



FAIRNESS IS GOOD FOR BUSINESS

America's leading businesses recognize that inclusive workplace non-discrimination policies that extend protections to lesbian, gay, bisexual and transgender Americans is simply good for business. Eighty-eight percent of the Fortune 500 companies include sexual orientation in their nondiscrimination policies and fifty-seven percent include gender identity.¹

Where federal laws protect people from workplace discrimination on the basis of race, color, religion, sex, national origin, age, disability and genetic information, no such federal law protects workers from workplace discrimination on the basis of sexual orientation and gender identity.

Some states have passed laws and ordinances to establish workplace protections for lesbian, gay, bisexual and transgender employees, but it remains legal in 29 states to discriminate against job applicants and employees because of their sexual orientation and in 34 states because of their gender identity.

Despite this patchwork of state laws, private sector employers have implemented fully inclusive non-discrimination policies at rates that are leaps and bounds ahead of lawmakers. Companies, including the leading employers in Kentucky, are adopting inclusive non-discrimination policies that send a clear message to prospective and current employees that they will be judged solely on the quality of their work.

One hundred percent of Fortune 500 companies headquartered in Kentucky have such policies, as well as the top 25 Manufacturers/Support Service Firms.²

Inclusive non-discrimination policies keep businesses competitive by ensuring that they hire and retain only the most hardworking, talented individuals, based on skill and experience instead of factors that are irrelevant to their ability to do the job. Just as corporate non-discrimination policies keep these businesses competitive, a statewide Fairness ordinance would keep Kentucky's industry competitive.

Amending the KY Civil Rights Act to promote fair treatment and equal opportunity for all persons regardless of race, color, religion, national origin, sex, age (over the age of 40), disability, sexual orientation, gender identity, or familial status is not only good for Kentucky's businesses and economy, but is also the right thing to do.

Statewide Fairness is clearly the right choice for our state; it has small associated costs and immeasurable benefits. We urge you to support this law and demonstrate that Kentucky is a state of Fairness.

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¹ Human Rights Campaign Corporate Equality Index 2013 www.hrc.org/cei

² KY Cabinet for Economic Development www.thinkkentucky.com; policies not available for corporations based internationally