

YMU LGBTQ+: 2020/2021 MANIFESTO

Here at YMU, we are committed to playing a positive role in the mission to end prejudice and inequality for people within the LGBTQ+ community. We will work to drive change across the business, supporting our LGBTQ+ colleagues, clients and partners and improving the culture and working experience. YMU is an ally and we are here to make positive change for both those connected to our business or those who need support in their lives. We aim to deliver the following, driving effective progress for people who need it.

WE WANT TO **EDUCATE**

- ✓ Work with a series of partners to understand how we can best use our skills and create a long-lasting impact both within YMU and within Global communities.
- ✓ Deliver a programme of events across the year to educate and inform colleagues and partners.
- ✓ Present month long schedule around Pride Month in the UK and US — live events, resources, talks and fundraising.
- ✓ Provide compulsory unconscious-bias training for every colleague.
- ✓ Create a code of conduct featuring:
 - Zero tolerance to prejudice
 - Commitment to language and identity education

WE WANT TO **SUPPORT CLIENTS**

- ✓ Ensure that our position in the industry is used to lobby for positive representation – challenging stereotypes, negative representation and pushing for the inclusion of LGBTQ+ talent.
- ✓ Provide credible and appropriate support for existing talent who have suffered LGBTQ+ abuse or trauma.
- ✓ Invest in positive LGBTQ+ projects led by our clients — whether it be a podcast, short film or social campaign.

WE WANT TO **SUPPORT COLLEAGUES**

- ✓ Review and amend all HR processes so that they are aligned with a non-biased approach to gender, sexuality and identity.
- ✓ Provide Mental health support tailored to LGBTQ+ colleagues.
- ✓ Teach YMU colleagues to unlearn their biases and re-learn from shared experiences – educating the group through highlighting modern experiences.
- ✓ Change of all job applications to a ‘Blind CV’ process, removing names and personal identifiers, unless head hunting.
- ✓ Target LGBTQ+ relevant organisations to widen the target to more disengaged members of the community (e.g promoting through charities and LGBTQ groups and Uni groups) for every open vacancy.

WE WANT TO **CREATE A POSITIVE FUTURE**

- ✓ Review and amend all HR processes so that they are aligned with a non-biased approach to gender, sexuality and identity.
- ✓ Attend at least 3 recruitment events annually in the UK and US (minimum) in spaces with high populations of LGBTQ+ e.g. certain universities, schools, Stonewall etc.
- ✓ Provide an educational fund for one, or several people to access support they currently don’t have — investing in colleagues of the future.
- ✓ Create a fund for international LGBTQ+ human rights support — looking to places where inclusion or acceptance is still not common.
- ✓ Commit to mentoring 6 people from the LGBTQ+ community per year — identified through charity partners.