

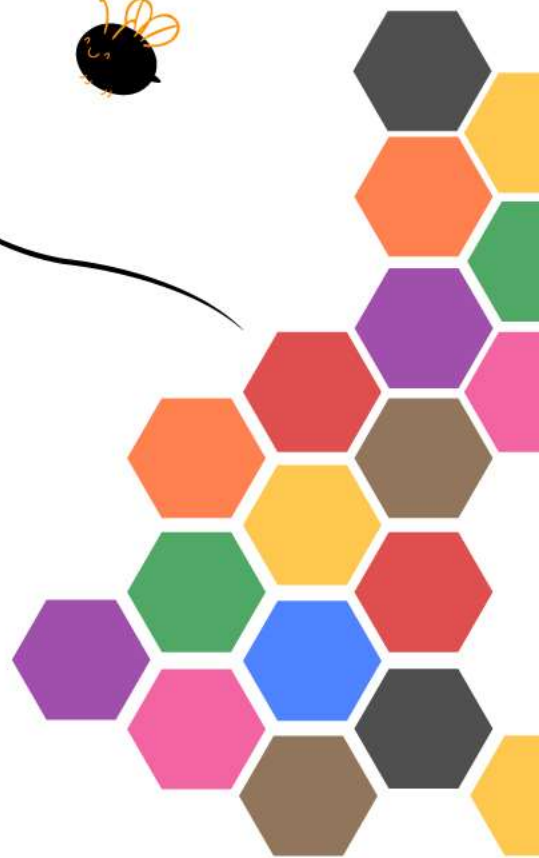
4th EDITION



Ally Challenge

Just like a beehive, where each bee, big or small, contributes to the sweet reward of honey, creating a welcoming and inclusive environment requires collective effort. We invite you to join the buzz! Take the Ally Challenge and become a champion for LGBT+ inclusion, making your "hive" a place where everyone thrives!

#BeTheAlly



 17 - 23 June  Virtual

Get in touch to know more at DEI@thepridecircle.com

Learn More: www.thepridecircle.com/allychallenge

In this presentation

#BeTheAlly



About Pride Circle

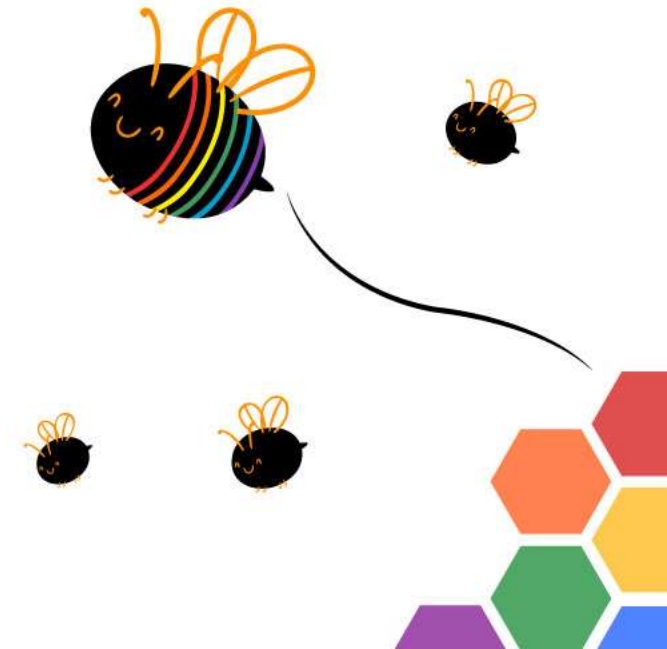
Ally Challenge – Past & Current Edition (2020-2024)

How to Participate & WIN – Individuals & Organizations

Sponsorships & Rewards

Holistic Impact – 2024 Goal

Contact Us



Pride Circle

(About Us & Our Work)



Who We Are



India's premier Diversity & Inclusion organization with a mission to enable and empower the *LGBT+ community, Allies, Educational Institutions, Organizations, and Society* in fostering a culture of **belonging for all.**

We partner with over **450 companies** in India offering a *comprehensive, best-in-class consulting & advocacy programs* that enables them to foster *safe, inclusive and welcoming work environments.*

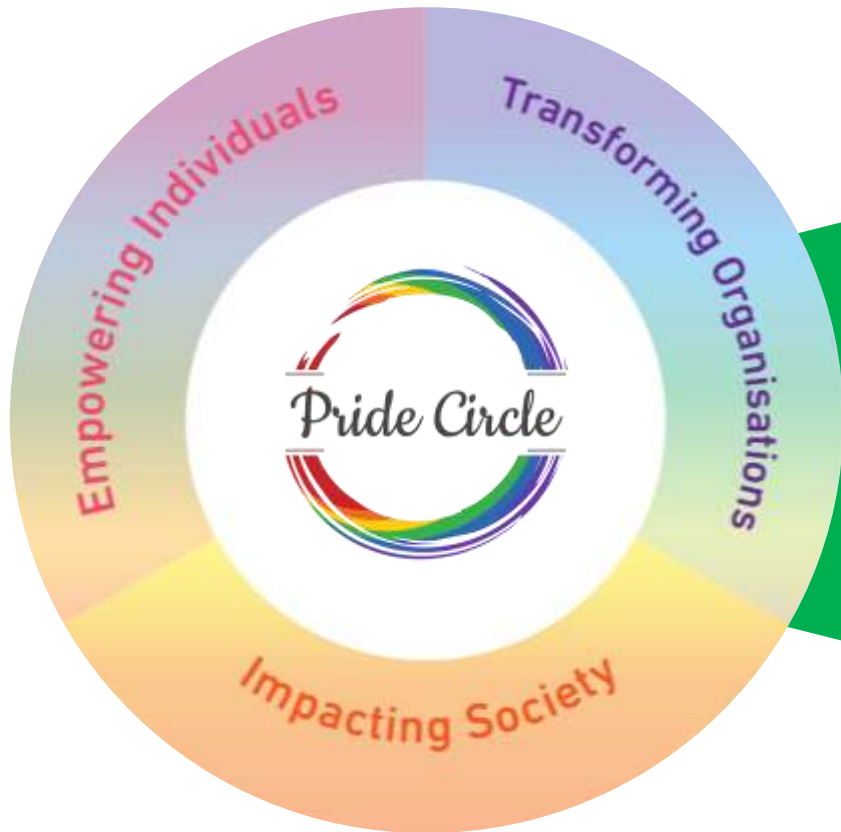
Our key initiatives include *RISE Job Fair, Trans Inclusion Summit, Pride-Ed Summit, India Workplace Equality Index, Youth Changemakers Fellowship Program, 100 Queer Internship, Pride Hackathon, Pride Mixers, Ally Challenge, Human Library, Reverse Mentoring, Rainbow Bazaar Flea Markets, Skilling Programs, Supplier Diversity Programs, Reports & Publications.*

With our experience & growing roster of **national & international partner companies**, governments & non-profit organizations, Pride Circle is leading the **LGBT+ inclusion revolution** in India.



linktr.ee/PrideCircle

Our 7-Year Journey



2017
Founded

2 to 52
Our Team grew

60%
LGBT+ representation in the team

75,000+
LGBT+ & Ally members grew

10 cities
Across India our Team works remotely from

265,000+
people trained through various programs

1,000+
Job Offers rolled out through RISE & Offline Hiring

2 to 500+
Our Trusted Partners grew

105
LGBT+ 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
Transgender Certificates & IDs

Allies

LGBT+ Community (Employment, Entrepreneurship, Counselling, Skilling, etc.)

Ally Challenge

Past & Current Edition (2020-2024)



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

OBJECTIVE

- Educate participants about the LGBT+ 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 17 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



2023

8,500 allies from 63 countries and 50 organizations participated

[DOWNLOAD](#)



2021

14,100 allies from 54 countries and 58 organizations participated.

[DOWNLOAD](#)



2020

12,750 allies from 58 countries and 108 organizations participated.

[DOWNLOAD](#)

How to Participate & Win

(Individuals & Organizations)



Drive Change Over 7 Days



1

The Cue

Neutralize biases/
stereotypes about LGBT+
community and build allies

2

The Daily Action

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

3

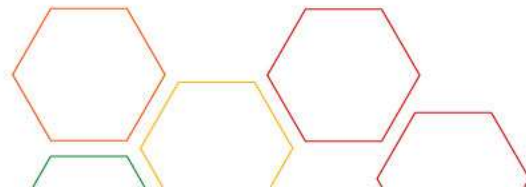
The Pledge

Building commitment and
inspiring accountability

4

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

Starting 17th June, **TWO challenges** will get unlocked at **1:30 PM IST** and **5:30PM IST** each day till 23rd 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 1st July

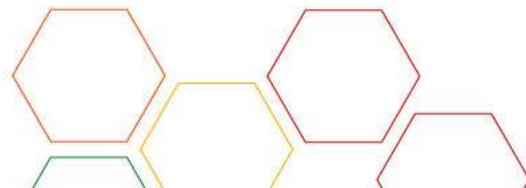
Helpdesk (Email – 10:00 AM IST to 7:00 PM IST) support will be available

Sign Up Process

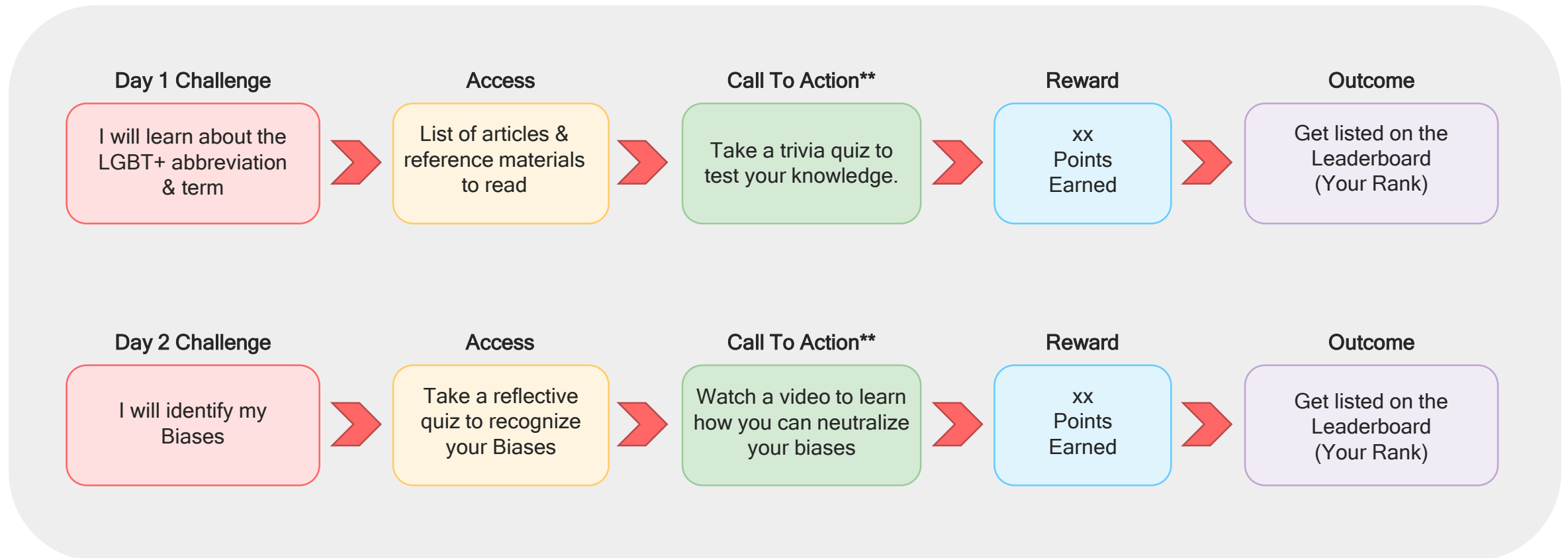


Full Name	Mandatory
Pronouns	Optional
Email ID	Mandatory
Country	Mandatory
Add me to the mailing list	Yes or No (Opt-In or Opt-Out)
I agree to terms & conditions	<input checked="" type="checkbox"/>

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



Sample Challenges (How it works)



Participate & WIN



As an Organization

(Corporates/ School/ 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

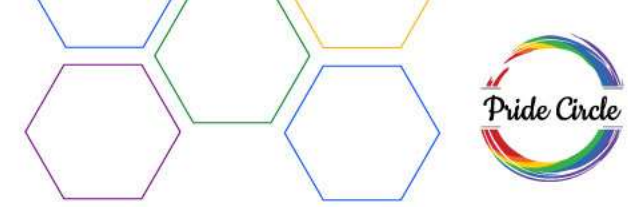
(Employees, Students, Teachers, Parents, etc.)

- 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 (2024 Goal)



Join the Ally Army



Mobilizing 10,000 Allies Across The Globe

BOOST PINK ECONOMY

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

INCLUSION MOVEMENT

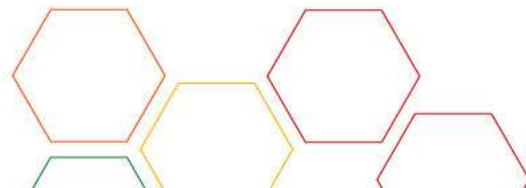
- Commit & pledge by organizations, individuals, parents, educational institutions, etc.
- Form Pride support groups
- Anti-bullying, discrimination campaigns
- Inclusive policies & benefits
- Visible Allyship

CSR/ GIVING BACK

- Advocate the work of LGBT+ groups/ collectives
- Educate family, friends, and colleagues about LGBT+ 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



Contact Us



Our Presence

HQ (Bangalore)

India (10 Cities)

Delhi, Mumbai, Pune, Kolkata, Kanpur,
Jamshedpur, Hyderabad, Chennai,
Dehradun

UK (London)

USA (New York)

Brazil (Sao Paulo)

Teams:

DEI

Hiring

Learning & Development

Pride In Education (Pride-Ed)

India Workplace Equality Index

Events & Experiences

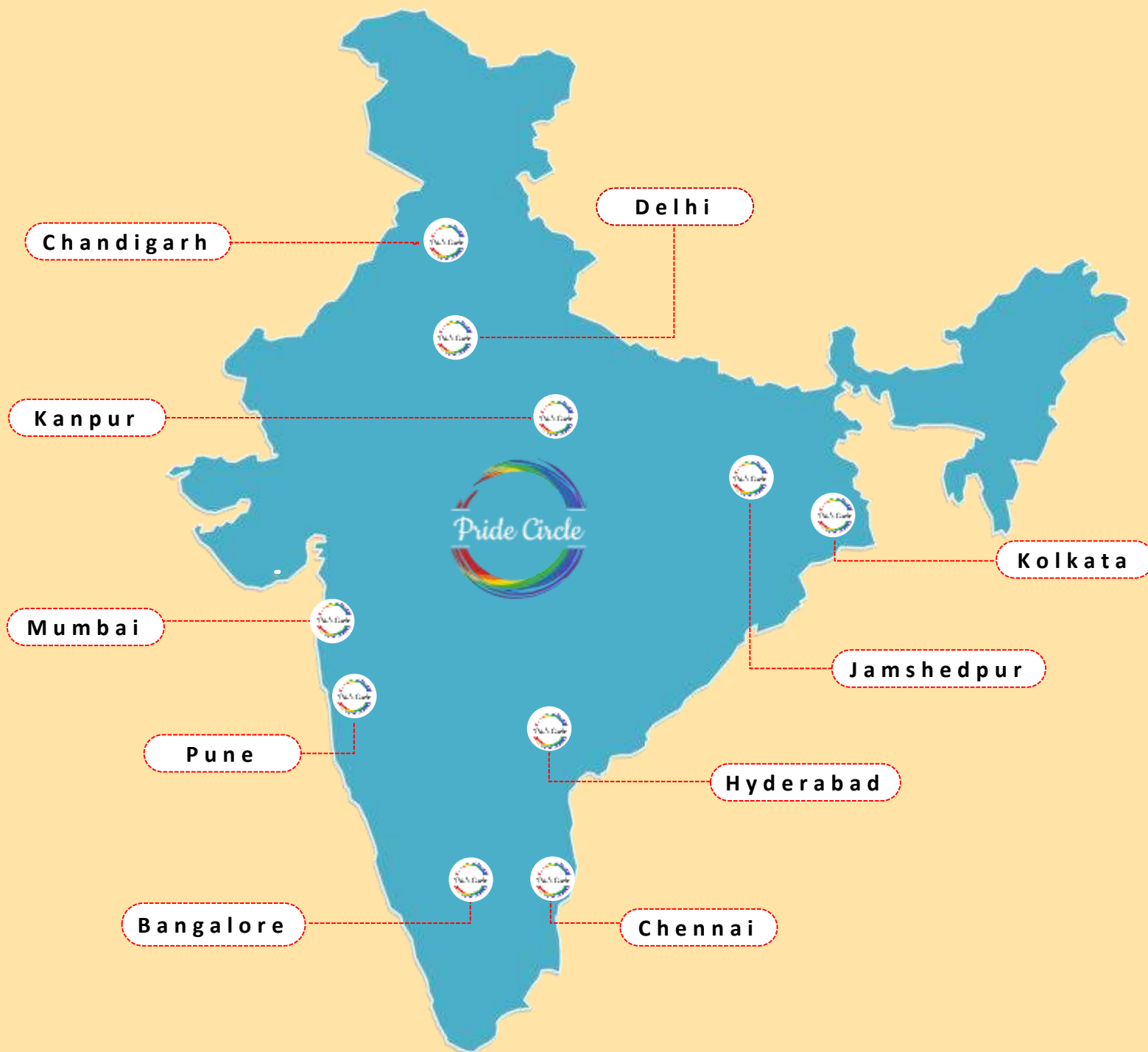
Rainbow Bazaar

Content

Design

Social Media

Corporate Social Responsibility



THANK YOU

Last day to confirm Participation/ Sponsorship is 25th May

Questions? Get in touch with us

DEI@thepridecircle.com

We customize Ally Challenge across DEI Themes: Gender, Race, Ethnicity, Multi-Gen, Disabilities, Neurodiversity, Intersectionality, Mental Health, Veterans or on any topic of your choice.

