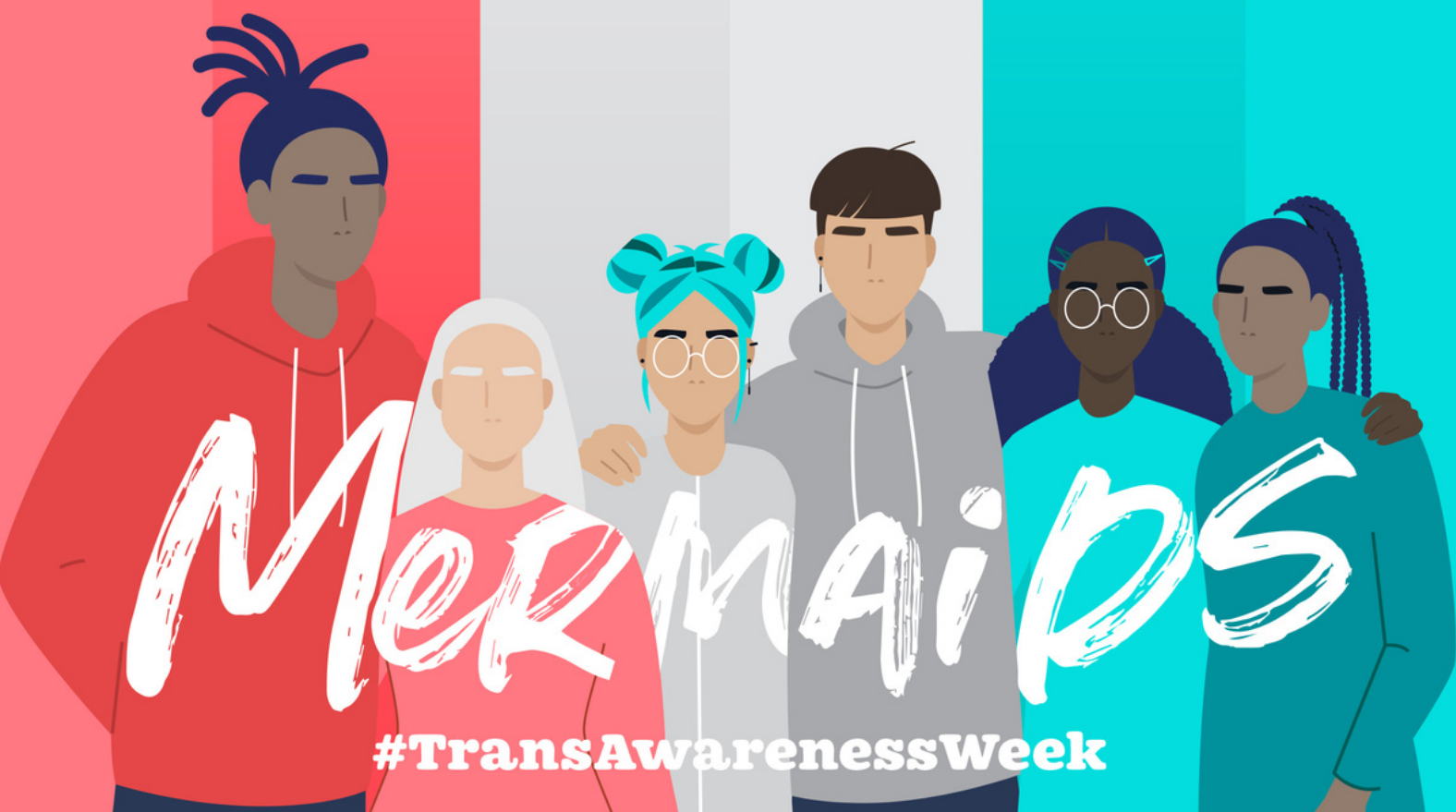


# TRANS AWARENESS Week 2021

#AWARENESSINTOACTION

A guide



#TransAwarenessWeek

# WHAT IS TRANS AWARENESS WEEK?

Transgender Awareness Week 2021 takes place 13-19 November. It is a time for us to come together to highlight the issues faced by trans, non-binary and gender diverse people. This TAW, Mermaids is encouraging everyone to turn Awareness Into Action.



The week culminates in Trans Day of Remembrance on 20 November, an opportunity to honour the lives we've lost to transphobic violence.

## WHY IS IT IMPORTANT?

**63%**

have experienced transphobia while seeking employment, rising to 73% of BPOC

**80%**

of non-binary people have experienced transphobia from colleagues compared to 73% of trans men and 73% of trans women

**81%**

believe transphobic rhetoric in the media has impacted how they are treated at work

\*Report found [here](#)

Trans-inclusive workplaces have the power to change not just these numbers but to save lives. That's worth taking action for.

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# TAKE ACTION



1. EDUCATE & LEARN (inclusive workplace)

2. FUNDRAISE

3. HOST AN ACTIVITY

4. SUPPORT TRANS YOUTH



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# EDUCATE & LEARN



An inclusive workplace is vital

We all have a part to play in creating a world for trans and gender diverse people, and this includes the workplace. Here are a few simple suggestions.

## PRONOUNS

- Add pronouns in your email signature
- Consider neutral language - eg 'Good morning everyone'
- When corrected, say 'thank you' instead of sorry.

Identities are diverse and not always binary; don't make assumptions about gender identity.

## Do you HAVE...

- Transgender equality policy or statement?
- Transition at work policy?
- Anti-discrimination and bullying and harassment policies?

For more information [click here](#).

[Book us for training](#)

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# FUNDRAISE



Walk, run, cycle and more for Mermaids as a team or individually! Thanks to Global Adventure Challenge, there are Challenge events across the UK.

Miles 4 Mermaids - Take part in a virtual run at a time and place that suits you! £5 from every entry goes to Mermaids.

Raise as you shop - Set up donations when you shop online with Amazon Smile & Easy fundraising

Streamers welcome - Join the crowd of YouTubers and Twitch stars making magic and raising funds for trans kids.



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# SHOW YOUR SUPPORT FOR TRANS YOUTH



## MAKE A DONATION AND SUPPORT OUR WORK

This goes directly towards helping thousands of trans, non-binary and gender-exploring children, young people and their families.

## VOLUNTEER

Volunteers are integral in the work that we do, and we aim to provide the best volunteer experience possible. Sign up today!

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# HOST AN ACTIVITY

## AT WORK

- Lunch & Learn with speakers
- In-office fundraisers
- [Watch our #MyPrideFamily video!](#)



## AT SCHOOL

- Put up posters & trans flags
- Host a trans pride group fundraiser event
- Include trans content in non-specialist courses

## ONLINE

- Share supportive messages online
- Uplift trans voices
- Attend digital inclusion training
- Use our TAW themed backgrounds

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# Join us on TAW



WATCH OUR INSTAGRAM LIVES



16 Nov w/ Eva



17 Nov w/ AZ



18 Nov w/ SSTS



19 Nov w/ Josetta

[Read our blogs](#) on Trans Awareness Week and Trans Day of Visibility.

Download your free Mermaids' TAW themed [virtual backgrounds here](#)

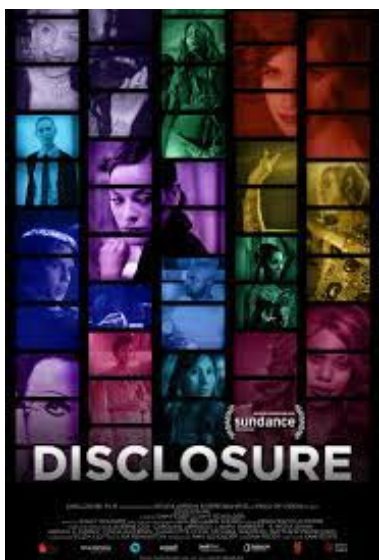
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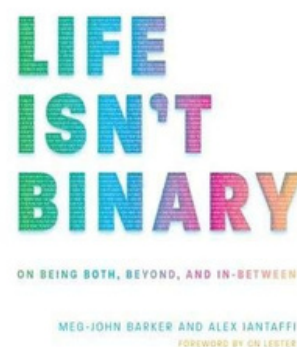
# FURTHER RESOURCES



## Must watch movies



## Must read books



[Check out our Mermaids x Instagram Allyship Guide](#)

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Thank you for downloading this tool kit and we hope that something if not everything resonated with you.

*Remember to be an active ally*

