

Resources for LGBTQIA+ Entrepreneurs and Franchisees

FUNDING, COMMUNITY, AND MENTORSHIP OPTIONS FOR LGBTQ+ BUSINESS OWNERS

For those looking for a more inclusive culture, franchising can be the perfect opportunity for the entrepreneurial-minded to create a workplace environment that welcomes all while also building wealth. However, it's important to recognize that there are barriers that hold back LGBTQIA+ people from pursuing business ownership.

BARRIERS TO BUSINESS OWNERSHIP

- Many in the LGBTQIA+ community face discrimination from investors and limited access to funding from traditional networks and connections in their local communities.
- It can be difficult to find mentors and support from existing LGBTQIA+ business owners to help them work through challenges and experiences unique to them.
- [Legal barriers still exist around discrimination](#), including the ability to be fired from a job or denied housing based on sexual orientation or gender identity.
- Some local communities still hold stigmas around LGBTQIA+ owned businesses making it hard for them to find new customers and grow their business.

MORE THAN ONE-THIRD OF LGBTQIA+ ADULTS EXPERIENCE DISCRIMINATION.

CAP Study: Discrimination and Barriers to Well-Being: The State of the LGBTQIA+ Community in 2022

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I'm passionate about breaking down these barriers to increase diversity in franchising. It's important to share the challenges LGBTQ entrepreneurs face, and provide resources to help them overcome obstacles.

I encourage you to offer the following resources to your franchisees and candidates interested in joining your system.



Michelle Rowan
President & COO, FBR

FUNDING OPTIONS

- [Gaingels](#) is an angel investment group focused on helping LGBTQIA+ entrepreneurs get access to funding.
- [Pride Fund](#) is an investment fund that provides capital and support to LGBT entrepreneurs. They focus on companies that are developing innovative technologies or services that are relevant to the LGBT community.
- [Pipeline Angels](#) creates capital for trans women, cis women, nonbinary, two-spirit, agender, and gender-nonconforming founders, and offers bootcamps and a pitch summit.
- [Diversity VC](#) drives diversity, equity, and inclusion through private equity.
- [Backstage Capital](#) invests in founders that identify as women, People of Color or LGBTQ+.

Part of creating an inclusive culture is asking for feedback from all your stakeholders.

Franchise Business Review's franchisee satisfaction and employee engagement surveys provide actionable insights to help you understand and navigate what your franchise partners and corporate team need.

Find out how you can start building a stronger franchise culture using survey feedback now.

Visit: GoFBR.com



COMMUNITY & MENTORSHIP ORGANIZATIONS

- [National Gay and Lesbian Chamber of Commerce \(NGLCC\)](#) is the largest organization of LGBT-owned and LGBT-friendly businesses in the world. NGLCC provides resources, networking opportunities, and certification for LGBTQ+ owned businesses.
- [LGBTQ Entrepreneurs Facebook Group](#) consists of nearly 2000 entrepreneurs (and those aspiring to be) interested in growing their businesses. It offers education around scaling business and community support to help members.
- [StartOut](#) is a non-profit organization that supports LGBTQ+ business owners through mentorship, networking, and education. They offer a variety of programs and events, including a mentorship program, an accelerator program, and an annual conference.
- [Stanford Executive Leadership Program](#) is a highly-specialized, one-week program for LGBTQ executives.
- [LGBTQ Hub for Small Businesses](#) is an online platform for small business owners offered through the U.S. Chamber of Commerce Foundation to access resources and inspiration to build inclusive workplaces.
- [Hello ALICE!](#) specializes in networking events for LGBTQIA+ entrepreneurs nationwide.
- [Business Equality Magazine](#) is a print and digital publication dedicated to empowering LGBTQ+ and other underrepresented business communities.