

PROUD

AT HOME

Corporate Sponsorship - Community Partner



What is PROUD AT HOME?

Pride has been cancelled for everyone this year. Proud at Home is the online celebration for schools and corporates to ensure they have a way to celebrate, even if we aren't together.

Centred around our national annual School Diversity Week campaign, our corporate sponsors will be able to:



Achieve significant social impact by bringing us closer to eliminating homophobic, biphobic and transphobic bullying in the UK

Raise awareness of their brand to a large audience

Engage their LGBT+ employees in online activities and events which bring them together to celebrate Pride while apart.



Achieving social impact

As a Proud at Home Community Partner, your sponsorship will support the UK's leading LGBT+ youth charity - Just Like Us - to deliver School Diversity Week: Home Edition.



School Diversity week is the national celebration of LGBT+ inclusion in education established in 2016 with the Department for Education's support. During the week, schools across the country use our toolkit to deliver lessons, workshops, talks, events and campaigns, which bring entire school communities together in solidarity with their LGBT+ students. This initiative has grown from 45,000 young people reached four years ago, to 1.4 million reached in 2019.

With schools embracing remote learning during the COVID-19 crisis, Just Like Us has adapted School Diversity Week to a completely online week-long series of masterclasses, digital events and inspiring talks - all from a LGBT+ perspective - which will engage schools representing 2 million young people across the country, creating one of the largest online celebrations of LGBT+ equality and inclusion in the country's history.



Why is this important?

The coronavirus pandemic affects us all, but it is already becoming clear that LGBT+ young people are more likely to be negatively affected by the closure of schools than their peers:



- Before the crisis, LGBT+ young people were already a vulnerable group - 40% contemplate suicide and nearly 50% self-harm
- Many LGBT+ young people are now living in unsupportive households where their identity is either hidden or not respected
- They are cut off from school support networks and their friends

LGBT+ young people will be among the most vulnerable members of our LGBT+ community during this crisis, but are cut off from support.



How you will help

At a time when LGBT+ young people are especially vulnerable, your company will be supporting an online campaign that can reach every LGBT+ young person in the country, helping them to feel seen and valued. You will also be playing a key role in helping Just Like Us to eliminate homophobic, biphobic and transphobic bullying across the country, by changing the hearts and minds of non LGBT+ young people who take part in School Diversity Week: Home Edition.

As a Proud at Home Community Partner, we will keep you updated on how your sponsorship has made a difference and will produce an impact report to share the success of this initiative with you.



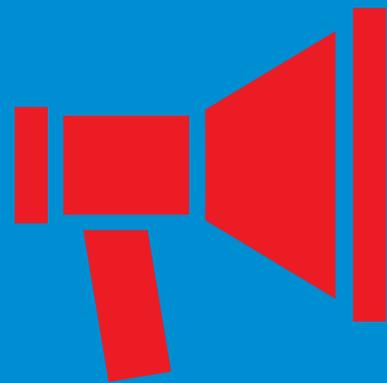


A school taking part in School Diversity Week in a previous year



Raise Brand Awareness

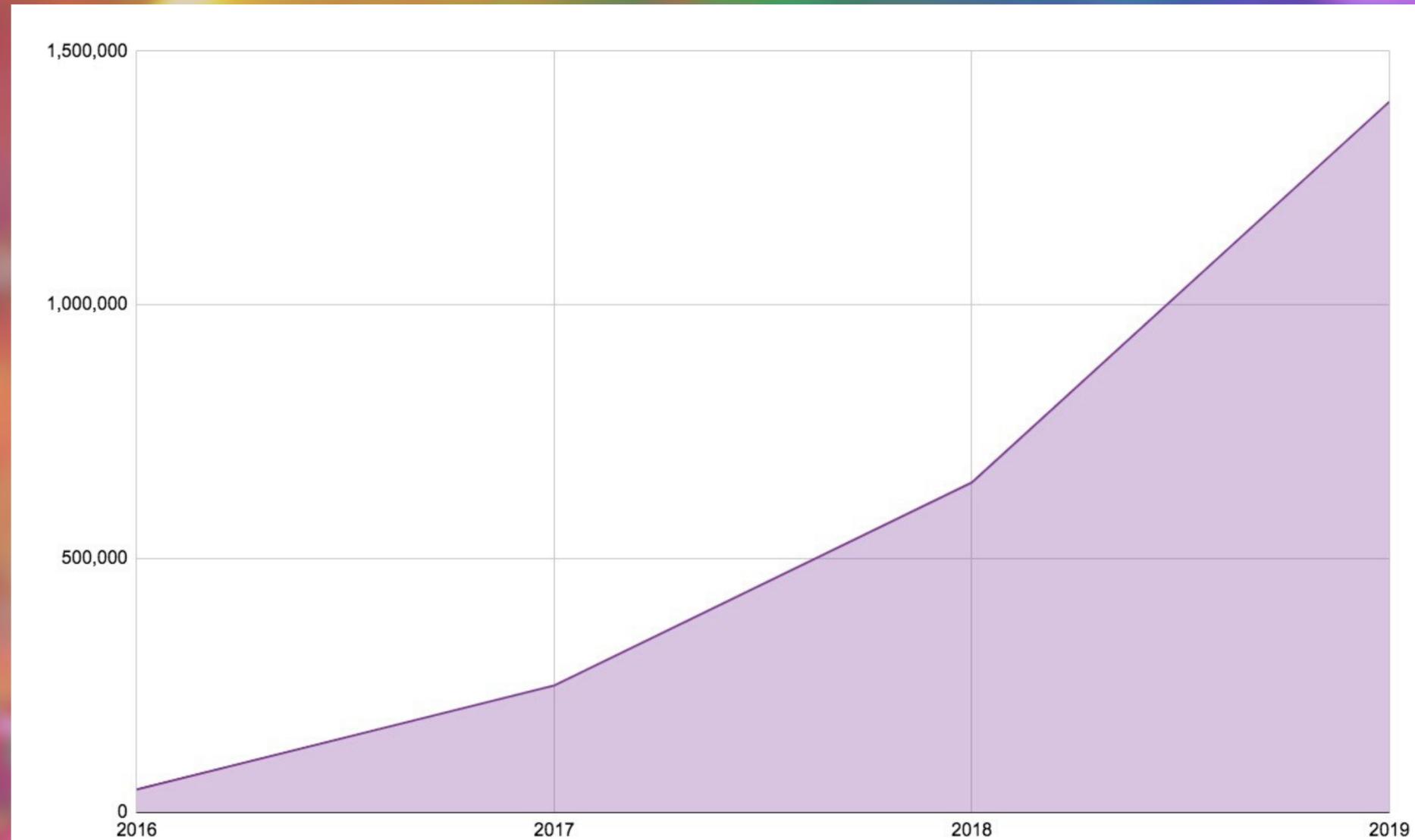
School Diversity Week has a huge reach! We already have schools representing 1.6 million young people across the country signed up, providing your company with plenty of opportunities to publicly demonstrate your company's commitment to LGBT+ equality and inclusion. We can offer you:



- Recognition of Community Partner sponsorship and company's logo on our website and on our online learning portal
- Recognition of your sponsorship in an email campaign to 75,000 educators
- Your logo on School Diversity Week Toolkit resources, which will be used by up to 2 million young people
- Posting across our Facebook, Twitter and Instagram featuring a message from your company about why LGBT+ inclusion matters to you, which will reach 10,000+ people
- Offer you permission to use our logo in your communications



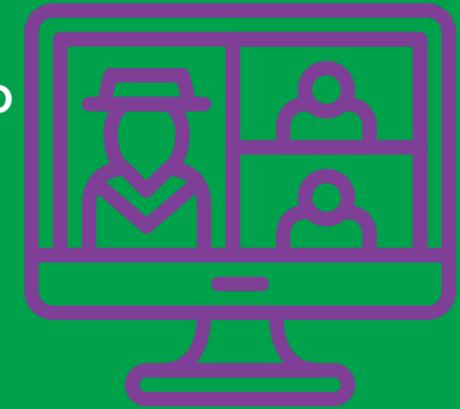
Growth of School Diversity Week



Employee Engagement

Just Like Us will bring your LGBT+ employees together remotely through a range of online events to celebrate Pride at home during School Diversity Week by arranging the following:

- **Lunch and Learn** - Just Like Us will run a bespoke webinar around a LGBT+ topic of interest
- **LGBT+ Quiz** - A professional quizmaster will run an online video quiz for your employees to test their knowledge across an array of LGBT+ categories
- **Group Fundraising Challenge** - Take on one of our LGBT+ themed socially-distance fundraising events to work together to raise funds for Just Like Us
- **Share their LGBT+ stories** - Record positive supportive video messages for LGBT+ young people and share their own experience of growing up LGBT+ which can be released on Just Like Us' social media channels



Sponsorship

All of the previously listed benefits are available to your company for a sponsorship value of:

£2,500

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- Achieving significant social impact
- Raised brand awareness
- Employee Engagement

For more information, please contact our Head of Development, Marco Greco, on either 07976767270 or marco.greco@justlikeus.org





just like us

Just Like Us is a registered charity number 1165194

