



*Championing a
2S LGBTQI+ -
Inclusive Brand*



Hello!

I am Dani Gomez-Ortega (she/her/they/them)
I am here because I am passionate about
creating inclusive spaces.



Agenda

- Exploring our “Why”
- Who is the 2SLGBTQI+community?
- From “Then” to “Now”
- Why does BBBS need to be an 2SLGBTQI+-Inclusive Brand?
- 10 Strategies to Champion a 2SLGBTQI+ Inclusive Brand

My "Why"



Who is the 2sLGBTQI+ Community?

Two-Spirit

Lesbian

Gay

Bisexual (bi)

Transgender (trans)

Questioning

Intersex

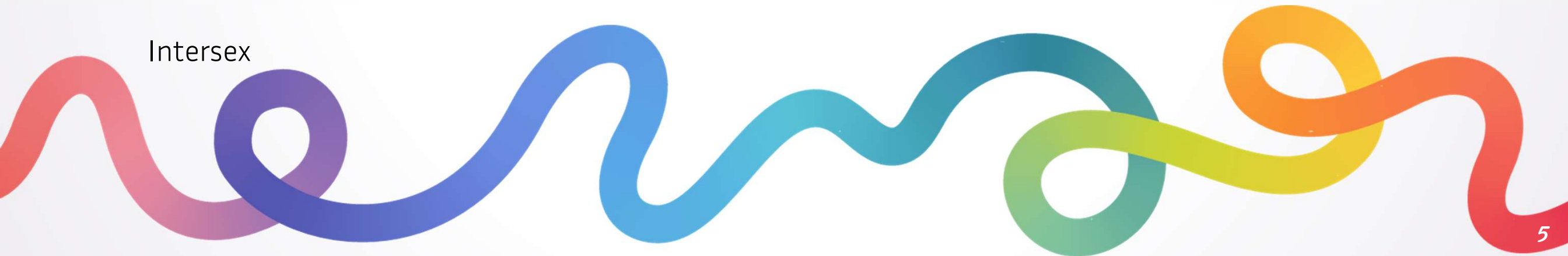
+ Holds space for new understanding of gender and sexuality including...

Asexual

Pansexual

Agender

Demisexual



Dispelling Myths About Community

1. Everyone in the community is the same

Fact: Every individual within each letter is different.

1. It's a phase.

Fact: Most people know their gender identity and sexuality by the age of 10.

1. People's sexuality and gender identity can be changed by therapy.

Fact: Vast majority of professionals agree that conversion therapy does not work and is harmful.



From "Then" to "Now"

Pre-Colonial Roots
Before 1497



Operation Soap
1981



Increase of Legal Rights
2000-2017



1969
Same Sex Activities
Became Legal



1982-1995
Aids Crisis



2022-Present
Rise of Hate and Violence

Challenges Faced by our Youth Now

1. Fear
2. Bullying and Violence
3. Lack of Accepting Adults and Mentors
4. Homelessness
5. Self-Harm/Suicide



LUNCH



Why does BBBS need to be an 2S LGBTQI+ - Inclusive Brand?

It is part of your mission

Size of Community

Create mentors of tomorrow

Because we need you.



*10 Strategies to Create a
2S LGBTQIA+ Inclusive Brand*



1.

*Use Gender-
Neutral
Language*

Remember more than 2
genders exist

Using Gender-Neutral Language

Instead of...	Use...
“Hello ladies and gentlemen”	“Hello folks” “Hello everyone”
“That boy”	“That young person with blue hat”
Mom/dad	parent
Brother/sister	sibling





2.

*Include
LGBTQ+ Topics
in Programs*

So this topic is
normalized

Examples of Embedding LGBTQ+ Topics

- Scholar Lecture Series session on LGBTQ communities
- Youth in Office meeting with Canadian Pride Caucus
- Create group mentorship program for LGBTQ+ youth





3.

*Educate staff and
big siblings*

Including mandatory
training.

Mandatory education can include...

1. Understanding key terminology
2. Explaining challenges faced by these communities
3. Actions adults can take to be helpful





4.

*Partner with
community orgs*

Whether national or
local

Few community orgs

- Pflag Canada (National)
- Supporting Our Youth (Toronto)
- The Queer Youth Resource Center (Vancouver)
- Rainbow Resource Center (Manitoba)
- ... and many more!





5.

*Connect families
to support*

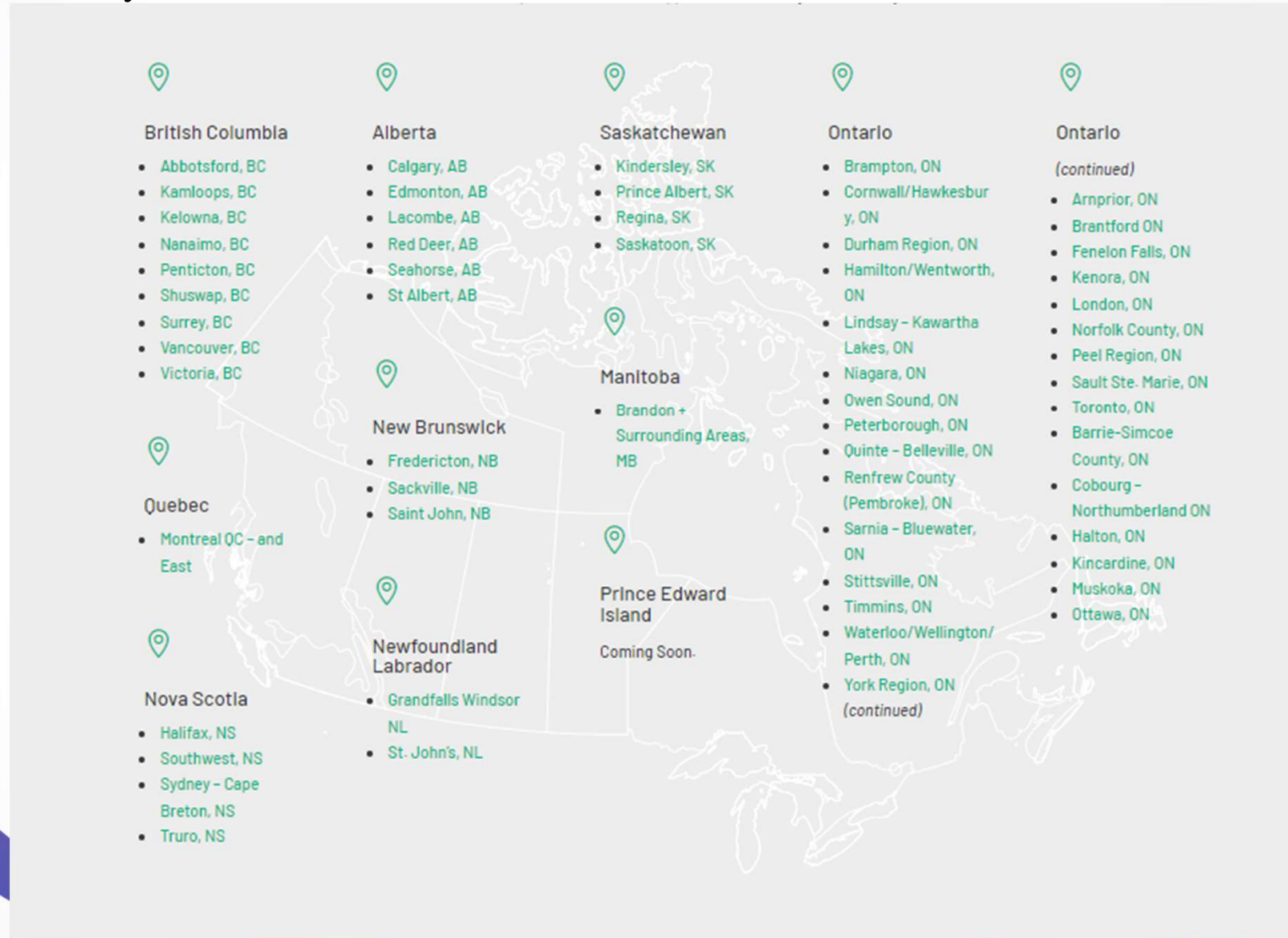
Understanding you may
not be the expert.



"How to be a girl"

<https://youtu.be/2WCLouQT9fs>

Pflag Canada Chapters



A dark blue background with several thick, colorful, swirling lines in shades of red, orange, yellow, green, and blue. A large teal circle is centered on the page, containing text.

6.

*Respect youth's
privacy*

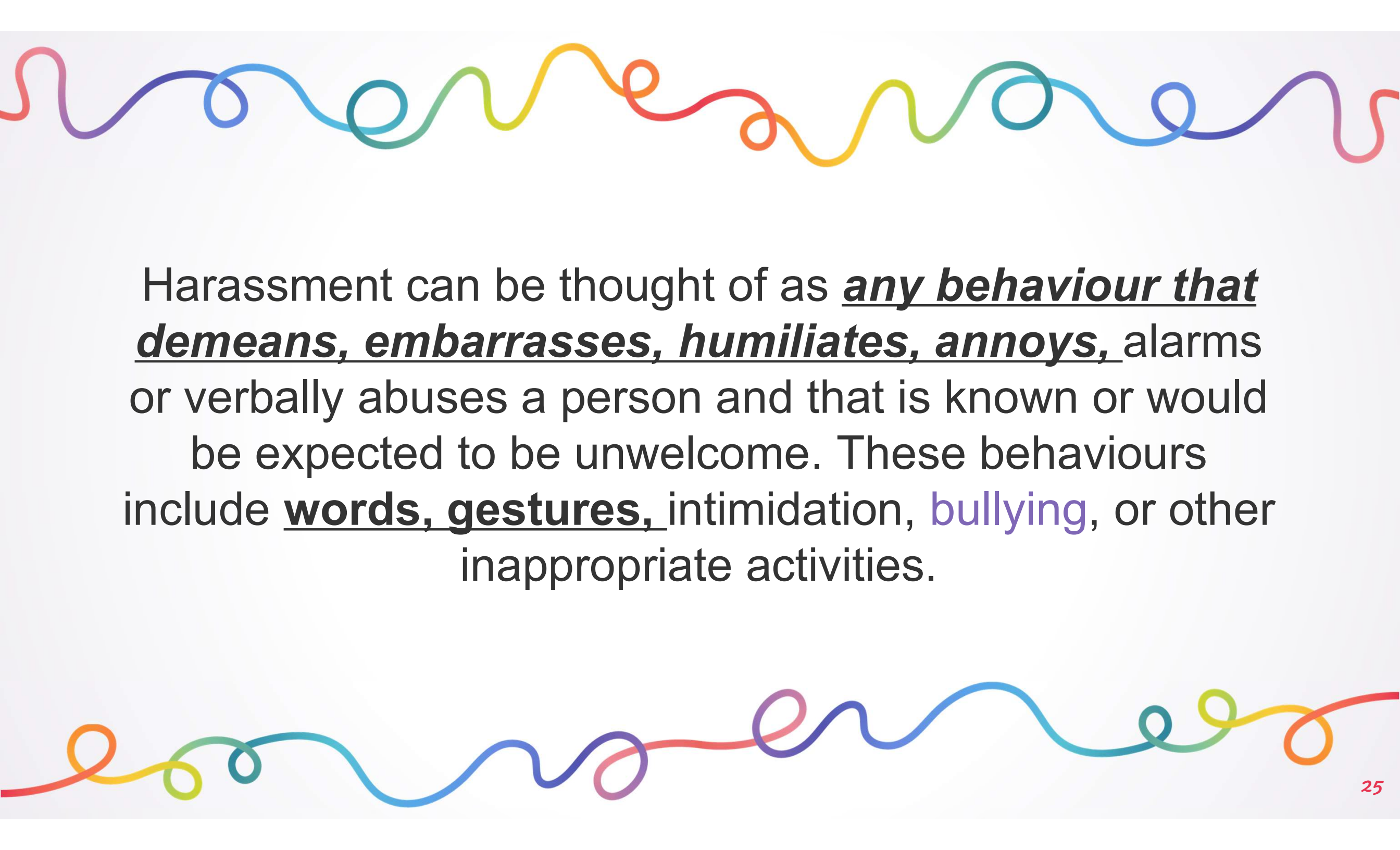
As breaking it may
endanger them



7.

*Address
harassment*

As a serious offence.



Harassment can be thought of as *any behaviour that demeans, embarrasses, humiliates, annoys,* alarms or verbally abuses a person and that is known or would be expected to be unwelcome. These behaviours include words, gestures, intimidation, **bullying**, or other inappropriate activities.



8.

*Share and invite
pronouns*

So less assumptions are
made

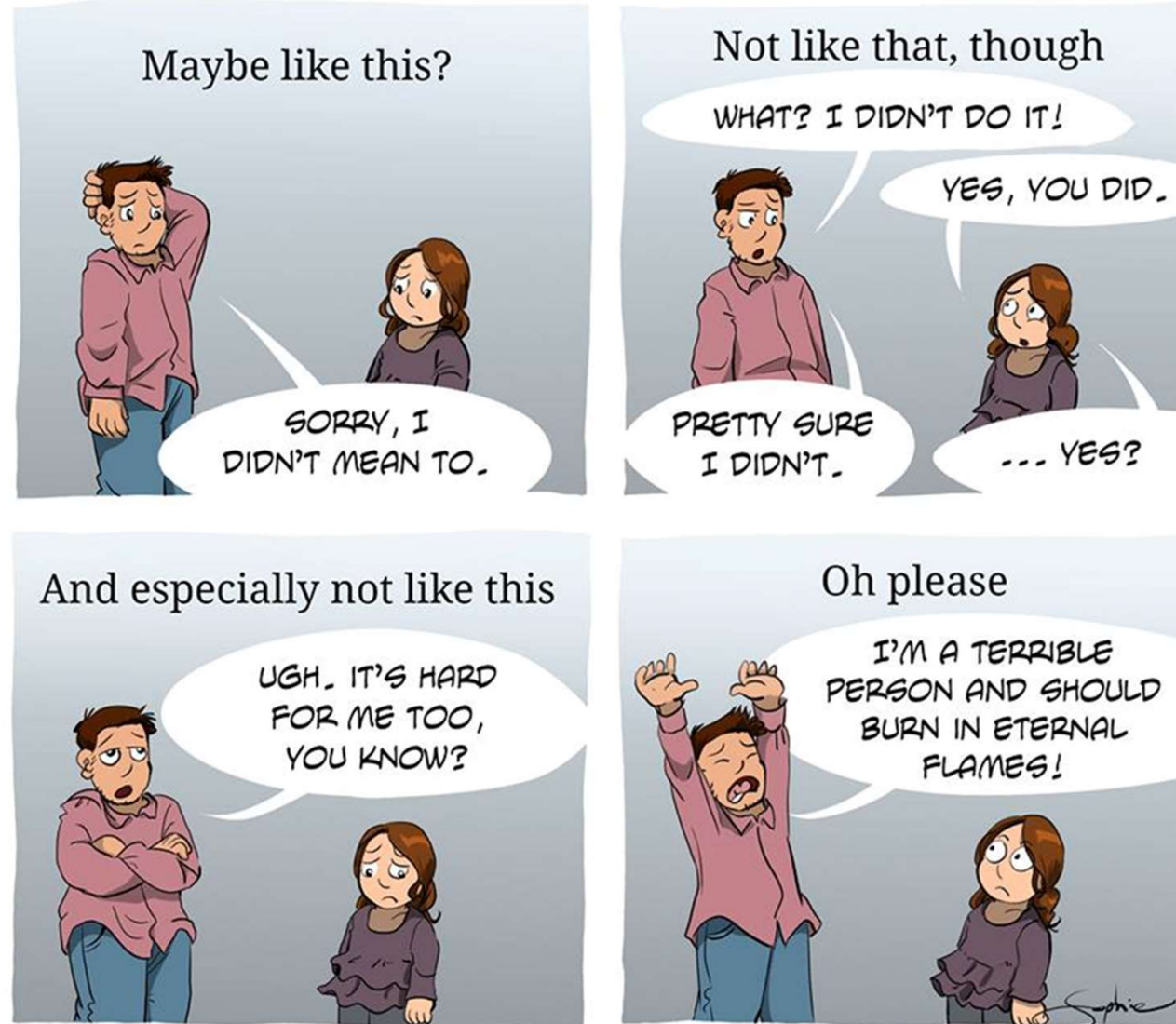
Sharing and Inviting Pronouns

“Hi, my name is ___, my pronouns are ___. What are your pronouns if you’re comfortable sharing them?”

“Hi, my pronouns are ___, what are your pronouns? I want to make sure I get them right.”



How to react when you misgender a trans person





9.

*Celebrate
LGBTQ+
history/events*

Including Pride.

Important dates in community

- Trans Day of Visibility (March 31)
- Pride (June)
- Day of Pink (April 10)
- Coming Out Day (Oct 11)
- Trans Day of Remembrance (Nov 20)





10.

*Highlight all-
gender
washrooms*

As gendered
washrooms can be
unsafe



<https://youtu.be/HKeIRmfg2s8a>

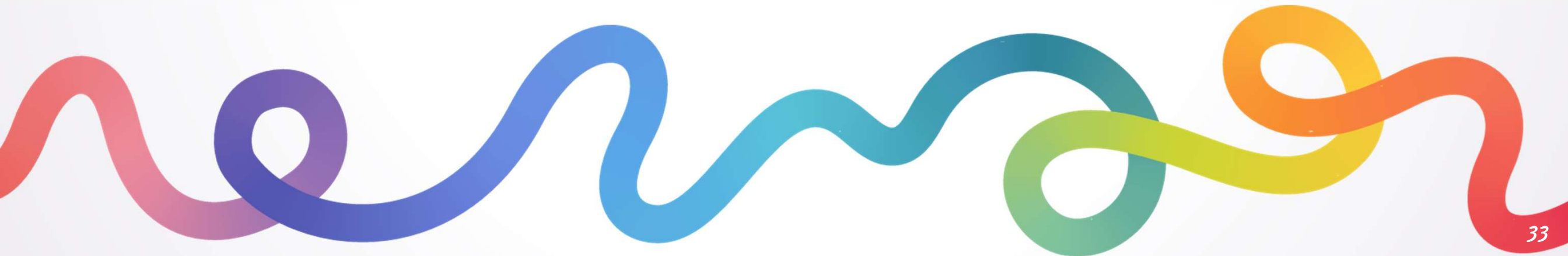


Which are you already doing?

Which 2 strategies can you adopt?

Which 2 are hardest? Why? What would make it easier?

1. Use gender-neutral language
2. Include LGBTQ+ topics in programs
3. Educate staff and big siblings
4. Partner with community orgs
5. Connect families to supports
6. Respect youth's privacy
7. Address harassment
8. Share and invite pronouns
9. Celebrate LGBTQ+ history/events
10. Highlight all-gender washrooms





Thanks!

Any questions?

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