

# Partnering for Change!

Pride Foundation Business Partnerships

**Pride Foundation fuels transformational movements to advance equity and justice for LGBTQ+ people in all communities across the Northwest.** At the core of our work is a commitment to racial justice and creating a world where every single person is recognized, protected, and able to thrive.

We want to partner with you in this work!  
**Businesses and corporations are a critical part of our community's ecosystem.** Pride Foundation's goal is to build mission-aligned partnership opportunities with each business we work with. We're looking forward to talking with you about how we can partner together!



# About Pride Foundation

Pride Foundation's work exists within a resilient ecosystem of equity work across the Northwest. These are some of the core strategies we utilize to support LGBTQ+ people and communities across the region:

## Scholarships

We provide financial resources and community support to LGBTQ+ student leaders.

**\$6,453,277**  
awarded in  
scholarships  
since 1993

In 2020,  
**\$546,550**  
awarded to  
127 scholars

In 2020,  
**\$665,000**  
awarded to 92  
organizations in  
Community  
Grants

Nearly  
**\$1 million**  
awarded from  
Crisis Community  
Care Fund in  
2020

## Grants

We invest in community groups who are supporting LGBTQ+ people and our families.

## Public Education & Culture Change

TRANSform Culture builds, tests, and amplifies stories to expand empathy and understanding—and ultimately shift culture to create true safety.

We are collecting  
**stories of BIPOC  
trans and gender  
diverse people**  
during COVID

**1255**  
donors in 2019,  
including 40 who  
made their first gift  
30 or more  
years ago

Our messaging  
research is **driven by**  
**those who will be**  
**most impacted** by  
policies the research  
will guide

## Resource Mobilization

We partner with individuals, businesses, and foundations to inspire radical generosity in the fight for equity and justice.

**281**  
volunteers  
gave more than  
**6000 hours**  
in 2020

# How can we support each other?

With our unique approach to working with businesses and corporations, we develop individualized partnership opportunities with each business to advance our shared goals. We have intentionally shifted away from offering a standardized set of marketing benefits based on the dollar amount of your investment, toward a more collaborative and transformational model of partnership.

## Here are some examples of how we can partner for change together:

- 1. Investment in meaningful change.** Transform your corporate giving efforts from transactional charitable contributions to investment in meaningful change in your community. By supporting Pride Foundation's work, your investment helps fuel the ecosystem of support for LGBTQ+ communities—from our Community Grants that help build infrastructure for smaller, grassroots groups, to Scholarships that invest in the leadership of LGBTQ+ student leaders.
- 2. Engagement opportunities for your team.** We can connect you with avenues for involvement in our work in other ways, like scholarship volunteer opportunities, invitations to attend Pride Foundation and partner events, and coordination with your workplace giving program.
- 3. Knowledge and resource sharing.** Does your business have a skill or non-monetary resource to share, such as in-kind donations or services? Or can we share our knowledge with your team? You can also hire our team for presentations on the role of LGBTQ+ philanthropy in our community ecosystem, and to learn more about critical issues facing our communities.
- 4. Visibility.** Although we don't offer standardized levels of marketing benefits based on dollars of support, we do offer unique and personalized ways to recognize our partnership through events, social media, print publications and online. Contact us to learn more!

### Partner Spotlight

Google is a proud Pride Foundation partner. Google supports organizations on the frontlines of pandemic response by **providing generous no-strings-attached funding for our Crisis Community Care Fund.**



**Thank you for reaching out to support our shared work to fuel transformational change for LGBTQ+ communities. We're excited to talk with you!**

# Let's Talk!

We want to get to know you! Please contact our Director of Community Engagement, Alli Auldridge, at [alli@pridefoundation.org](mailto:alli@pridefoundation.org). We will respond promptly to schedule our first call!

We are interested in learning more about your goals for our potential partnership and encourage you to consider these questions before our call:

## Questions to consider for a partnership:

- Tell us a little about your company, and about your role with the company.
- How did you learn about Pride Foundation?
- What prompted your interest in partnering with us?
- How has your business worked with and/or for LGBTQ+ communities before?
- What do you hope your business, your employees, or other community members or stakeholders will gain? What do you hope to contribute?
- What policies or company practices protect and support LGBTQ+ employees in your organization?
- If a financial contribution is part of your partnership goal, what prompted this gift? Where are the funds coming from? (ex: a portion of proceeds for a specific item or service; PR department; employee-driven effort; corporate foundation.)
- What questions do you have for us?

One of our most deeply held beliefs is that change is possible—people can change, institutions can evolve, and systems can be transformed. This is why we do this work, and why we know that justice and liberation are possible. We're looking forward to building a partnership with you!

To get started, please contact our Director of Community Engagement, Alli Auldridge, at [alli@pridefoundation.org](mailto:alli@pridefoundation.org).