



Dear Community Leader,

It takes a lot of support from local volunteers, contributors, and partners to achieve our vision at Equality Loudoun. Equality Loudoun is a non-profit organization that advocates, educates, defends, and builds community to support LGBTQ+ equality in Loudoun County. Equality Loudoun envisions an inclusive community where LGBTQ+ people and other marginalized groups are fully embraced by active allies and can live safely and openly.

We believe that partnering with Equality Loudoun and offering a safe space for the LGBTQ+ community to shop, your business will benefit from:

1. Competitive advantage: LGBTQ+ customers are more likely to patronize your business.
2. Expanded recruitment and retention options with LGBTQ+ employees.
3. Financial benefit: donations are tax deductible.
4. Advertising: We will advertise on your behalf on our website, social media, and at in-person events as well as optional hosting of events at your venue.

As with any marginalized community, there is a responsibility that comes with actively supporting the LGBTQ+ community and we thank you for your courage and partnership. While all support is welcome, official partnership with Equality Loudoun requires an active commitment to creating a safe space for LGBTQ+ people. This commitment includes:

1. An annual \$250 donation to help advance LGBTQ+ advocacy in Loudoun.
2. Completing an annual educational workshop on LGBTQ+ issues.
3. Active commitment to adhering to the principles of Equality Loudoun.
4. Visible display of the Loudoun Business Allies program.

As we continue the hard work of creating a community that is welcoming and safe for all, it is important to commit to this work daily. By doing so, you'll help tens of thousands of community members in Loudoun County. In return, we'll help promote your business to our supporters if you are interested. Please visit EQLOCO.com/business to register.

All donations are used in the promotion of our mission for the LGBTQ+ community and allies in Loudoun. The minimum commitment is a \$250 annual membership donation.

Thank you for partnering with Equality Loudoun to build a stronger and safer community for everyone in Loudoun County.

Respectfully,

**The Board of Directors
Equality Loudoun**