

LGBT 101

LGBT stands for lesbian, gay, bisexual and transgender and along with heterosexual they describe people's sexual orientation or gender identity. To learn more about gender identity and expression, you can visit the website www.itspronouncedmetrosexual.com.

LESBIAN - A lesbian woman is one who is romantically, sexually and/or emotionally attracted to women.

GAY - A gay man is one who is romantically, sexually and/or emotionally attracted to men. The word gay can be used to refer generally to lesbian, gay and bisexual people but many women prefer to be called lesbian. Many gay people don't like to be referred to as homosexual because of the negative historical associations with the word and because the word gay better reflects their identity.

BISEXUAL - A bisexual person is someone who is romantically, sexually and/or emotionally attracted to people of both sexes.

TRANSGENDER/TRANS - Is an umbrella term used to describe people whose gender identity (internal feeling of being male, female or transgender) and/or gender expression, differs from that usually associated with their birth sex. Not everyone whose appearance or behavior is gender-atypical will identify as a transgender person. Transgender people can identify as transsexual, cross dresser (sometimes referred to as transvestite) or another gender identity.

MARRIAGE EQUALITY - Same-sex marriage became legal in the United States on June 26, 2015 when the Supreme Court ruled in favor of marriage equality.

YOUR BUSINESS

The modern women's movement was propelled in part by economic reasoning and it's informing an emerging argument for LGBT inclusion. It turns out that inequitable treatment of LGBT people can cause economic harm, leading to lower economic output for individuals, businesses, and even countries. On the flip side, inclusive policies can boost a country's GDP and a company's bottom line.

PRODUCTS AND SERVICES

Forms - Make forms gender-neutral. Instead of having fields for mother and father/husband and wife/Mr. and Mrs. use words like parent, spouse and so on.

Products - Look at your inventory with a critical eye. If you sell greeting cards, do they only depict heterosexual couples or families in them? Are gift sets designed for a "him" and a "her?"

Training - Make sure your employees are on the same page as you in regards to how you want to treat your LGBT customers. Confront actions or comments that are discriminatory or hateful.

Establishment - After making the suggested changes, consider displaying a rainbow sticker or Love Is Love poster at your business to signify that your business is LGBT-friendly.

EMPLOYEE BENEFITS - Ensure your company policies are inclusive of all your employees and treat LGBT employees the same as you would heterosexual ones. Allow LGBT employees to add their spouses and children to their health-care plan. Ensure LGBT employees are allowed to take maternity, paternity and bereavement leave.

POLICIES

Despite huge public support for employment non-discrimination for LGBT employees (87% in a recent Gallup poll), there is still no federal law that mandates the basic standard of non-discrimination on the basis of either sexual orientation or gender identity and expression. In the absence of national legal protections for LGBT employees, they are forced to rely on an incomplete patchwork of state and local laws for protection from workplace discrimination. Workers in 34 states could be fired because of their sexual orientation or gender identity and expression at any time.

By enacting non-discrimination policies that explicitly protect LGBT employees on the job, companies are attempting to fill this void. Increasing numbers of companies have realized that providing equal benefits and protections for LGBT employees in the workplace is not only a sound business practice, but a necessity to recruit and retain the best employees possible.

Smart businesses also recognize LGBT consumers' \$800 billion in buying power and their high degree of brand loyalty to companies that treat their LGBT employees equally. In today's business environment, diversity is considered a competitive advantage. Put simply, employer policies that are LGBT-friendly are a smart business practice.



FOLLOW US ON SOCIAL MEDIA.

PARTNER AGENCY OF THE
UNITED WAY OF WESTERN
CRAWFORD COUNTY



WHAT YOU CAN DO

LGBT-friendly companies have a written non-discrimination policy covering sexual orientation, gender identity and/or expression in their employee handbook or manual.

LGBT-friendly companies offer health insurance coverage to employees' same-sex domestic partners.

LGBT-friendly companies support a gay, lesbian, bisexual and transgender employee resource group; or would support employees' forming a LGBT employee resource group if some expressed interest by providing space and other resources; or have a firm-wide diversity council or working group whose mission specifically includes LGBT diversity.

LGBT-friendly companies offer diversity training that includes sexual orientation and/or gender identity and expression in the workplace

LGBT-friendly companies engage in respectful and appropriate marketing to the gay, lesbian, bisexual and transgender community and/or provide support through their corporate foundation or otherwise to LGBT-related organizations or events.

LGBT-friendly companies do not engage in corporate action that would undermine the goal of equal rights for lesbian, gay, bisexual and transgender people.

0

For more information, contact Women's Services at 814.724.4637 or via email at information@womensservicesinc.org

RESOURCES

LGBT populations are at higher risk for violence because of the social context of discrimination. You can do your part by creating a safe and welcoming environment for those who work for and do business with you.

www.hrc.org
www.avp.org
www.isna.org
www.glaad.org
www.transpoc.org
www.nctequality.org
www.lgbtpipeline.org
www.persadcenter.org
www.community.pflag.org
www.thetrevorproject.org
www.greatereriealliance.com

LOVE IS LOVE



LIVE IT

Help us fight violence
by spreading more love.
www.womensservicesinc.org/lgbtq

WOMEN'S SERVICES

PROVIDING HOPE AND RESOURCES
TO THOSE AFFECTED BY VIOLENCE
AND ADVOCATING TO END IT.



**COME OUT AS A
LGBT-FRIENDLY
BUSINESS**

NO MORE | TOGETHER WE CAN END
DOMESTIC VIOLENCE & SEXUAL ASSAULT

204 SPRING STREET
MEADVILLE, PA 16335
814.724.4637 (BUSINESS OFFICE)
www.womensservicesinc.org/lgbtq