

## Welcoming Merchant Program Overview

*“Open for business, open for all”*

February, 2026

“A business is considered LGBTQ+ friendly when it actively promotes inclusivity for LGBTQ+ individuals through policies that explicitly prohibit discrimination based on sexual orientation and gender identity, offers inclusive benefits like same-sex partner coverage and transgender healthcare options, fosters a welcoming environment with gender-neutral facilities, celebrates Pride events, and actively supports LGBTQ+ causes within the community.”

### **As a Welcoming Merchant, you will be recognized for your efforts to create a positive and inclusive environment. This includes the following:**

- Practice non-discriminatory hiring and talent acquisition; make LGBTQ+ friendly statement in any/all hiring or job opening messaging
- Proclaim themselves to be allies and sign the BBH Pride Ally Statement - Display Safe Space messaging and have a published non-discrimination policy (staff-directed / client-directed — we can write for them)
- Publicly support LGBTQ+ community (participating in Pride events, openly promoting LGBTQ inclusion, Sponsor/ donate/ participate in Pride programs)
- Allocate at least one restroom as “gender neutral” OR all restrooms will have signage stating, “all genders” (if applicable).

### **Additionally, we hope that you will consider the following practices as you see fit for your business.\***

- Provide all employees with allyship training (BBH Pride can assist with this)
- Declare they are LGBTQ+ friendly on websites, social media, Google listings, Yelp, etc.
- Provide benefits like domestic partner coverage, adoption assistance, and transgender healthcare options.
- Establish employee groups specifically for LGBTQ employees to provide support and advocacy.
- Engage employees in diversity training and educate employees on LGBTQ issues and inclusive language
- Intentionally source goods and services from LGBTQ-owned businesses.
- Utilize Inclusive and diverse representation in marketing

*\* Please note, that it is not mandatory to engage in every one of these practices to be considered a Welcoming Merchant.*



**Your Complimentary Welcoming Merchant Kit includes:**

- a window cling (must be displayed as part of the program)
- indoor sign (must be displayed as part of the program)
- small pride flag
- buttons / stickers for employees
- Welcoming Merchant certificate

Through your participation in this program, BBH Pride will remain open to you as a resource for fostering inclusivity and promoting allyship in your business. We believe that your participation would greatly contribute to nurturing the diversity and enhancing the safety within our community.

***Thank you for considering this opportunity!***

***Yours in Allyship,***

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