



Briefing Note

Project 1000: #YouMeUsWe Pride 2020 Campaign - June 2020

LGBT Great:

LGBT Great is a corporate membership programme that is specialist in developing LGBT+ diversity and inclusion within the global investment and savings industry. We do this by providing high-impact, innovative insights, visibility and outreach initiatives.

Context:

- LGBT Great's umbrella, flagship visibility campaign, Project 1000, is a five-year drive to spotlight 1000 LGBT+ and supportive allies working in, or with, the buy-side.
- The overall Project 1000 goal is being driven by a series of positive action marketing campaigns to raise awareness and support within the industry.
- Previous Project 1000 campaigns have included #hereiam, #WriteToInspire and #50For50. The latter achieved 1.2 million website hits and was the first time the industry came together to celebrate Pride.
- LGBT Great works collaboratively with the Diversity Project and other initiatives to create the broadest possible consensus across the sector.
- Senior LGBT+ and ally role models at the executive level are imperative to creating a diverse and inclusive workforce.
- 92% of LGBT+ employees working in the industry say that visible support from board-level executives is important to them.
- Over 80% of all young people are looking for a visible demonstration of equality and diversity when making employment decisions.

The #YouMeUsWe Campaign:

- The theme this year is 'Allyship' and LGBT Great is calling on 100 executives within the industry to collaborate in the #YouMeUsWe campaign.
- Last year we featured 50 executives in our #50For50 campaign and we received many more nominations.



- The purpose of the campaign is to showcase the allyship that exists from 100 executives working globally within the investment and savings industry.
- Pride month is June this year both in the UK and the US.
- The 100 executives featured in our campaign will be revealed throughout June 2020 and the final group published on Friday 26th June in collaboration with our media partners.
- Outreach: the campaign will have 10 amplification partners; internal and external to the industry to give outreach.

The 100

- The 100 executives will represent the leaders of both members and non-members from investment and savings organisations around the world.
- An executive will be a member of the C-Suite or a senior leader with significant people leadership accountability with the ability to influence.
- LGBT Great will aim to include everyone and feature allies of all genders, ethnicities and backgrounds.
- We are also aiming to demonstrate 'Allyship' and as such we want to feature executives who represent the current majority identity, in our aim to demonstrate that the industry leadership is open to LGBT+ diversity and inclusion.

Governance:

- LGBT Great members and non-members are all able to participate in the campaign.
- The LGBT Great 5 original founding members will spearhead the campaign: T.Rowe Price, Northern Trust, Fidelity International, St James Place Wealth Management and Legal & General Investment Management.
- Core LGBT Great members are able feature up to six executives.
- Foundation LGBT Great members can feature up to four executives.
- Non-members can feature up to two executives and others will be included where possible.



- Unfortunately, it might not be possible to include all non-member executives nominated in the #YouMeUsWe campaign. However, we can include all executives in Project 1000 overall as we work towards achieving our overall goal of 1000 in 5 years.
- The final 100 executives will be confirmed by the LGBT Great leadership team and our Lead Role Model Ambassador.
- We hope that all firms featuring an executive will amplify the campaign on social media on the weekend of Friday 26th June.

3 ways to get involved:

1. By featuring in the campaign:

- Nominate your firm's executive(s) to feature in the campaign.
- Self-nominate yourself to feature in the campaign.

2. By supporting the campaign:

- Become a supporter of the campaign and help us on social media.

3. By sponsoring the campaign:

- Become the headline sponsor for the campaign:

Nominating Your Executives:

Member Firms:

1. Member firm to confirm the relevant executives from their organisation.
2. Member firm to email intro Matthew Cameron to the relevant executives, and, or their PA's on email to confirm a briefing call.
3. Matthew to schedule a ten minute briefing call with each individual executives.
4. Executives / member firm to send through bio and photo to be featured in the campaign.
5. LGBT Great to review and suggest any amendments and confirm and sign off with member firm. The above needs to be confirmed by 20th May.



Non-Member Firms:

- Non-member can nominate representatives by (1) emailing Matthew Cameron directly (contact below) or (2) clicking the below link.
- Once nominations are received the same process as above from step 2 will apply: conducted.
- [Nominate Here](#)

Contact Details:

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Happy Nominating!