



Outcomes from Ally Challenge in 2020

- 12,750 allies from 58 countries and 108 organizations participated, making it truly a global Pride Month Celebration.
- Impact Report:
www.thepridecircle.com/21daysallychallenge



#AllyChallenge



Aimed at educating & sensitizing participants about LGBT+ Allyship through a series of fun and engaging online challenges

OBJECTIVE

- Build a community of passionate LGBT+ Allies
- Recognize & neutralize biases and Stereotypes
- Create holistic learning & Impact



GAMIFYING ALLYSHIP

- Leveraging gamification framework where participants compete, get sensitized and rewarded for behavioral change
- Participate, Refer and Win Together
- Series of 14 challenges spread over 21 June to 27 June
- Earning of points, featuring on leaderboards, amplifies participant engagement and motivation, enhancing learning outcomes
- For everyone who is/ wants to be an “ally”, should take up the challenge

Driving Change over 7 Days



#AllyChallenge

1

The Cue

*Neutralize biases/
stereotypes about
LGBT+ community and
build allies*

2

The Daily Action

*Creating small,
impactful tasks to
easily fit into one's
daily routine*

3

The Pledge

*Building commitment
and inspiring
accountability*

4

The Reward

*Incentivizing
participation &
recognizing the best*

#AllyChallenge - How to Participate & WIN



For Organizations: Unique link will be generated which can be shared with the employees to sign-up and participate

For Individuals/ Employees: Sign-up using your social handles or personal or official email id by June 20

Upon sign-up, unique Referral Code will be auto-generated which the participant can access

Referral Code can be shared with colleagues/ friends/ family, encouraging them to also participate, thereby increasing your chances of winning

The challenges will be hosted online, sign-up & progress will be tracked real-time on 2 Leaderboards – *Individual & Organization category*

Participants will have access to the dashboard which would contain the challenges & their scores, ranking

Starting June 21, TWO challenges will get unlocked at 11:30AM IST and 2:30PM IST each day till June 27

Each participant must complete all 14 challenges by June 28, to qualify for rewards (mystery box)

Participants will have the flexibility to respond to the challenges based on the convenience, but all challenges must be completed by Jun 28, 12:00PM IST

Earn 5-50 points upon completion of each challenge, for Referral & successful sign-up

Top 3 scorers [*Individual & Organization category*] will be spotlighted & announced on July 5

Helpdesk (email & chat) support will be available

Sign up process – Participant Information



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Following details will be captured as part of sign up

Full Name	
Pronoun	
Email id *	
Country	
Add me to the PC mailing list	Yes or No
I agree to terms & conditions	<Checkbox>

NOTE: Participants can sign-up using social handles or personal or official email id

Sample Challenges (How it works)



#AllyChallenge

Day 1 Challenge

I will watch a short film on LGBT+



Refer

List of short films to choose from



Call To Action**

Sharing take away to complete the challenge



Reward

xx Points Earned



Outcome

Get listed on the Leader board (Your Rank)

Day 2 Challenge

I will learn about SOGIESC



Refer

Reference materials, articles, etc.



Call To Action**

Sharing take away to complete the challenge



Reward

xx Points Earned



Outcome

Get listed on the Leader board (Your Rank)

** Call To Action will be different for each challenge

How to support this initiative



Partnership & Outreach

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Organization

(Corporates/ NGOs/ Parent Groups/ Education Institutions, etc)

- Participation – Paid or Free
- Encourage employees to participate
- Promote internally leading up the launch and during the challenge
- Encourage employees, stakeholders to refer & influence colleagues, family, friends, to participate
- Building an internal story/ vblog on the reasons to participate & promoting it on social platforms
- Feature on the leaderboard – organization category

Individual

(Employees, Students, Teachers, Parents, etc)

- Participation FREE
- Encourage allies to participate either alone or form a team/ group/ clan
- Give a shoutout on social media
- Promote in your network and Social Media leading up to the launch and during the campaign
- Refer & influence your colleagues, family, friends, to participate, Together is Better.
- Feature on the leaderboard – individual category

- Be one of the organizations for the “*Powered by*” category
- Be one of the organizations for the “*Rewards by*” category

PAID SPONSORSHIP & PARTICIPATION

Organizations can choose to PARTICIPATE



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With Company Branding: (Paid Engagement)

- Duration of the Ally Challenge: 7 days
- Participation:
 - Confirmation by: June 4
 - Any number of employees across teams & geographies
- Participation Guide: Will be available to access/ download on the microsite
- Branding: Event Microsite, Social media, Challenge communication/ creatives, Teaser mail/ communication
- Resources: Full Access to the challenge resources
- Access to your company leaderboard (Individuals & Organization)
 - On microsite (front-end)
 - On spreadsheet - Employee & Organization score (backend)
 - Report on employee participation, score & completion level
- Top 3 Winners video (Organization category) will be added to the microsite
- Access to communication kit, creatives, support**
- Support: Email & Chat and 2nd level Escalation

Without Company Branding: (Free Engagement)

- Duration of the Ally Challenge: 7 days
- Participation:
 - Confirmation by: June 15
 - Any number of employees across teams & geographies
- Participation Guide: Will be available to access/ download on the microsite
- Branding: Not available
- Resources: Full Access to the challenge resources
- Access to leaderboard (Individuals & Organization)
 - On microsite (front-end)
- Report on employee participation, score & completion level: Not available
- Top 3 Winners video (Organization category): Available for the paid participation only
- Access to communication kit, creatives, support**: Not available
- Support: Chat

More details can be shared on request

High Stakes – Top 3 Winners takes ALL...



Mystery Box
Quantity: 3

#AllyChallenge



Laptop Bag
Quantity: 3



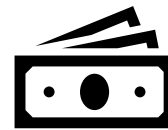
Kindle/Tablet
Quantity: 3



PS4
Quantity: 3



Smartwatch
Quantity: 3



eVouchers
Quantity: 3



GoPro
Quantity: 3



Mobile
Quantity: 3



Apparel
Quantity: 3



Duffle Bag
Quantity: 3



Headphone
Quantity: 3



Mobile Printer
Quantity: 3



Amazon Echo
Quantity: 3



Suction Cup
Quantity: 3



Power bank
Quantity: 3

Contribute to the “Mystery Box” by choosing to sponsor any of the products as giveaways

Organizations can choose to REWARD



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- Sponsorship Category: 5 Reward sponsorship slots
- Reward: Mystery Box for Top 3 winners in individual category
- Branding
 - Microsite will feature the company's logo as "Reward Partner"
 - Branding in Mystery box: Online
 - Opportunity to add a personalized note with the reward
- Branding duration: 1 June to 30 June

More details can be shared on request



HOLISTIC SOCIAL IMPACT

TARGET: Mobilizing 10,000 Allies

#AllyChallenge

BOOST PINK ECONOMY

- Contribute & Support LGBT+ Entrepreneurs, Film-makers, Authors, Musicians, Artists, Influencers, etc.
- Promote LGBT+ friendly brands & their services
- Attend LGBT+ events (virtual/ in-person)

INCLUSION MOVEMENT

- Commitment & pledge by organizations, individuals, parents, educational institutions, etc.
- Form Pride support groups
- Anti-bullying, discrimination campaigns
- Inclusive policies & benefits
- Visible Allyship

CSR/ GIVING BACK

- Volunteering hours & Giving to LGBT+ NGOs/ CBOs
- Advocate the work of LGBT+ groups/ collectives
- Educate family, friends, and colleagues about LGBT+ history, issues, and current events

SAFER WORLD

- Reducing bullying (physical & digital), discrimination, bias & stereotypes
- Appreciation for pronouns usage & gender identity
- Equitable & Inclusive society
- Onboard more committed & passionate allies
- Understand & appreciate intersectionality



www.thepridecircle.com



India's premier Diversity & Inclusion organization with a mission to enable and empower LGBT+ people and support organizations in fostering a culture of belonging.

We partner with over **250 companies** across India to provide executive **leadership development**, comprehensive **D&I training** and consultation, and professional **networking opportunities** that build safe, inclusive and welcoming work environments.

With our experience & growing roster of **national & international partner companies**, governments & non-profit organizations, Pride Circle is leading the LGBT+ inclusion revolution in India.

Meet the Founders



Srini Ramaswamy

(Pronoun: He/ Him)



A certified diversity professional who over two decades has transformed the culture of Fortune 500 companies. An evangelist, advocate, and ally who has received global accolades for going above & beyond to advance LGBT+ equality at workplaces and beyond.

- **UN Berlin Consultation 2019**
- **TOP 100 Leaders of RAHM 2018** - The Global LGBT+ Leadership Contest, London
- LGBT Ally **Champion Award, 2017** by Out & Equal Workplace Advocates, USA
- **D&I Leadership Award** (South East Asia), 2017 by BD Foundation, India

Ramkrishna Sinha

(Pronoun: He/ Him)



An award-winning champion for LGBT+ inclusion. He is compiling stories of LGBT+ & allies in the blog titled '101 Coming Out Stories from India', which has reached over five million people. The multiple impactful initiatives at Pride Circle reflect his belief in 'Action for Inclusion'.

- **Global D&I Hero of the Year 2017**, Intel
- **Champion of the Year Award, 2017** by Out & Equal Workplace Advocates, USA
- Featured in the list of **50 LGBT+ Future Leaders Globally** by OUTstanding & Financial Times



Our Journey



2012-2016

2012: Ram and Srinu meet for the first time at a conference

2012-2016: Ram and Srinu remain connected and share their ideologies on LGBT+ inclusion at various external platforms

2016: Ideas take shape, Ram and Srinu form an informal collective of individuals & companies to connect & network

2017-2018

2017: Formation of Pride Circle in Bangalore

2017: Forming India's first Intercompany forum

2017: Organizing the First networking & meet up event for LGBT+ & Allies

2018: Networking & meet up goes international – US, Canada, UK, Singapore

2018: Setting up of India's First LGBT+ Mentoring Program

2018: Setting up of India's Largest LGBT+ Resume Database

2018: Pride Circle grows from presence in 1 city to 9 cities

2018: Pride Circle organized 20 roundtables, and networking events across India

2018: Ram and Srinu quit their full-time jobs to focus on Pride Circle

2019-2020

2019: Organized RISE - India's First LGBT+ Conference, Job Fair & Marketplace in Bangalore

2019: Pride Circle organized 25 roundtables and networking events across India

2020: Organized 2nd edition of RISE - India's Biggest LGBT+ Conference, Job Fair & Marketplace in Delhi

2020: Gamifying Allyship - #AllyChallenge

2020: Organized India's first PRIDE HACKATHON, a safe virtual space to ideate & find solutions to the problems

2020: Launching of India's First Workplace Equality Index in partnership with Stonewall & KSF

2021

2021: Organizing the 3rd edition of RISE - Asia's Biggest LGBT+ Conference and Job Fair

2021: Publishing the book equALLY: Stories by FRIENDS of the Queer World

2021: Ally Challenge

2021: Pride Chamber of Commerce

2021: India Workplace Equality Index

2021: Reports & Publications

2021: Campus Partner Program & Summit

2021: T.A.G – LGBT+ Referral Program

2021: Pride Circle Membership & Universe

And, more!!



Founded
in
2017

Our Team grew
from
5 to 25

65% LGBT+
representation in
the Pride Circle
team

Team working
remotely from **10**
cities in India

Our Trusted
Clients grew from
2 to 250

Reflecting on our 4-year journey

30,000
Employees
trained through
various
initiatives

60,000+
Lives impacted
through various
initiatives

LGBT+ & Ally
members grew
from
5 to 11,000

150
Job Offers rolled
out through RISE
& Offline Hiring

Our Social Media
presence has
grown to
30,000

FOR LGBT+ COMMUNITY

- RISE 2019-2021 & Offline Hiring
- Skill-building workshops
- Pride Hackathon
- LGBT+ Entrepreneurship
- Resume Makeover Workshop
- Mental Health & Wellness

ALLIES

- LGBT101 Training
- equALLY: *Stories by Friends of the Queer World*
- #AllyChallenge
- Comic Series of EQUALLY
- Allyship Toolkit - For Individuals & Organizations
- Reverse Mentoring
- Sensitization Programs for Parents of LGBT+ kids

- Sensitize through storytelling, theatre, movie screening
- Partnerships with NGOs and CBOs



COMPANIES

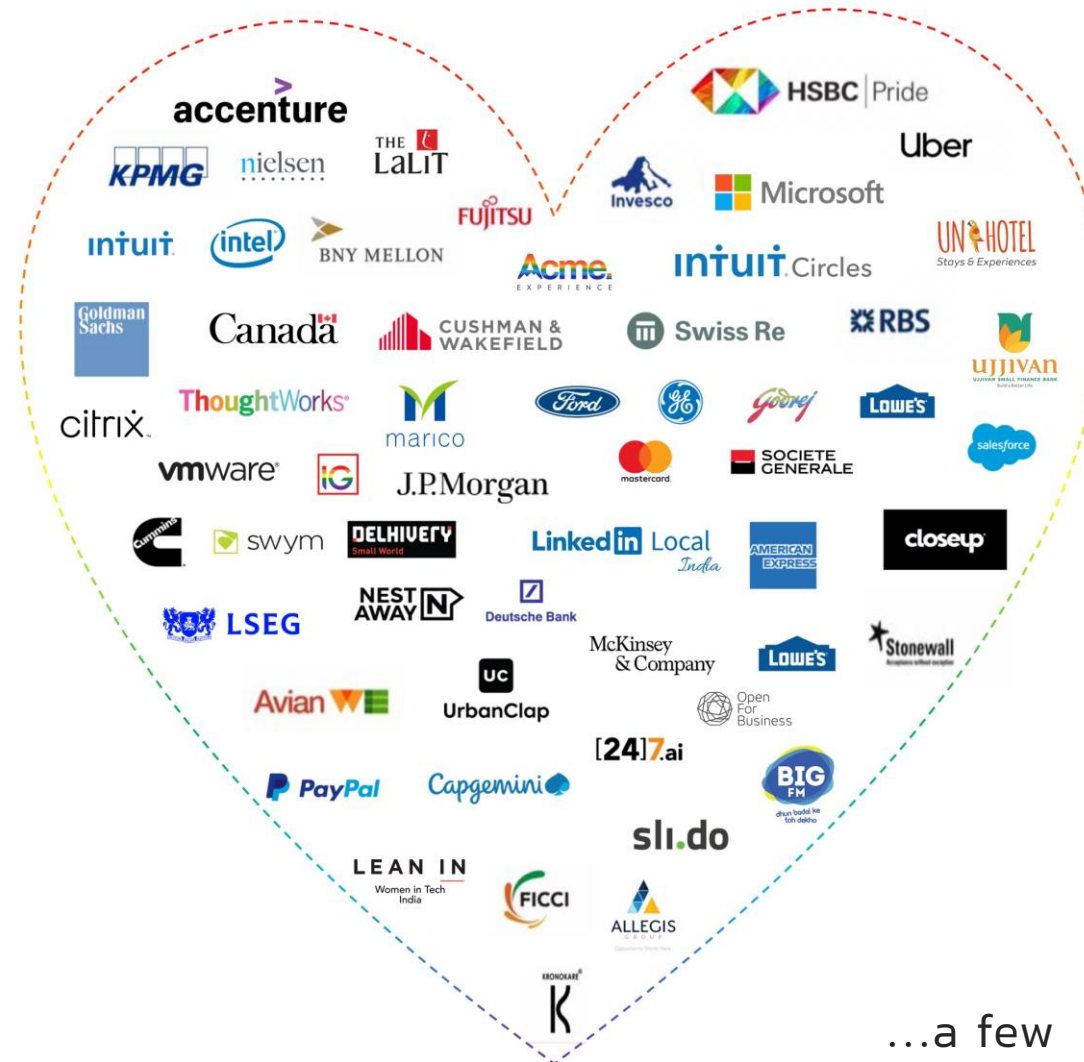
- India Workplace Equality Index (IWEI)
- RISE & Offline Hiring, Placements
- #AllyChallenge
- Pride Hackathon
- Reverse Mentoring Program
- Research Publications
- Industry Connect: D&I Roundtable, Networking events
- Consulting & Sensitization

EDUCATIONAL INSTITUTIONS

- Campus Partner Program
- Sensitization Programs for Students
- Internships & jobs offered to LGBT+ students
- Coaching & Career Counselling
- Networking Events
- Research Publications
- Giving Back programs

- Skilling Partners
- Celebrating Pride Month

Trusted Sponsors & Partners



...a few



ACCESS

PRIDE CIRCLE UNIVERSE

The gateway to a galaxy
of impactful initiatives
for companies to foster
LGBT+ inclusion

REGISTER TO KNOW MORE

www.thepridecircle.com/universe



Learn about other programs planned for this year

Announcing the launch *our NEW digital platform that will allow you to learn & access a suite of impactful initiatives & programs on LGBT+ inclusion for FREE.*

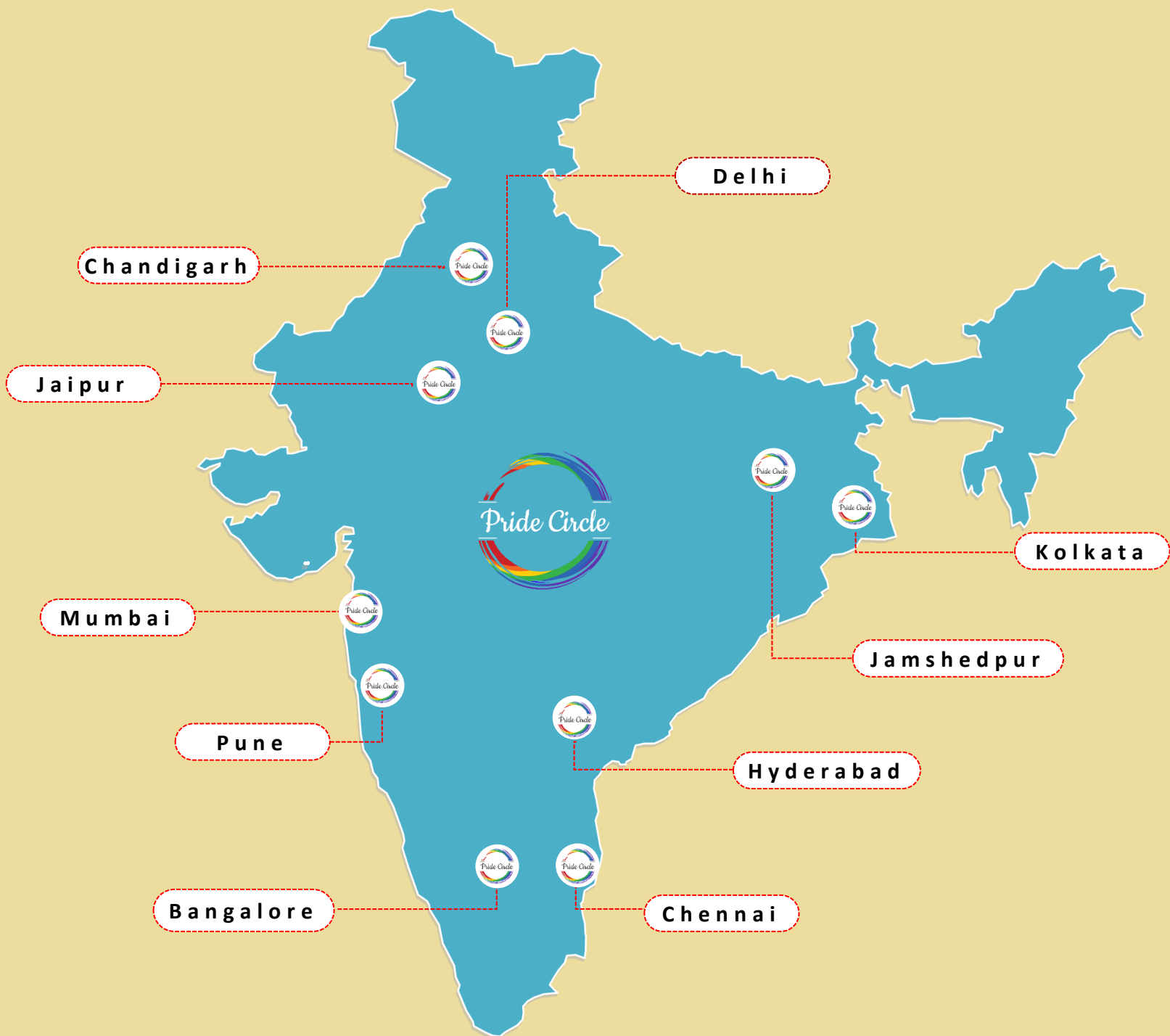
If you are a **HR** or **D&I leader** wanting to ***start the journey on LGBT+ inclusion*** or would like to ***access industry best practices*** or ***amplify your Pride efforts*** in your company and more, then Pride Circle Universe is for **YOU!**

By accessing the platform, you can design your annual Pride roadmap, calendar, and pick programs aligning with your company strategy & desired outcomes.

Register NOW: www.thepridecircle.com/universe

NOTE: Access to the Pride Circle Universe is open to company HR, D&I, Pride ERG Leaders and Executive Sponsor only!

Questions? Write to us on contact@thepridecircle.com



Our Presence

HQ:
Bangalore

10 Cities:
Delhi, Mumbai, Pune,
Kolkata, Jaipur, Jamshedpur,
Hyderabad, Chennai,
Chandigarh

Interested to learn more, get in touch
with us at contact@thepridecircle.com



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