

Simply Good Form Inc.

Mission Statement:

Simply Good Form Inc. is committed to elevating private and public sector businesses in forming inclusive cultures and practices for serving trans, non-binary and LGBTQ+ clientele and employees; and elevating the voices, visibility and representation of transgender people in all levels of business, employment and community engagement.

Every individual deserves the opportunity to thrive, be accepted and feel safe within inclusive, culturally competent, working environments.

Focus:

Our unique market position is socially-focused with intention to counter cis-normative and heteronormative systems embedded with bias and stigma. The benefits are simple but profound: greater accessibility to a diverse workforce; a company culture welcoming of transgender and non-binary people both as employees, leaders and clients; a classroom where every student has equitable opportunity to thrive through representation and visibility.

Workplace diversity:

The team at Simply Good Form all have professional and lived-experience. Our approach is people-centric, personal and engaging. All of our program is co-created with diverse voices, perspectives and experiences from SGF's Inclusion Team.

Simply Good Form recognizes diversity of voice, experiences, race, age, religion, geography are essential and we pride ourselves on delivering an intersectional approach through our program delivery.

Social Responsibility:

Simply Good Form is a socially-focused business and is committed to sustainable and consistent outreach supporting the LGBTQ2+ community.

Founder/CEO, Cynthia Sweeney volunteers as Chapter Lead for Pflag Halifax and is Vice Chair on the Board of PRIDE Lunenburg. She co-facilitates two monthly support groups for parents and caregivers of trans and gender expansive children.

Simply Good Form has produced free educational programming, lesson plans and support materials, which it provides to schools across Nova Scotia and families and individuals needing support.

In 2019, Simply Good Form created the first annual Inclusive Schools Read NS event which is now in its 5th cycle.

Simply Good Form produces the volunteer-led podcast, Hey, Cis! Which is co-hosted by Isaac Cook and Cynthia Sweeney.

In 2021 and 2022, 100% of the proceeds from the publishing of the inclusive children's story, The Pink Balloon, supports the hiring and operations of Simply Good Form.

Health and Safety:

In 2020, SGF moved to a virtual model for delivering their top-quality programming. We have a work-from-home option for team members based on their preference, rapid testing on-site and implemented thorough disinfecting of work stations and onsite 'everyone' washroom.

Sustainability Environment and Supply chain sustainability:

Simply Good Form is a proud member of CGLCC, Canadian Gay, Lesbian Chamber of Commerce. They are also a member of Halifax Chamber of Commerce and Centre for Women in Business.

SGF is committed to supporting local and operate a paper-free office. Our team kitchen is eco-friendly and in 2022 moving to a zero-waste model with 100% compostable products, non-paper towels and earth-friendly products.