



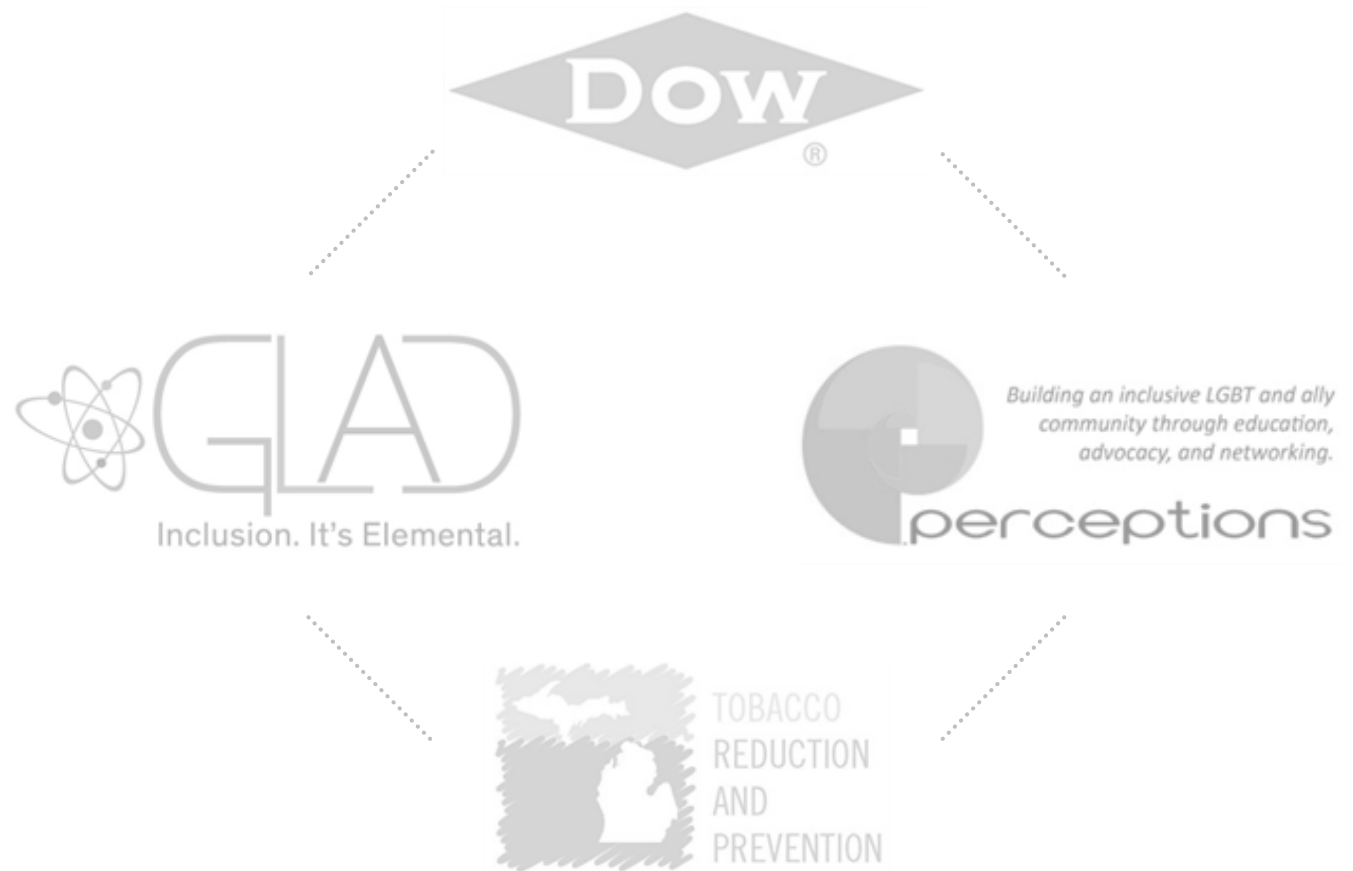
Who's Looking Out for LGBT Rural America?

Corporate - Community Partnerships!



Welcome & Introductions

- Greg Gwaltney
- Trevor Ewers
- Chris Lauckner
- Elaine Lyon
- Beth Sibray





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RESOURCE SCARCITY

By 2030, water needs are expected to grow

50%

35%

Of the world's population will live in water scarce regions by 2020



POPULATION GROWTH

There will be

1 billion

more mouths to feed by 2025

Global food demand will increase

70%

between 2000 and 2050



ENERGY CONSUMPTION

GDP growth will continue to drive energy consumption

Demand should increase by

30%

in the next 15 years

Combining the power of science and technology to passionately innovate what is essential to human progress, corporate citizenship and sustainability

- World's largest chemical company with ~56,000 employees
- >7,000 product families servicing the world's needs
- Founded in 1897 by chemist Herbert Henry Dow in Midland, Michigan

DOW RESTRICTED



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Inclusion. It's Elemental.

- One of eight D&I networks at Dow
- Network formally recognized in Sept 2000
- >3300 Participants at 142 Dow sites in 34 countries with 25 active chapters
- >80% of participants are heterosexual employees/allies who support our LGBT coworkers

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*Building an inclusive LGBT and ally
community through education,
advocacy, and networking.*

perceptions

501c3 Non-Profit Organization

Founded in 2002 to meet the need of mostly closeted rural LGBT residents.

Totally Volunteer Run by Board of Trustees, Advisors, and Volunteers.

Grown 5-Fold in the last 5 years through partnerships and collaborations.

Programs, Events, and Initiatives



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Poll the audience:

Using the Workshop Summit Mobile App, open the “Who’s Looking Out for LGBT Rural America? – Corporate-Community Partnerships” session in the “Schedule” tab to answer the live Poll questions!



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Poll the audience:

Q1

- Which best describes the city you most frequently live/work in?

Rural



Suburban



Exurban



Urban



Metropolis

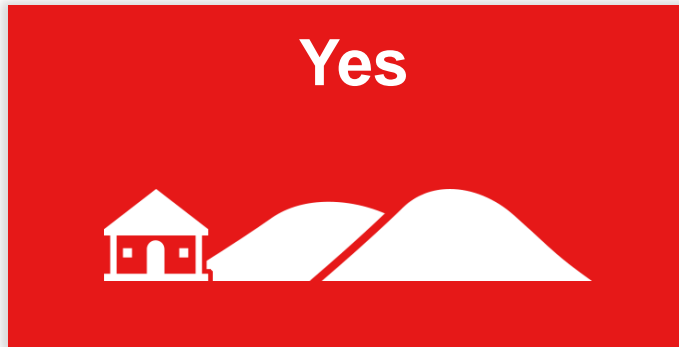




Poll the audience:

Q2

- Does your company have locations in rural America?





Poll the audience:

Q3

- Which best describes your location's culture towards LGBT

Affirming



Tolerant



Indifferent



Disrespectful





Poll the audience:

Q4

- Which best describes your company's LGBT engagement in the community?

Unengaged

**Primarily
sponsorship**

**Primarily
volunteering**

**Sponsorship and
volunteering**

**Actively partnered
on joint programs
and/or events**



GLBR Demographics & LGBT Data



Population 562,000

LGBT Population 21,000+

MICHIGAN'S EQUALITY PROFILE

Total State Population:
9,928,300

Total Adult Population:
7,737,243

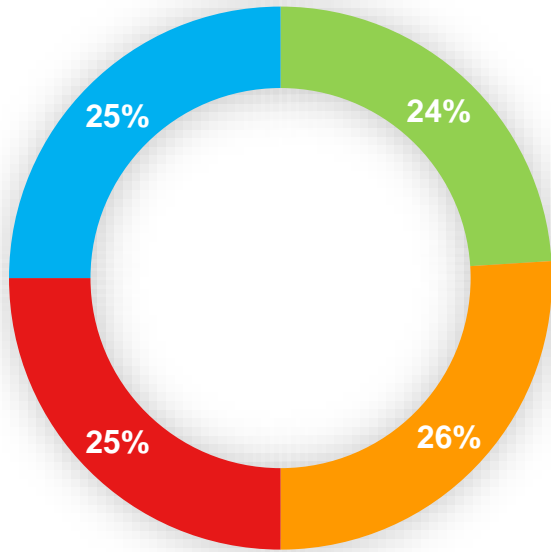
Total LGBT Population:
294,015

LGBT % of State Adult Population:
3.8%

% of LGBT Pop Raising Children:
31%

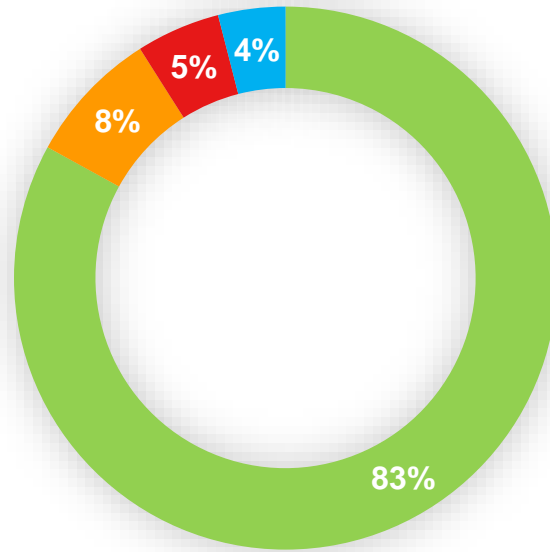
GLBR Demographics

Age



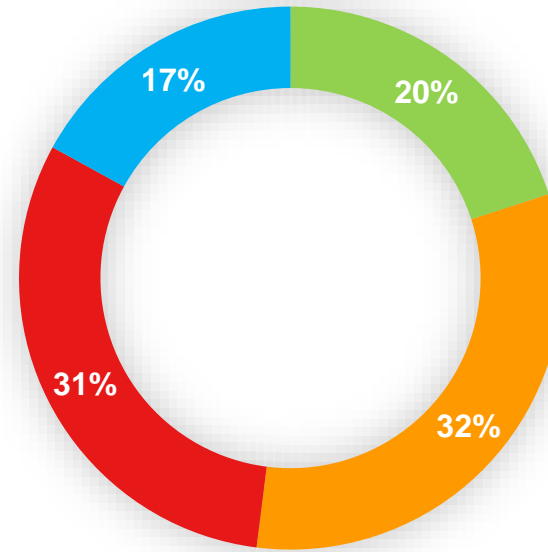
- 0-19
- 20-39
- 40-59
- 60+

Race



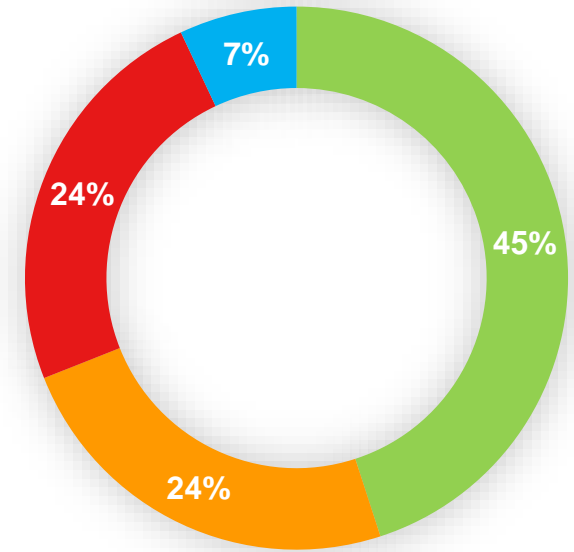
- White
- Black
- Hispanic
- Other

Income



- <\$20K
- \$20-50K
- \$50-100K
- \$100K+

Education



- High School and Under
- Some College
- Associates and Bachelors
- Graduate



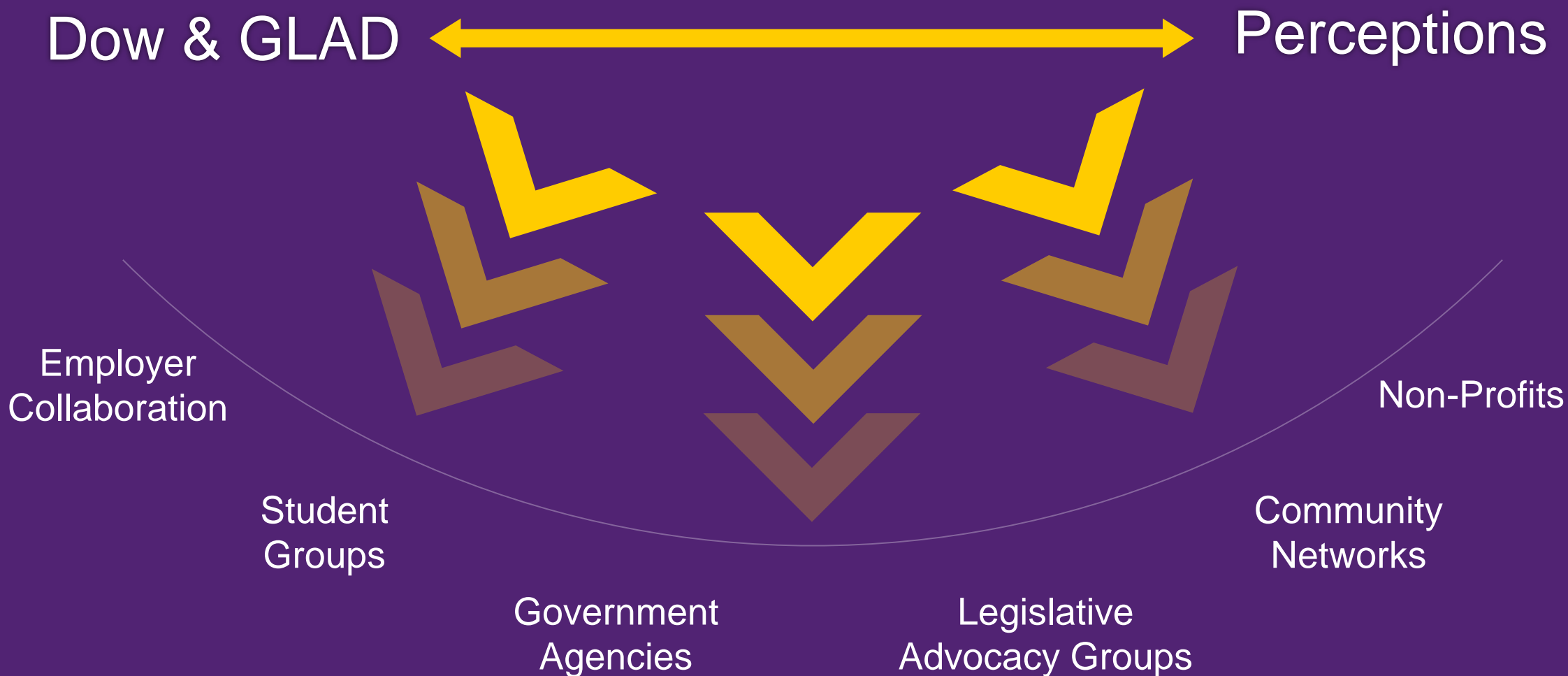
Rural/Small Town vs. Metropolitan



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Stronger Together



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Our LGBT Partnership Model

Guiding Principles

Recognized your shared goals

See other organizations for their talent, leadership and communication

Develop reciprocal relationships

Leverage services of each organization

Training of best practices

Identify individuals who can bridge partnerships

Think holistically about your community

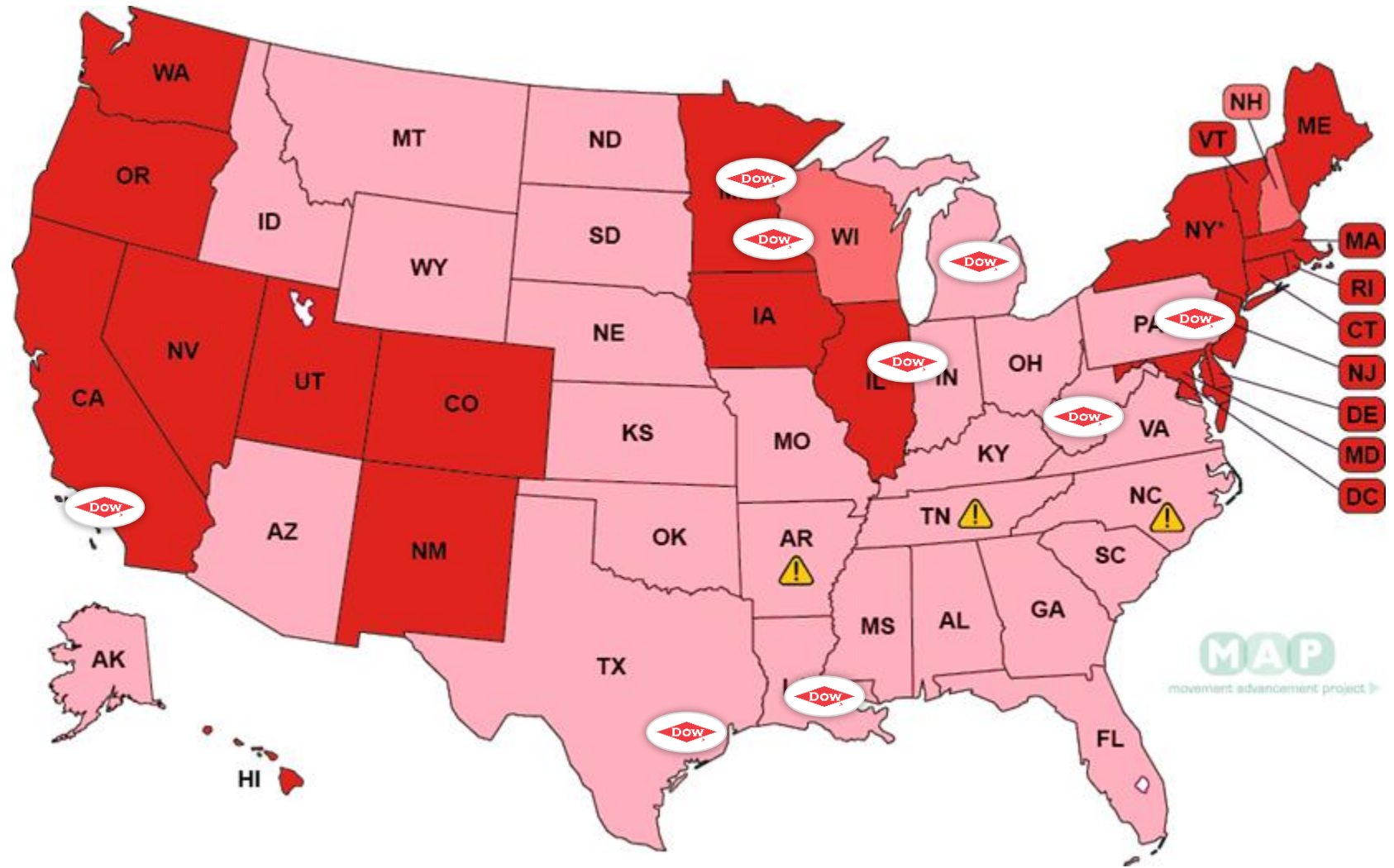
Why does Dow Care about Rural America?



84

% of U.S. Dow employees live in states without LGBT protections

All of which are actively introducing anti-LGBT discrimination bills



Employment non-discrimination laws covering:

- Sexual orientation and gender identity (20 states + D.C.)
- Sexual orientation (2 states)
- No protections (28 states)
- ⚠ Laws preventing local protections

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MAP
movement advancement project

OUT & EQUAL
WORKPLACE ADVOCATES



How Does Dow contribute within the Great Lakes Bay Region?



Public Advocacy

Event Sponsorship/
Fundraising/ Volunteering

Educational
Partnership Programs



Employer Collaboration

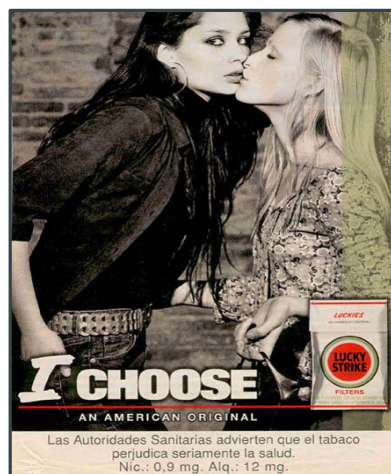




Government Partnership – How it all Began

2014

- Health Needs Assessment



- **Assessment findings:** High tobacco use prevalence and lack of awareness by the LGBTQ community that tobacco is the #1 killer



Government Partnership – How it all Began

2015-16

- What's Your Why? Campaign



- Community partner education on LGBTQ tobacco disparities – HIV funding



Government Partnership – How it all Began

2016-17

- Quitting Tobacco in Community Centers Grant
- Thinking About Quitting class a result of focus groups
- Advanced tobacco treatment education – U of Mass.
- Expansion of partnerships
- Tobacco Free PRIDE – Perceptions was the first in Michigan!!!!





Where Are We Headed?

2017-18

- Continued CDC funding
- Expanded work: legislative, survey, leverage technology for rural outreach
- Request for proposal coming
- National Institutes of Health Grant



Michigan Multicultural Network



*Communities of Color and Culture United
to Reduce Tobacco Use and Abuse*

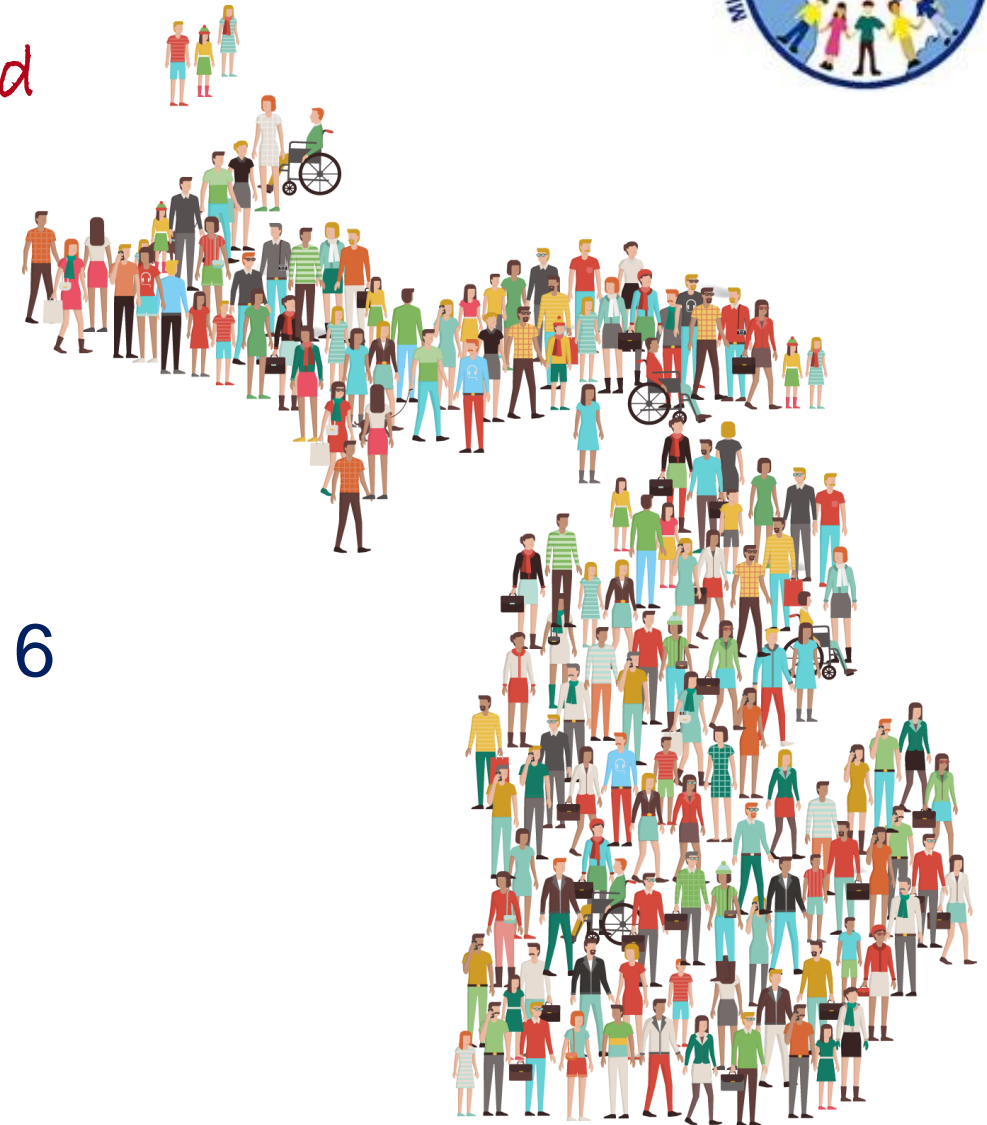
Established in 1999



Perceptions came on board in 2016



Tobacco Settlement Funds





Legislative Advocacy



State of
Legal Protections



Corporate-Community
Partnerships
Roles



Leveraging
Corporate-Community
Partnerships



Community Events

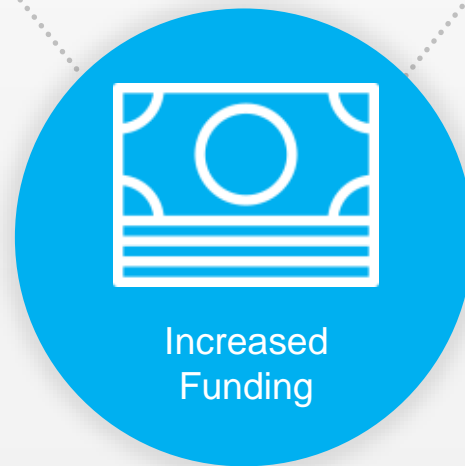
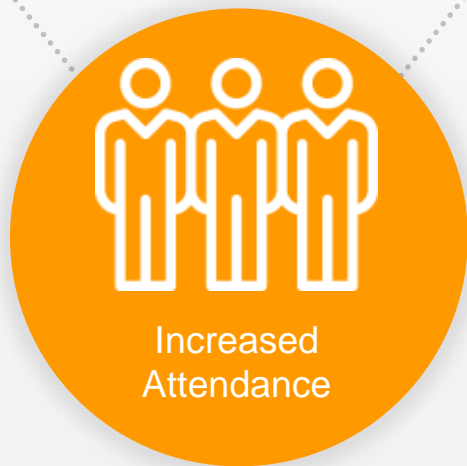
- PRIDE Awards
- Great Lakes Bay Pride
- Loon's PRIDE Night
- AIDS Run / Walk
- Holiday Gala
- LGBT Workplace Summit



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Signs of Success





**What is your
recommendation for
making
collaborations
work?**

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Q&A

OUT & EQUAL
WORKPLACE ADVOCATES



Who's Looking Out for LGBT Rural America?

It's up to us!