



#21DaysAllyChallenge

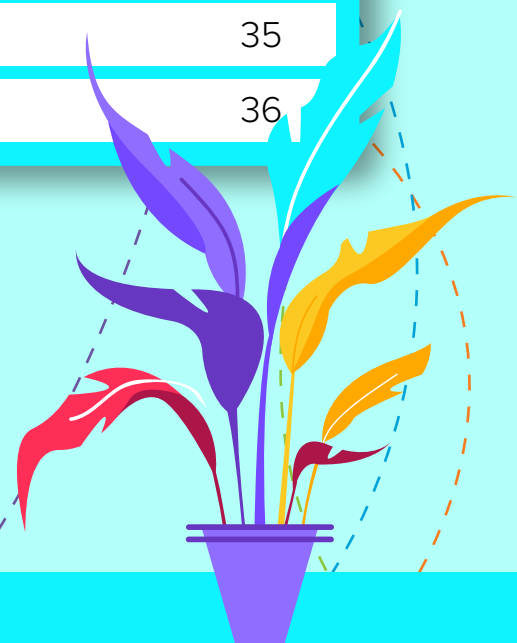
Impact Report

June, 2020

www.thepridecircle.com/21daysallychallenge

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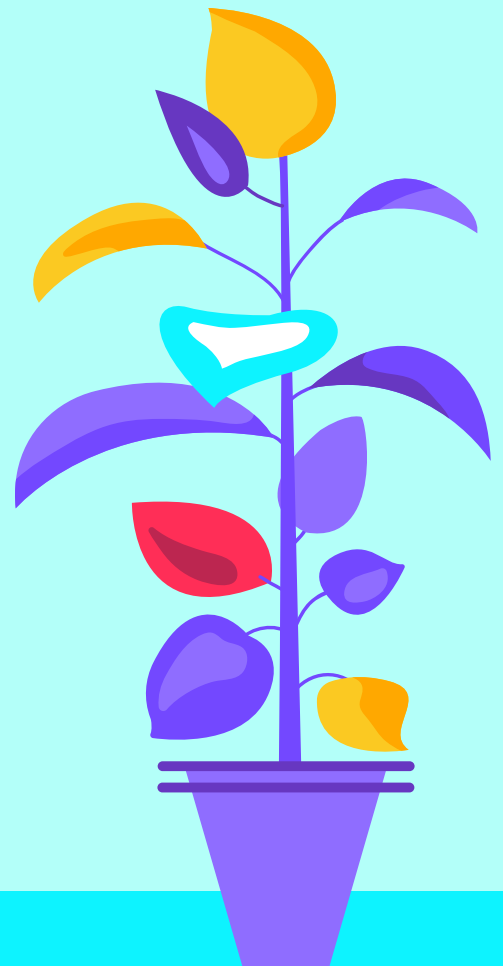
OVERVIEW



12,750 INDIVIDUALS FROM 58 COUNTRIES AND 108 ORGANIZATIONS UNITE FOR THE GLOBAL MOVEMENT *FROM INDIA TO THE WORLD*

In a first-of-its-kind initiative, companies, academia, non-profits, collectives, parents, and individuals from across the world unite to further advocate for the inclusion of the LGBT+ community.

#21DaysAllyChallenge, a unique initiative conceptualized by Pride Circle, India's premier Diversity & Inclusion Consultancy, aimed to bring a holistic social change by building a community of passionate allies across the world. This global campaign engaged participants in a series of 21 micro-challenges, actions and activities in June. The platform leveraged gamification and recognition to drive increased engagement. Each participant earned points by completing each challenge as well as by referring people in their network to sign-up and participate. One could participate individually or as an organization or group and keep tabs on their progress from our Leaderboard.



The Objectives:

- Build a community of passionate LGBT+ Allies – Companies, education institutions, NGOs, Parents Collectives, Government Institutions, etc.
- Take conscious steps to recognize and neutralize biases and stereotypes about LGBT+ community
- Create a holistic social impact – by boosting the Pink economy, giving back to the community, starting a global inclusion movement to build a safer world

Why 21 Days:

- Scientifically proven that it takes **21 days** to form a new habit, to build a new thought process or perspective

Challenge Timelines:

- Start date: **June 1**
- End date: **June 30**

Registration & Participation:

- Registration was open to all
- Anyone could sign up for the challenge and participate free of cost

Campaign Sponsors:

- Cognizant, Dell, IG, MSD, Northern Trust, Novartis, UBS, Unilever, Wells Fargo, and ZS Associates

The Mystery Box (a total worth INR 2,95,000) made possible by Reward Sponsors :

- The top 10 scorers in the individual category received a non-monetary reward worth **INR 25,000**
- The top 3 referrers in the individual category received a non-monetary reward worth **INR 15,000**

Website:

- <https://www.thepridecircle.com/21daysallychallenge/>

Learn more:

- **Presentation:** About the #21DaysAllyChallenge
- Testimonial: **Northern Trust, Capgemini, Cognizant**
- **Sponsors & Partners:** National & International
- Resources: **Free and available for all**
- **Leaderboard:** Individual & Organization
- Tutorial: **#21DaysAllyChallenge: All you need to know** and **#21DaysAllyChallenge: How to sign up**

12,750 allies from 58 countries (30% of the world) and 108 organizations participated in the #21DaysAllyChallenge making it a truly Global Pride Month Celebration.

The challenges were designed to educate people about the LGBT+ community, build bridges and awareness about local LGBT+ organizations and encourage them to take affirmative action by volunteering their time with non-profits that work for the Pride community.

We kicked off the #21DaysAllyChallenge by asking the participants to **read a coming out story**. This was the first step towards building empathy and knowing the personal stories of individuals belonging to the community. It was to make the participants aware of why sharing one's sexuality with their family or peers can be a matter of distress as well as answering questions on what it takes to come out and why one must come out.

We then asked the participants to **introspect on why they were striving to be an ally**. Most people have faced exclusion at some point in their lives and we asked them to delve deeper into what that experience felt like and figure out their 'why' for Allyship. The stories and responses we received were heart warming.

Some involved wanting to make sure they're creating a better world for future generations and taking corrective action-

“

I am here because inclusion and diversity is so important for the world I want to create for my family, friends, peers, and children. I witnessed a lot of bullying growing up but was never really affected by it directly - I was not one to participate, nor was I bullied myself. As a father to two young children, I came to realize that it is not enough to simply be neutral. It kills me to see my kids feel lost or excluded for any reason - however minor that may be. Looking back at my life I wish I could have been that person to stand up more for my friends or those that were treated differently than me for simply being themselves. I am therefore seeking the uncomfortable truths to become a better person who serves everyone, not just those like me.

”

Or challenging deep-rooted stereotypes

“

I live in Poland, which can stereotypically be described as a Catholic and not very respectful or tolerable country. Without even knowing why, people are very quick to discriminate against people of various sexual orientation, ethnicity, religious beliefs etc. I cannot stand it and I am extremely surprised why people do not accept others as they are. I want to be part of the movement that will show others that we are all different in some way or the other and as long as we don't hurt each other in any way (psychological, physical etc) we have nothing to fear. The diversity is what makes us special.

”

For others, their 'Why' was closer home,

“

As the mother of a transgender son and another who is bi-sexual, I am trying to support them in life and becoming increasingly aware of issues they face in day to day society. I am frequently asked questions about them and want to learn more about experiences of others and how they have been overcome. Additionally, I want to be a visible ally to assist in educating others.

”



IMPACT

“

Another participant said,

I have self-reflected for years on the subject of LGBTQ+ rights, as my best friend and roommate in college was Lesbian and was discriminated against by her own family. When my daughter came out to me, my heart broke - not because she was pan-sexual, but because she was going to suffer through discrimination that I wanted to protect her from.
My 'why' - my daughter

”

“

Few others narrated past incidents where they had been excluded for various reasons and how bitter that felt and how they wanted to do everything in their capacity to make sure no one else ever felt that way -

When I lived in other countries, I faced discrimination because of my race/ethnicity. The experience of being treated like I was less than human opened my eyes to the privilege I had back in my home country where I was part of the majority in every sense - gender, race, ethnicity. The queer folks face anxiety, bullying, being sidelined and taunted every single day of their lives. I cannot imagine what it must be living like that. My position and network now give me an opportunity to help people being discriminated against, the way I was. I believe every bit counts and I am going to do my bit. That is my motivation for becoming in Ally.

”

“

Unfortunately, I've experienced being excluded on many occasions. Especially all throughout my schooling, I experienced ridicule, exclusion, bullying and isolation. I understand how one may feel in situations where they are made to feel unworthy due to circumstances out of their control. I'd never want anyone else to feel this way in their life. I want to support and uplift people, for everyone to be accepted for who they are and live their life freely without judgement and prejudice. We only have this one life and spending it ruining other people's lives is unacceptable.

”

“

Or how being unable to be your true authentic self could be so hurtful

I have been through a very abusive marriage where I was unable to be myself. I couldn't speak my mind or even dress the way I wanted. I know how it affected me in every way - psychologically, emotionally and physically. I can only imagine how it would be for someone to not be able to be themselves. I believe everyone has the right to live they want and love as per their feelings

”



And there were others who being part of the community were standing up for their fellow members

I'm here to show support for those who are struggling with their identity. For many years, I struggled with this myself. Coming from a religious, immigrant family, I always had the image of the 'man' I should become. As I came to realize that I was gay, it was difficult to reconcile these feelings with that goal of being the "right type of man." However, we are all unique. There is no wrong way to be on the LGBTQ spectrum. We all deserve love, and we should never try to conform to make other people happy at the expense of our own happiness or well being.

And supporting the more marginalized groups

I identify as gay. As a white gay male, I realize I am still allotted much privilege. My LGBTQ brothers and sisters, in addition to trans brothers and sisters are deserving of all equity and equality. I am fighting for them.

There was also a focus on **visible allyship** where we urged participants to **'Wear some Pride'**.

Be it a badge/button, T-shirt, or simply holding up a message of allyship. Some folks got even more creative and leveraged technology adding various Pride themed frames to their pictures! (Take a look at our 'Wall Of Allyship'!)

When asked to quote their most 'Memorable Allyship Moment' it was wonderful to see that many people had already made some headway including

creating a gender-neutral washroom at their workplace" while others said "I haven't had a chance yet to be an ally to a member of the community but I'm always open to help and will surely be very supportive whenever I come across someone who's trying to come out or just needs some to listen and understand them.

Another individual shared their best allyship moment as

When my boss called his wife to say he'd be home late as he was taking me and the staff out for my "coming out" party.

This story highlights how workplace inclusion is also of prime importance. In fact some individuals find their safe spaces in their work environment with accepting colleagues and feel they can be their true selves there.

One participant also talked about how the #21DaysAllyChallenge helped him initiate a conversation about the LGBT+ community and the importance of allyship –

During this challenge I had a great conversation with one of my close friends who wanted to know more about this initiative before signing up for it. I utilized this opportunity to talk about how the pride community more often than not faces so many challenges in their day to day activities and that it was time for us to give their voice more decibel and make sure they are heard. This was the first time I was having such a conversation, that too with someone who was not entirely aware of the concept of allyship.

The challenges also brought forth the power of social media and how even though physically distanced one can lend support-

A 19-year old boy reached out to me on Instagram. He just needed to talk to someone who would understand his feelings. He identifies as gay and when he came out to his parents, they beat him up. They even took him to a doctor to 'cure' him of this because as per them being gay is a disorder. This experience left him heart-broken and he was constantly crying. I talked to this little boy for hours to help him regain his lost confidence and to ensure he stayed strong. At the end of our conversation, we developed a bond. I am still in touch with him and he knows that there is always a sister out there for him whenever he needs support.

Just sharing one's experience also helps others realize that they're not alone and there are folks with similar experiences as this participant stated -

"I was asked to speak to another parent of a transgender child as someone thought I had a lot to share and seemed to be one of the most accepting people they had met."

At the end of the challenges we asked everyone to share their feedback and we were delighted that almost everyone believed that the resources we'd curated for each challenge were extensive and extremely beneficial.

In the words of a participant -

"I was so amazed at the sheer amount of resources that exist for us to educate ourselves about the community and I couldn't believe that I hadn't read up on my own earlier. The usage of pronouns was a new concept I learnt. Also, the video about the history of LGBTQIA in India was great! Thank you for this initiative, it was a great was to expand everyone's thinking about the Pride community as a whole, and I would definitely try and consciously learn more going forward."

For another, it was the chance to be able to discuss their learnings from the challenges with colleagues

"This has been a wonderful learning opportunity! So many resources were offered and the ability to connect with other LGBTQ and ally co-workers to discuss weekly was the highlight of my week. I can speak up more in my workplace to make the language more inclusive. I have a whole list of books to read the rest of the summer! :)" while some others chose to start the conversation at home – "For me the best part of the challenges were the curated list of resources and readings that provided a wide range of knowledge. I have saved them to refer to in the future too. I'm especially grateful for the child friendly videos that I could use to begin conversations about diversity and intersectionality with my twelve year old brother."

Running the #21DaysAllyChallenge on a global scale also allowed participants from different cultures to experience stories different from theirs –

"It was an eye opening experience, as a straight ally born and raised in the Middle East, I wasn't exposed to all what the LGBTQ+ community is facing! Thanks for the opportunity to connect!"

And the realization that,

"Life is difficult but even more so for the LGBTQ+ community. With kindness, compassion and love the world can be a better place for everybody. This is not just idea but is also very much a reality for many.. and we should strive to make this a reality for all. Kudos to all who were brave and courageous enough to stand up for their feelings and their being and also to those who supported them in however small or big effort it might have been!"

THE JOURNEY DOES NOT STOP HERE! IT'S IMPORTANT TO REMEMBER THAT ALLYSHIP IS A CONTINUOUS LEARNING CURVE.





Keeping up with the virtual format of the **#21DaysAllyChallenge**, many corporates and individuals took to posting their participation and learning(s) from the challenges and tasks online across various social media-channels. It was heartening to read these posts as they truly showed us the impact of this initiative and how people across the globe are contributing whole-heartedly to bringing about positive change to society at large.

People suggested books, movies, shared coming out stories and lent their support to spread knowledge about the LGBTQ+ community.



A FEW GLIMPSES:



498



Akamai Careers @akamaicareers · Jun 30

As we wrap up June, we want to thank all our employees who participated in the **#21DaysAllyChallenge**. Akamai is a proud partner of Pride Circle and this fun, global, virtual game engages the LGBTQ+ community and its allies to celebrate **#Pride** all month long. **#WeAreAkamai**



f



Tagore International School, Vasant Vihar @tagoreint_vv · Jun 18

Celebrate **#PrideMonth** virtually by joining us in the **#21DaysAllyChallenge**, and stand a chance to WIN the Mystery Box! Sign Up- thepridecircle.com/21daysallychal... ✓ use referral link - wn.nr/AxUGfd ✓



Iron Mountain Europe @IronMountainEUR · Jun 14

Happy to partner with [@pride_circle](https://pride.circle) for the **#21DaysAllyChallenge** all along **#PrideMonth**! Join the fun and help us reach our goal of 100,000 allies globally: bit.ly/2BvF1ld ✓ **#PRIDE2020**



ZS in India @ZSIndia_CEC · Jun 12

ZS is proud to partner with [@pride_circle](https://pride.circle), India's premier diversity & inclusion consultancy. Join us & show your support by participating in **#21daysallychallenge** here: bit.ly/zspridecircle ✓ **#pridemonth #inclusion**

498

gncsfi • Follow



10 likes

gncsfi June month is globally called as 'Pride Month' to recognize LGBT+ and break the stereotypical thoughts about them

This year (2020) because of the pandemic, the pride circle has decided a virtual challenge called #21daysallychallenge to celebrate the pride month

IIM Ranchi Gender Sensitisation Committee

4 Jul •

So, what did we do as a part of the #21DaysAllyChallenge and throughout the month?

#IIMRanchi #IIMR #PrideMonth #GenderSensitisationCommittee



Love Matters India @lovemattersinfo • Jun 10

#21DaysAllyChallenge #Day8 - Indulge in queer books, literature, music, art.

Here are the three book recommendations from likhnewali @AnushaktiSing of Love Matters India. If you have read them, share your thoughts with us.

@PrideCircle #PrideMonth2020





Youth Ki Awaaz @YouthKiAwaaz · Jun 8

#21DaysAllyChallenge: Watch an LGBTQ Film!

YKA user Saurabh Sharma has a big list of people's favourites:

youthkiawaaz.com/2017/06/colorf...

#PrideMonth #PrideAtYKA



19 Films About LGBTQ Lives That Indian Society Doesn't Want Us To See...
How many of these films were you able to see?

youthkiawaaz.com



Voice of SASHA @VoiceSasha · Jun 6

#21daysallychallenge A bitter-sweet 2018 movie that attempts to explore the psychological toll due to the social stigma around coming out as gay.

[@pride_circle](#)

#21daysallychallenge LGBT+ movie night





PROUT AT WORK @proutatwork · Jun 2

Es ist [#PrideMonth](#) und den feiern wir mit PrideCircle und ihrer [#21DaysAllyChallenge](#). Ziel: global und virtuell mind. 100.000 Allies aktivieren, sensibilisieren und Wissen vermitteln.
[#proutatwork](#) [#diversity](#) [#diversitymatters](#) [#FlaggefürVielfalt](#) [#pride](#) [#lgbtiq](#) [#lgbt](#) [#PrideCircle](#)



MDI Gurgaon @MDIGurgaon · Jun 4

@Samaritans_MDI- the social initiative club of [#MDIGurgaon](#) - is proud to associate with [@pride_circle](#) as an Outreach partner for [#21DaysAllyChallenge](#). This unique campaign is built as a series of 21 micro challenges/actions/activities spread over the entire month of June.

(1/2)



ShanghaiPRIDE @ShanghaiPride · May 18

ShanghaiPRIDE is proud to partner with Pride Circle to promote the [#21DaysAllyChallenge](#) [#Pride](#) [#RaisethePride](#)



 lilacinsights • Follow

**GENDER DOESN'T
DEFINE OUR EMPLOYEES.
CAPABILITY DOES.**



 **Lilac Insights™**
equality • opportunity • dignity

♡ 💬 📌

26 likes

lilacinsights Lilac has always been unbiased in its compensation, preferring to consider merit and capabilities rather than gender, sex, sexuality, race, or other such parameters.

There is no disparity in compensation between the sexes (or genders). Also, of 20 vertical heads, 10 are women, and the glass ceiling has been broken for many years.

#LilacInsights #Pride2020 #Equality #PrideCircle #21DaysAllyChallenge #AllLivesMatter

 247.ai_india • Follow

[24]7.ai



**Do you stand for equality?
Don't shy away from showing your support!**

♡ 💬 📌

Liked by **pride_circle** and **56 others**

247.ai_india [24]7.ai is participating in the #21DaysAllyChallenge by @pride_circle . Let's continue to strengthen our inclusive culture and support the LGBTQ+ Community as strong allies.

Sign up to unlock daily fun tasks! (Link in bio)

 **Tata Motors Cars** ✓ @TataMotors_Cars · Jun 1

All shades of love. #DriveWithPride ❤️🧡💛💚💙💜

...

...

#PRIDE2020 #PrideMonth #21daysallychallenge





Out & Equal @OutandEqual · May 12

Join Out & Equal and Pride Circle TOMORROW at 7amPT/10amET for a virtual learning session - **#21DaysAllyChallenge**. This session will encourage daily small but impactful actions for anyone to be a better ally!

outandequal.org/virtual-offer...



benandjerrysit · Follow



38 likes

benandjerrysit Vogliamo un mondo più ricco di pace, amore e gelato ricordando oggi, durante il pride month, che l'amore si manifesta in TUTTI i suoi gusti! 🌈 #loveislove 🌈 #dirittilgbt #uguaglianza #21daysallychallenge #pridemonth 🌈



girlupprerna · Follow



21 likes

girlupprerna "Never be bullied into silence. Never allow yourself to be made a victim. Accept no one's definition of your life, but define yourself." - Harvey Fierstein.

The Gay Pride movement stands for the rights and equality of the LGBT community; it ignited through the year 1969 in the United States of America and has taken a strong mileage all over the globe. Today there are parades organized in many cities across India but the very first pride parade took place in Kolkata called the rainbow pride walk and had 15 participants in total.

India has come a long way as far as the acceptance and awareness of the community are concerned but the matters concerning gender and sexuality are still concerned a taboo. It has been close to two years since the day our country witnessed the legalization of homosexuality but the Tagore International in Delhi is the only school in India that has registered for pride month's celebrations as most schools shy away from gender-sensitization workshops and have concerns regarding the incorporation of the words like 'lesbian' and 'gay'. As the month of June is celebrated as the Global Pride Month globally, the Pride Circle has come up with a global initiative called the **#21DaysAllyChallenge** this year. It is directed towards tackling the biases and discriminations that the LGBT+ community faces and enabling a social reform with conscious actions.



Parmesh Shahani (he/him) @p... · Jun 1

Thanks @SuniliniMathew @the_hindu for writing about the @pride_circle **#21daysallychallenge** and its importance this **#PrideMonth** **#PrideMonth2020** 🌈



Legg Mason @leggimason · Jun 2

Today we are proud to be participating in the kick off for the **#21DaysAllyChallenge**. **#InspireINCLUSION** **#ShareThis**



Individuals too poured their heart out to talk about their personal support for the LGBTQ+ community. Many took pledges to be allies, while others posted their learnings and resource links to educate others.

A FEW SNAPSHOTS:

♥ 498



Raquel FE @rachelflowerss · Jun 12

Hi, my name is Raquel and I go by the pronoun 'she'/'her'
#Day10 of the **#21DaysAllyChallenge** - learning about pronouns and sharing mines wn.nr/fkdBQr ✓



tomarmitage @tomarmitage · Jun 18

I've joined the **#21DaysAllyChallenge**, a series of fun and educational micro-challenges for a dose of allyship every day. So far I have learned quite a lot... and smiled a bit too ;-) Happy Pride Month. You can join in here wn.nr/5vTFJw



Aruna Desai

29 Jun • 🌐

I will be a visible & vocal ally. I will continue to learn about the LGBTQ+ community & educate people around me. I will volunteer my time & resources to support LGBTQ+ initiatives at and off the work. I will call out anti-LGBT+ jokes or remarks
#21DaysAllyChallenge **#proudally** **#proudparent**
#supportcommunity **#pridecircle**



Ssimran Singh @singh_ssimran · Jun 30

Completed the **#21DaysAllyChallenge** by # Pride Circle - great at job folks...what a wonderful way to Foster ally ship, solidarity and inclusivity!!



Barbara Touw @btouw_touw · Jun 29

As I come to the end of the **#21DaysAllyChallenge** I am reminded that being an ally is a journey. As part of that journey I pledge to continue to be a visible & vocal ally. I will continue to learn about the LGBTQ2S community & educate people around me. 🇺🇸🇨🇦



Arpita Karmakar @arpita88ks · Jun 29

The last challenge of the **#21DaysAllyChallenge** with @pride_circle was today! It was an overwhelming experience learning about allyship & embracing it every day. I pledge to be a visible and vocal ally & continue to learn more about the LGBTQ community & educate people around me!



Poonam Ramteke @PoonamRamteke · Jun 30

As an ally I pledge to support efforts to end bullying and harassment.
#21DaysAllyChallenge

f



Lisa Carr @LisaLACarr · Jun 16

US supreme court rules employers cannot discriminate against LGBTQ+ workers #Pride
#21daysallychallenge #PrideMonth



US supreme court rules employers cannot discriminate against LGBTQ+ ...
Court rules 1964 civil rights law bars employers from discriminating against workers based on sexual orientation or transgender status
🔗 theguardian.com



Raquel FE @rachelflowerss · Jun 16

"The core of intersectionality then," ... "is coming to appreciate that all women do not share the same levels of discrimination just because they are women." bit.ly/2WPgMoq ✓ #21DaysAllyChallenge #Day12



What's Intersectionality? Let These Scholars Explain the Theory and Its H...
A brief history of the theory, courtesy of the scholars behind a project dedicated to the idea



Paulami Banerjee @spiral_polo · Jun 30

It was an amazing initiative by @pride_circle and I pledge to continue to learn about the LGBTQ+ community & educate people around me.
#21DaysAllyChallenge #PRIDE2020 🏳️‍🌈





Debbie Cassidy Morrison

June 2 · 🌐

...

The month of June is celebrated as the Global Pride Month and considering the pandemic concerns, a virtual challenge called the [#21DaysAllyChallenge](#), an initiative by Pride Circle is being organised as a "global programme to take conscious steps to recognise and neutralise biases and stereotypes about the LGBT+ community and enable social change". ❤️

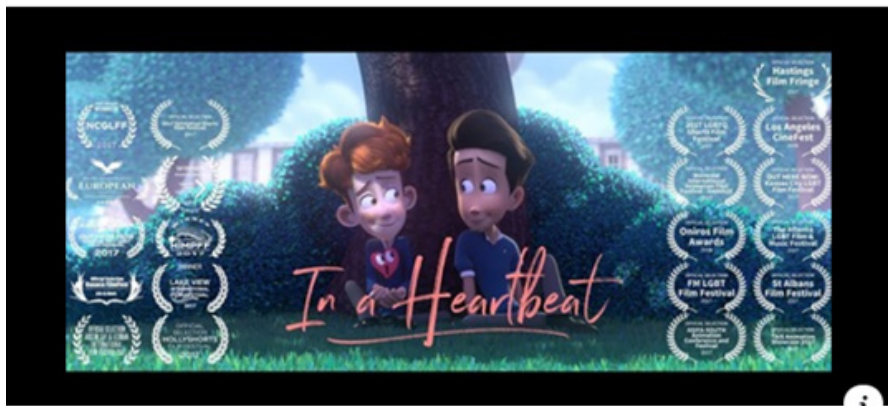


Christopher Beck

June 6 · 🌐

...

This is what Pride is all about. Just try to watch it without feeling something, I dare you!
[#21daysallychallenge](#) [#inspireinclusion](#) [#inspireaction](#)



YOUTUBE.COM

In a Heartbeat - Animated Short Film



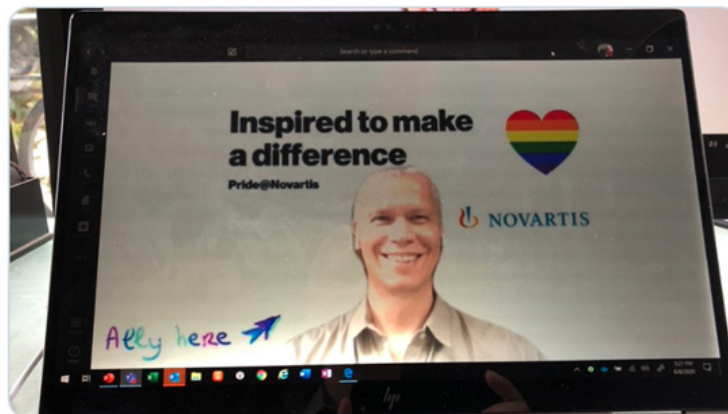
Frederic R. Simoes @FredericRSimoes · Jun 8

✓

Did you know that June is pride month? Since I spend a lot more time online than usual, I decided to tune my background in teams to demonstrate my support.

Be an ally and stand strong with our LGBTI communities!


[#pride2020](#) [#loveislove](#) [#novartislife](#)
[#21daysallychallenge](#)



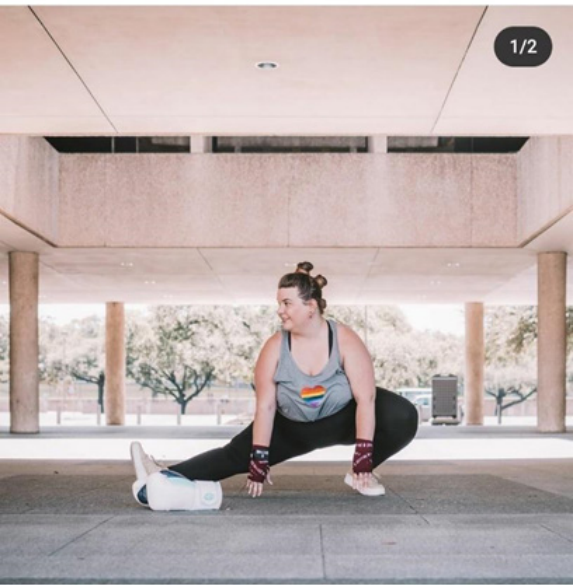
f





 **melany.af** • Follow

1/2



117 likes

melany.af Finished the #21daysallychallenge today, but the work is far from finished !!

I pledge to be a visible and vocal ally to the LGBTQ community. I pledge to never stop fighting for the ones I love 🏳️🌈

 **Camila Kuhn** @_ckuhn_ · Jun 10

I am taking part of the **#21DaysAllyChallenge** from [@pride_circle](#), discover more about it here: wn.nr/GdxRNt Thanks for recommending about it [@proutatwork!](#) 🏳️🌈💡 My favorite article from the pre-read exercise here:



50+ Resources For LGBTQIA Allies
buffer.com



 **Luvena Una Rangel**

June 30 at 4:21 PM · 🌐

The Ally's Pledge:

As an ally I pledge:

- 1) I will come out as an ally.
- 2) I will call out anti-LGBT+ jokes or remarks.
- 3) I will educate people about the usage of the right terminologies for LGBT+ people.
- 4) I will educate people about the importance of correct pronoun usage.
- 5) I will be a visible & vocal ally.
- 6) I will continue to learn about the LGBT+ community & educate people around me.
- 7) I will onboard more allies, encourage others to be visible allies.
- 8) I will volunteer my time & resources to support LGBT+ initiatives at and off work.
- 9) I will support LGBT+ entrepreneurs.
- 10) I will support efforts to end bullying and harassment.
- 11) I will support the LGBT+ ERG at my workplace.

[#21DaysAllyChallenge](#)



International Partners



108 PARTICIPATING

ORGANIZATIONS/ GROUPS

S No	Organization/ Group Name
1	[24]7.ai
2	AB InBev
3	ABHIMAAN Kolhapur
4	ACME
5	Act-On Software Inc
6	AIMS Institutes
7	Akamai Technologies
8	Amazon
9	Aramark
10	AvianWE
11	BC Management Services Pvt Ltd. (British Council)
12	Beam Suntory Inc
13	Beiersdorf
14	BeUnic
15	BJ's Wholesale Club
16	Bloomfield Pride
17	CAB Experiences
18	Campana & Schott
19	Capgemini
20	Catlettsburg Refining LLC
21	Cognizant
22	Concentrix
23	Dana
24	Dell Technologies
25	DOW
26	ExxonMobil
27	Firmenich
28	FIS Global
29	Future State
30	GAP
31	GE
32	GEC - Hansraj College
33	Halliburton
34	Harmless Hugs
35	Hidesign
36	Hitachi Vantara





37	HSBC
38	Huron
39	IBM
40	Idaho National Laboratory
41	IG
42	IIMAlly
43	Indeed
44	Indian Institute of Management (Ranchi)
45	Infosys
46	Intel
47	Intuit
48	Invesco
49	Iron Mountain
50	JLL
51	LATHAM & WATKINS LLP
52	Law Schools' Queer Alliance
53	LCW
54	Legg Mason
55	LeggMason
56	LinkedInLocal India
57	Lockheed Martin Corporation
58	Lowe's
59	Mahindra Logistics
60	Marico Limited
61	MICA
62	Miranda House Queer Collective
63	MoEngage
64	Mondelēz International
65	MSD
66	Myntra
67	NASA
68	National Law School Queer Alliance
69	Nationale-Nederlanden
70	Navistar
71	Nielsen
72	NMIMS Mumbai



























73	Northern Trust
74	Novartis
75	NSS IIT Delhi
76	OML
77	Owens Corning
78	P&G
79	Philips
80	Pitney Bowes
81	Precisely
82	Prout At Work
83	PTC
84	R.R. Donnelley
85	Rackspace
86	RBS
87	Samaritans - MDI Gurgaon
88	SAP
89	SASHA India
90	Sattva Media and Consulting
91	Sodexo
92	Symbiosis School for Liberal Arts (SSLA)
93	Sysco Corporation
94	Tagore International School (Vasant Vihar)
95	TATA Consultancy Services
96	Tata Steel
97	The QKnit
98	Toyota (TMMC)
99	Toyota Spectrum
100	UBS
101	Unilever
102	Unisys
103	Unmukt
104	VMware
105	Wawa Inc.
106	Western Asset Management
107	Zensar
108	ZS Associates



PARTICIPATING COUNTRIES

S No Country

- 1  Albania
- 2  Argentina
- 3  Australia
- 4  Austria
- 5  Bahrain
- 6  Bangladesh
- 7  Belgium
- 8  Bhutan
- 9  Brazil
- 10  Canada
- 11  Chile
- 12  China
- 13  Colombia
- 14  Costa Rica
- 15  Czech Republic
- 16  Denmark
- 17  Dominican Republic
- 18  El Salvador
- 19  Finland
- 20  France
- 21  Germany
- 22  Ghana
- 23  Greece
- 24  Hong Kong
- 25  Hungary
- 26  India
- 27  Indonesia
- 28  Ireland
- 29  Israel
- 30  Italy
- 31  Japan
- 32  Korea
- 33  Kuwait
- 34  Malaysia
- 35  Mexico
- 36  Nepal

- 37  Netherlands
- 38  New Zealand
- 39  Norway
- 40  Oman
- 41  Pakistan
- 42  Philippines
- 43  Poland
- 44  Portugal
- 45  Qatar
- 46  Russian Federation
- 47  Singapore
- 48  South Africa
- 49  Spain
- 50  Sri Lanka
- 51  Sweden
- 52  Switzerland
- 53  Taiwan
- 54  Turkey
- 55  Ukraine
- 56  United Arab Emirates
- 57  United Kingdom
- 58  United States

WINNERS

TOP 10 WINNERS ORGANIZATION CATEGORY



#21DaysAllyChallenge

Winners

Organization Category

 NORTHERN TRUST RANK 1 27,715 POINTS 380 Allies	 RANK 2 20,270 POINTS 370 Allies	 RANK 3 12,985 POINTS 256 Allies	
 RANK 4 12,950 POINTS 192 Allies	 RANK 5 7,150 POINTS 158 Allies	 RANK 6 5,615 POINTS 140 Allies	 RANK 7 4,200 POINTS 121 Allies
 RANK 8 4,030 POINTS 92 Allies	 RANK 9 3,260 POINTS 63 Allies	 RANK 10 3,185 POINTS 33 Allies	 RANK 10 3,185 POINTS 58 Allies



TOP 10 WINNERS INDIVIDUAL CATEGORY



#21DaysAllyChallenge

Winners

Individual Category

1	Sneha Shree 2610 points			Charu Thakur 1840 points	6
2	Abhishek Gaikwad 2490 points			Harshita Upadhyay 1620 points	7
3	Shaina Shingari 2155 points			Rickey D'Souza 1565 points	8
4	Rajini G 1945 points			Abhishake Jain 1510 points	9
5	Akriti Mittal 1935 points			Keerthana Swamy 1500 points	10

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TOP 3 WINNERS FOR REFERRALS



#21DaysAllyChallenge

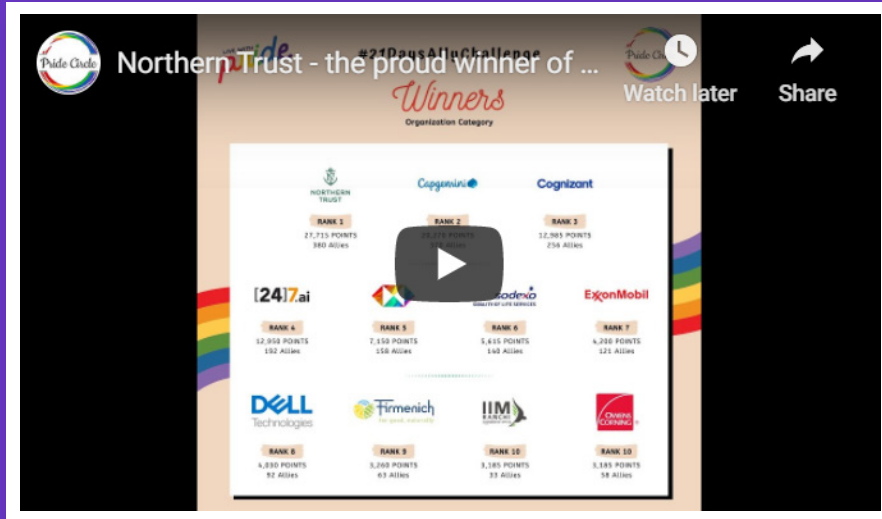
Winners

Referrals

		
Sneha Shree 247 Referrals	Abhishek Gaikwad 235 Referrals	Shaina Singari 202 Referrals

WINNERS SPEAK

Northern Trust shone bright and secured the **top rank** in the Organization Leaderboard with a score of 27,715 and an ally count of 380 in the #21DaysAllyChallenge. **Capgemini** and **Cognizant** bagged the **second** and **third rank** respectively. Listen to the winners speak about their wonderful experience, their strategy, passion, and commitment that led to this fantabulous win.





“

Thank You, Pride Circle for giving us the opportunity to participate in the #21DaysAllyChallenge. It had been a truly incredible journey for us at [24]7. We are an inclusive organization and the true spirit of competition added to the actual cause - making it interesting and fun! As part of the Pride month celebrations, we reached out to our employees encouraging them to show support and express their solidarity through this challenge. Our employees enjoyed taking up the uniquely designed challenges. Will look forward to collaborate in more such interesting activities and challenges!!!

”

Susmita Malik,

Vice President, HR, India - [24]7.ai



“

For our 1st participation, many of our colleagues showed up as allies to learn more about the LGBT+ community. Ranking in Top 10 of #21DaysAllyChallenge demonstrates that at Firmenich, fostering a culture of belonging, free from discrimination, is not only of primary importance but also part of our purpose.

”

Véronique Baulet,

Diversity & Belonging Director,
Firmenich

“

Was great to participate in the inaugural #21DaysAllyChallenge. The challenge had so many great resources to learn from and helped our allies progress on their journey wherever they might be currently. We're looking forward to next year!

”

Trisha Beissel,

President of PRIDE Houston
Employee Resource Group,
ExxonMobil

“

It is said that diversity makes for a rich tapestry. We must also understand that all the threads of this tapestry are equal in value! The diversity we have at IIM Ranchi is our greatest strength, and we stand united with pride in rain or shine on our journey in the pursuit of excellence in teaching and research. It is a matter of honor and pride to know that the students of IIM Ranchi had participated in the 21DaysAllyChallenge organized by Pride Circle and secured the 10th rank among all the participants.

”

Dr Piyali Ghosh,

Associate Professor - OB/HR Area, IIM Ranchi

“

Owens Corning employees have embraced allyship and felt the value and power of being empathetic towards each other. The 21-day challenge was effective in continuing to educate our teams and advance us on our journey as a company.

”

Leah Maguire,

Vice President, Inclusion and Diversity, Owens Corning

“

I always thought that LGBT+ individuals were 'different' due to various stereotypes and social conditioning. But, after going through the various challenges for 21 days – having the opportunity to interact and virtually connect with some of members of the community and learning about them I finally realized that the LGBT+ folks were no different! They are humans too, and need to be treated equally. I might not be an influencer who can voice this at some huge platform, but I'm glad that due to this challenge I could at least talk about the community and create awareness amongst my friends and family. I am proud to be an ally! No matter who you are or who you love, you have all the right to live the way you desire with equal treatment.

Shaina Shingari,
Top 10 Individual Winner



“

I signed up for the #21DaysAllyChallenge because I saw it as a platform to spread love and make an effort to reconnect with the humanity within us - because who are we as humans if we ignore the suffering of others? I learnt so much more about the LGBT+ community - and not just what goes against them, but also things on a much deeper base- who they are, where are they supported, what career paths do they have, and much more. It doesn't really take a lot to be an ally – Just have empathy and be human!

Akriti Mittal,
Top 10 Individual Winner

”



“

Sneha Shree,
Top 10 Individual Winner

I participated in the #21DaysAllyChallenge to support everyone who's part of the LGBTQ+ community. I have friends who identify as part of the community and they are not accepted by their parents. There's a need to create awareness about the community and for people to understand that everyone should have equal rights. One doesn't have to be a gay or a lesbian or identify as part of the community to support them.. If one is human then they should contribute to this cause. I am happy and proud to be an ally. And I really appreciate Pride Circle for giving me this opportunity.

”

“

Inclusion & Diversity has always been close to my heart, so when I heard about #21DaysAllyChallenge by Pride Circle, I was excited to be a part of it, gain insights and involve others too in the journey to create more awareness about the LGBTQ+ community. I am thankful to Pride Circle for the #21DaysAllyChallenge initiative and proud to be a part of it myself. Allies can be an important bridge between communities, by empathizing with the struggles of one minority and expressing the need for change to the majority. I feel grateful for the overwhelming experience, to have been able to serve as a voice of reason when speaking to other individuals and taking a step to build a more inclusive community." Each one of us can make a difference. Together, we make a change!

Abhishek Gaikwad,
Top 10 Individual Winner

”

“

Love is love! No person should be judged or discriminated for being their true selves. It is our duty to rise above the social stigma and be more kind and accepting towards each other. If homosexuals can't get married because it goes against your ideology, you can't have cookies because I'm on a diet.

”

Keerthana Swamy,
Top 10 Individual Winner

REWARDS



10 MYSTERY BOXES TO BE WON
each worth

INR 25000

Laptop bag, Amazon Echo Dot, Pride Scarf, Coffee Mug, Gift Cards, and more...

#21DaysAllyChallenge

REWARDS PARTNER

Capgemini | HIDE SIGN | indeed | intuit | nielsen | pitney bowes | sodexo QUALITY OF LIFE SERVICES | UBS

#21DaysAllyChallenge



TOP 3 REFERRALS* WILL WIN A GIFT VOUCHER
worth

INR 15000

REWARDS PARTNER

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Navigate your next

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REFER & WIN

* Applicable for individual participants

Referral counts: 65, 25, 5, 100, 10





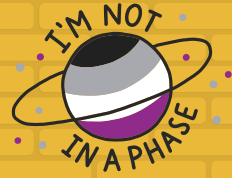
THE CHANGE MAKERS

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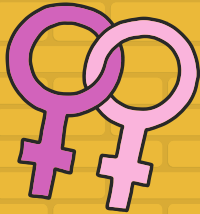


Group Leaderboard			
Rank	Name	Score	Allies
1	Northern Trust	27715	380
2	Capgemini	20270	370
3	Cognizant	12985	256
4	[24]7.ai	12950	192
5	HSBC	7150	158
6	Sodexo	5615	140
7	ExxonMobil PRIDE ERG	4200	121
8	Dell Technologies	4030	92
9	Firmenich	3260	63
10	Indian Institute of Management, Ranchi	3185	33
10	Owens Corning	3185	58
11	Invesco	3010	67
12	Beam Suntory	2975	27
13	Nielsen	2945	99
14	Lockheed Martin RMS Pride	2860	49
15	VMware	2580	53
16	Infosys	2560	81
17	MSD	2460	51
18	IG	2300	51
19	Wells Fargo	2100	50
20	UBS	1990	65
21	Lowe's	1895	28
22	Intuit	1775	39
23	Indeed	1295	26
24	Toyota Spectrum	1245	27
25	Iron Mountain	1200	25
26	Sysco Spectrum ARG	1185	17
27	Legg Mason	1160	14
28	Procter & Gamble (P&G)	1150	31
29	Philips	1085	29
30	Navistar Pride Alliance	940	14
31	WAWA Inc	905	23





32	Dow	840	18
33	Western Asset Management	815	10
34	ZS Associates	780	23
35	Halliburton Pride ERG	770	12
36	ACME	755	8
37	The QKnit	725	11
38	Mahindra Logistics	715	19
39	RBS	695	6
40	IBM	690	16
41	FIS Global	665	8
42	GE	650	24
43	Unilever	635	21
44	OML	605	9
45	Novartis	585	20
46	Symbiosis School for Liberal Arts	565	11
47	Intel	515	11
48	Campana & Schott	485	8
49	R.R. Donnelley	475	20



THE CHANGE MAKERS



Individuals Leaderboard			
Rank	Name	Score	Country
1	Sneha Shree	2610	India
2	Abhishek Gaikwad	2490	India
3	Shaina Shingari	2155	India
4	Rajini G	1945	India
5	Akriti Mittal	1935	India
6	Charu Thakur	1840	India
7	Harshita Upadhyay	1620	India
8	Rickey D'Souza	1565	India
9	Abhishake Jain	1510	India
10	Keerthana	1500	India
11	Bhargavi Modupalli	1460	India
12	Tapan Jain	1130	India
13	Madhuri Singh	1095	India
14	Divya Jain	1090	India
15	P Rajasekhar	1065	India
16	Krutika Choudhary	980	India
17	Pankaj Yadav	900	India
18	Febin Edwards	835	India
19	M Umakantha Reddy	805	India
20	Valerian Menezes	775	India
21	Jeevan Naik	755	India
22	Kavitha Dayal	675	India
23	Samiksha Motwani	640	India
24	Debasis Kar	640	India
25	RanuPande	605	India
26	Aruna Desai	595	India
27	Mayank Sharma	585	India
28	Lopamudra Priyadarshini	565	India
29	Sweety	535	India
30	Neha Kumari	530	India
31	Vijay Kallam	525	India
32	Vishal Wadkar	455	India
33	Michelle Sánchez	450	Mexico
34	Sharad Khandelwal	440	India



OS
5
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TOP

35	Sourav Das	435	India
36	Pragya Lawaniya	390	India
37	Karthik SV	385	India
38	Daniely Machado	355	Brazil
39	RiteshDedhia	355	India
40	Ritu Aggarwal	345	India
41	Akshat Sharma	345	India
42	Suraj Pawar	345	India
43	Robert Flower	335	United States
44	Toyota Spectrum	330	United States
45	Zameer Shaik	325	India
46	SumaiyaParkar	315	India
47	Prakash Kumar Chaurasia	315	India
48	Nikhita Prabhakar	315	India
49	Sandeep Achar	310	India
50	Vivek Sharma	305	India



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REWARDS PARTNERS

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Navigate your next

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sodexo
QUALITY OF LIFE SERVICES



OUTREACH PARTNERS



YOUTH DIGITAL PARTNER

PR PARTNER



KEEP CALM BECAUSE LOVE IS LOVE

don't let anyone steal your pride

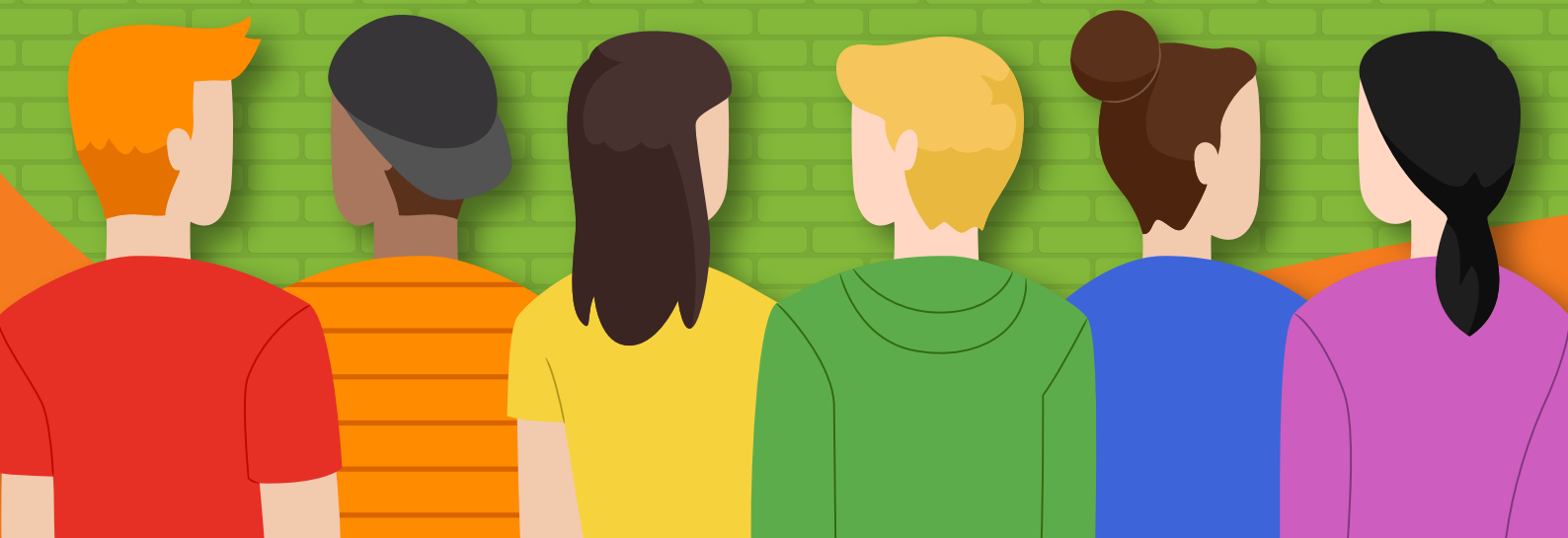
I AM THE RAINBOW SHEEP OF MY FAMILY

LEGALIZE LGBTQIA

Join me in the #21DaysAllyChallenge

ALLY






THE 21 CHALLENGES



SPREADING THE WORD



#21DaysAllyChallenge
Pride Month - June 2020

An ally, straight ally, or heterosexual ally is a heterosexual and cisgender person who supports equal civil rights, gender equality, and LGBT social movements, challenging homophobia, biphobia, and transphobia. Not everyone who meets this definition identifies as an "Ally"

Source: Wikipedia

www.thepridecircle.com [in](#) [f](#) [t](#) [@](#) [v](#) contact@thepridecircle.com



REGISTRATIONS
ARE NOW OPEN

#21DaysAllyChallenge

Celebrating Differences, Together

W: thepridecircle.com/21daysallychallenge
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HAVE YOU SIGNED UP FOR

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SIGN UP



GAMIFYING ALLYSHIP

Simulation based experiential learning in self-paced format

Pride Circle creates experiential solutions that aims at fostering a culture of belonging at workplace. Our core belief is that desired business outcomes are achieved best when the employees feel empowered, share their ideas openly, are engaged, affirmed, valued & recognized for their contributions. Keeping with this philosophy, we develop engaging, immersive, and experiential solutions for driving Allyship.

Hope you had fun participating in the **#21DaysAllyChallenge** and have enjoyed reading the impact report.

We will be back next year with more interesting challenges.

Do write to us on **contact@thepridecircle.com** if you are interested in our experiential solutions.

Team Pride Circle

