

5<sup>th</sup> EDITION



# Ally Challenge 2025

Gamifying Allyship Journeys In a Self-Paced Virtual Environment



16 - 22 June



Virtual

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

[www.thepridecircle.com/allychallenge](http://www.thepridecircle.com/allychallenge)

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# About Us & Our Work

(2017 - Till Date)

# Who We Are

We are a **Diversity & Inclusion company** with a mission to enable & empower the LGBTQ+ community, Allies, Educational Institutions, Organizations, & Society in fostering a culture of belonging for all.

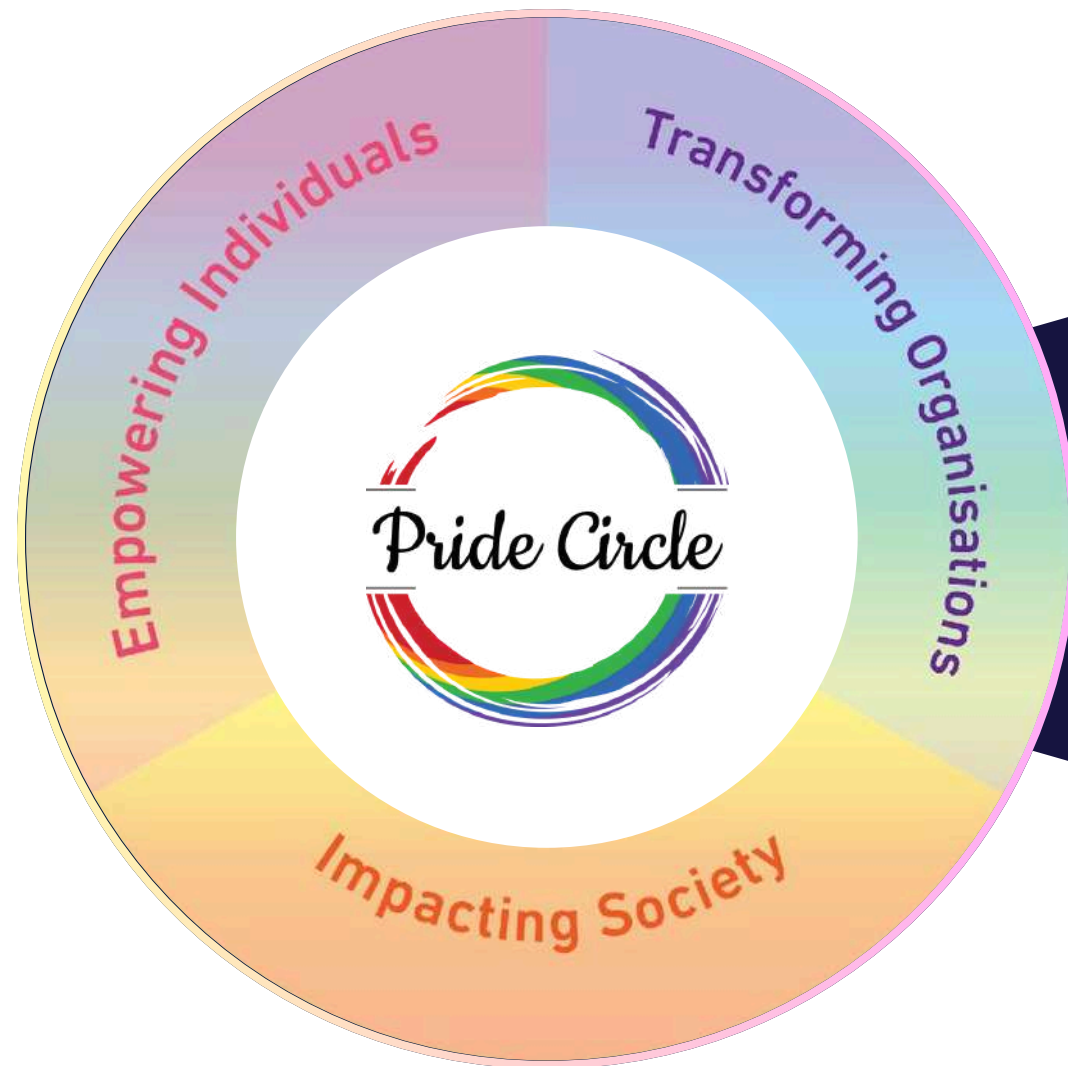
**Founded in India**, now operating in the **UK & US**. We partner with over 500 companies worldwide offering a comprehensive, best-in-class **consulting & advocacy programs** that enables them to foster safe, inclusive and welcoming work environments.

**Our key initiatives include:** *Industry Roundtables, Webinars, Trans Inclusion Summit, RISE Conference & Job Fair, Pride Hackathon, Pride Mixers, Ally Challenge, Human Library, Reverse Mentoring, Rainbow Bazaar Flea Markets, Reports & Publications, Supplier Diversity Programs, Youth Fellowship Program, India Workplace Equality Index & more!*

With our experience & growing roster of national & international companies, governments & non-profit organizations, we're leading the LGBTQ+ inclusion revolution in India & transforming workplaces across the globe.



# Our 8-Year Journey



**2017**  
Founded

**2 to 56**  
Our Team grew

**60%**  
LGBTQ+  
representation  
in the team

**75,000+**  
LGBTQ+ & Ally  
members grew

**13 cities**  
Across India our  
Team works  
remotely from

**265,000+**  
people trained  
through various  
programs

**1,500+**  
Job Offers rolled  
out through  
RISE & Offline  
Hiring

**2 to 500+**  
Our Trusted  
Partners grew

**125**  
LGBTQ+ Owned  
Businesses  
supported through  
RB\*

**60,000+**  
Our Social Media  
presence has  
grown



## HOME

- Parents Support & Counselling
- Kids Support & Counselling

## SCHOOL/ COLLEGE

- Teachers Support & Counselling
- Students Support & Counselling
- Youth Changemakers Program
- 100 Queer Internship
- Pride In Education Summit
- Climate Survey & Reports

## WORKPLACE

- Hiring & Internship
- Awareness & Sensitization
- Role Modeling & Allyship
- Policies & Benefits
- Employee Engagement
- Supplier Diversity
- Corporate Social Responsibility
- Audit & Assessment
- Reports & Publications
- Industry Connects & Events

## GOVT & NGOs

- Skill Building & Counselling
- Employment & Entrepreneurship
- Composite Medical Health
- Supporting Shelter Homes

## Allies

**LGBTQ+ Community** (Employment, Entrepreneurship, Counselling, Skilling, etc.)

# Ally Challenge

## Past Editions (2020 - 2024)

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

### OBJECTIVE

- Educate participants about the LGBTQ+ community
- Encourage recognition of biases and stereotypes & neutralize them
- Build a global community of allies that take action
- Assess where you are on the 'Allyship Journey' & how you can move to the next level

### GAMIFYING ALLYSHIP

- Leveraging gamification framework where participants compete, get sensitized and rewarded for behavioral change
- Participate, Refer and Win Together
- Series of online challenges spread over 16 to 25 June
- Earning points & featuring on leaderboards amplifies participant engagement and motivation, enhancing learning outcomes
- Everyone who is/ wants to be an “ally”, should take up the challenge



# Past Editions



**2020**

12,750 allies from 58 countries and 108 organizations participated, making it truly a global Pride Month Celebration.

**Impact Report**  
[Download here](#)



**2021**

14,100 allies from 54 countries and 58 organizations participated, making it truly a global Pride Month Celebration.

**Impact Report**  
[Download here](#)



**2023**

8,500 allies from 63 countries and 50 organizations participated, making it truly a global Pride Month Celebration.

**Impact Report**  
[Download here](#)



**2024**

17,441 allies from 86 countries and 45 organizations participated, making it truly a global Pride Month Celebration.

**Impact Report**  
[Download here](#)

# Ally Challenge

## Current Edition (2025)



5<sup>th</sup> EDITION

# Ally Challenge 2025

Gamifying Allyship Journeys In a Self-Paced Virtual Environment

 16 - 22 June  Virtual

The World Needs You,  
**GUARDIAN!**



Bias and Stereotypes Reign, But Not for Long.

**ACCEPT THE CHALLENGE**

The power of collective action has never been more crucial, and this year's Ally Challenge invites you to *join the Global Squad as a superhero for inclusion.*

It's all about teaming up to make the world more inclusive for everyone. Imagine it as a game where collaboration is your ultimate power-up. The strength of the squad is in the *shared mission and unified effort.*

Let's *level up, take action, and unlock a more inclusive world, together!*

# Drive Change Over 7 Days

## The Cue

Neutralize biases/  
stereotypes about  
LGBTQ+ & build  
allies

## The Daily Action

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

## The Pledge

Building  
commitment and  
inspiring  
accountability

## The Reward

Incentivizing  
participation &  
recognizing the  
best

# Points to Note

## **For Organizations:**

A unique link will be generated which can be shared with your employees for them to sign-up and participate

## **For Individuals:**

Sign-up directly on the microsite by using your social media handles or personal or official email ID

Upon sign-up, a unique **Referral Link** will be auto-generated for each participant

Share your Referral Link with your network (**friends & family**), encouraging them to participate, thereby also 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 their **personal dashboard** which would contain the challenges & their scores

# Points to Note

Starting 16th June, **TWO challenges** will get unlocked at **1:30 PM IST** and **5:30PM IST** each day till 22nd June

You earn points upon completion of each challenge and for successful sign-ups via your **Referral link**

Participants will have the flexibility to respond to the challenges based on their convenience

Participant must complete all challenges by **25th June, 5:30 PM IST** to be eligible for the **mystery box rewards**

**Top 3 scorers** [*Individual & Organization category*] will be spotlighted & announced on **1<sup>st</sup> July**

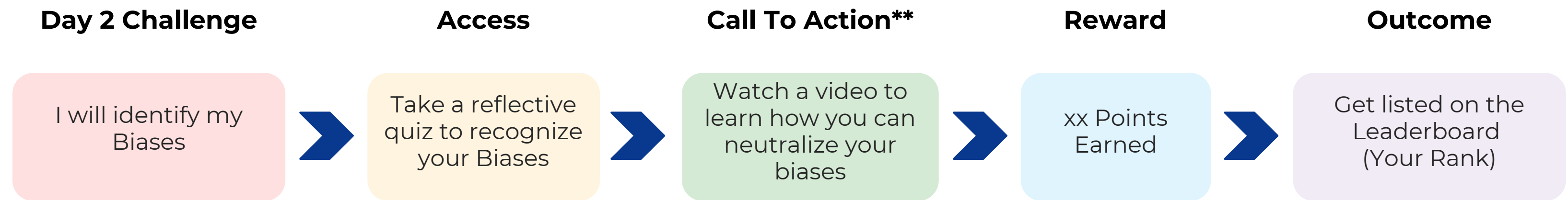
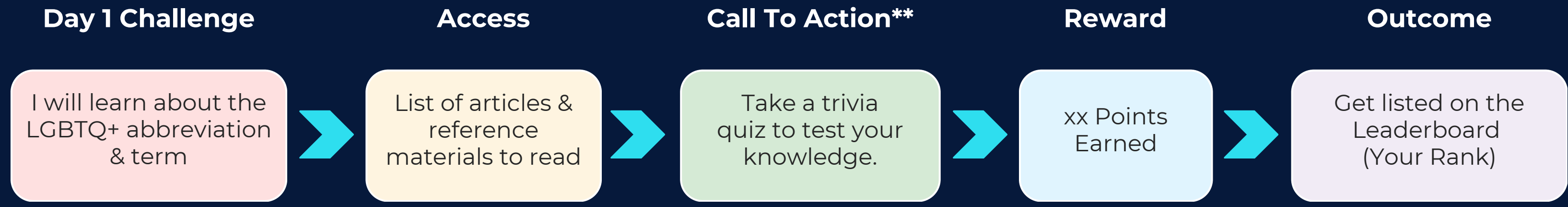
**Helpdesk** (Email – **10:00 AM IST to 7:00 PM IST**) support will be available

# Sign Up Process

<b>Full Name</b>	Mandatory
<b>Pronouns</b>	Optional
<b>Email ID (Official)</b>	Mandatory
<b>Country</b>	Mandatory
<b>Add me to the mailing list</b>	Yes or No (Opt-In or Opt-Out)
<b>I agree to terms &amp; conditions</b>	<input checked="" type="checkbox"/>

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

# Sample Challenges (How it works)





# Key Timelines

- 🎮 Challenge Timeline: 16 - 22 June
- 🎮 Daily Drops: 2 micro-challenges released each day!
- 🎮 Challenge Deadline: 25 June
- 🎮 Champions Revealed: 1 July

*You'll receive carefully curated articles and videos to power through each challenge successfully.*



# Flow & Format: Challenges

Task	Includes	Description
Understanding the Ally Challenge & Pre-Read Materials	Allyship Spectrum - Self Assessment Tool, Foundational information, Reflection exercises, Refer others	Gets unlocked 7 days before the Ally Challenge goes LIVE
Specific challenges to be attempted. Participants earn points upon successful completion	Articles, Videos, Reflecting, Journaling, Reporting & Call to Action	Day 1 to 7: Two Challenges get unlocked
Specific challenges to be attempted. Participants earn points upon successful completion	Articles, Videos, Reflecting, Journaling, Reporting & Call to Action	BONUS CHALLENGES Six Challenges get unlocked
Participants share a write-up on “learnings from Ally Challenge” & “how they will step up as an Ally”.	Shoot a video (Format & Template shared as reference)	ALLYSHIP PLEDGE: Challenge ends

**Some of the topics included in the past editions are:**

Alphabet Soup, SOGIESC, Flags, History, Legal & Cultural Landscape, Family, Pronouns, Myths, Biases, Stereotypes & Microaggressions, Coming out, Pink Economy, Inclusive Language & Communication, Self Care & Well being, Intersectionality, Youth, Campuses, Movies, Magazines, Supplier Diversity, LGBTQ+ Influencers, Champions, Owned Businesses, Leadership & Role Modelling, etc.

The content & references added for each challenge is curated and are globally relevant.

[CLICK HERE TO WATCH THE SHORT VIDEO TO KNOW MORE](#)

# Participate & WIN

## As an Organization

*(Corporates/ Schools/ Colleges/ NGOs/ etc.)*

- Participation- Free or Sponsored (see next slide)
- Open to all staff (No Limit)
- Open to all geographies
- TOP 50 scorers will feature on the leaderboard
- TOP 3 Winners will receive a 'Certificate'
- Branding on Microsite, Social Media & Challenges
- No Mobile App required
- Whitelisting the game URL
- Access the game on browser (Chrome, IE)
- Access to communication kit, creatives, support\*
- Access to participation guides & videos
- Access to Challenges Resources
- Access to Employee Participation Report\*
- **Support: Email - 10:00 AM IST to 7:00 PM IST**

## As an Individual

*(Employees, Students, Teachers, Parents, etc.)*

- Participation – Free
- Open to all (Family, Friends & Colleagues)
- Open to all geographies
- TOP 50 scorers will feature on the leaderboard
- TOP 3 Winners will receive non-cash 'Mystery Box'
- TOP 3 Winners will receive participation certificate
- No Mobile App required
- Access the game on browser (Chrome, IE)
- Access to participation guides & videos
- Access to Challenges Resources
- **Support: Email – 10:00 AM IST to 7:00 PM IST**

# Holistic Impact

(2025 Goal)

# Join the Global Ally Squad

Mobilizing 10,000 Allies Across The Globe

## BOOST PINK ECONOMY

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

## INCLUSION MOVEMENT

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

## CSR/ GIVING BACK

- Advocate the work of LGBTQ+ groups/ collectives
- Educate family, friends, and colleagues about LGBTQ+ history, issues, and current events

## SAFER WORLD

- Reduce bullying (physical & digital), discrimination, bias & stereotypes
- Have an appreciation for pronouns usage & gender identity
- Understand & appreciate intersectionality
- Build an equitable & Inclusive society

# Unveiling New Programs of 2025

**rainbow**lens  
Authentic stories. Inclusive workplaces.

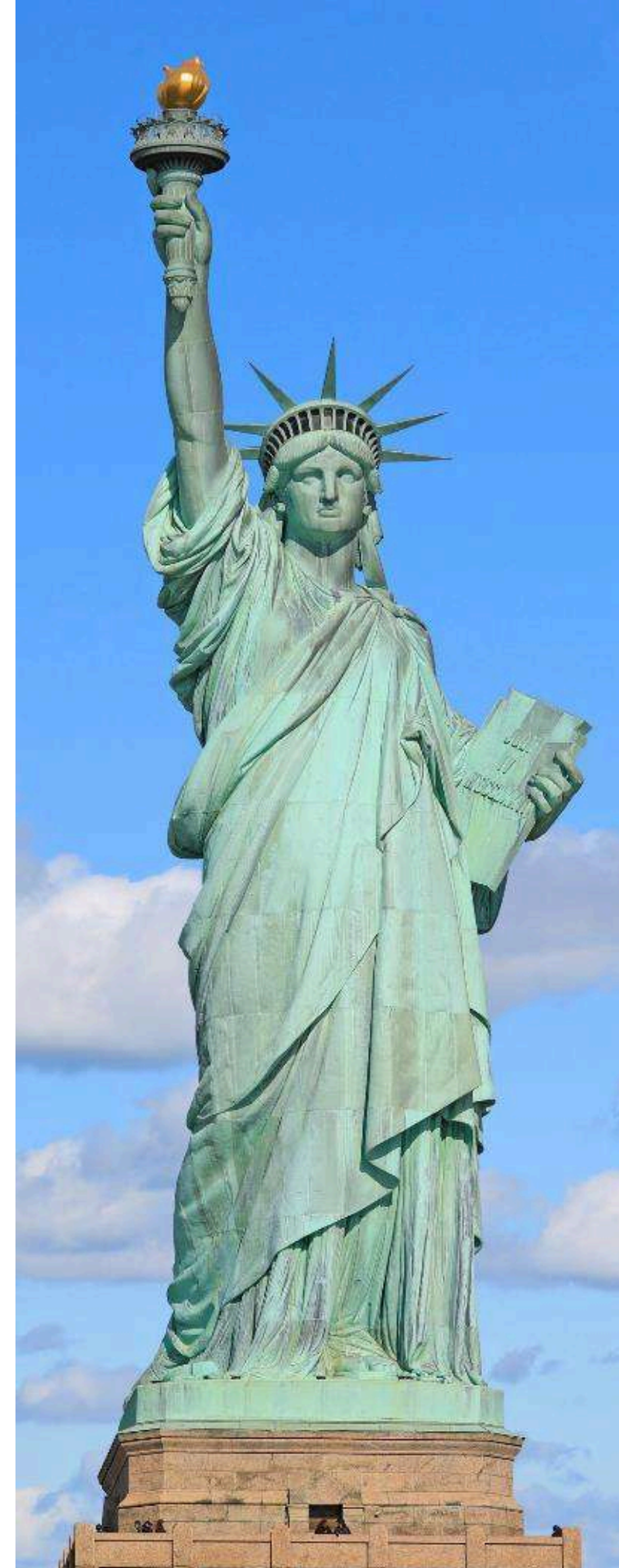
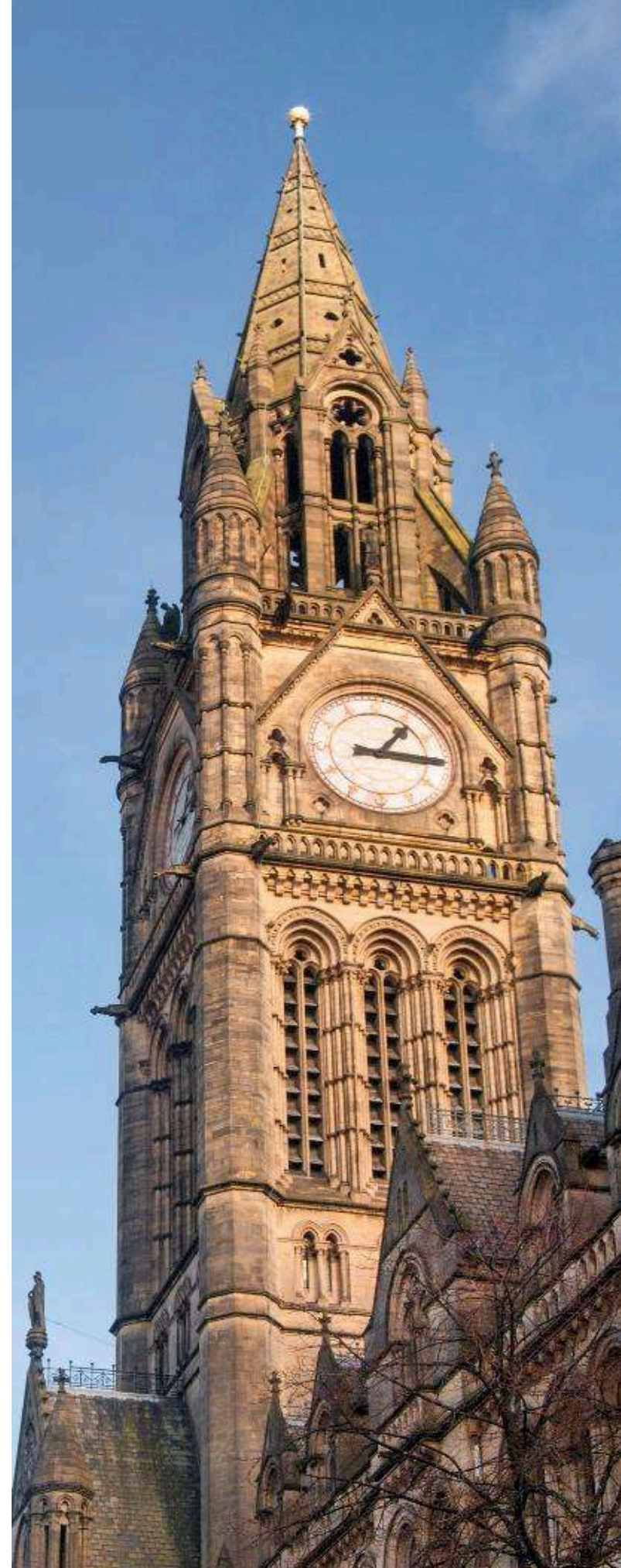
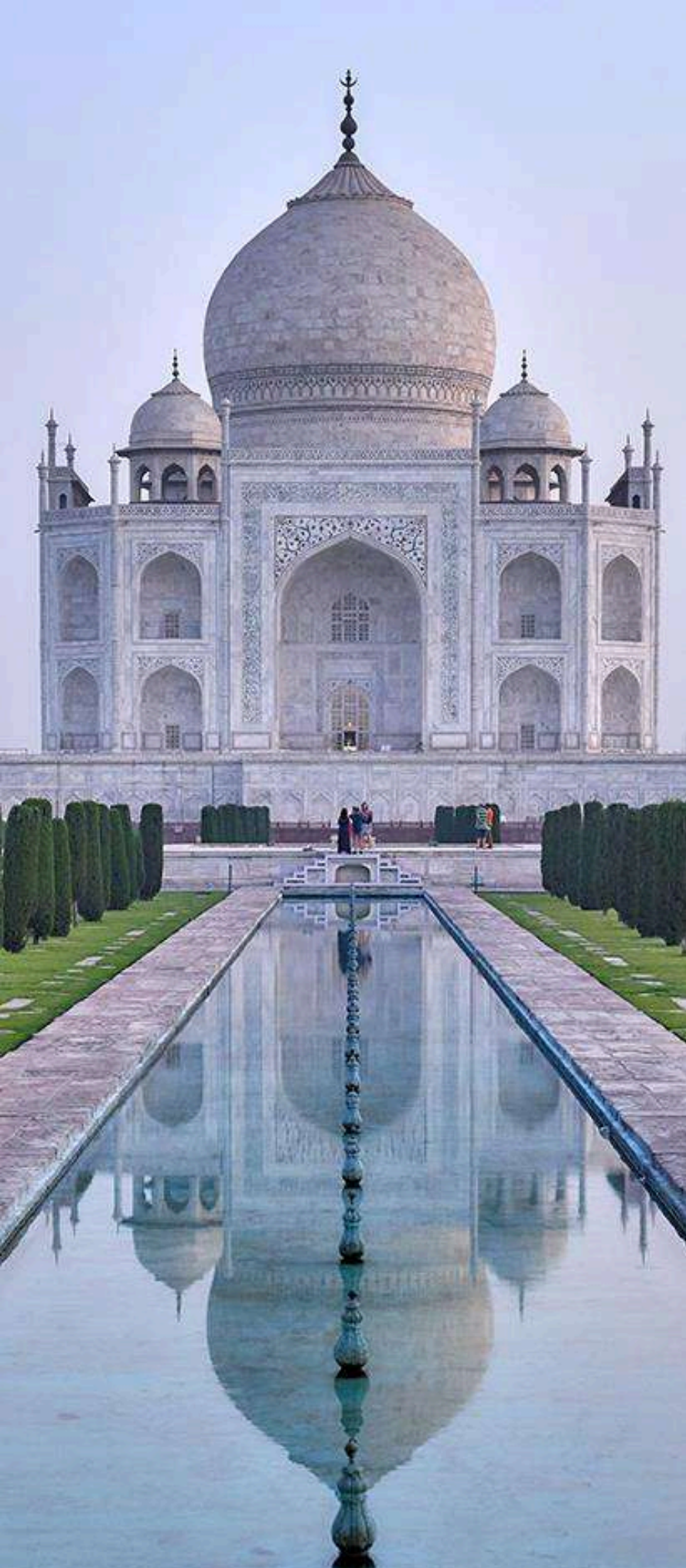
**allyquest**  
PLAY  
LEARN  
WIN



Movie



Board Game



# Our Presence

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## **HQ (Bangalore, India)**

*Operating in 10 Cities*

Delhi, Mumbai, Pune, Chandigarh, Kanpur,  
Jamshedpur, Hyderabad, Chennai, Pondicherry

## **UK (London)**

## **USA (New York)**

### **Global Teams:**

DEI

Rainbow Bazaar

Learning & Development

Events & Experiences

Hiring

Pride In Education (Pride-Ed)

India Workplace Equality Index

MARCOM (Content, Design & Social Media)

Corporate Social Responsibility



**Ally Challenge**  
2025

Gamifying Allyship Journeys In a Self-Paced Virtual Environment



# THANK YOU

**Last day** to confirm Participation/ Sponsorship is **25<sup>th</sup> May**

**Questions? Get in touch with us**

[DEI@thepridecircle.com](mailto:DEI@thepridecircle.com)

**We customize Ally Challenge across DEI Themes:**

*Gender, Race, Ethnicity, Generation, Disabilities, Neurodiversity, Intersectionality, Mental Health, or on any topic of your choice.*

[www.thepridecircle.com/allychallenge](http://www.thepridecircle.com/allychallenge)