



**THE STONEWALL INN  
GIVES BACK INITIATIVE**

---

## **The Stonewall Inn Gives Back Initiative Certified Safe Spaces Partner PR Toolkit**

### **Table of Contents:**

1. [SIGBI Safe Spaces Talking Points](#)
2. [SIGBI Safe Spaces Best Practices](#)
3. [SIGBI Press Materials Approval Process](#)
4. [Safe Spaces Partner Commitment Press Release Template](#)
5. [Safe Spaces Partner Certification Announcement Template](#)
6. [Social Handles & Sample Social Copy](#)
7. [SIGBI Safe Spaces Requirements](#)
8. [SIGBI Board of Directors & Advisory Committee](#)
9. [SIGBI Logos](#)
10. [SIGBI Contact Information](#)

---

### **SIGBI Safe Spaces Talking Points:**

- The Stonewall Inn Gives Back Initiative (SIGBI) is the official and only charitable giving organization of the historic Stonewall Inn, the birthplace of the modern gay rights movement and centerpiece of one of the United States' newest national monuments.
- The Stonewall Inn Gives Back Initiative's Safe Spaces certification allows businesses, retail shops, food and beverage establishments, and entertainment and public venues to show support for LGBTQ+ patrons, employees, customers and neighbors.
- Safe Spaces uplift LGBTQ+ people and provide a place to celebrate, educate, thrive, work, shop, relax and live freely.
- The SIGBI Safe Spaces training and certification process is accessible to every business, small or large.

- More information about SIGBI's Safe Spaces certification can be found at [stonewallinitiative.org](http://stonewallinitiative.org).

---

### **SIGBI Safe Spaces Best Practices:**

#### **DO:**

- ✓ Always include that The Stonewall Inn Gives Back Initiative is the **official and only** non-profit charitable organization of The Stonewall Inn in all Safe Spaces messaging and press materials.
- ✓ Flag press and interview requests in real time regarding Safe Spaces or The Stonewall Inn to the SIGBI PR team.
  - SIGBI PR Contact information: Kaitlyn Repman, [kaitlyn.repman@civic-us.com](mailto:kaitlyn.repman@civic-us.com),
  - SIGBI Back Up PR Contact Information: Gabrielle Flamand, [gabrielle.flamand@civic-us.com](mailto:gabrielle.flamand@civic-us.com)
- ✓ Share your business' experience becoming a SIGBI certified Safe Space and why the certification process is so important to your community.
- ✓ Share how other businesses can become SIGBI certified Safe Spaces.
- ✓ Always tag SIGBI and The Stonewall Inn in relevant social posts.

#### **The Stonewall Inn Gives Back Initiative:**

IG [@StonewallGives](https://www.instagram.com/StonewallGives) | Twitter [@StonewallGives](https://twitter.com/StonewallGives) | Facebook [@StonewallGives](https://www.facebook.com/StonewallGives)

#### **The Stonewall Inn:**

IG [@thestonewallinn](https://www.instagram.com/thestonewallinn) | Twitter [@TheStonewallNYC](https://twitter.com/TheStonewallNYC)

#### **DO NOT:**

- ✗ Respond to media or in public-facing communications on behalf of SIGBI or The Stonewall Inn.
- ✗ Speak to press without first alerting Civic and Stacy Lentz.
- ✗ Distribute press materials that includes Safe Spaces, SIGBI or The Stonewall Inn without SIGBI's PR team's approval.

---

### **SIGBI Press Materials Approval Process:**

SIGBI require approval of all Safe Spaces Partners' press materials that mention SIGBI, The Stonewall Inn and/or the Safe Spaces initiative through the below process:

1. **At least 2 weeks prior to an announcement:** Alert the SIGBI PR team that you are planning a press announcement and confirm the announcement date.  
(i.e. announcing participation or completion of the Safe Spaces certification process, announcing an event to celebrate your participation in the Safe Spaces program, etc.)
2. **At least 1 week prior to an announcement:** Share the press materials with the SIGBI PR team for approval.
3. **Pre & Post-announcement:** Alert the SIGBI PR team of any press interview requests you receive that are specifically about the SIGBI Safe Spaces initiative. The SIGBI PR team will reshare the Safe Spaces talking points and can also offer a SIGBI representative to speak on behalf of the Safe Spaces or The Stonewall Inn initiative.

**Required Interview Request Format:**

Outlet Name:

Reporter Name:

Interview Date & Time Requested:

Time Required (ex. 10-15 min. interview):

Reporter's Deadline:

Interview Description:

Virtual or In-Person Interview:

---

**Safe Spaces Partner Commitment Press Release Template:**



[INSERT BUSINESS LOGO]

**[INSERT BUSINESS NAME] Pledges to Become a Stonewall Inn Gives Back Initiative Certified Safe Space for LGBTQ+ Employees and the Community**

**INSERT CITY, STATE (INSERT DATE)** - Today, **[INSERT BUSINESS NAME]** pledged its commitment to **The Stonewall Inn Gives Back Initiative (SIGBI)**'s Safe Spaces Certification Program. SIGBI, The Stonewall Inn's official and only charitable giving organization of the historic Stonewall Inn, will work with **[INSERT BUSINESS NAME]** to provide the proper training, policies and standards that ensure **[INSERT BUSINESS NAME]** is creating a safe space for LGBTQ+ employees, LGBTQ+ customers and advocating for equality.

In addition to meeting criteria to become a certified Safe Space, [INSERT BUSINESS NAME]'s employees will also complete a training component designed by Jennifer Brown Consulting to ensure that they are creating an inclusive environment.

SIGBI announced the launch of its Safe Spaces Certification Program during Pride Month in June 2022. The Safe Spaces Certification Program was created in response to a survey SIGBI conducted that uncovered that 89% of the LGBTQ+ community believe that most spaces are not aware that LGBTQ+ people feel unsafe, and 97% believe the LGBTQ+ community would benefit from more safe spaces.

SIGBI's 10-step certification process was developed in partnership with some of the brightest minds from marginalized communities nationwide and is being rolled out to entertainment venues, food and beverage locations, stores, businesses, and other public venues, so they can become certified as a Safe Space for LGBTQ+ members of the community.

"Safe Spaces are vital in order to uplift LGBTQ+ people and provide places to celebrate, educate, thrive, work, shop, relax and live freely," said Stacy Lentz, CEO, SIGBI. "The Stonewall Inn is the original Safe Space and we are thrilled to expand our reach and work with businesses and venues across the globe to ensure that the Safe Spaces training and certification process is available to all."

[INSERT BUSINESS QUOTE]

SIGBI is inspired by the struggles and ideals of the LGBTQ+ rights movement born from The Stonewall Inn riots of 1969. Through awareness campaigns, educational programming, fundraising, and candid public dialogue, SIGBI supports grassroots organizations and marginalized communities across the globe with a focus on those where progress toward equality has been slow and spreading The Stonewall Inn legacy to places where it is most needed.

To learn more about becoming a SIGBI Certified Safe Space, please visit [www.stonewallinitiative.org](http://www.stonewallinitiative.org).

[INSERT BUSINESS BOILERPLATE]

### **About The Stonewall Inn Gives Back Initiative**

The Stonewall Inn Gives Back Initiative (SIGBI) is the official and only non-profit of The Stonewall Inn which is one of the original LGBTQ+ communities safe spaces and is widely considered the birthplace of the modern LGBTQ+ rights movement. The SIGBI Safe Spaces certification identifies entertainment venues, food and beverage

locations, stores, businesses and other public venues, as safe spaces for LGBTQ+ members of the community.

**Press Contacts:**

[INSERT BUSINESS PR CONTACT]

**SIGBI PR, Kaitlyn Repman:** CIVIC on behalf of SIGBI, [kaitlyn.repman@civic-us.com](mailto:kaitlyn.repman@civic-us.com)

###

---

**Safe Spaces Partner Certification Announcement Template**



**[INSERT BUSINESS NAME] Named A Safe Space By  
The Stonewall Inn Gives Back Initiative (SIGBI), the  
Only Non-Profit of the Historic Stonewall Inn**

**INSERT CITY, STATE (INSERT DATE)** - Today, **[INSERT BUSINESS NAME]**, and **The Stonewall Inn Gives Back Initiative (SIGBI)** announced that **[INSERT BUSINESS NAME]** was certified by SIGBI as a Safe Space. SIGBI, the official and only charitable giving organization of the historic Stonewall Inn, worked with **[INSERT BUSINESS NAME]** to provide the proper training, policies and standards that ensure **[INSERT BUSINESS NAME]** is creating a safe space for LGBTQ+ employees, LGBTQ+ customers and advocating for equality.

In addition to meeting criteria to become a certified Safe Space, **[INSERT BUSINESS NAME]**'s employees completed a training component designed by Jennifer Brown Consulting to ensure that they are creating an inclusive environment.

"Safe Spaces are vital in order to uplift LGBTQ+ people and provide places to celebrate, educate, thrive, work, shop, relax and live freely," said Stacy Lentz, CEO, SIGBI. "The Stonewall Inn is the original Safe Space and we are thrilled to expand our reach and work with businesses and venues across the globe to ensure that the Safe Spaces training and certification process is available to all."

[INSERT BUSINESS QUOTE]

SIGBI announced the launch of its Safe Spaces Certification Program during Pride Month in June 2022. The Safe Spaces Certification Program was created in response to a survey SIGBI conducted that uncovered that 89% of the LGBTQ+ community believe that most spaces are not aware that LGBTQ+ people feel unsafe, and 97% believe the LGBTQ+ community would benefit from more safe spaces.

SIGBI's 10-step certification process was developed in partnership with some of the brightest minds from marginalized communities nationwide and is being rolled out to entertainment venues, food and beverage locations, stores, businesses, and other public venues, so they can become certified as a Safe Space for LGBTQ+ members of the community.

SIGBI is inspired by the struggles and ideals of the LGBTQ+ rights movement born from The Stonewall Inn riots of 1969. Through awareness campaigns, educational programming, fundraising, and candid public dialogue, SIGBI supports grassroots organizations and marginalized communities across the globe with a focus on those where progress toward equality has been slow and spreading The Stonewall Inn legacy to places where it is most needed.

To learn more about becoming a SIGBI Certified Safe Space, please visit [www.stonewallinitiative.org](http://www.stonewallinitiative.org).

[INSERT BUSINESS BOILERPLATE]

### **About The Stonewall Inn Gives Back Initiative (SIGBI)**

The Stonewall Inn Gives Back Initiative (SIGBI), the official and only non-profit organization of The Stonewall Inn, is inspired by the struggles and ideals of the LGBTQ+ rights movement born from the Stonewall Inn Uprising of 1969. Our overarching mission remains unwavering: to persist in the fight for LGBTQ+ rights and complete global equality. Through SIGBI's Safe Spaces certification program, we've collaborated with brands, venues, and businesses worldwide — including the TCS New York City Marathon and US Open Tennis Championships — all sharing the common goal of fostering welcoming and inclusive spaces that prioritize the safety and support of the LGBTQ+ community.

SIGBI supports grassroots organizations committed to advocacy and provides crucial support to LGBTQ+ communities and individuals through awareness campaigns, educational programming, fundraising, and candid public dialogue. Our commitment funds organizations providing gender-affirming care and mental health support across the U.S., supporting the first LGBTQ+ organization in Iraq, and establishing LGBTQ+ homeless youth shelters in Italy. We are committed to eliminating the social intolerance that is profoundly impacting the lives of LGBTQ+

citizens throughout America and abroad.

Find out more about SIGBI's work here: [stonewallinitiative.org](http://stonewallinitiative.org) | [Instagram](#) | [Facebook](#) | [Twitter](#)

Press Contacts:

[INSERT BUSINESS PR CONTACT]

SIGBI PR, Gabrielle Flamand: [gabrielle.flamand@civic-us.com](mailto:gabrielle.flamand@civic-us.com)

###

---

### **Social Handles & Sample Social Copy:**

#### **The Stonewall Inn Gives Back Initiative:**

IG [@StonewallGives](#) | Twitter [@StonewallGives](#) | Facebook [@StonewallGives](#)

#### **The Stonewall Inn:**

IG [@thestonewallinn](#) | Twitter [@TheStonewallNYC](#)

### **Sample Social Copy:**

#### **Pre-Certification**

[[Business Name]] is excited to announce we are starting the process of becoming a Stonewall Inn Gives Back Initiative Certified Safe Space. We pledge to provide the proper training, policies and standards to ensure that we are creating a safe space for LGBTQ+ employees and customers. #StonewallGives

Thank you to [@thestonewallinn](#) and [@StonewallGives](#) for partnering with us and creating the opportunity to show our staff and customers within the community that they have a LGBTQ+ Safe Space here at [[Business Name]],

#### **Post-Certification**

Here are [[Business Name]], we know that Pride is 365 days a year. We're proud to share that [[Business Name]] is officially a Certified Safe Space for the LGBTQ+ community, thanks to [@StonewallGives](#), the official and only non-profit organization of [@thestonewallinn](#)!

[[Business Name]] has completed the necessary training and meets the proper policies and standards to ensure that we are creating a safe space for all of our LGBTQ+ employees and customers. #StonewallGives

---

### **SIGBI Safe Spaces Requirements:**

1. **Training:** Those seeking Safe Spaces certification must complete two fifteen minute, guided exercises (facilitated by SIGBI) that explore important concepts, like gender identity. At the end of the training, in addition to better understanding fundamental LGBTQ+ concepts, participants will be familiar with safe spaces and why they are important for the LGBTQ+ community.
2. **Donate:** LGBTQ+ Safe Spaces are expected to do more than post a certificate on their window — investing in the LGBTQ+ community shows that a company values queer and trans safety, among other things. Consistent donations to vetted LGBTQ+ nonprofits must be a part of every Safe Spaces organization.
3. **Code of Conduct:** Companies must not imply that their employees treat LGBTQ+ colleagues and customers with dignity and respect — that expectation must be concretized in their code of conduct. Every company must list inclusive, LGBTQ+ affirming conduct in their manuals so that every stakeholder is informed and empowered to behave accordingly.
4. **Gender Neutral Bathrooms:** The simplest way to show that a space is safe is to provide gender neutral bathrooms. Everyone deserves the dignity of existing in a space where their most basic needs are met. The expectation is that Safe Spaces provides access to a gender-neutral bathroom option for employees and/or customers who choose it.
5. **Ongoing Support:** In addition to donations, companies should support LGBTQ+ people throughout the entire year — not just during Pride. Whether through corporate marketing campaigns or in-kind support, Safe Spaces value the LGBTQ+ community 365 days a year. This happens at the intersection of other identities as well. LGBTQ+ people should be included in every purpose driven activity a company produces.
6. **Policies and Procedures:** Every Safe Space should develop and implement policies and procedures that demand a diverse and inclusive workplace. This levels the playing field for LGBTQ+ people, ensuring equity in hiring and promotion opportunities and demonstrates a commitment to LGBTQ+ employee retention.
7. **Pronouns:** Respecting a person's identity starts with how they are addressed. Every Safe Space is expected to communicate the importance of personal pronouns, including how to ask about them, and adopt the pronouns of every individual employee and customer as they use them.
8. **Anti-LGBTQ Partners:** Safe Spaces must not engage anti-LGBTQ+ partners. This includes partners that hold discriminatory policies or have a recent history of working against LGBTQ+ equality. Safe Spaces are expected to fully audit their partners and only work with partners that are affirming and supportive of the LGBTQ+ community.

9. **Re-Certification:** Safe Spaces must be open to accountability, demonstrating that they are committed to the Safe Spaces requirements. They must apply for annual recertification.

---

**SIGBI Logos:**

You can download the SIGBI and Safe Spaces logo [HERE](#).

---

**SIGBI PR Contacts:**

**Kaitlyn Repman:** CIVIC on behalf of SIGBI, [kaitlyn.repman@civic-us.com](mailto:kaitlyn.repman@civic-us.com)

**SIGBI General Contact:**

Email: [admin@stonewallinitiative.org](mailto:admin@stonewallinitiative.org), Phone: 646-242-7372

Address: 511 Avenue of The Americas, Suite 508, New York, NY, 10011

**SIGBI Contact Information****SIGBI PR Contacts:**

Stacy Lentz: CEO of SIGBI, [Stacy@stonewallinitiative.org](mailto:Stacy@stonewallinitiative.org)

**Kaitlyn Repman:** CIVIC on behalf of SIGBI, [kaitlyn.repman@civic-us.com](mailto:kaitlyn.repman@civic-us.com)

**SIGBI General Contact:**

Email: [admin@stonewallinitiative.org](mailto:admin@stonewallinitiative.org), Phone: 646-242-7372

Address: 511 Avenue of The Americas, Suite 508, New York, NY, 10011