

LIBERATE



Liberate

Vision and Strategy

2019-2022 (and beyond)

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1. Who we are

Liberate (“the Charity”) is a local charity, founded on 15th February 2014, Registration number [CH468]. We are also registered with the Guernsey Charities Commission (No. 399)

Liberate is governed by a Chair, Vice Chair/Chief Operating Officer (CEO), Hon. Treasurer and supporting Trustees and committees. We are made up of individuals from a variety of gender identities, sexual orientation, ages, religious beliefs, ethnicities and disabilities.

By having such a diverse group of people involved we can operate on many levels as we all bring something different to the group.

We currently have one member of staff and the rest of our team contribute on a voluntary basis.

We exist to promote fairness and equality for the Lesbian, Gay, Bisexual, Transgender and Questioning/Queer (“LGBTQ+”) community and their friends and families within the Bailiwick of Guernsey.

Rights under the law and equality of treatment for individuals identifying as Lesbian, Gay, Bisexual, Transgender and Questioning have gathered pace within the Western World over recent years and, as a progressive, free and democratic society, we want the Bailiwick of Guernsey to keep pace with this change. We believe that the LGBTQ+ community within the Bailiwick are entitled to the same freedoms as other groups of people both within the Bailiwick and internationally.

We serve and support the LGBTQ+ community and their friends and families within the Bailiwick of Guernsey.

We campaign for positive change in the laws and opinions within the Bailiwick of Guernsey to promote acceptance of everyone identifying as Lesbian, Gay, Bisexual, Transgender and Questioning/Queer, with the input and support of the LGBTQ+ community.

We want to stand as positive role models and provide a voice for the Bailiwick’s LGBTQ+ community.

2. Achievements so far

Since the Charity's inception we have campaigned tirelessly for change and we have witnessed and helped to achieve several key changes. We have also staged events and provided essential support.

Our achievements so far:

- i. Guernsey (and Herm) introduce same sex marriage in May 2017, with Alderney following in 2018 and Sark in 2020;
- ii. The States of Guernsey changed the law to allow same sex couples to adopt;
- iii. The States of Guernsey have updated the Income Tax Law so that LGBTQ+ people are treated equally;
- iv. The Charity staged the first Guernsey based Channel Island's Pride event in 2016, with this being expanded upon for the 2018 event – the 2018 event was attended by approximately 5,000 people;
- v. Liberate is an approved States of Guernsey School Support Agency and as such offers training to all schools and staff on LGBTQ+ issues. Our CEO also works for the Youth Commission of Guernsey and Alderney to deliver LGBTQ+ awareness and equality lessons to the island's schools. Lessons are currently delivered to all year 7, 9 and 11 pupils in States run secondary schools in Guernsey and in Alderney, and both Elizabeth and Ladies College have lessons being delivered during the 2019/2020 terms;
- vi. We have developed a close working relationship with Guernsey's Director of Public Health, Dr Nikki Brink in order to provide better care, and to ensure that all members of the LGBTQ+ community are treated with dignity and respect while accessing services. This has included the funding of the gender reassignment process, and options for people to freeze eggs and sperm once they start treatment if desired and the updating of medical records in a way that does not 'out' people but makes sure they do not miss vital screening. We also provide specific LGBTQ+ training to 'The Institute' on inclusive care for nurses;
- vii. We continue to stage multiple events that run throughout the year to promote LGBTQ+ inclusion and awareness in the wider community, these also raise funds for Liberate. These include quizzes, drag queen bingo, 'Lip Sync' evenings, an annual ball/party and car treasure hunts;
- viii. Due to the intersectionality of the LGBTQ+ community with other minority groups, we have developed strong and effective relationships with many local charities including MIND, Autism Guernsey, the Youth Commission of Guernsey & Alderney, the Guernsey Disability Alliance, Town Church and Careers Guernsey to ensure we can support the LGBTQ+ community thoroughly;
- ix. We regularly engage with the media to maintain awareness of the need for equality and inclusion for the LGBTQ+ community;
- x. Liberate was included in a shortlist of 3 charities for the Guernsey Community Foundation's Charity of the Year Award in 2015, we were also nominated in this category for 2016, and

- shortlisted for Organising Committee of the Year for Channel Islands Pride: Guernsey and our Vice Chair/CEO Ellie Jones was shortlisted for Outstanding Individual Achievement;
- xi. We have provided support to hundreds of LGBTQ+ individuals, their family and friends through our confidential support service, groups and online platforms;
 - xii. We have delivered LGBTQ+ diversity, equality and inclusion training to many of the island's businesses, organisations, States bodies, schools and other charities;
 - xiii. We have developed and delivered our DIFERA employer accreditation (developed with our team in Jersey) to approximately 20 different organisations including both the States of Guernsey and Jersey (these are run by our Guernsey and Jersey teams respectively in each island). DIFERA focuses on general Diversity, Inclusion, Fairness, Equality, Respect and Acceptance of minority groups, not just LGBTQ+ people;
 - xiv. We launched a dedicated peer led Trans and gender non-conforming support group and web resource;
 - xv. As part of our outreach programme we have created a Liberate choir. This brings together members of the LGBTQ+ community, their family and friends to a regular activity 'with purpose';
 - xvi. 'Pride in Sport' was launched across the Channel Islands as a bi-annual event to coincide with Pride in Guernsey. Over 3,000 sets of rainbow laces or sweatbands were handed out to sports teams, schools and individuals to promote awareness of/and tackle homophobia, biphobia and transphobia in sport. The initiative included Guernsey Football Club, Guernsey Rugby and the islands primary schools via their Daily Mile programme, to name just a few;
 - xvii. Liberate have become a key stakeholder group for consultation within the States of Guernsey and has worked with the States on shaping pieces of work including the proposed Discrimination Legislation, the Children and Young People Survey, as well as working with the Guernsey Police community group and the Education Department on inclusive policies and procedures;
 - xviii. Liberate is an integral part of Equality Guernsey. This well-established consortium of 3rd sector people has come together in support of the development of Discrimination Legislation and an Equality & Rights Organisation, and to ensure that the 'equality agenda' stays a firm focus for the States of Guernsey over the coming years;
 - xix. Intersex birth registrations are allowed (this is by default as the current system does not restrict the sex entry to the binary of male or female);
 - xx. An interim solution was found for same sex parents to be included on their child's birth registration documents, birth certificates will then be retrospectively changed when the law is updated;
 - xxi. Guernsey hosted its first Equality Conference in 2019. Liberate delivered two sets of workshops at this event, one on sex, sexuality and gender identity, and another on Diversity, Inclusion, Fairness, Equality, Respect and Acceptance (DIFERA) in the workplace – with the latter kindly delivered by Liberate Jersey;
 - xxii. We have established LGBTQ liaison officers within the police, prison and probation services so that the LGBTQ+ community are more confident when dealing with these departments.

3. Our vision

Our vision is to have a fair and equal society, where each Lesbian, Gay, Bisexual, Transgender and Questioning/Queer person living in the Bailiwick is treated with dignity and respect. We wish to create:

- A place where the laws protect equally the rights of Lesbian, Gay, Bisexual, Transgender and Questioning individuals.
- A society that welcomes and protects diversity.

We wish to put in place support services for LGBTQ+ people growing up and growing old within the Bailiwick.

We wish to create an island community where everyone stands on an equal footing with their neighbour regardless of their:

- Age
- Beliefs
- Disability or ability
- Gender identity
- Sex
- Sexual orientation
- Race or ethnicity

We encourage individuals from every walk of life to join us with the aim of promoting diversity within the Charity and the wider community.

Our ultimate achievement is for the Bailiwick of Guernsey no longer to require an organisation such as Liberate to campaign for equal rights of LGBTQ+ individuals.

4. Our mission

We educate and inform on a wide range of LGBTQ+ issues and support those who identify as LGBTQ+, their families and friends.

We campaign to reform related laws and policies to ensure that LGBTQ+ people can enjoy the same freedoms and protection as everyone else in the Bailiwick of Guernsey.

We question social attitudes and behaviours which discriminate against LGBTQ+ people.

We offer advice and support to help tackle discrimination, in all its forms, against LGBTQ+ people.

We positively promote awareness of the LGBTQ+ community and encourage support from all social, professional and political entities.

We host events where LGBTQ+ people can meet in a safe and supportive environment.

We stage fundraising events to support the ongoing costs of running Liberate and specific projects.

5. Objectives and priorities

The following is a list of works that Liberate will be focusing on:

- a. Working with the Director of Public Health to create an 'on-island' gender clinic using visiting gender specialists from the NHS, as well as training local GP's to be more confident to deal with transgender patient's diagnosis and ongoing hormone care;
- b. Developing loneliness and inclusion projects – our main social policy focus of work will be on increasing our outreach programmes in the community with the aim of engaging people who may be isolated or who do not want to/or cannot engage in the more social events that we put on;
These 'activities with purpose' will include but are not limited to:
Liberate choir
LGBTQ+ book club
Softball team
- a. Ensuring **ALL** members of the LGBTQ+ community can access our services by increasing the work we do, work with other intersecting minority groups via the close links we have developed with MIND, the Youth Commission, Town Church, Autism Guernsey and the Guernsey Disability Alliance;
- b. Creating an anti-harassment/discrimination campaign in the nighttime economy called 'Ask for Marsha', using a simple code word so that people can alert bar staff if they feel unsafe;
- c. Developing additional income streams through our existing training sessions by creating a new LGBTQ+ network for organisations;
- d. Continuing the development of LGBTQ+ education across the island's schools, working in conjunction with the Youth Commission;
- e. Working with Education to produce guidance for the inclusion, privacy and respect of trans students, and to help staff know how to more easily deal with situations that may arise;
- f. Developing a new LGBTQ+ youth support network in conjunction with the Youth Commission, led by students;
- g. Continue delivering our DIFERA employer accreditation programme. DIFERA is our, non-LGBTQ+ based accreditation that awards organisations with a quality mark that demonstrates that an organisation places Diversity, Inclusion, Fairness, Equality, Respect and Acceptance at the heart of what they do;
- h. Continuing to work with the States of Guernsey liaising with, and helping shape, LGBTQ+ inclusive policies and laws;
- i. Lobbying the States specifically to update the birth rights for same sex parents;
- j. Developing further outreach programmes for LGBTQ+ people, in particular for the older LGBTQ+ community;

- k. Ensuring we have positive LGBTQ+ role models and allies who are visible in the wider community, especially within schools, sport and the government;
- l. Organising fundraising and community events - including Channel Islands Pride 2020 - which create wider visibility and therefore acceptance of LGBTQ+ people in the community;
- m. Continuing to work with mental health professionals and charities, doctors and HSSD, especially regarding the trans community on inclusive care, and providing clear, effective and comprehensive care pathways;
- n. Establishing an LGBTQ+ support group in conjunction with MIND to support LGBTQ+ people with their mental health;
- o. Continuing to work with the LGBTQ+ liaison officers within the police, prison and probation services;
- p. Develop our online resources, including webpages, social media and video blogs, to educate and support LGBTQ+ individuals, allies, friends, families and colleagues;
- q. Liaising with government and professional services to provide training on the specific needs and requirements of transgender people including passport officials, doctors' surgeries, police and prison officers;
- r. Supporting LGBTQ+ individuals suffering discrimination or prejudice in the work place or within education;
- s. Continuing pressure on and work with the States to reform laws and policies that discriminate against LGBTQ people, especially regarding outdated forms and procedures, e.g. the Tax department to make them less discriminatory and more inclusive, and lobby for the States to introduce (or reform the need for) gender recognition certificates, gender neutral forms and a specific intersex option on birth certificates;
- t. Lobbying and work with the States to bring in general equality/discrimination legislation as part of Equality Guernsey;
- u. Implementing marketing and awareness plans around the above projects;
- v. Negotiating corporate sponsorships where needed for projects such as Channel Islands Pride, and our 'Ask for Marsha' campaign.

Beyond 2020 we will continue to strive to change hearts and minds in the wider community by hosting inclusive community events celebrating diversity and inclusion, such as Pride. We aim to be in the final stages of reforming any remaining outdated laws and policies to truly make the Bailiwick an inclusive place to live. Work on introducing equality legislation is well on its way and this has been a big part of our work stream during 2019.

6. Resources & Funding

Liberate currently has one member of staff and approximately 35 active volunteers. With ongoing dedicated financial resources, the Charity would have the opportunity to realise our objectives.

Our coordinator's role is currently funded until the end of 2020 via a grant from the Guernsey Community Foundation. Our aim is to become less reliant on grants and we are focusing our efforts on trying to make Liberate more self-sufficient over the coming years. Many businesses are very supportive of the work that we do, but they are reluctant to sponsor an LGBTQ+ charity as it is still seen as a controversial charity to openly support as they may alienate clients and other businesses who are not supportive of the LGBTQ+ community, and boards still worry they will lose business because of it, so it is usually difficult to get support on LGBTQ+ project outside of Channel Islands Pride. We hope this will change in the coming years in the same way that businesses used to be reluctant to support mental health charities. The 2019 Children and Young People Survey in Guernsey showed that just under 1 in 5 of young people in Guernsey identify as LGBTQ+ and therefore the next influx of employees and clients will be far more supportive and open to supporting the LGBTQ+ community (we are just waiting for that tide to turn).

Our fundraising plans include events to cover our ongoing operating expenses c.£1,000 as of 2019. We expect these expenses to rise to £2,000 due to the additional groups we will be facilitating. These will be funded by small fundraising events through the year such as:

- Lip Sync – raises c.£200 per event (we tend to host four a year)
- Quiz – raises c.£500
- Drag Queen Bingo – c.£500
- Treasure Hunt – raised c.£600 (we hope to do two or three per year)

We hope to gain ongoing sponsorship for both our choir and softball team, to cover the basic costs of 'kit', practice and participation in events:

- Choir sponsorship £550 – shirts cost £700 – The Thomas De La Rue is our current sponsor.
- Softball team sponsorship £500 - £1,000 for team enrolment to the league, practice kit and 15 shirts – TBC (in talks with a sponsor). Each enrolled player will also contribute an additional £20 for the team to be used for any unforeseen costs.

Our work streams are only possible due to our coordinators salaried position. We aim to be able to fund as much of this salaried position as possible through monetizing various work streams (some old, some new) and events including:

Ticketed events

Halloween Ball – raised c.£1,000 in its initial year

Liberate's Drag Show Challenge – being developed for 2020 this will be a cross between the Dancefloor challenge event and Ru Paul's Drag Race and will see prominent local figures being coached to take part in a drag show performance – we hope this will raise c.£5,000 annually.

Work streams to grow, develop and monetize

1. Liberate monthly donation - this will be for people who access our various outreach programmes i.e. Choir, Book Club, Trans Group, Softball team etc. People who join our groups will be asked if they would be willing to give a monthly donation to help fund the work that we do. People will be given the option of paying £3, £5 or £10 a month. Research shows that most people would choose £5 per month and we will aim to bring in £500 per month from the end of 2020.

Note: We will also make a similar approach with regards to monthly donations from people who attend Pride and the surrounding events when this happens in September 2020.

2. LGBTQ+ Training and Ally program – We will introduce an LGBTQ+ ally network for organisations, this offer will include support for LGBTQ+ staff and allies, organizational training and access to all our social activities. For additional details see attachment 'Liberate LGBTQ Network'.

3. DIFERA employer accreditation program – We will continue to offer our DIFERA programme.

Note: Uptake on this has stalled a little in Guernsey while the outcome of the proposed Discrimination Legislation is decided. We aim to also roll out a version of the DIFERA programme specifically for sports teams and education. See www.liberate.gg/difera for more details.

4. Sponsored '71 Country challenge' – To take advantage of the popularity of Channel Islands Pride we will be launching a series of sponsored events to match success of events such as the Saffery Champness Rotary Walk or the Skipton Swimmarathon in size. We envision this bi-annual event could easily grow to be large enough to fund the majority of our coordinator's salary. The initiative would see islanders take part in sporting events based around the number 71 to represent the 71 countries in the world where it is still illegal to be LGBTQ+. Challenges can be created by teams themselves or they can take part in one of 3 or 4 signature events that Liberate will introduce. See 71 Country Challenge outline for more details.

Note: Sponsorship in the region of £10,000 will be needed to launch this effectively, if we do not find a large sponsor for this it will have to grow the event organically. Our aim would be for this event to generate an income of £50,000 every 2 years, although it may take a few years to grow to this size.

General Note

Channel Islands Pride and it's supporting events held over the Pride weekend sit as standalone events. We expect these to cost c.£30,000 in 2020. This cost will be covered by corporate sponsors.