
GSBA
EQUALITY IS GOOD BUSINESS

What is GSBA?

- Statewide LGBTQ+ and allied Chamber of Commerce
- Business support network: we offer free business consulting and courses, networking events, and coalitions for our community business leaders
- Support statewide LGBTQ+ tourism through our TravelOUT initiative
- Advocate the needs of our members at local and state levels through advancing legislation and connecting with regional stakeholders on the issues
- Invest in the next generation through our Scholarship & Education Fund
    - 4 year scholarships to colleges and financial aid for workforce training programs



Community Need

- **Systemic barriers** keep passionate and capable entrepreneurs of disadvantaged backgrounds from achieving their dreams

- A lack of **capital investment**, reverberating impact of **generational poverty, environmental factors**, **inequitable access** to health care and education, and other compounding challenges impact LGBTQ+, Black, Indigenous, People of Color, and women-identifying entrepreneurs the most.

What are we hearing?

From LGBTQ+ Businesses…

- LGBTQ+ owned businesses contribute **$1.7T** to the US economy
- LGBTQ owned firms **(64%)** were more likely to report that the pandemic negatively affected their business
- LGBTQ owned businesses **(85%)** were more likely to report seeking emergency assistance during the pandemic

From LGBTQ+ Workers…

- **46%** say they are closeted at work
- **53%** report hearing jokes about their identity, as opposed to 37% of non-LGBTQ peers
- **31%** report feeling unhappy or depressed at work; 20% looked for a different job
- **17%** felt exhausted from spending time and energy hiding their sexual orientation and **13%** from gender identity

GSBA BUSINES ACADEMY



GSBA's Business Academy programs primarily serve LGBTQ+, Black, People of Color, and women-identifying entrepreneurs working in Washington State.

While not all of these individuals are impoverished, folks with these identities face disproportionate obstacles to succeeding in business (and in their personal lives). Such barriers include, but are not limited to, rising incidents of identity-targeted hate and violence (US FBI, 2023) and inequitable access to education, fair wages, health care, capital, and other basic human needs.

While the majority of businesses we serve are located in King and Pierce County, WA, GSBA's outreach efforts are increasingly expanding to more **rural areas of the state** (and beyond).

BUSINESS ACADEMY PROGRAMS

Technical & Regulatory Trainings

- Trainings detailing local labor laws and standards including minim wage; paid stick and staff time; secure scheduling; etc.
- Gain tools for later use, including a reference packet with sample policies

Business Accelerator Program

- An 8-week course designed to help entrepreneurs and small businesses start their own businesses
- Flexible in-person and virtual class offerings

Workshops & Masterclasses

- Participants learn from trained specialists about topics directly related to business success
- Access to a library of past workshops for on-demand viewing
- Content tailored to interests of local businesses

One-On-One Consulting

- Complementary assistance in areas such as access to credit, loan preparation, cash flow analysis, social media marketing, etc.
- Support for every part of the business lifecycle

LGBTQ+ Inclusion Training

- Learn about a variety of topics including allyship, current climate for LGBTQ+ folks, what is gender, intersectionality, and more
- Access to a free Transgender & Non-Binary Affirming Employer Toolkit
- LGBTBE Certification

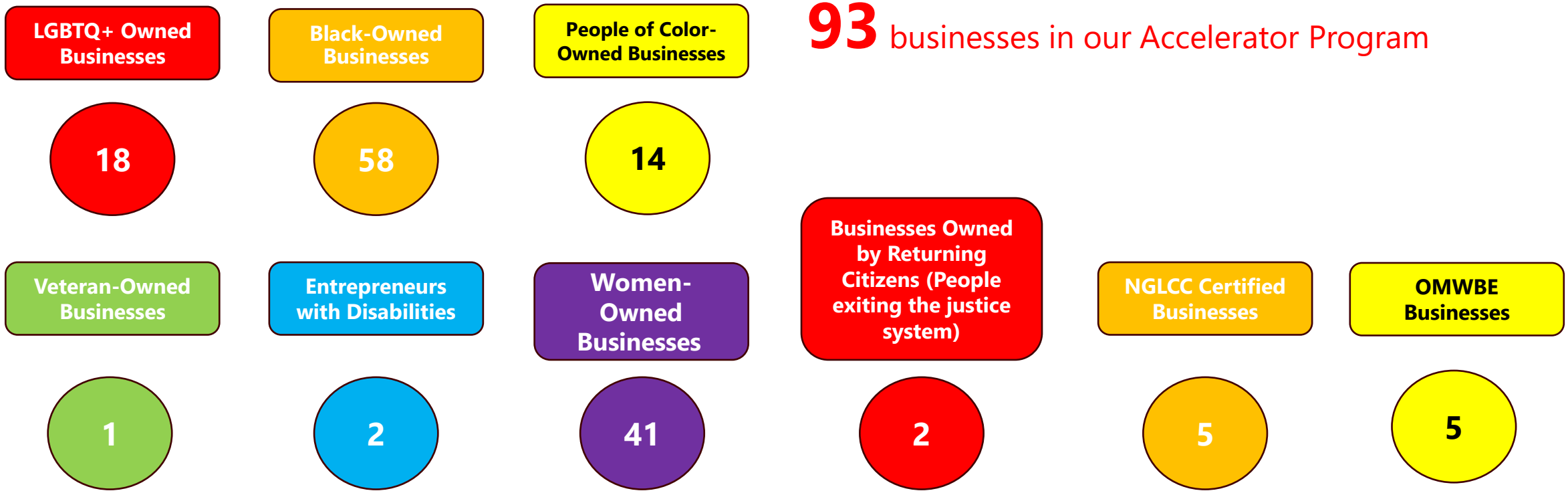
Ready for Business Fund

- Grants of $2,500 to small businesses in WA
- Focus on LGBTQ; BIPOC; women-owned, and rural businesses
- Provides wraparound support for digital equity assistance

ONE-ON-ONE CONSULTING: 2023 REVIEW

From **January** to **August** we have seen.... **150** Businesses Served

93 businesses in our Accelerator Program



WORKSHOPS & WEBINARS

Rapid Response

Total Views: **1,848+**

Most Viewed: **Keeping Watch on the Pandemic** (398), **Police Accountability** (372), **PPP Loan Forgiveness** (375)

Keeping it Real

Total Views: **7,437**

Most Viewed: **How to do White Allyship** (1,600), **Embracing Anxiety** (834), **The Unspoken Reality of Trans Health** (733)

Civic Engagement Series

Total Views: **4,153+**

Most Viewed: **Out on the Campaign Trail (760), Consumer Data Privacy** (727)

Other Workshops

Total Views**: 273+**

Most Viewed: **GSBA Scholarship Application Tips & Tricks** (273)

From Our Partners

Total Views: **1,698+**

Most Viewed: **NGLCC - Economic Relief Resources for LGBT-Owned Businesses During COVID-19 (1,698)**

LGBTQ+ INCLUSION TRAINING

Purpose & Goals

- Provide trainees with skillsets, tools, and resources to grow their understanding of the barriers LGBTQ+ people face in our community
- Identify each trainee groups' gaps in knowledge and meeting them where their needs are
- Develop a lexicon for folks who are less informed on topics
- Invite participants to practice allyship through group scenarios

Topics

- Elements of Allyship in the Workplace
- Current Climate for LGBTQ+ Folks
- What is Gender
- Our Herstory
- Transphobia Today
- Intersectionality & Where You fit
- Economics behind Inclusion
- Prepare your Workplace for the Next Generation
- Allyship Everywhere

Process

- Before implementation of a new module we collect feedback from the community, including local LGBTQ+ leaders and the diverse GSBA team
- Prior to the date of a training, meet with organizational leadership of potential trainees to discuss the learning agenda and goal set.
- Trainees are offered samples of curriculum and invited to offer feedback

Evaluation

Conduct post-training impact studies to inform improvements to our facilitation and communication skills

Feedback surveys garner responses from more than 75% of participants, who answer close and open-ended questions about the presentation's facilitation, length, use of technology, behavioral impact, and overall effectiveness

Thank you!

