Building Pride

Celebrating the LGBTA Community

10 Years and Counting

Creating a Truly Inclusive Workplace

Loud & Proud to Be Your Bank!

Investing in LGBTA Communities
TD is proud to support 42 Pride festivals across North America in 2014.
10 Years and Counting

2014 marks a special milestone for TD. It’s the 10th anniversary of our Lesbian, Gay, Bisexual, Transgender and Allies (LGBTA) Working Group, a team that has made many positive changes for LGBTA people.

A decade ago, as one of the first banks to launch a targeted LGBTA effort, TD took a bold stance. We wrapped ourselves in the rainbow flag and were very “out” about it. This may not sound revolutionary now, but in 2005 the LGBTA movement was far from mainstream. The path of least resistance would have been to leave the LGBTA discussion behind the proverbial “pink curtain.” The Working Group knew that making our values clear and transparent would spark organizational change, but we viewed it as a necessary step to reinforce TD’s authentic brand.

Today, TD is recognized for its support of the LGBTA population:

• In our workplace, diversity and inclusion is a way of life, where people can bring their whole selves to work – and, ultimately, be more productive. The large number of people who have come out at work, sometimes before telling their families, has been a true mark of our progress.

• In our communities, TD is involved with over 100 LGBTA organizations and initiatives across North America. We are a highly visible supporter, which includes sponsoring WorldPride 2014 in Toronto.

• For our LGBTA customers, we want them to feel comfortable doing business with us, that they see themselves reflected in our staff, in our ads and in our services.

We won’t let up in our efforts to keep diversity and inclusion part of the TD culture. Despite growing public acceptance of the LGBTA movement, there is still discrimination in North America. So we must stay vigilant in our intolerance of intolerance, and continue breaking down barriers for LGBTA people everywhere.

This isn’t a “feel good” project for TD. This is serious work about creating an inclusive workplace and an inclusive place to bank, both of which are critical for us to be North America’s Better Bank.

Tim Thompson
Chair of TD’s Lesbian, Gay, Bisexual, Transgender and Allies Committee (Canada)
Chief Operating Officer, TD Asset Management
Creating a truly inclusive workplace

Since first introducing same-sex benefits to our Canadian workforce in 1994, we have made significant inroads in creating a truly inclusive workplace for LGBT&A employees wherever we operate.

**Employee Pride Network:** With some 3,000 members across North America, our LGBT&A Pride Network continues to be one of TD’s largest and most engaged employee networks. There are also Regional Pride Networks that allow employees to come together to share experiences within the LGBT&A community and to promote diversity and inclusion in the larger TD culture.

**LGBT&A employee resource groups:** Voluntary, employee-led groups at TD serve as a resource for LGBT&A employees and participate in awareness and education, recruitment, community outreach and other TD initiatives for the LGBT&A community.

**Policies:** TD has many policies to foster diversity and inclusion, including Workplace Gender Transition Guidelines for employees who identify as transgender, their co-workers and HR representatives.

**Recruitment:** To attract and recruit LGBT&A talent, we participate in external programs such as SAGEWorks in the U.S. This national employment support program for older LGBT&A adults (40+) provides workshops, technology training and coaching to help participants expand their career skills. TD Bank continues to hire SAGEWorks participants.

**Communications:** Diversity is very much a topic of conversation at TD. For example, on our internal social media platform, Connections, LGBT&A employees have created communities and share personal stories and tips, with topics ranging from coming-out experiences to challenges faced.
Employee resource groups at TD focused on helping LGBT+ employees develop both personally and professionally.

$1.2 + million
Invested in 2014 to support LGBT+ community organizations and events across North America.

$750,000
Contributed to anti-bullying campaigns since 2007.

3,000
Employees in TD’s LGBT+ Pride Network, an online community.

418 million
Estimated number of views of TD’s LGBT+-themed ads (print and digital) in 2013.
Our LGBTA Milestones

1994
• Introduced spousal benefits for same-sex couples, the first North American bank to do so.

2005
• Established LGBTA Working Group in Canada to create initiatives for LGBTA employees, customers and communities.
• Sponsored our first Pride Festival (in Toronto, Canada) — the first major financial institution to do so.
• Unveiled our first LGBTA-themed ads, with the TD logo on a Pride rainbow flag.

2006
• Launched LGBTA Employee Pride Network.

2007
• Embracing Diversity training, with LGBTA-specific content, initiated for executives and People Managers in Canada.

2008
• Our first LGBTA ads featuring images of same-sex couples were shown in mainstream newspapers and magazines, a first for Canadian financial institutions.

2009
• Established Workplace Gender Transition Guidelines in Canada and the U.S. to assist employees who identify as transgender and transitioning in the workplace.
• Introduced sex-reassignment surgery benefits in Canada, where it is not covered by provincial health-care plans.
2011
- Released “Being Myself at Work,” a video that explores TD’s journey to be more inclusive for LGBT employees. Group President and CEO Ed Clark explains why inclusion is important for business.

2012
- Released “Make It Better” video in support of LGBT youth in the community, which garnered North American-wide positive media and won Best Diversity Communication at the 2012 Strategic Video Awards.

2013
- TD Bank Group offsets the tax burden our LGBT employees incur in the U.S. to pay for domestic-partner benefits.

2014
- Supported and participated in 42 Pride festivals across North America.
- Platinum sponsor of WorldPride 2014 in Toronto and a sponsor of the WorldPride Human Rights Conference, at which our President and CEO is a featured presenter.
- Appointed business leads in Toronto and Vancouver to help grow the Bank’s LGBT business.
- Named one of Canada’s Best Diversity Employers by Mediacorp for the third straight year.
- Earned a perfect score on the Human Rights Campaign Foundation’s 2014 Corporate Equality Index for the fifth year in a row.
- Ranked among the 2014 DiversityInc Top 50 Companies for Diversity in the U.S.
- Received the International Business Leadership Award from Philadelphia’s Equality Forum for advancing LGBT rights.

2010
- Earned a perfect score on the Human Rights Campaign Foundation’s 2010 Corporate Equality Index (CEI), an annual report card that surveys and rates U.S. employers’ treatment of LGBT employees.
- Named one of the Most LGBT-Friendly Corporations in the World by the International Gay and Lesbian Chamber of Commerce. TD won the award three years in a row.
- Group President and CEO Ed Clark received Egale’s Leadership Award for championing LGBT communities and workplace diversity.
In 1994, TD introduced spousal benefits for same-sex couples — the first North American bank to do so.
Loud and Proud to Be Your Bank!

Our goal is to be the bank of choice for LGBTA people, their families and their businesses.

- To attract and earn the business of LGBTA customers, we strive to create a welcoming experience. We ensure that our customer services, policies and communications are inclusive and work to make our employee population representative of this community.

- TD advertises year-round, both in mainstream publications and in our branches and stores, with ads reflecting the diverse faces of the LGBTA community. Our gay-friendly ads are not just intended to reach the LGBTA population: they are a public demonstration to everyone about what TD stands for, which is a culture of inclusiveness both within and outside the bank.

- In 2014, we created Regional Manager positions, initially in Vancouver and Toronto, focused on LGBTA business development. We also established an LGBTA team specializing in small business, commercial banking, wealth management and mortgages to serve key markets.

- We continue to develop tools to support customer service, for example, by further educating front-line employees to comfortably engage with LGBTA customers.

We are out there:
LGBTA Quebec Network

In January 2014, TD’s LGBTA Quebec Network organized an evening of presentations at Galerie D in Montreal’s Village on financial planning for same-sex couples. Hélène Paradis, Financial Planner at TD Waterhouse Private Investment Advice, was a presenter.

“TD is open for business, and we’re stepping up our efforts to let LGBTA consumers know that. All clients regardless of sexual orientation, gender, race or disability want a financial institution that welcomes them and takes the time to understand their financial needs.”

Grant Minish, Regional Manager, LGBTA Business Development, Vancouver Region.
In 2014, TD was named one of Canada’s Best Diversity Employers and among the Top 50 Companies for Diversity in the U.S.
Investing in LGBT&A Communities

TD supports more than 100 LGBT&A organizations and initiatives across North America through funding, partnerships and employee volunteerism. As a long-time champion of gay rights, TD has helped lead the charge in creating a more inclusive society.

- Making a loud and proud statement that TD celebrates the LGBT&A population, we participate in over 40 Pride festivals across North America.
- We help advance anti-bullying and anti-discrimination campaigns, such as those run by Jer’s Vision and Out in Schools. These Canadian organizations stand up for justice and fairness through workshops and presentations that address bullying, homophobia, transphobia and discrimination in schools and communities.
- TD is committed to organizations focused on people living with HIV/AIDS, including the Gay Men’s Health Crisis centre (the world’s first and leading provider of HIV/AIDS prevention, care and advocacy, located in New York City), the Farha Foundation (which assists over 20,000 people living with HIV/AIDS in Quebec) and the Casey House Foundation (which provides compassionate palliative and supportive care for people living with HIV/AIDS in Toronto).
- TD is a proud supporter of Egale (Canada) and the Human Rights Campaign (U.S.), two national organizations working to achieve equality for LGBT&A people through research, public education and community engagement.
- TD Bank has created financial literacy programming that is being delivered by TD volunteers at the Hetrick-Martin Institute, a leading provider of after-school programs and social services for at-risk LGBT&A youth in New York City.
- In Philadelphia, TD sponsors the QFest film festival and the Mazzoni Center’s annual transgender health conference. The center is the only health-care provider in the region targeting LGBT wellness. Mazzoni Center staff are also currently assisting TD in creating employee trans-gender awareness and sensitivity tools.

We support the Youth Line in Ontario, which offers LGBT&A youth 24-hour, toll-free, confidential peer support by telephone or online.

Watch our Video: Make It Better

TD’s “Make It Better” video was created to bring attention to the issues of bullying and harassment and let LGBT&A teenagers know that they are not alone.

Ad promoting TD’s Pride sponsorship.
TD employees say it best
“It’s not enough to make changes inside. You have to show you’re serious on the outside as well. So right from the outset we made our community involvement a platform to demonstrate that we’re very serious about being inclusive. We don’t just fly the TD flag at Pride festivals, as symbolic as that is. We work with many groups that serve LGBTA communities and invest in the issues that impact them, including education programs that address homophobia and bullying. As with any diverse community, it’s about walking the talk and long-term commitment that earns you trust.”

Scott Mullin, VP of Community Relations, TD.

“I’m an ally and a passionate advocate of the bank’s LGBTA effort, specifically the “T” part of it because I have a transgender child. One of the things I’ve been extremely happy about is what TD has done for the transgender community in terms of health-care benefits. Having gone through this with my own child, I know how expensive and anxiety-filled the transition process can be. Having these benefits gives employees peace of mind that ‘you’re not going to go broke being who you are.’”

Sanghmitra Dutt, Regional Commercial Credit Manager, (Boston, MA), TD Bank.

“Our biggest accomplishment in the U.S. is how quickly we’ve gone to being an inclusive culture. We started from the grassroots level several years ago and now have comprehensive initiatives in place to support the LGBTA community, from our employee-led programs to our extensive community giving to our groundbreaking LGBTA-themed advertising.”

Robert Pompey, Co-Chair of TD Bank’s LGBTA Committee (U.S.) and Head of Commercial Credit Management Administration at TD Bank.

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Scott Mullin, VP of Community Relations, TD.

“I don’t worry about the fact that I’m gay or hide the existence of my partner. I’m a better employee for it. I don’t have to hide information about myself or keep track of who I’ve told what to; leaving all of my time, energy and brain power to be poured into my work.”

Heather Richardson, VP Branch Manager and Investment Advisor, TD Wealth Private Investment Advice, Brampton, Ontario.

“Our extensive community outreach over the past decade has helped us attract a large LGBTA clientele. Because of all the discrimination over many years, we wanted to prove our commitment and be a genuine supporter of the LGBTA population in order to earn the right to serve them.”

Al Ramsay, Regional Manager LGBTA, Greater Toronto Area.
“We’ve made terrific strides on our journey to making TD inclusive but we’re certainly not stopping here. The day we get to wind up our diversity initiative and send everybody home, it will be because we will have created an environment where sexual orientation and gender identity are just non-issues.”

Paul Douglas, EVP, Business Banking and former Chair of TD’s LGBT SubCommittee.