



**UNITY Pledge**  
*It's good for business*

## WHAT IS UNITY PLEDGE?

UNITY Pledge is a concerted effort by Arizona businesses and individuals to advance workplace equality and equal treatment in housing and hospitality for Lesbian, Gay, Bisexual, and Transgender (LGBT) individuals and their allies. The business community and like-minded individuals understand that if we want to compete for top talent, we must have diverse and inclusive workplaces. UNITY Pledge was created by [ONE Community](#), a member-based coalition of Arizona businesses and individuals dedicated to growing Arizona's economy and otherwise improving our community.

The goal of UNITY Pledge is simple: encourage at least 10,000 Arizona businesses and organizations to stand up for diversity. Businesses and organizations of all sizes who sign the UNITY Pledge publicly join thousands of other businesses and organizations that support workplace equality and equal treatment in housing and hospitality. Directions below explain how both your business and you individually may take the UNITY Pledge.

## WHY UNITY PLEDGE?

Not much has changed in 50 years!

The UNITY Pledge was created because of the overwhelming outpouring of support that ONE Community received from business leaders following our *Spotlight on Success Local Heroes Awards Ceremony* in October 2012.

During the ceremony, ONE Community featured Karen and Nelda—an amazing lesbian couple that have been in a committed relationship for 54 years. Karen shared with us through a [video](#) shown at the ceremony how 50 years ago individuals could be fired from their job solely because they were gay. In 2013, it is *still* legal in Arizona and 28 other states to fire someone simply because they are gay or transgender. It is also perfectly legal to discriminate on the same basis in housing and hospitality.

This makes little sense when you understand that LGBT people make up a combined \$790 billion in spending each year in the US. These professionals, families, and individuals are also some of the most talented in their industries. Moreover, according to a [report](#) from the *Center for American Progress*, workplace discrimination, including discrimination against LGBT employees, costs businesses \$64 billion each year. The Human Rights Campaign's [Corporate Equality Index](#) reflects that 99% of responding businesses prohibit discrimination based upon sexual orientation and 84% of responding businesses prohibit discrimination based upon gender identity. Smart businesses want to attract LGBT professionals and travelers. Smart businesses value diversity and know that we have a responsibility to treat this community with the same dignity and respect as other communities.

We're sure you'll agree that Arizona's economic success depends upon great talent, and diversity is our greatest strength. Protecting LGBT Arizonans is the right thing to do and we know we can count on you to stand up in support of LGBT workplace, housing, and hospitality equality by taking the UNITY Pledge.

*We stand in UNITY, we are ONE Community. Take the Pledge!*

## **HOW DO BUSINESSES TAKE THE UNITY PLEDGE?**

Taking the UNITY Pledge is easy for businesses. To take the pledge, either (1) complete the online form at [www.UNITYPledge.co](http://www.UNITYPledge.co) or (2) complete the attached *Business UNITY Pledge Form* and return it to ONE Community. By taking this step, your business pledges as follows:

### **UNITY Pledge for Businesses:**

**As business and community leaders, we understand that if we want to compete for top talent, we must have a diverse and inclusive workplace.**



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**We also understand that if our travel and tourism industry wants to be competitive—and if Arizona wants to be competitive on a national and international level—we must support all of our diverse communities. It's time for LGBT inclusive non-discrimination policies in the workplace, in housing, and in public accommodations including restaurants and hotels.**

**For our part, the company or organization below celebrates diversity and supports workplace equality. We are committed to fostering, cultivating, and preserving a culture of diversity, inclusion, fairness, and equality.**

**We celebrate our employees regardless of age, color, disability, ethnicity, family or marital status, gender identity or expression, language, national origin, physical and mental ability, political affiliation, race, religion, sexual orientation, veteran status, and other characteristics that make our employees unique.**

**It's time to ensure equality for all Arizona employees, residents, and consumers. It's the right thing to do. It's good for business. It's good for the business of Arizona.**

## HOW DO INDIVIDUALS TAKE THE UNITY PLEDGE?

Taking the UNITY Pledge is just as easy for individuals. To take the pledge, either (1) complete the online form at [www.UNITYPledge.co](http://www.UNITYPledge.co) or (2) complete the attached *Individual UNITY Pledge Form* and return it to ONE Community. By taking this step, you pledge as follows:

### UNITY Pledge for Individuals:

**I believe that diversity is our strength and that all Arizonans deserve fair and equal treatment. If Arizona wants to be competitive on a national and international level we must support all of our diverse communities. It's time for LGBT inclusive non-discrimination practices in the workplace, in housing, and in public accommodations including restaurants and hotels.**



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## HOW DO I PROMOTE THE UNITY PLEDGE?

Promoting UNITY Pledge is just as easy as taking it. Here are some simple ways to promote UNITY Pledge:

- Word of mouth.
- Pass this informational brochure on to your friends, families, and businesses that you work with.
- Post the UNITY Pledge [Badge](#) on your website.
- Post the UNITY Pledge [Text](#) on your website.
- "Like" ONE Community's UNITY Pledge [Page](#) on Facebook.
- Post a favorable comment to Facebook (e.g., "Let's protect all Arizona employees, residents and consumers from discrimination. Take the UNITY Pledge and support ONE Community!").
- Spread the word through other social-media networks (e.g., LinkedIn and MySpace).

## WHERE DO I OBTAIN ADDITIONAL INFORMATION ABOUT UNITY PLEDGE?

Additional information regarding UNITY Pledge is available at: [www.UNITYPledge.co](http://www.UNITYPledge.co).

## UNITY Pledge for Businesses:

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We also understand that if our travel and tourism industry wants to be competitive—and if Arizona wants to be competitive on a national and international level—we must support all of our diverse communities. It's time for LGBT inclusive non-discrimination policies in the workplace, in housing, and in public accommodations including restaurants and hotels.

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Representative Signature:

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Representative Name:

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Representative Title:

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Representative E-mail:

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Company/Organization Name:

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Company/Organization Address:

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Company/Organization Telephone:

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Company/Organization Website:

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Number of Employees:

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Return completed form by e-mail ([info@unitypledge.co](mailto:info@unitypledge.co)), facsimile (480-355-0088), or mail (ONE Community, P.O. Box 17836, Phoenix, AZ 85013). Additional information available at: [www.UNITYPledge.co](http://www.UNITYPledge.co).

Company name and logo information may be used on ONE Community's UNITY Pledge website and in program materials, unless a specific exclusion is requested. However, all other information above will remain confidential as permitted by law. By providing my e-mail address, I agree to receive future communications via e-mail from UNITY Pledge and ONE Community unless I elect otherwise.

## UNITY Pledge for *Individuals*:

I believe that diversity is our strength and that all Arizonans deserve fair and equal treatment. If Arizona wants to be competitive on a national and international level we must support all of our diverse communities.



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Signature: \_\_\_\_\_

Name: \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_  
\_\_\_\_\_

Telephone: \_\_\_\_\_

Occupation: \_\_\_\_\_

Return completed form by e-mail ([info@unitypledge.co](mailto:info@unitypledge.co)), facsimile (480-355-0088), or mail (ONE Community, P.O. Box 17836, Phoenix, AZ 85013). Additional information available at: [www.UNITYPledge.co](http://www.UNITYPledge.co).

Your name may be listed on ONE Community's UNITY Pledge website, unless a specific exclusion is requested. However, all other information above will remain confidential as permitted by law. By providing my e-mail address, I agree to receive future communications via e-mail from UNITY Pledge and ONE Community unless I elect otherwise.