

The Community Pride Project: A Local Business and Organization Statement of Commitment

What is The Community Pride Project?

In efforts to grow Muskegon County's support and resources for the LGBTQ+ community, local non-profits, including JCI Greater Muskegon, Love is Love Foundation, Muskegon Pride Center, and HealthWest/SAGA have collaborated to identify businesses and organizations who are willing to openly state their acceptance and support for this community. Participating in The Community Pride has zero membership or participation fees. Those participating will have access to free resources and marketing opportunities!

What does involvement mean for my business or organization?

Participating in Community Pride as a base level is to simply agree to the below statements. If your business or organization wishes to increase involvement, they will have access to training and resources to develop into one that can support and affirm LGBTQ+ clients, customers, and employees.

By joining The Community Pride Project my business or organization agrees to the following:

- A stated commitment to being a safe and affirming place for the LGBTQ+ (Lesbian, Gay, Bisexual, Transgender, Queer or Questioning) community.
- A sticker prominently displayed in your front door/window that is sidewalk visible. This sticker will identify your business as a participant and allow community members to find other participating businesses and organizations.
- For businesses and creators that don't have a physical location, we are also offering cards to display at your vendor locations and/or pop-up shops.

By joining The Community Pride Project my business or organization gains access to benefits such as:

- Free training and education to owners and staff on LGBTQ+ topics
Example: Understanding gender pronouns, how to address negative reactions to open support for the LGBTQ+ community, creating affirming environments, etc.
- Your business will be listed in marketing as participating sites and community members will be encouraged to visit your establishment.

Name of Business or Organization: _____

Name of Owner or Leadership Member: _____

Signature of Owner/Leadership Member: _____ Date: _____

Website I would like linked to the business name: _____

I would like a digital copy of the image to display on my website: Yes No