

An abstract graphic at the top of the page featuring flowing, overlapping bands of rainbow colors (red, orange, yellow, green, blue, purple) that create a sense of movement and depth.

Creating a UFCW Canada Pride Committee

A Resource Guide





Table of Contents

Executive Summary	2
Why Pride Committees need to exist within the labour movement	2
UFCW Canada Local Union participation in pride festivities across Canada	4
Creation of a Pride Committee - Build a plan	5
Establish what you hope to accomplish with the creation of a Pride Committee and/ or advisory board	5
Take an inclusive approach in building your Pride Committee	5
A. Choose who will oversee the creation of the Pride Committee	5
B. Segment by geography and sector	6
C. Segment by populations	6
Outreach: Canvass for member engagement in starting your Pride Committee	6
Outreach at an existing union event	6
Outreach through communications, social media and website posts	6
Select successful candidates	7
Logistics for setting up Pride Committee meetings	7
Logistics for running a successful first meeting	7
Possible goals and focus areas for Pride Committees	8
Goal: Local Union participation in pride parades across the province.....	8
Goal: Increase LGBTQI2S education within UFCW Local Union membership	8
Goal: Increase LGBTQI2S allies within the Local Union	8
Goal: Know your rights at work	9
Appendix A - Example of a team contract.....	10
Appendix B - Resources for successful branding	11
Appendix C - Examples of social media plan and event promotion tips.....	12
Appendix D - Interview with a UFCW Local Union Pride Advisory Group	14



Creating a UFCW Canada Pride Committee

Executive Summary

Welcome to the UFCW Canada resource for the Creation of Pride Committees. This manual is intended to guide your organization through a step by step approach on the creation of a Pride Committee and/or Advisory Board that is representative of your organization's mission and values.

Representing over a quarter of a million workers from 26 different sectors of the Canadian economy, United Food and Commercial Workers Canada views diversity and inclusion measures as integral parts of our organizational commitment to community action and solidarity with equity-seeking groups.

This resource guide provides practical information to review as you consider creating a pride and/or LGBTQI2S (lesbian, gay, bisexual, transgender, queer or questioning, intersex, 2-spirit) committee within your Local Union. In it you will find a snapshot view on what initiatives have proven to be successful in leading membership engagement in LGBTQI2S and Pride-related initiatives across UFCW locals.

UFCW Canada would like to acknowledge the use of important community resources which have been made available to the public online from the following non-profit and LGBT organizations: Egale Human Rights Trust, MyGSA.ca and The 519. We hope you will enjoy reviewing this resource. For any questions or concerns, contact UFCW Canada's Human Rights, Equity and Diversity Department.

Why Pride Committees need to exist within the labour movement

Historical Evolution: According to the well-noted Kinsey studies conducted in the early 1950s, it is suggested that the LGBT communities make up at least 10% of the population in Canada. However, as Canadian society has evolved in general understanding of the intersection between gender identity, expression and sexual orientation, this has opened the space for further dialogue within communities and generations about what it means to hold an LGBTQI2S identity in Canada and the importance of addressing the intersectionality between gender identity, gender expression and sexual orientation.

Statistical Trends: Same-sex marriage has been legalized in Canada since 2005 and represented in Canadian statistics data for the 2006 and 2011 census. According to 2015 data collected by Statistics Canada, the presence of same-sex couples has risen by 42.4% since 2006 national survey results. Of note, in 2011, there were 64,275 same-sex couples families in Canada, with same-sex married couples representing 3 in 10 same-sex couples in 2011. Furthermore, 45.6% of all same-sex couples in Canada lived in Toronto, Montreal and Vancouver. These figures are significant because they speak to the demographic composition of urban populations represented by UFCW Local Unions. These figures run parallel to the locations with the highest presence of pride parades.



Societal Inequities: Despite these advances, studies conducted on Canadian populations in 2008 and 2014 showed that “homosexuals and bisexuals” were more likely to have had a psychological consult and were more likely to feel they needed health care (but did not receive it) within the past 12 months, in comparison with heterosexual counterparts. They were also less likely to have a regular medical doctor in comparison to heterosexual counterparts.

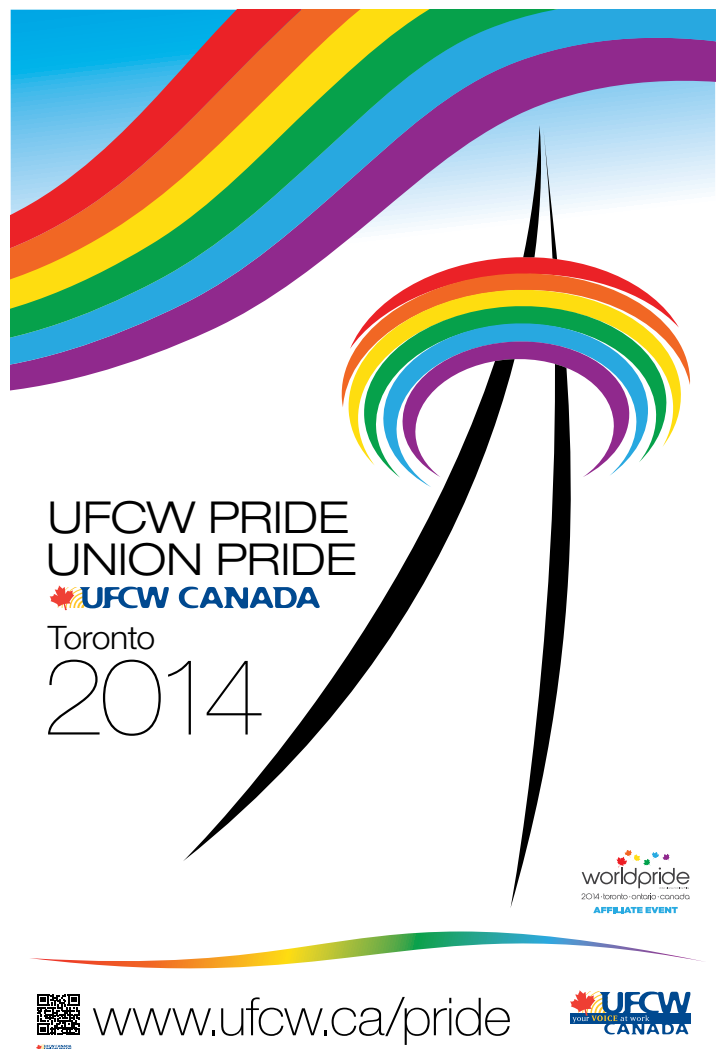
In 2011 UFCW Canada undertook the collection of data to create the Diversity, Inclusion & Growth Audit Report. Data analysis showed at that time that out of 636 staff positions between the UFCW Canada National Office and Local Unions, 8 positions (1% of staff) were held by persons who had an LGBTQI2S identity.

The Importance of Labour Movement Solidarity and Visibility in Pride Celebrations:

From an organizational perspective, the Toronto Pride parade marks the top event in the country garnering public, corporate and organizational participation across Canada in support of LGBTQI2S pride and in putting LGBTQI2S issues front and centre of mainstream media throughout pride season. By way of example, Pride Toronto estimated that approximately 2 million people were expected to attend the 2014 World Pride celebration (held in Toronto). In 2016, the Toronto festival itself was also extended from a three-day festival in 2013 to a month-long festival.

A focus on UFCW Canada and Local Union visibility in Canada pride parades has been an important component of UFCW’s community work in diverse areas of the country. UFCW Canada Local Unions came together at the Montreal pride parade in 2011 to show this extension of national solidarity in support LGBTQI2S inclusion within our membership and in the communities we service. Since then, UFCW Canada and Local Unions across the country have participated in regional pride parades which have made the “Proud to be Union” approach synonymous with “Proud to be out in my Union” approach.

Between UFCW International and UFCW Canada and Local Unions, more than 1.3 million members between the US and Canada are protected under the power of a solid union contract. With the creation of the constituency group OUTreach in 2013, UFCW Canada is one of a number of voices which continuously empowers UFCW Local Unions in both countries to participate and lead delegates in regional pride parades across the US and Canada. OUTreach is also used as a vehicle to change the workplace narrative from one where difference is tolerated to one where difference equals acceptance. This is shown through the provision of equitable company policies, collective bargaining language and political advocacy streams.



Creating a UFCW Canada Pride Committee

UFCW Canada Local Union participation in pride festivities across Canada

UFCW Canada and UFCW Local Unions lead celebrations at annual pride parades taking place in British Columbia, Alberta, Saskatchewan, Manitoba, Ontario, Quebec, Prince Edward Island, Nova Scotia, among other locations throughout North America.

Below are comments made by UFCW members and representatives in attendance at pride events:

"Marching with my union, I have found a voice. It is a voice of inclusion, a voice of love and acceptance and this voice, giving perspective of possibilities of family, possibilities of finding love," said UFCW Canada Local 1006A member Danea Lau. "The voices of solidarity will always spur us to be the best of ourselves."

"Our LGBTQ members need to know they are not alone and that their union is there with them," says Ivan Limpricht, the president of UFCW Canada Local 1518. "Justice and human rights are at the core of what our union is about," he adds.

"Pride is about the values of justice and equality, which are strengthened when we stand together and advocate for issues that affect all working communities and families, including our LGBTQ sisters and brothers," – Paul Meinema, National President – UFCW Canada



Creating a UFCW Canada Pride Committee



Creation of a Pride Committee: Build a plan

Establish what you hope to accomplish with the creation of a Pride Committee and/ or Advisory Board

When creating a Pride Committee within your Local Union, consider starting with a broad-based goal and then dividing your goals into smaller categories, which you can then appoint as short-term or long-term goals for your group or committee.

Eg. UFCW Local (###) Pride Committee seeks to foster LGBTQI2S inclusion of union members through annual participation at regional pride parades, by working to advance equity measures for LGBTQI2S members provincially and nationally and by extending the traditional union values of solidarity to eliminate homophobia, biphobia and transphobia in the workplace.

Take an inclusive approach in building your Pride Committee

A. - Choose who will oversee the creation of the Pride Committee

A broad-based approach, a visionary perspective and a flexible path to achieve your committee goals are important steps to consider when starting a Pride Committee. Choosing one or a couple of organizational representatives who will oversee and be accountable for the implementation of the Pride Committee will ensure that a framework is in place to see it advance as envisioned by your Local Union.

Creating a UFCW Canada Pride Committee

B. Segment by geography and sector

Do a market analysis and segment what membership you wish to target based on the geography and sectors represented by your local union.

Consider the total populations for the areas you serve, the size of the membership in this area, whether pride parades take place in these geographical areas (and their turnout), and whether there are already stewards and union members who are involved with pride festivals and within their LGBTQI2S community (Eg. PFLAG, pride fundraisers and grassroots organizations). Remember, an important part of solidarity is about connecting with existing Pride groups. Particularly in small towns and rural regions that have a less visible queer presence, union solidarity can play a vital role in advocating for LGBTQI2S rights.

C. Segment by populations

Consider obtaining diverse representation of your membership from youth, diverse gender identities and strong allies within the labour and / or LGBTQI2S movement. Furthermore, it is important to explicitly encourage representation of persons with intersecting identities, including race, ethnicity, ability and religion. Consider also any other areas where campaigns are being developed to advance equity measures for LGBTQI2S communities in the province and/or unionized workplaces which have a reputation for being LGBTQI2S friendly.

Outreach: Canvass for member engagement in starting your Pride Committee

Outreach at an existing union event

- Set up a booth (be visible) and take

opportunities to speak with members about the yet to be formed Pride Committee.

- Consider allotting a few minutes at a general plenary session to inform all participants of this endeavour and where they can find out more information.
- Have a list ready to note the name, workplace, contact information and any additional connection the individual may have to LGBTQI2S issues.
- Hand out posters asking members to consider applying online to form part of the inaugural committee with a deadline to submit an application and a timeframe of when the committee will hold its first meeting. Have the posters pinned on workplace union boards across your membership.

Outreach through communications, social media and website posts

- Create a general callout to the membership on your Local Union website and Facebook page. Remember to keep it succinct, clear and establish a deadline to complete a short online application.

Example of Callout in a union magazine:



Creating a UFCW Canada Pride Committee

Select successful candidates:

- Review applications received and select in accordance with what your local deems as required for representation on a diverse Pride Committee.
- Send correspondence to successful applicants congratulating them on their achievement, along with an invitation to the Local Union's inaugural Pride Committee meeting.

Logistics for setting up Pride Committee meetings:

- Decide on meeting location, number of meetings per year and length of meetings
- Decide whether these meetings can be tied to other existing events that already bring the membership together throughout the year and budget/ time constraints associated with bringing successful applicants into the first meeting

Running a successful first meeting:

1. Create a **meeting contract** (For an example see Appendix B)
2. Consider using **Preferred Pronouns** stickers at each meeting as a sign of inclusion and respect of all gender identities
3. Ask individuals to sign a **media disclaimer** should you plan to take pictures and / or feature the newly formed committee on Local Union media resources
4. **Name your committee and appoint positions** (consider using a catchy committee acronym);

formally appoint committee members, committee chair and any other position you may require (Committee vice-chairs and recorder)

5. Create a **mission statement** for your committee
6. Decide what **function** your committee will serve for your Local Union and within the workplace (Eg. If the focus is to fight LGBTQI2S issues in the workplace, you may want to channel the committee's work to identify; address; eliminate (bias, barriers to equity); combat LGBTQI2S harassment and discrimination; as well as heterosexism and cissexism and/or homophobia, biphobia and transphobia.
7. **Set goals** for your committee (define short-term and long-term goals; annual and individual projects). **Consider using the SMART criteria** to select your goals (Specific, Measurable, Attainable, Relevant and Time-bound)
8. **Formalize what your committee aims to accomplish by building into your plan benchmarks** (Eg. participation in 3 pride parades), **milestones** (Eg. attaining a 30% increase in Local Union membership at pride parades for the year) and **what you consider success for your broadened goals and strategies** (Eg. increased workplace inclusion measures resulting from committee educational strategies to combat heterosexism at work)



Creating a UFCW Canada Pride Committee

Possible goals and focus areas for Pride Committees

Goal: Local Union participation in pride parades across the province:

- Identify dates, locations and details of pride parades, dyke marches, trans marches and LGBTQI2S related events that will take place in your province
- Select how many pride parades and/or events you will participate in throughout pride season as a committee
- Consider seeking out local grassroots LGBTQI2S groups to build solidarity with and plan events together."
- Decide on the goals for pride event participation and consider Local Union visibility at events (union flags, rainbow flags and/or float)
- Decide on a budget for pride parades and/or pride marches
- Consider doing a partnership with other UFCW Local Unions also participating in these events to build solidarity and defray costs
- Consider requesting in-kind donations from employers to support membership engagement (Eg. beer stores may provide beer nuts; supermarkets may provide rainbow cupcakes to hand to marchers at events)
- Decide on swag and/or promotional materials to give out at parades. Consider using resources to build on your branding strategy (See Appendix C)

- Join and/or network with labour councils, Federations of Labour and other labour bodies in their pre-pride organizing meetings
- Contact pride organizations (eg. Pride Toronto or London Pride) and consider requesting that the official representative for the city pride group attend your pre-Pride Committee meeting to explain how the pride parade will be run, rules and guidelines for your group

Goal: Increase LGBTQI2S education within UFCW Local Union membership:

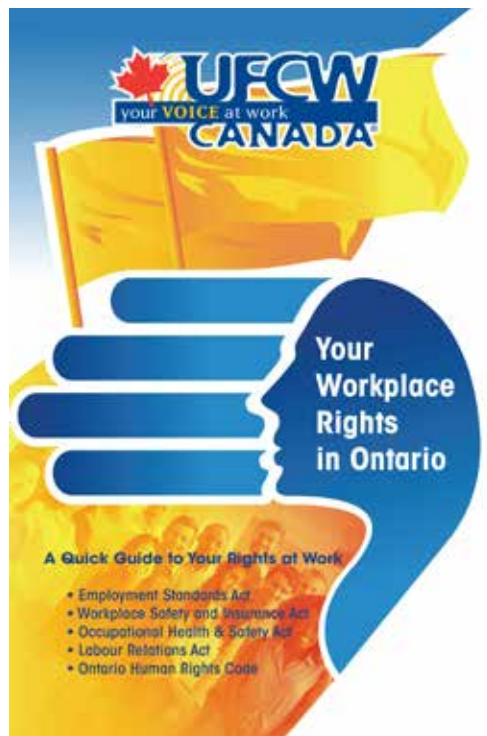
- Consider having all members take the LGBTQI2S 101 Webcampus online course in between meetings to crystallize understanding of LGBTQI2S terms and concepts and debrief as a group at your next meeting.
- Decide on committee's position regarding use of specific terms and/or acronyms (eg. Queer, LGBTQI2S)
- Identify any workplace issues committee members would like to address through the Pride Committee
- If general membership education is desired, discuss what an ideal educational campaign would entail, discuss the possible content and timeline envisioned to meet these goals
- If education needed is workplace-specific, sector-specific or committee-specific, consider consulting with EGale Canada Human Rights Trust for LGBTQI2S expertise on how to best address the issue at hand and UFCW Canada Human Rights, Equity and Diversity Department.



Creating a UFCW Canada Pride Committee

Goal: Increase LGBTQI2S allies within the Local Union:

- Define the term “Ally” within your group and consider what it means to be an ally in the community and in the union movement
- Create an Ally campaign (Eg. Come OUT –as an Ally)
- Consider Identifying existing bias (individual, workplace-specific, systemic) in your environment
- Use community resources, run a workshop and multiple tools to educate your committee and yourself on how to be an ally
- Prioritize your central message: (Eg. Accept all individuals in your workplace in your daily actions at work and speak up when you experience or see others experience discrimination and harassment at work)
- Accept and support everyone’s individual gender identity, gender expression and sexual orientation at work
- Promote the existing work of OUTreach and opportunities to join and/or form chapters to advance LGBTQI2S rights at work



*Your Workplace Rights in Ontario brochure
(by UFCW Canada)*

Goal: Know your rights at work:

- Refer to your provincial Human Rights Commission and/or appropriate Human Rights body as your main source of information on provincial LGBTQI2S rights and workplace protections
- Have a spokesperson from the Canadian Human Rights Commission or equivalent government body speak to the Pride Committee about what the implementation of regulations looks like in an inclusive workplace
- Create a public awareness campaign for UFCW workers and within your community (Eg. Support Equity Measures for LGBTQI2S rights at Work)



<http://www.ufcw.ca/pride>



Appendix A - Example of a team contract

[Date: _____]

UFCW Local ### Pride Committee

Team Contract

Committee Name:

Local Union:

These are the terms of group conduct and co-operation that we agree on as a team.

Participation: We agree to....

- 1. Give everyone the opportunity of equal participation*
- 2. Be open to new ideas and approaches*
- 3. Give positive feedback and respect to other group members*

Communication: We agree to...

- 1. Share the communication space within group.*
- 2. Keep track (note) of all group discussions*
- 3. Keep the Committee chair and /or designated representative aware of any difficulties that we may encounter preventing committee participation*
- 4. Ask for help from each other if we need it along the way*
- 5. Identify our strengths, communicate possible weaknesses to team members*

Meetings: We agree to....

- 1. Come prepared to participate at meetings*
- 2. Be open to various ways to hold meetings (eg. Skype; conference call; etc)*

Conduct: We agree to...

- 1. Treat each other with utmost respect and allow one to communicate their ideas without fear of judgement or ridicule.*
- 2. Practice effective listening to each other*

Conflict of Opinions: We agree to...

- 1. Seek common ground for agreement. We agree that the final decision rests with the Committee chair and Local Union regarding initiatives to be undertaken by this Pride Committee*

- 2. Focus on areas of consensus the committee aims to achieve (unified mission statement and initiatives to be*
[signatures]

_____	_____
_____	_____
_____	_____
_____	_____



Appendix B- Resources for successful branding

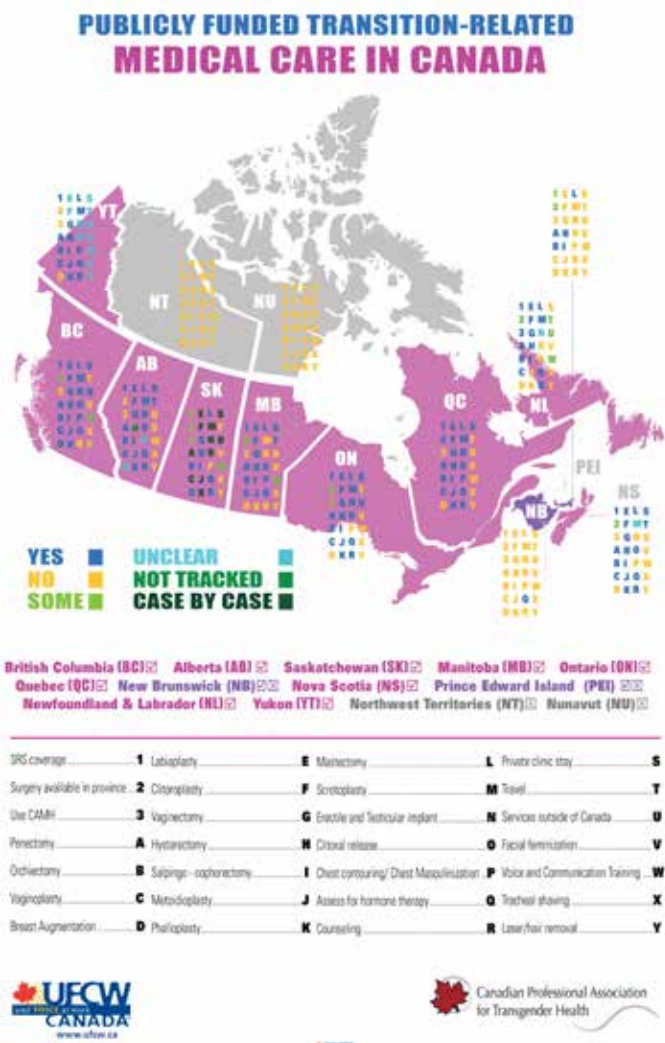
Consider using the elements of successful branding campaigns which include:

- Name / logo
- Slogan/tagline
- “The look” – graphic and/or standard colours
- Living the brand
- The brand promise
- Spokespeople
- Symbols

Consider using the hallmarks of great brands which include:

- Trust
- Uniqueness
- Consistency
- Relevance
- Perceived functional and emotional benefits
- Timeless values

Information adapted from “Strategic Marketing for Nonprofit Organizations”; Andreasen and Kotler (7th Edition)



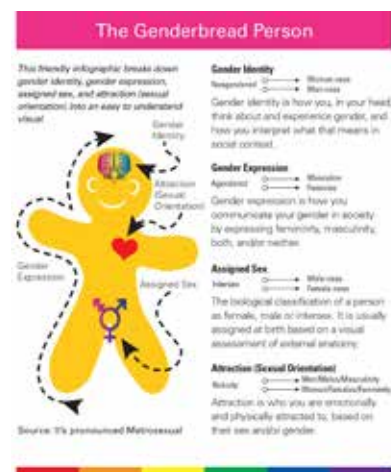
UFCW Landscape Scan showing publicly-funded transition-related medical care in Canada

Appendix C- Examples of social media plan and event promotion tips

Event Promotion: Sample Social Media Plan

Event Name: _____ Event Date: _____ Event Time: _____ Social Media Manager(s) assigned to event: _____ Event goals for social and mission statement: _____ _____ _____	Pre-Event Social (1-2 weeks before event) Facebook ✓ X posts per day ✓ X pieces of visual content per week <ul style="list-style-type: none"> • Meme • Infographic • Comic ✓ X paid promotion posts per week ✓ Participate in or create event Facebook Group	Pinterest ✓ Create event-themed Pinterest board ✓ Pin X related images to board per week ✓ Create Pinterest contest for event Blog ✓ Create X blog posts per week ✓ Post X infographics per week During Event Social ✓ Interview attendees, customers, speakers, influencers for blog and social content	Google+ ✓ X posts per day ✓ Monitor hashtag and company mentions ✓ Host live Google+ hangout LinkedIn ✓ X posts per day ✓ Monitor LinkedIn groups for event relevant content Live Blogging ✓ X posts per day live from the event
Event Hashtag: _____ Pre-Event Planning ✓ Create timeline for event promotions and announcements ✓ Create visual elements to support your event across all channels ✓ Create event pages on Facebook and LinkedIn ✓ Submit to relevant directories such as GarysGuide.com, WebinarListings.com ✓ Claim location on Foursquare and set up offers ✓ Designate social media tactical team members to monitor and engage with your social channels ✓ Assign or hire a photographer	Twitter ✓ X tweets per day ✓ X partner tweets per day ✓ X promoted tweets per week ✓ Build event list including all keynotes, partners, and customers who will be attending ✓ Build private list to monitor competitors Google+ ✓ X posts per day LinkedIn ✓ X posts per day ✓ Participate in relevant LinkedIn conversations around event	Facebook ✓ X posts per day ✓ X photos posted per day Twitter ✓ X tweets per day ✓ Tweet out presentations at the start of each session (if you have a session) ✓ X influencer and partner tweets per day ✓ Monitor event hashtag and company mentions ✓ Retweet and reply back to interesting points and questions from attendees ✓ Encourage employees who are attending the event to engage by posting updates, photos, and retweeting as well	Post Event ✓ Post-event content assessment: videos uploaded to YouTube, photos posted to Flickr ✓ Measure the buzz with www.hashtacktracking.com ✓ Sum up the best tweets with www.storify.com Blog ✓ Wrap up blog post about event ✓ X blogs summarizing individual sessions and offering slides Social Networks ✓ Connect with and thank Influencers ✓ Promote follow-up materials

Source: *Creating Authentic Spaces - The 519 Space For Change*



Appendix C- Examples of social media plan and event promotion tips

Event Promotion: Post Tips

Twitter	<ul style="list-style-type: none"> • Posting links to Twitter between the hours of 1:00 p.m. and 3:00 p.m. ET (or 10:00 a.m. to 1:00 p.m. PT) will give you the highest click rank, especially on days earlier in the week. • Sending a tweet with a link after 8:00 p.m. should be avoided — as should posting links after 3:00 p.m. on Fridays. • The half-life of a link posted to Twitter is about 2.8 hours, according to bit.ly. • Do not post on weekends
Facebook	<ul style="list-style-type: none"> • Links sent between 1:00 p.m. and 4:00 p.m. get the most traction, with Wednesday at 3:00 p.m. being the best time to post on Facebook all week. • Links posted after 8:00 p.m. and before 8:00 a.m. on Facebook don't get the most clicks. • Do not post on weekends
Tumblr	<ul style="list-style-type: none"> • Friday evenings are a key time to post on Tumblr • Tumblr peaks between 7:00 p.m. and 10:00 p.m. on Monday and Tuesday, with similar traffic on Sunday, according to the study.

Source: Event Toolkit - The 519 Space For Change



Appendix D- Interview with a UFCW Local Union Pride Advisory Group

Local 1006A Pride Committee

The interview below entails an August 24, 2016 telephone interview between UFCW Canada HRED department and Local 1006A's Executive Vice-President, Pearl Sawyer, who is a founding member of the Local Union's Pride Committee.

Historical Snapshot:

In the fall 2011 Edition of the Local Union's Magazine, an Ad was posted to canvass any potential union members who were interested in being part of the Local's "yet to be created Pride Committee". Anyone interested was asked to send their name, along with the reason why they wanted to join the committee, to the Local Union president's office.

This led to approximately 8 applicants being selected for this committee and correspondence congratulating candidates was sent out to all individuals once the application deadline was reached.

Unique Experiences:

The first meeting was held at the Local Union's office in mid-April 2012 and members in attendance were not asked to self-identify. The committee engaged Local Union executives, staff representatives and members. The principal area of focus was to increase Local Union participation in pride parades and to support and celebrate pride with the membership. A second identified area of focus became the education piece. The Local Union committee aimed to raise awareness in the workplace about the importance of LGBT inclusion in creating safe spaces as a means to combat homophobia, biphobia and transphobia in the workplace.



Appendix D- Interview with a UFCW Local Union Pride Advisory Group



The Pride committee was officially formed as the PRIDE Advisory Group, a sub-committee of the local's Community Action Network (CAN). The experiences of committee members on the Pride Committee were diverse, including one union member, who used the opportunity of being part of the committee officially published picture on the Local Union's website and social media, as a way of coming out in their workplace and in their family unit.

Meetings were planned twice per year. The spring meeting was used to plan pride participation throughout pride season and the fall meeting was used to debrief on the Pride participation through the summer and what they wanted to change or amend for the following year's Pride participation. Official advisory group involvement in pride parades go as far back as 2012 and include Local Union visibility at the street fair during pride Toronto weekend. Currently pride parade participation is co-ordinated for Toronto, Ottawa and Brockville festivals and Pride Committee members have co-ordinated the local's involvement in these parades (and / or worked with Local Union staff) to make it a successful venture. Participation in these three cities has remained the central work of Local Union's Pride Committee and much time and effort is dedicated to meeting all parade guidelines, completing pride parade registrations and increasing the UFCW's visibility in the parade. The local has also worked with other Local Unions and the UFCW Canada national office on Toronto Pride parade participation.

In the future, they would consider expanding Pride participation into other areas such as London, Ontario and/or Barrie, Ontario. Barriers to be considered when participating in city pride parades encompass

Appendix D- Interview with a UFCW Local Union Pride Advisory Group

union membership in the area and Pride Committee members' capacity to volunteer in co-ordinating the Local Union's participation. While the number of Pride Committee members has fluctuated over time, based on the need (annual pride parades vs. special events such as World Pride and Canada Pride), there has been stability with some core members who have been part of the committee's evolution since 2012. There has also been a general understanding that LGBTQI2S issues and LGBTQI2S involvement (committee membership engagement) is ever changing, as individual's life circumstances change.

Through the formation of the Local Union's Pride Committee more members who identify within the LGBTQI2S spectrum have spoken to the local about the importance of this work. They have heard from members who want distance from politics that accompany city pride parades and others who want to participate and help the local should pride parade participation reach their area.

The Local has engaged a union representative to sit on the OFL's Pride and Solidarity committee since the creation of their Pride Committee. News about the Toronto Pride parade is communicated to committee members at Pride meetings and individuals are kept up to date as much as possible via E-mail in between meetings.

The local has also taken important steps to address homophobia, biphobia and transphobia in the workplace by having LGBTQI2S community experts from EGale Canada Human Rights Trust address delegates at the Local Union's steward conference. The local has also supported the Pink Triangle campaign, created by the

OFL, to continue building on the importance of showing how we can build on the creation of safe spaces in the workplace.

Today Local 1006A continues to feature the voices of their membership, who are part of the LGBTQI2S community through their union magazine and website. By ensuring that members' profiles are front and centre of LGBTQI2S union outreach (via social media, the union magazine and website), it empowers existing committee members within the Advisory board. It also keeps with the wider goal of increased public awareness on issues facing LGBTQI2S union members at large.







United Food and Commercial Workers Canada