



Pride Month activation kit

Ready-to-go resources to activate your people, fast.

Rally your people quickly and easily for Pride Month

Launching a giving or volunteering initiative is time consuming. From deciding which nonprofits to support to writing content and sourcing images, there are lots of moving pieces.

If you'd love to create a campaign for **Pride Month** in June, but don't have a lot of time, this activation kit is for you.



Give our activation kits a try

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates – saving you time, so you can focus on maximizing impact.

With ready-to-go, expertly curated content, your team will be fully prepared to rally support for **Pride Month** in June!

Developed by Benevity's expert content team, the **Pride Month activation kit** includes:



Giving opportunities



News articles



Image suggestions



Vetted nonprofit recommendations

Your activation kit includes:

- ✔ **A note to program leaders** – [page 5](#)
- ✔ **Giving opportunities** – [page 6](#)
- ✔ **Vetted nonprofit recommendations** – [page 12](#)
- ✔ **News articles** – [page 15](#)
- ✔ **Image suggestions** – [page 18](#)

A note to program leaders

- June is Pride Month.
- Different cities have selected their own themes for Pride events, e.g., empowerment, unity, inclusivity and the power of community.
- This document includes a giving opportunity and a news item for the U.S., Canada (English), Canada (French), the U.K. and Australia.
- To promote a giving opportunity in a cover story, you could use one of the images provided, and then use or adapt the text from the news article.
- Use all of the recommended nonprofits or focus your campaign on some of them.
- If you have a Pride or LGBTQ+ employee resource group, get them involved in developing your campaign.
- Sources used in the development of this kit:
 - [Human Rights Campaign](#)
 - [People](#)
 - [Library of Congress](#)
 - [Papyrus UK](#)
 - [World Economic Forum](#)
 - [Amnesty International](#)

Giving opportunities





Celebrate Pride Month 2024

Join millions of people worldwide in joy, unity and advocacy

Pride month is a celebration and an opportunity to empower and support the LGBTQ+ community. It's also a time to acknowledge ongoing discrimination and raise awareness about new challenges.

In the U.S. alone, there are hundreds of pieces of legislation seeking to limit or reverse LGBTQ+ rights, including bills that specifically target those in the transgender community.

Pride is an important and necessary call to action for equity. Rally your people this June to celebrate Pride, reject hatred and prejudice and advocate for change.

You can support organizations dedicated to serving and protecting LGBTQ+ people of all ages and genders.

- **Services & Advocacy For Gay Lesbian Bisexual & Transgender Elders:** Keeping our issues in the national conversation to ensure a fulfilling future for all LGBTQ+ people.
- **Human Rights Campaign:** Seeking to fundamentally change the way LGBTQ+ people are treated in our everyday lives.
- **Translifeline:** Offering direct emotional and financial support to trans people in crisis – for the trans community, by the trans community.
- **Rainbow Railroad:** Helping at-risk LGBTQI+ people get to safety worldwide.
- **ACLU (American Civil Liberties Foundation):** Defending the rights of all people nationwide.
- **Trevor Project:** Providing information & support to LGBTQ+ young people 24/7, all year round.



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- **Egale Canada:** Informing public policy, inspiring cultural change, and promoting human rights and inclusion through research, education, awareness and legal advocacy.
- **Fondation Émergence:** Fighting against homophobia and transphobia.
- **The ArQuives:** Canada's LGBTQ2+ Archives: Acquiring, preserving, organizing, and giving public access to information and materials in any medium, by and about LGBTQ2+ people.
- **Pflag Canada:** Helping 2SLGBTQ+ people and loved ones connect with resources and find a supportive community.
- **Rainbow Railroad:** Helping at-risk LGBTQI+ individuals get to safety around the world.



Célébrons le Mois de la fierté 2024

Joignons-nous à des millions de personnes du monde entier dans la joie, l'unité et la communauté

Le Mois de la fierté est une célébration. C'est l'occasion de valoriser et de soutenir les membres de la communauté 2SLGBTQ+. C'est aussi un bon moment pour reconnaître la discrimination qui persiste et faire de la sensibilisation aux nouveaux défis. Partout dans le monde, des efforts sont déployés pour limiter ou retirer les droits de la communauté 2SLGBTQ+, y compris des actions qui ciblent spécifiquement la communauté transgenre. La fierté doit être multiple. Elle est source d'une grande joie et d'unité, mais elle demeure aussi un appel important et nécessaire à l'action pour le changement et l'équité.

Saisissons cette occasion de nous joindre à des millions de personnes du monde entier pour une grande célébration. C'est aussi l'occasion de rejeter la haine et les préjugés, de faire de la sensibilisation aux injustices passées et présentes, et de plaider pour le changement.

Vous pouvez soutenir des organismes qui consacrent leurs efforts à l'aide et à la défense de la communauté 2SLGBTQ+, et à la protection de sa jeunesse.

- **Egale Canada:** influence les politiques publiques, inspire un changement culturel, promeut les droits de la personne et l'inclusion par la recherche, l'éducation, la sensibilisation et la défense juridique.
- **Fondation Émergence:** lutte contre l'homophobie et la transphobie.
- **The ArQuives: Canada's LGBTQ2+ Archives:** acquiert, préserve, organise et rend accessibles de l'information et des documents, peu importe le média, au sujet des personnes de la communauté LGBTQ2+ et créés par elles.
- **Pflag Canada:** aide les personnes 2SLGBTQ+ et leurs proches à trouver des ressources et une communauté de soutien.
- **Rainbow Railroad:** aide les personnes LGBTQI+ à risque du monde entier à se mettre en sécurité.



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- **LGBT Foundation:** Celebrating and empowering LGBTQ+ individuals and communities to realise their full potential, every day.
- **Stonewall Equality:** Imagining a world where all LGBTQ+ people are free to be themselves and can live lives to the full.
- **Mindout LGB&T Mental Health Project:** Working to improve the mental health and wellbeing of all LGBTQ communities and to make mental health a community concern.
- **Rainbow Migration:** Supporting LGBTQI+ people through the asylum and immigration system.
- **The Albert Kennedy Trust:** Providing routes to safe housing, support and secure futures for LGBTQ+ young people.



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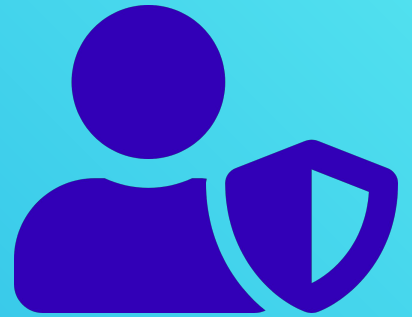
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- **Transcend Australia:** Working towards a world where trans, gender diverse and non-binary children are embraced and given every opportunity to thrive and flourish.
- **Pride Foundation Australia:** Working towards a society where all LGBTQIA+ people experience equality and inclusion.
- **The Trustee For The Aurora Group Trust Fund:** Providing change-making LGBTIQ+ community organisations across Australia with larger, more sustainable funding, helping them to thrive and grow.

Vetted nonprofit recommendations



Vetted nonprofit
recommendations

Support the nonprofits you care about – with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform – from local food banks to international water conservation associations – undergoes a rigorous, multi-step review process.

Benevity researches, evaluates and recommends nonprofits based on:

- Up-to-date regulatory information and program eligibility
- Self-certification declarations
- Completed automated clearing house payments/electronic funds transfer details
- Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- Regular follow-up to ensure nonprofits remain in good standing

Benevity gives your people access to nearly 2 million vetted nonprofits globally

United States

[Services & Advocacy For Gay Lesbian Bisexual & Transgender Elders Inc \(SAGE\)](#)

New York, NY
Charity ID: 840-132947657

[Human Rights Campaign Foundation](#)

Washington, DC
Charity ID: 840-521481896

[Translifeline](#)

Oakland, CA
Charity ID: 840-472097494

[Rainbow Railroad, USA](#)

New York, NY
Charity ID: 840-474896980

[American Civil Liberties Union Foundation](#)

New York, NY
Charity ID: 840-136213516

[Trevor Project](#)

West Hollywood, CA
Charity ID: 840-954681287

Canada

[Egale Canada](#)

Toronto, ON
Charity ID: 124-888561065RR0001

[Fondation Émergence](#)

Montreal, QC
Charity ID: 124-875907420RR0001

[The ArQuives: Canada's LGBTQ2+ Archives](#)

Toronto, ON
Charity ID: 124-118832864RR0001

[Pflag Canada](#)

Ottawa, ON
Charity ID: 124-864483276RR0001

[Rainbow Railroad](#)

Toronto, ON
Charity ID: 124-827142530RR0001

United Kingdom

[LGBT Foundation](#)

Manchester, UK
Charity ID: 826-1070904

[Stonewall Equality](#)

London, UK
Charity ID: 826-1101255

[Mindout LGB&T Mental Health Project](#)

Brighton, UK
Charity ID: 826-1145877

[Rainbow Migration](#)

London, UK
Charity ID: 826-1153740

[The Albert Kennedy Trust](#)

London, UK
Charity ID: 826-1093815

Australia

[Transcend Australia](#)

Bentleigh, VIC
Charity ID: 036-38637199056

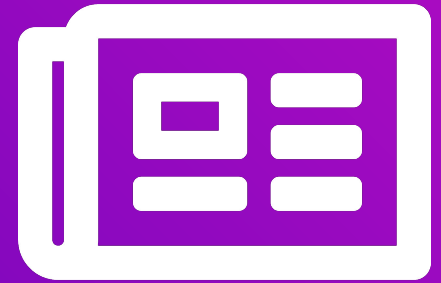
[Pride Foundation Australia](#)

Murrumbeena, VIC
Charity ID: 036-85116997427

[The Trustee For The Aurora Group Trust Fund](#)

Strawberry Hills, NSW
Charity ID: 036-14397969239

News articles



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[LINK TO GIVING OPPORTUNITY]

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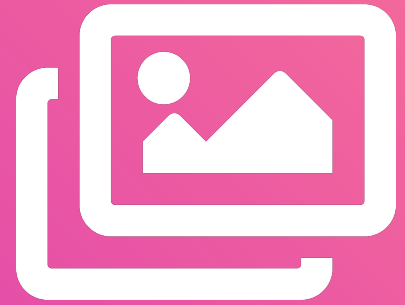
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Image suggestions



Tell a richer story with images

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. This page contains images we've handpicked in support of Pride Month.

Click each image to visit Getty Images and license it.



Impact made easy

Quality content is a key contributor to campaign success. For clients who use Benevity's employee engagement platform, activation kits are proven participation drivers.

Did you know?

Clients using our pre-written news items have seen campaign participation double. And with direct access to relevant imagery they can license, it's even faster to get campaigns off the ground.

Activation kits are just one of the many ways Benevity's platform makes it easy for your company to dramatically increase employee engagement and drive social impact.

See how activation kits work seamlessly in Spark.

[Book a demo today!](#)

Support these nonprofits for Pride Month:



TRANSLIFELINE

Trans Lifeline is a national trans-led organization dedicated to improving the quality of trans lives by responding to the critical needs of our community with direct service, mate...

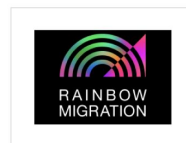
 Oakland, CA, United States  Matching Offer



Egale Canada

Egale's mission is to improve the lives of 2SLGBTQI people in Canada and to enhance the global response to 2SLGBTQI issues. Egale will achieve this by informing public policy ...

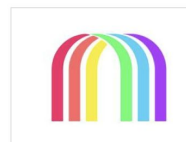
 Toronto, ON, Canada  Matching Offer



RAINBOW MIGRATION

Supporting LGBT asylum seekers: providing support & information via our helpline and in person; referring to solicitors; organising a monthly support meeting; visiting detention ce...

 London, United Kingdom  Matching Offer



Pride Foundation Australia

Pride Foundation Australia supports charitable activities that benefit LGBTQIA+ people and allied communities in Australia by advancing equity for the most disadvantaged LGBTQIA ...

 Murrumbena, VIC, Australia  Matching Offer