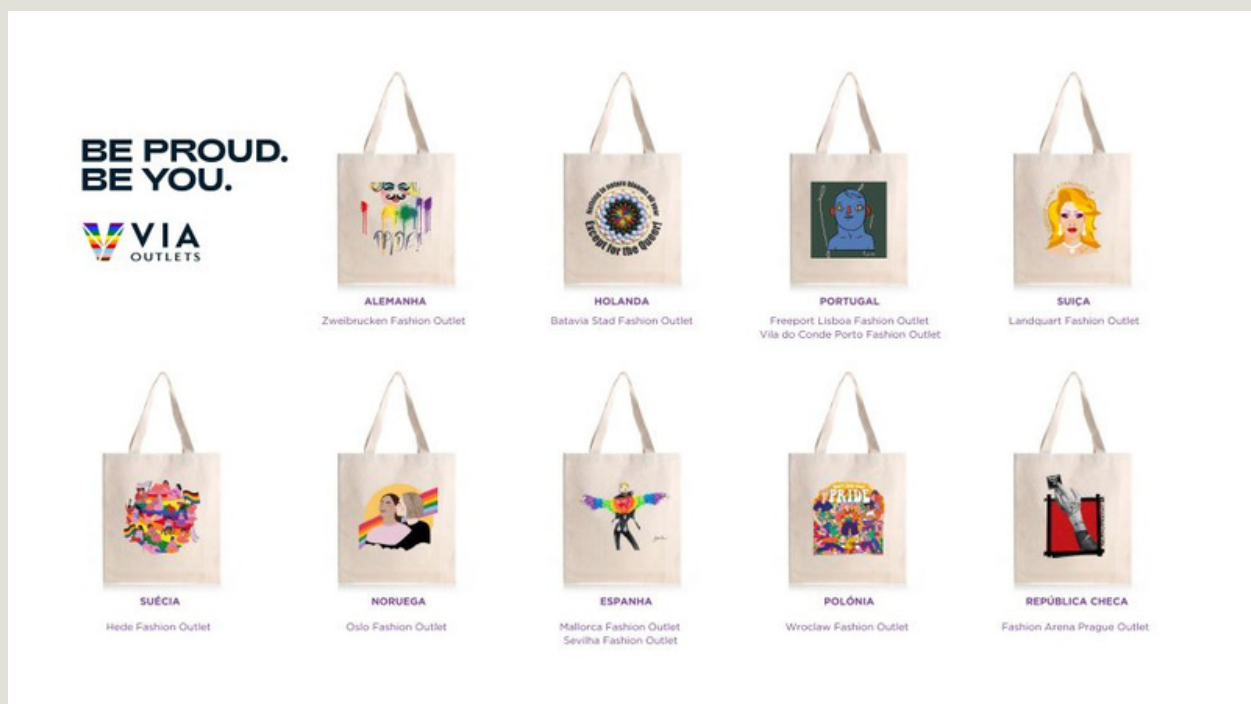
Vogue Eyewear partnered with ILGA-Europe for their 2022 Pride campaign “to honour those who have to fight to express who they are”. The campaign featured artwork from queer artist Sofie Birkin and content from LGBTI influencers Venus Liuzzo and Francesco Cicconetti, who modelled special edition eyewear 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 Spanisy Vanity Fair.



CAMPAIGNS AND PRODUCT PARTNERSHIPS

Case Study: Via Outlets

Via Outlets operate 11 fashion outlet centres across nine countries in Europe from Portugal to Poland. Finding a pan-European charity partner made perfect sense for their Pride campaign, which ran across all their centres in June 2023. They created a Pride exhibition, with a local LGBTI creator from each country creating a unique design for limited edition shopper bags. Profits from the bags were donated towards the work of ILGA-Europe, making a positive difference to our work for LGBTI equality.



At VIA Outlets, we take our responsibility towards our employees, brand partners, guests and local communities very seriously, which is why we strive to create a working and shopping environment that is inclusive and embraces diversity. We are united across all our centres in celebrating the Pride message and raising awareness together of what this important month means.

Otto Ambagtsheer, CEO of VIA Outlets

CAMPAIGNS AND PRODUCT PARTNERSHIPS

Case Study: Essence

essence, the Cosnova-owned beauty brand, launched its first Roblox game in June 2023 as part of the brand's Pride campaign. essence FUN PARK is a dream-like world where kindness is an essential tool to save the world, and where players had the opportunity to unlock a real-world donation to ILGA-Europe. The campaign is a great example of virtual world activism and socially conscious gaming, connecting with Gen Z and Alpha. essence's commitment to celebrating diversity can be seen across the brand's social media channels, from Pride themed make-up tutorials to educational content.



e
essence

EMPLOYEE ENGAGEMENT AND GIVING

Engaging employees in LGBTI equality initiatives is a great way to demonstrate company values and commitment to an inclusive culture. Companies of any size can get involved with internal Pride celebrations, awareness raising and fundraising activities. We'd love to hear about your plans, so get in touch to see how we can work together to raise awareness and funds for LGBTI equality.

Does your company match employee donations? ILGA-Europe are part of Benevity's global network of non-profits. Benevity is a platform that supports companies in managing their employee giving programmes. We've been supported by staff at Google, Microsoft, Apple, F5 Networks, Netflix and more.



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.

EMPLOYEE ENGAGEMENT AND GIVING

Case Study: Toyota

The team at Toyota Motor Europe crushed their Pride 2023 challenge by taking a collective 280K steps in two months, way beyond their target of 150K, unlocking a donation to ILGA-Europe made by the company. The Pride challenge is a great example of employee engagement and commitment to DE&I. In addition, Toyota's 'All Colours of the Rainbow' employee-led group held a range of events throughout Pride month, concluding with a fabulous fundraising show and concert at their European headquarters in Brussels, featuring legendary drag artist LaDiva Live, to raise funds for ILGA-Europe.



By raising the Pride flag Toyota sends out a clear message: we don't tolerate unequal treatment, discrimination, and hatred and we are committed to creating a truly inclusive and equitable workplace.

Kylie Jimenez, Toyota Motor Europe's Chief Diversity Officer

OUR REACH IN NUMBERS

Overall social media (2023)



- Published posts: 2,234
- Audience: 126,755 (X, Facebook, Instagram, TikTok, LinkedIn)
- Impressions: 12, 530,221
- Engagement: 382,601

Traditional media- print/online (2023)



Globally, articles mentioning ILGA-Europe have reached at least **5.3 million** readers from January 1 to December 31. (Numbers via Muckrack media monitoring)



X (formerly Twitter)

Followers: **46,011**
 Impressions: **2,312,358**
 Engagements: **64,262**
 Post Link clicks: **7,110**



Facebook

Followers: **46,525**
 Impressions: **393,165**
 Engagements: **27,064**
 Post Link clicks: **2,234**



Instagram

Followers: **20,000**
 Impressions: **915,363**
 Engagements: **47,363**
 Profile link clicks: **4,207**



LinkedIn

Impressions: **718,648**
 Engagements: **40,467**
 Post link clicks: **24,025**



TikTok

Audience growth: **564%**
 Video Views: **60,751**
 Engagements: **4,559**



Website

Pageviews: **767,187**
 Users: **328,955**

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.