OUT Athletics Inclusion Movement - OUTAIM is a program of The OUT Foundation.
Statement of Inclusion from The OUT Foundation Executive Director, Tina Weaver.

Belonging Begins with Inclusion

We at The OUT Foundation are unwavering to ensure our LGBTQ+ community belongs. We're committed to modeling diversity and inclusion within and outside our services, and to maintaining an inclusive environment with equitable treatment for all. Inclusion is about the actions we take each day. We are an inclusive community and a safe space for fitness, health and wellness for athletes, health seekers, families, and staff members regardless of race, sex, gender identity, gender expression, sexual orientation, physical ability, socio-economic status, family structure, faith, ancestry, national origin, or medical condition. We honor, respect and celebrate our differences.

No matter where you are on your health journey, The OUT Foundation sees you and is committed to your health and well-being. Because we know Together We Can!
Transformational Change

OUTAIM harnesses the experience, expertise, and leadership of current and former athletes, DEIB health and wellness consultants, and LGBTQ+ health and wellness professionals to create transformational change for gyms.

As subject matter experts, AIM is designed to drive incremental change in which we meet the gyms/fitness environments where they are, valuing their interest and commitment to ensuring their gyms/fitness environments is safe and inclusive.

LGBTQ+ Intersectionality Statement:

The OUT Foundation staff and Board of Directors is committed to fostering an organization that leads with an inclusive and intersectional lens on the work created, programs run, and athletes lives we impact. We recognize the intersectionality that exists within the LGBTQ+ community, and the increased likelihood of an individual facing unfair treatment based on the multiple facets of their identity.

The OUT Foundation recognizes that gender identity, sexual orientation, race, ethnicity, disability, religion, age, immigration, socioeconomic status, and other identities are complex and intersect in ways that can increase unjust and inequitable outcomes. In alignment with The OUT Foundation’s mission and cause, we are led by the organization-wide values of boldness, innovation, empathy, and Pride.

Erin Pustarfi
Education + Training Coordinator, EDIT Creator

What is Intersectionality?

Intersectionality identifies multiple factors of advantages and disadvantages, modes of discrimination and privilege.

Examples of these factors include gender, caste, sex, race, ethnicity, class, sexuality, religion, disability, weight, physical appearance, and height. These intersecting and overlapping social identities may be both empowering and oppressing.
Why become OUTAIM certified?

There are countless reasons to become an OUTAIM Certified gym or fitness environment, but here are a few!

Currently there are **490** Anti-LGBTQ+ bills proposed to state legislation, tracked by The ACLU.  
**227** (46%) are targetted towards schools and education, including Trans Sports Bans and Don’t Say Gay bills.  
**130** (26.5%) impact healthcare, mostly for the Transgender and Non-Binary communities.  
**43** (8%) are targetted to restrict free speech, this includes Drag Bans.

In light of the attacks on LGBTQ+ individuals in the United States, we also need to consider the mental health of our LGBTQ+ youth that are growing up, exploring, and becoming themselves in this world.  
**41%** of LGBTQ young people seriously considered attempting suicide in the past year—and young people who are transgender, nonbinary, and/or people of color reported higher rates than their peers.  
**56%** of LGBTQ young people who wanted mental health care in the past year were not able to get it.

Our future generations, regardless of gender identity, sexual orientation, race, religion, socioeconomic status, and background deserve to have a welcoming and inclusive fitness environment that embraces them as they are.
OUTAIM Program

OUTAim is a four-pronged approach to build and develop key points of inclusion.
Your facility’s inclusivity begins with you!

Assessment
The survey assesses the gyms/fitness environments on an inclusion scale that ranks their inclusivity of LGBTQ+ staff, members, participants, and volunteers.

EDIT
EDIT incorporates inclusive coaching skills to uplift, embolden, and affirm their LGBTQ+ clients’ and members’ physical, mental, and emotional health and well-being. We curate each workshop to specifically meet each gym/fitness environment where their health and wellness is; ensuring progress is our commitment to you.

Collateral
Ensuring visibility is critical. OUTAIM provides generated collateral and marketing tools in which to support the administrative efforts of local gyms/fitness environments. An example is our Pride Toolkit.

Mentorship + Guidance
We are on the marathon, together, this is not a sprint. OUTAIM will provide quarterly check ins, on the spot guidance, and various key tools shared throughout the year that is developed from our experienced and credentialed staff.

Annual Audit
At the end of each year, we will audit gyms in discussions, review of gym space, member and client survey to ensure each gym is maintaining their OUTAIM level of accreditation.
Know your level of Inclusion!

The OUTAIM Inclusion Assessment, which places gyms/fitness environments on an inclusion scale that ranks their inclusivity of LGBTQ staff, members, participants, and volunteers.

We know that the key to effectively nurturing the potential of athletes, improving one's health and well-being, and supporting our neighbors is a passionate, experienced, and diverse array of staff, volunteers, and members who value what everyone brings to the table. Our commitment to diversity, equity, inclusion, and belonging creates better communities, a better country, and a better world.

The OUTAIM team, along with other staff at The OUT Foundation, has put together this assessment to help fitness spaces become beacons of inclusion for the communities we serve.

Gyms interested in learning how to be more inclusive of their LGBTQ staff, members, participants, and volunteers can assess where they rank on our inclusion scale. The assessment can serve as both a starting point for developing a more welcoming space and a celebration of the progress you have made so far.

If interested in taking the assessment, please contact us!

email us at: programs@theoutfoundation.org
Levels of Inclusion

Level I - **Uplifting** (score: 0-48)
Uplifting gyms + coaches accept all with kindness and courtesy. Embracing gyms + coaches have taken the first steps of opening the door and have embraced the work of becoming a fully Empowering gyms + coaches.
What is included: OUTAIM Assessment, Pride Kit, Inclusive Fitness Finder

Level II - **Strengthening** (score: 49-60)
Strengthening gyms + coaches uphold the rights of LGBTQ staff and members. These locations collaborate with their local LGBTQ+ communities to build inclusive relationships. Substantial steps have been taken to become a fully Empowering gym + coach.
What is included: OUTAIM Assessment, Pride Kit, EDIT, Inclusive Fitness Finder

Level III - **Empowering** (score: 61+)
Empowering gyms + coaches are vocal leaders for LGBTQ staff and members, working intentionally toward change, ultimately leading to the sustainability of the LGBTQ+ community in health, fitness, and wellness spaces.
What is included: OUTAIM Assessment, Pride Kit, EDIT, Inclusive Fitness Finder.
Our Inclusive Fitness Finder (IFF) is an interactive map that provides vetted fitness spaces across the United States. This is a resource for anyone looking for an LGBTQ+ inclusive fitness space.

Your Inclusivity Level corresponds with your OUTAIM marker on our Inclusive Fitness Finder.
**Uplifting:**
Fundraising efforts, take assessment,
Annual renewal (includes audit/post year assessment)
What you get:
• The OUT Foundation banner to hang in your facility

**Strengthening:**
Fundraising efforts, take assessment,
Annual renewal (includes audit/post year assessment)
What you get:
• The OUT Foundation banner to hang in your facility
• Social Media exposure
• Logo featured on The OUT Foundation Website
• One free 60 minute EDIT Training

**Empowering:**
Fundraising efforts, take assessment,
Annual renewal (includes audit/post year assessment)
What you get:
• The OUT Foundation banner to hang in your facility
• Social Media exposure
• Mentions in our newsletter
• Logo featured on The OUT Foundation website
• One free 60 minute EDIT Training
Progression in Levels

How to move from UPLIFING to STRENGTHENING:

Demonstrate good standing in Level 1: Uplifting
Participate in EDIT Training including Unconscious Bias

Annual end of year audit and reassessment for placement.
How to move from STRENGTHENING to EMPOWERING:

Demonstrate good standing in Level 2: Strengthening
Participate in EDIT Training including Debunking Myths on LGBTQ+ identities in sports + fitness

Annual end of year audit and reassessment for placement.
The Equity, Diversity, and Inclusion in Training - EDIT program is designed specifically for anyone that seeks to create a welcoming and nurturing fitness environment for the LGBTQ+ community. EDIT ‘trains the trainer’ to incorporate inclusive coaching skills to uplift, embolden, and affirm their LGBTQ+ clients’ and members’ physical, mental, and emotional health and well-being.

As a program of The OUT Foundation, EDIT helps to fulfil the mission breaking barriers for LGBTQ+ individuals, and being dedicated to nurturing, empowering, and celebrating LGBTQ+ bodies and minds, guaranteeing our community thrives.

EDIT will meet facilities where they are at in their level of inclusion, and ensure that progress can be made towards increasing the inclusion of the LGBTQ+ community centered on education.

Participants will...

- Learn tools and tips to create inclusive fitness spaces.
- Develop key skills to engage in conversations around trans allyship.
- Go through an activity to realize real-world applications of inclusive coaching skills.
- Modify your current practices to include an intersectional approach.
OUTAIM provides generated collateral and marketing tools in which to support the administrative efforts of local gyms/fitness environments.

Gyms and fitness environments that have established genuine relationships with the LGBTQ+ community can enhance their support through Pride Month messages on social media. Many Pride Month posts do a great job of this, and we are here to support you and ensure you are putting out the right type of messaging. The Pride Toolkit will get you there.

The Pride Toolkit will include:

- Social post templates
- Guidance on language
- Tools to avoid ‘rainbow-washing’
Customizable with your gym’s/fitness environment’s logo!!
Connect with Us!

Next Steps:

If your gym or fitness environment already meets the criteria for one of our Levels of Inclusion, fast-track your certification by detailing how these are being carried out in your space in an email to programs@theoutfoundation.org.

If your gym or fitness environment does not currently meet the requirements for our Levels of Inclusion but are interested in becoming OUTAIM Certified, email programs@theoutfoundation.org to get started!

Questions:
email programs@theoutfoundation.org
Thank You to Our Partners!

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