

# Corporate-Community Partnerships



From Rural to Metropolitan



**Allison Matthew**  
Learning & Development

PACE Steering Committee  
Internal Activities Coordinator



**Carson Seal**  
Lead Business Center Agent

PACE Steering Committee  
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Rates & Regulation-Revenue  
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PACE Steering Committee  
Treasurer

Perceptions  
Board Secretary





**John Crawford**

EH&S Product Stewardship Manager

GLAD Steering Team  
Global Communications Editor



- GLAD
- Nearly 3,900 participants. (140 sites, 34 countries)
  - >90% of participants are straight allies.
  - Support at the highest executive levels



**Gregory J Gwaltney, CPA, CFSA**

Senior Internal Audit Manager

GLAD Steering Team  
Global GLAD External Advocacy Team

Perceptions  
Board Treasurer





## **Christopher N Lauckner, M. Div.**

Executive Director  
Perceptions

The Michigan Great Lakes Bay Region's  
SOGIE/LGBT Non-Profit Organization



*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 6-Fold** in the last 6 years through partnerships and collaborations.

**Mission:** Educate, Advocate, Network, and Resources



# Metropolitan

**Corporate-Community Partnerships: From Rural to Metropolitan**

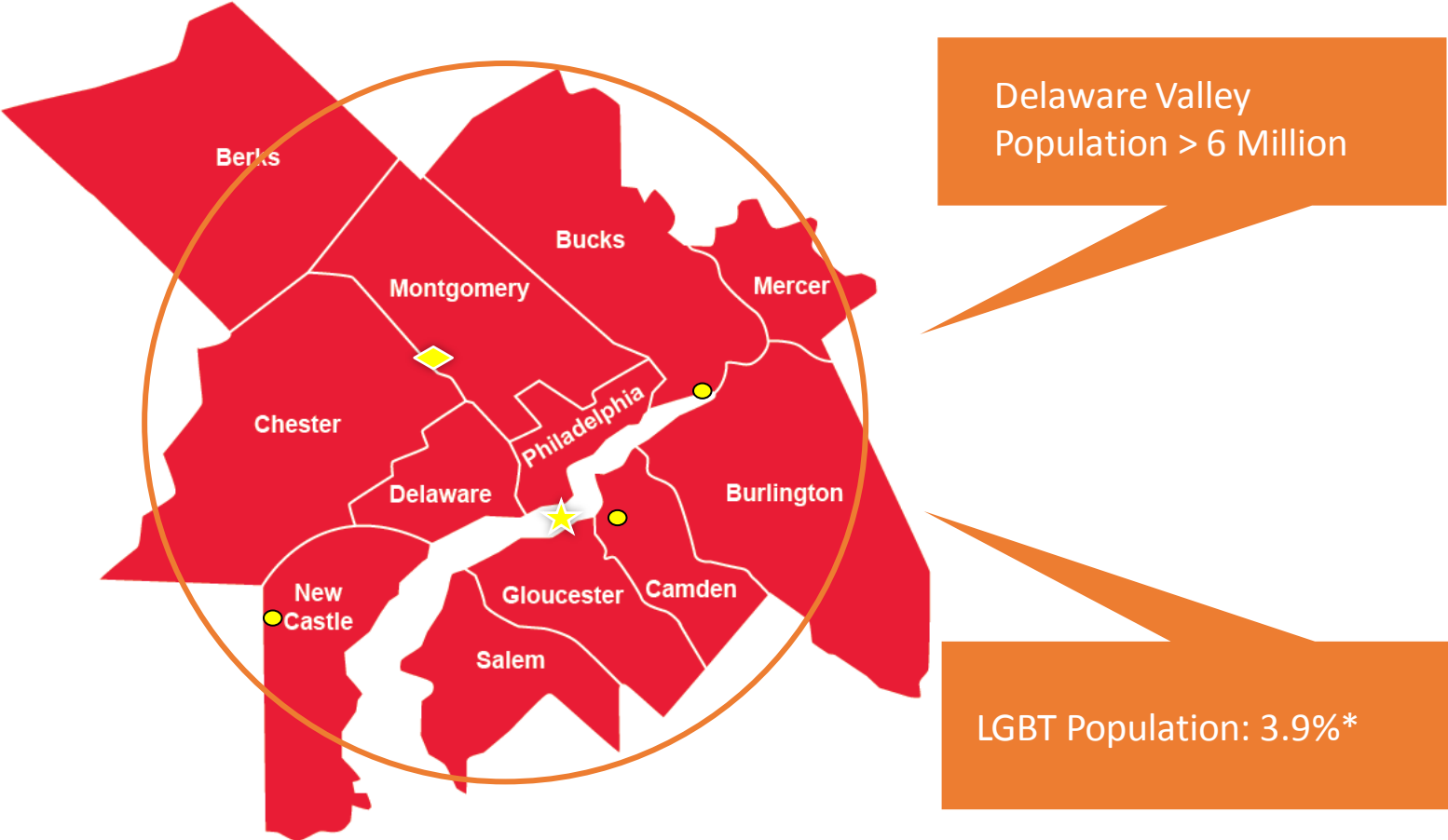
John Crawford, The Dow Chemical Company

October 2, 2018

# Philadelphia & The Delaware Valley



The City of Philadelphia has a Population of > 1.5 Million



● Additional Dow sites- Bristol, PA, Pennsauken, NJ and Newark, DE

\*Estimate based on *The New York Times* analysis of a Gallup poll (2015)



## ★ Philadelphia



## ◆ Collegeville



# How GLAD contributes within Philadelphia & the Delaware Valley





# Engaging for Impact

2010.



- As part of an acquisition by Dow, our Philly Inclusion & Diversity program grew from 4 to 6 Employee Resource Groups
- There was an effort to establish GLAD and the remaining ERGs at Dow sites in the Delaware Valley

TODAY.



- Dow has an even stronger Inclusion & Diversity focus with an Office of Inclusion & 10 ERGs
- Our ERGs are working to positively impact the community
- We often collaborate & cosponsor with other ERGs which allows us to engage other employees & to reach prospective new GLAD participants





# Community Engagement



## Community Partnership Activities



Opportunities to learn about the community



Engage our volunteers in the neighborhoods in which we live and work



Share about GLAD in the region and to raise awareness for our Inclusion and Diversity efforts



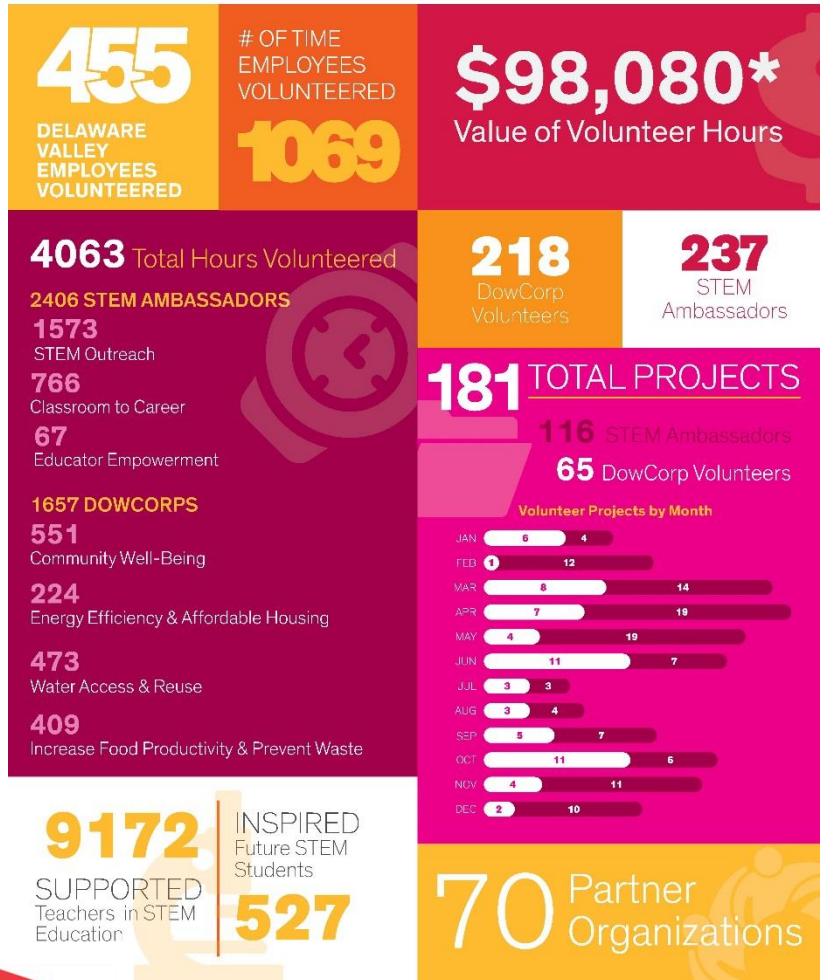
We have been more impactful when we have collaborated with other corporate partners



# Community Partnerships



## Dow in the **Delaware Valley**

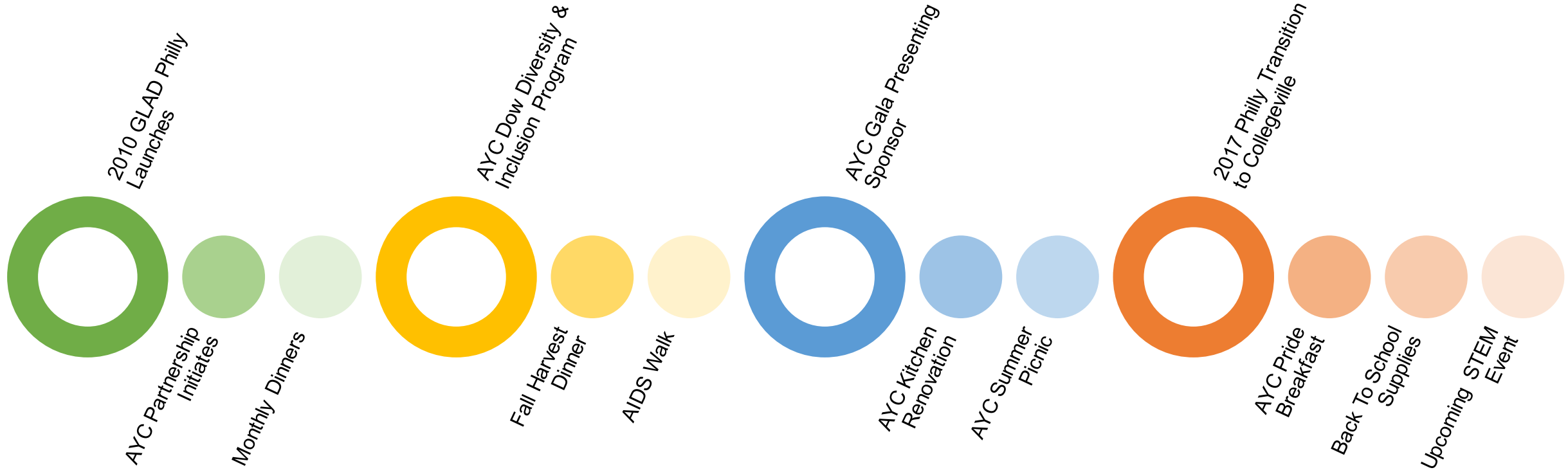


## The Attic Youth Center

- Since 1993 the Attic has provided over 10,000 LGBTQ youth and youth allies
- A safe space
- A supportive community
- A full range of programs and services including activity groups, life coaching, summer internships, mentoring, testing, counseling, and support groups
- Dow volunteers have provided meals to 30+ youth and staff each month for more than 5 years

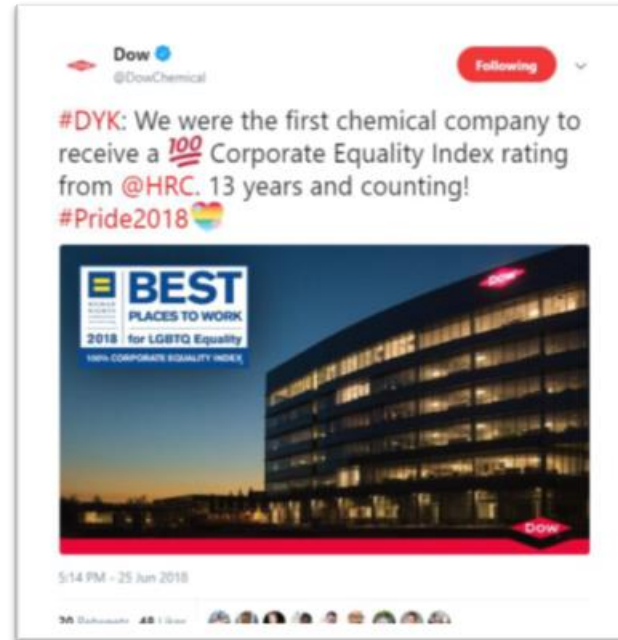


# Community Engagement



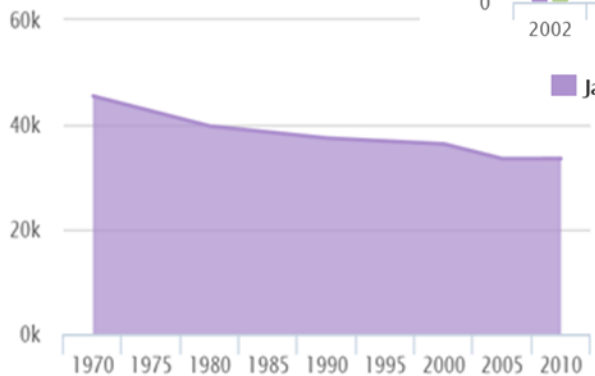
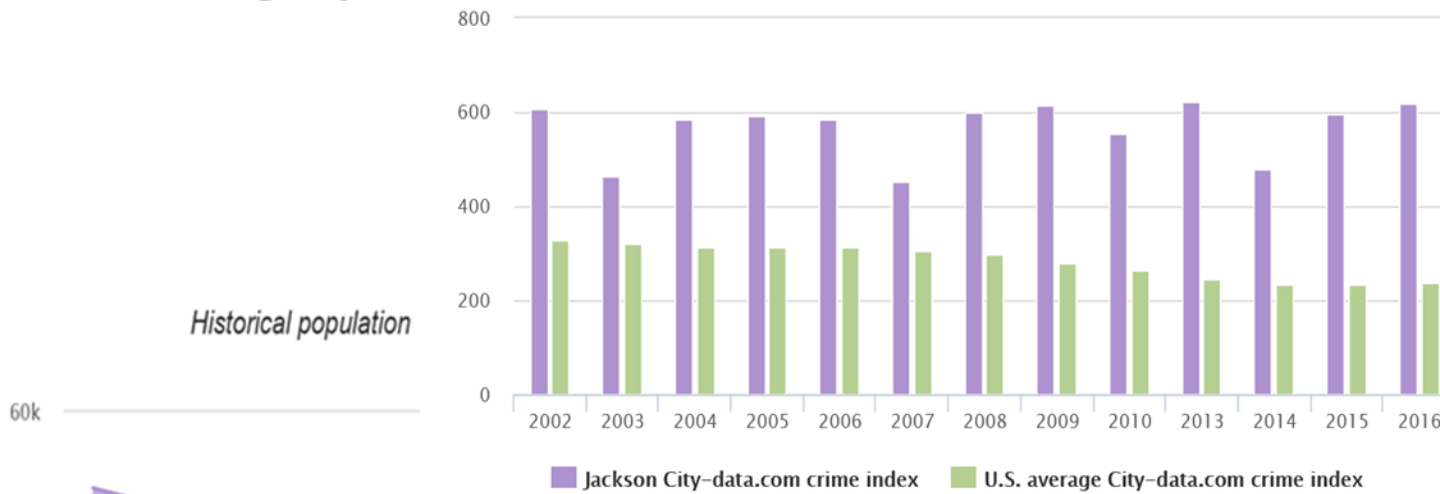


# Thank You





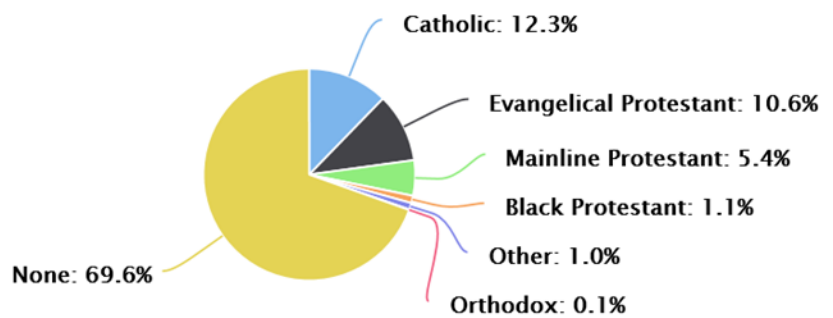
# Demographics of Jackson, MI



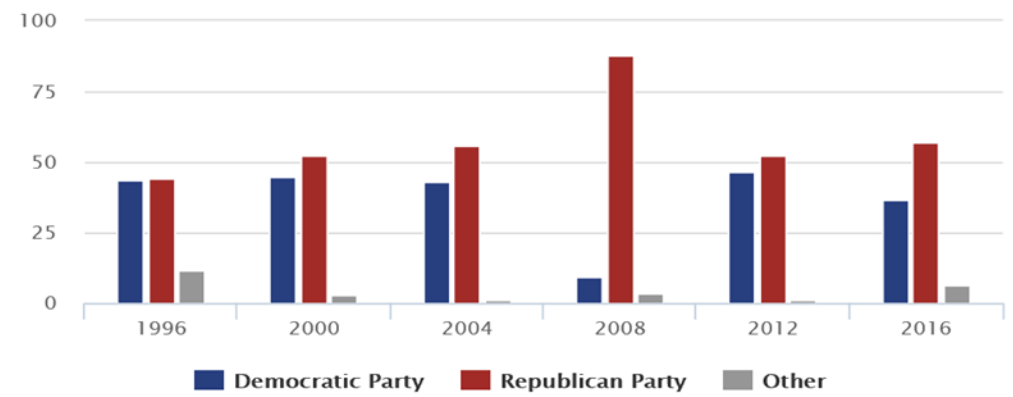
White alone	66.9%	22,041
Black alone	22.8%	7,522
Hispanic	6.0%	1,990
Two or more races	3.3%	1,100
Asian alone	0.7%	227
American Indian alone	0.2%	50
Native Hawaiian and Other Pacific Islander alone	0.1%	41
Other race alone	0.08%	28

**Lesbian couples: 0.4% of all households**  
**Gay men: 0.2% of all households**

Males: 15,409 (46.4%)  
 Females: 17,791 (53.6%)

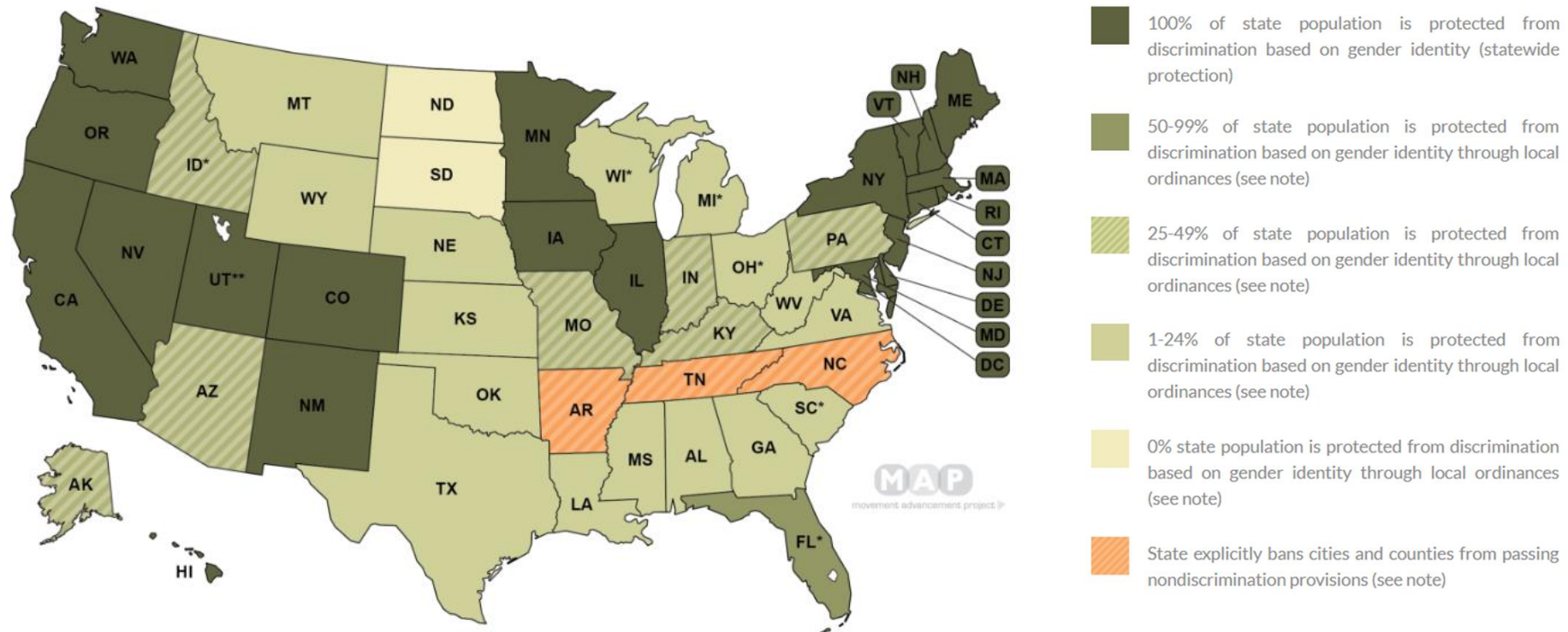


Presidential Elections Results





# Non Discrimination Ordinance



Local non-discrimination ordinances protect people from discrimination based on gender identity in private employment, housing, and/or public accommodations







  Wall post from [redacted] Oct 12 2016 - 11:13 AM  
Your lack of support for an NDO (non-discrimination ordinance) at last night's Jackson City Council meeting was noted.

  Comment on wall post from Consumers Energy by external user: Oct 12 2016 - 1:10 PM  
Hi [redacted], thank you for bringing this to our attention. I have gone ahead and reached out to our Pride Alliance of Consumers Energy (PACE) employee resource group chairs. They would like to reach out to you to see how we can improve outreach in our community. We agree that this was a missed opportunity to show our support and would like to identify future opportunities to get involved. We've identified [jacksonpridecc@gmail.com](mailto:jacksonpridecc@gmail.com) as the contact information for the Jackson Michigan LGBT Community Center. Please let us know if there is a better way to get in contact with you. Thank you! In the meantime, we invite you to learn more about PACE here: [redacted].

  Wall post from Jackson Michigan LGBT Community Center: Oct 13 2016 - 11:58 AM  
We thank you Consumers Energy, on your fast response, and look forward to meeting, and working with you on projects of mutual interest.

  Comment on wall post from [redacted] Oct 13 2016 - 12:00 PM  
Thank you [redacted] Cusper, it was nice to hear from you this morning, and look forward to meeting with you.  
Positive



Nov. 4, 2016

Derek J. Dobies  
Jackson City Council  
161 W. Michigan Ave.  
Jackson, MI 49201

Dear Councilman Dobies,

As Michigan continues to rebuild its economy, we're committed to treating employees fairly, rewarding hard work and attracting world-class talent.

That's why we strongly support your efforts to adopt a non-discrimination ordinance extending basic workplace protections for the lesbian, gay, bisexual and transgender (LGBT) community.

Put simply, it's the right thing to do — for our company, our customers and the communities we serve.

We've long had policies to provide all employees with an inclusive workplace that's free of discrimination and harassment, and to help employees value each other's differences. In recent years, we've taken specific steps to support the LGBT community, including:

- We are a founding member of the Michigan Competitive Workforce Coalition (MCWC), a partnership of the state's business leaders who support updating Michigan's Elliott-Larsen Civil Rights Act (ELCRA) to bar discrimination in employment and housing based on sexual preference and gender identity.
- We offer benefits to all legally married same-sex couples and eligible dependents, including medical and dental plans, for both union and salaried employees.
- Our employee resource group, Pride Alliance Consumers Energy (PACE), is promoting and supporting an inclusive environment that is safe, supportive and respectful for lesbian, gay, bisexual, transgender persons and allies.

We applaud your courage and leadership in making Michigan a better place to live and work.

Sincerely,



Patricia K. Poppe  
President and Chief Executive Officer





**Consumers Energy**

*Count on Us*<sup>®</sup>



## Community Engagement



- Conversations
- Door to Door
- Call Center
- Rally



"If you want to make Jackson a great place to work and to live, it's time to step forward and do what is right. We will be back with some examples for you. Don't wait for an example to have something happen. You can take action today." Dan Malone, Consumers Energy  
Senior Vice President (mlive.com)



"What it comes down to is, doing the right thing." Sarah Patterson, Consumers Energy



“...bold and unapologetic.” Patti Poppe, CMS CEO and President





# Our Rural Home

## The Great Lakes Bay Region

Population 562,000



LGBT Population 21,000+

- 8 Rural Counties
- 4 medium-sized cities
- Dow's World Headquarters



# How Does Dow contribute within the Great Lakes Bay Region?



Public Advocacy

Event Sponsorship/  
Fundraising/ Volunteering

Educational  
Partnership Programs



# Employer Collaboration – GLBR LGBT Workplace Summit



## Goals:

- Teach local businesses, non-profits, and government entities the value of diversity and inclusion.
- Train and provide resources so they could support employees with inclusive policies and practices.
- Provide a list of external resources available to them.

## Partnering to make it happen:

- Partner with local University for space.
- Partner with local non-profits and national organizations for training/workshop content.
- Partner with local Execs and Community Leaders to support and participate.
- Partner with Perceptions to be the fiduciary.



# The SOGIE/LBGT Non-Profit in Rural America



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

**perceptions**

The Journey started with a **Strategy to change.**

**No longer hide, but be highly visible**

**Reach outside ourselves to find connections and identify mutually beneficial goals for collaboration.**

**Establish partnerships** with Corporate America, non-profits, government entities, and spiritual communities

**Stay true to the Mission:**

Educate, Advocate, Network, and Resources





# Rural/Small Town vs. Metropolitan



# Stronger Together



Dow &  
GLAD

Consumers  
Energy  
& PACE



Employer  
Collaboration

Non-Profits

Student  
Groups

Community  
Networks

Government  
Agencies

Legislative  
Advocacy Groups

# Partnerships for Education, Advocacy, Networking, and Resources

## GREAT LAKES BAY PRIDE Festival

Celebration Service – Festival – Banquet – After Party

*Thank you to  
our sponsors!*

PROUDLY PRESENTED BY



PROUDLY SPONSORED BY



Count on Us



Greater Michigan Chapter



DR. ELIZABETH (LIBBY) PIONK AND MARYANNE EAGLE | SHEETERHOUSE  
HELL'S HALF MILE FILM & MUSIC FESTIVAL | LIFESTYLE GARMENT CARE  
BEUTER INSURANCE GROUP/AUTO OWNERS INSURANCE  
POZNAK, DYER, KAMAR, SCHEFSKY & THOMPSON PLLC | 2-T  
EPISCOPAL DIOCESE OF EASTERN MICHIGAN | CINDY'S SWEET

# Breakout Sessions!

## 40 Minutes

- Divide into groups based on your geographic type
- Facilitator will lead discussion of a scenario
- You will identify Opportunities, Needs, and Barriers
- You will determine top three for presentation to whole group
- Facilitator will report out the results

# Breakout Sessions!

## REPORT OUT

- Sharing of our brainstorming with the whole audience!

# Our LGBT Partnership Model

## Guiding Principles

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- Recognize 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

# Thank You for Choosing our Workshop!



**Allison Matthew** - [Allison.matthew@cmsenergy.com](mailto:Allison.matthew@cmsenergy.com)

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**Chris Lauckner** - [Chris@PerceptionsMI.org](mailto:Chris@PerceptionsMI.org)

# APPENDIX





# Appendix



# Metropolitan

# Opportunities - Metropolitan

- “What opportunities do you think Dow Chemical had being a part of the Philadelphia/Delaware Valley? What opportunities could your organization have / leverage within your community?”
- 

- Vibrant LGBTQ community in Philadelphia
- Diverse set of non-profit organizations providing services and resources to the community
- Breadth and depth of LGBT opportunities and events to engage in the community
- Strong leadership support at Dow and employee and community engagement are among Dow's 2025 goals
- Global citizenship culture at Dow
- Scope of corporations within region with similar Inclusion & Diversity interests
- Employees come from the city and surrounding communities/ additional opportunities for outreach and partnership to serve the broader region
- Out & Equal regional affiliate
- Other existing partnership networks

# Barriers - Metropolitan

- “What types of barriers do you think Dow Chemical encountered or what barriers would you encounter in your community?”
- 

- Significant portion of our employee population commutes
- Difficult to have a broad outreach/ found it would be better to focus on a subset of organization and periodically evaluate impact
- Facilities closure/ office transition presented new challenges- cafeteria/ proximity to agency, etc
- Closet / Not all LGBT employees self-identify
- Difficulty getting volunteers to step forward due to competition (other ERG initiatives, other engagement opportunities, other life priorities)
- Difficulty getting volunteers to lead efforts, to serve as liaisons, etc.

# Past Learnings - Metropolitan

- “What types of tips and past learnings does everyone have to offer?”

- 
- Looking beyond LGBT ERG for partnerships
  - Take better advantage of internal communication tools and networks to promote events
  - GLAD Steering Team member served on the Board of Directors of the Attic for further insight into the organization
  - Periodic dialogue has helped us explore new options for initiatives and volunteer activities
  - Community partner liaison provides opportunities for employee development, corporate advocacy, good line of sight to their programming and key initiatives

# Information from breakout sessions

The Dow Chemical Company engaged in community outreach in the city of Philadelphia.

## **What types of barriers do you think Dow Chemical encountered or what barriers would you encounter in your community?**

- Examples- Competition, Difficulty getting employees to be active, LGBT employees do not always self-identify, etc.
- Employee apathy (also in areas with strong Pride culture); unless the ERG is operating in crisis mode, sometimes employee engagement can dwindle
- Significant portion of employee population commutes / Commute into city and getting employees to stay for activities outside of work can be a hurdle
- Difficulty getting volunteers to step forward due to competition (with other ERG initiatives, with other engagement opportunities, with other life priorities/ other outside work events)
- Not all LGBT employees self-identify
- Difficulty getting volunteers to lead efforts, serve as liaisons, etc.
- Differences in social aspects of various sites/ smaller office hurdles, etc.
- Difficulty to have a broad outreach/ found it would be better to focus on a subset of organizations and to periodically evaluate impact
- Some non-profits may express interest in funding but need to understand & better express the impact of engaging people in work at the non-profit, impact of volunteer hours, etc.

**What opportunities did Dow Chemical have being a part of the Philadelphia/ Delaware Valley?  
What opportunities could your organization have/ leverage within your community?**

- Examples- Diverse set of existing LGBT events and organizations, number and scope of corporations within region, O&E regional affiliate, etc.
- Opportunities for the company to partner with the non-profit in sharing skills; leveraging company resources to offer skills & other training to strengthen the non-profit
- Establishing and measuring metrics for ERG impact will help motivate corporate support
- Collaborating with other corporations in the community / collaborating with various types of corporate networks and LGBT business enterprises such as the Out and Equal regional affiliate and/or other types of corporate groups with similar diversity and inclusion interests would be beneficial
- It was suggested that companies be creative and look for other parties to network/ collaborate with across industry segments and even across functional areas such as technical and other business functions to collaborate with a broader set of area companies within the community
- Employees come from the city and surrounding communities and that may lead to additional opportunities for outreach and partnership to serve the broader region

## **What types of tips and past learnings does everyone have to offer?**

- Looking beyond LGBT ERG for partnerships
- Take better advantage of internal communication tools and communication across other networks to promote events
- Having an ERG leader serve on the Board of the non-profit allows for further insight into the organization
- Periodic dialogue has helped the ERG explore new options for initiatives and volunteer activities
- Setting up corporate liaison role with the non-profit can provide opportunities for employee development, corporate advocacy, good line of sight to their programming and key initiatives, etc.
- Engage corporate sponsors and utilize metrics / business case to demonstrate the value of community outreach partners

# Appendix







# Opportunities

- Second biggest employee in Jackson showing support
- Working with AT&T and Henry Ford Allegiance Hospital to create joint statement
- Whirlpool asked PACE to help with NDO in their city
  - Other cities are looking at CE/PACE to help, Paving the way
- Employees getting involved in the Jackson community
- The partnerships shows Consumers Energy employees that this company stands for something and supports employees/communities we work and live in
- Consumers Energy supported the call center efforts and donated office space at night and on weekends
- Consumers Energy was asked to help with security at the first Pride Parade and Festival in 2017
- In 2018, the Jackson Pride Parade started from Consumers Energy Headquarters



# Barriers

- Getting Consumers Energy on board and making a statement
  - Had to go through legal and employees that were talking had to go through training on talking points if they were representing the company
- Death Threats
  - Were made to the very visible known supports AND opposes
- Negative comments on social media
- Weather
  - Volunteers were out in the community getting support in one of the worse blizzards in 2016
- Citizens of Jackson being forceful
  - Pushing people of their land
- People didn't even know this was a problem
  - Had to educate and have conversations (both a barrier and an opportunity!)
- City Council was against
  - Had to fight very hard to keep this on the agenda at meetings
- Employees not on board at Consumers Energy
  - Comments were made about why Consumers Energy was supporting something the employee may not be for
  - Doing the right thing
- Afterwards- Pride Center Coordinators house burnt down. Suspected arson



## Past Learnings

- Consumers Energy had no strong relationship with the city council
  - Get involved with your community
- Employees were supporting on their own, never thought to say something
  - Encourage employees to get involved with ERGs
  - Your company might get behind something in the community, say something
- Always be vocal
  - Whirlpool heard of PACE's success and reached out for help

# Information from breakout sessions

- Barriers-
  - Engaging employees
    - Strong allies
    - Get employees high up to support
  - Different Generations
    - Have conversations
    - Unconscious bias training
  - Groups are hype in the beginning then the energy fizzles out
    - Dedicated supports
    - Volunteer opportunities
    - Reach out to other groups for help/joint activities

# Information from breakout sessions

- Opportunities
  - Get executives in training
  - ERGs working together
    - Example- Veterans and LGBT- Gay Vets Day
  - Small Facilities
    - One person be a ERG Liaison
    - Reach out to others- network with other facilities
  - Build strong communities
- Past learnings
  - Support Government helps
  - Track volunteer hours
    - Can help with grants/fundraising
  - Identify allies

# Appendix

## Our Rural Home

## The Great Lakes Bay Region

# Rural Breakout Overview

1. Get quick understanding of participant's locations – how rural, proximity to a metro, multi-county/single county, local SOGIE non-profit, etc.?
2. If SOGIE non-profit, Scenarios:
  - a. Develop a Corporate-Community LGBT Event (Pride, etc.)
  - b. Develop a Resource Center (Electronic, Physical, etc.)
3. If SOGIE non-profit, Scenarios:
  - a. Develop a SOGIE non-profit
  - b. Build partnerships with existing organizations for needed services/support
4. Go through the elements:
  - a. Opportunities
  - b. Needs
  - c. Barriers/Threats

# Rural Breakout - detail

## 1. If SOGIE/LGBT non-profit exists, Scenarios:

### a. Develop a Corporate-Community LGBT Event (Pride, etc.)

#### a. Opportunities –

- a. Bring LGBT and Ally people together to celebrate, remember, and advocate
- b. Make LGBT be visible in the community
- c. Feature our ERG and our Company as affirming members of the community
- d. Create opportunity for employees to give to the community
- e. Bring other non-profits and gov. entities in as vendors to connect with LGBT population

#### b. Needs -

- a. A good Pride Leader and Committee, made up representative of the community
- b. FUNDING – harder to find in the rural areas
- c. VOLUNTEERS – there are never enough
- d. Participation by companies, ERGs, LGBT community, non-profit/government, and the public
- e. Venue
- f. Security
- g. Vendors – especially food
- h. Advertising/Marketing

#### c. Barriers -

- a. Lack of most of The Needs above.
- b. Fear – Closetedness
- c. Conservative Community and Religious Attitudes
- d. Protesters
- e. Physical/Verbal Threat or harm - damage/danger/etc.
- f. Lack of Corporate and Community support
- g. Weather



# Rural Breakout - detail

## 1. If NO SOGIE/LGBT non-profit, Scenarios:

### a. Develop a LGBT and Ally Non-profit

#### a. Opportunities –

- a. Help Create an independent non-profit to provide for the needs of the LGBT and Ally community
- b. Make LGBT be visible in the community
- c. Provide a non-profit for our ERG and our Company to partner
- d. Bring in tax-free Grants, Donations, and Sponsorships
- e. Create opportunity for employees to participate as board, committee, or volunteers to the non-profit
- f. Partner with other non-profits and gov. entities to connect with LGBT population
- g. Possible have a presence – either physically or online

#### b. Needs -

- a. A strong explorative Committee, made up representative of the community
- b. A Strategic Plan – Mission/Vision/etc.
- c. Work toward 501c3 non-profit status
- d. FUNDING – harder to find in the rural areas
- e. VOLUNTEERS – there are never enough
- f. Partners and supporters - companies, ERGs, LGBT community, non-profit/government, and the public
- g. Advertising/Marketing
- h. Have to start small and keep people motivated – can't get into a full facility in 2 months.

#### c. Barriers -

- a. Lack of most of The Needs above.
- b. Conservative Community and Religious Attitudes
- c. Physical/Verbal Threat or harm - damage/danger/etc.
- d. Lack of Corporate and Community support
- e. Expensive needs – everything costs something (PO Box, supplies, insurance, fees, rent for rooms, marketing)

# Rural Breakout takeaways

Premise: Creating a Non-profit in a Rural Environment

## Opportunities

- Determine type of non-profit needed.
- Determine Regional Commonality.
- Complete Needs Assessment.
- Determine potential Partners. (Out & Equal Affiliates; PFLAG partnerships – although this has limitations to PFLAG requirements since it focuses on Families)
- Consider Web-based presence to cover the region.

## Barriers

- Fear – physical, verbal abuse
- Less government protections
- Conservative nature of regional environment

## Needs

- Knowledge to start a non-profit
- Passionate People and Contributors

## Measurement of actions and success

- Volunteers
- Funding/Money

# Perceptions

- His 2018 message to our region of the 3 Vs: Voice, Visibility, and Vote
- Non-profit Membership models: member vs. donor
- Working with a Volunteer Board and Executive Committee
- Tracking Volunteer Time (hours)
- Use of Consultants in developing and strategizing