



The past week has brought the world's attention to racial injustice and police brutality in the United States. Tragically, this is nothing new. For 400 years, systemic racism has persisted, infecting every institution. Therefore, eradicating racism will require collective reflection and collective action.

Below are some resources we've been learning and actions we've committed to take, as individuals and as a company.

What is an ALLY?

Definition of an ally

An ally is any person that actively promotes and aspires to advance the culture of inclusion through intentional, positive, and conscious efforts that benefit people as a whole.

For White people, learning about privilege and blindspots and the impact they have on Black and Brown people can be painful and uncomfortable, but it's a necessary step in the process of becoming an ally. We have to be willing to examine our own thought-processes, hearts, beliefs, and actions.

Here are questions we are asking ourselves as we seek to be better allies:

- **When the protests cease and the images disappear from social media, how can we continue to be an ally?**
- **How are we listening to Black/Brown people and communities? Reading their books? Consuming their media?**
- **How are we using our voices and our resources to challenge systemic racism within our own communities, workplaces and our circles of influence?**
- **How does our offline presence reflect our online narrative?**

HOW TO BE AN ALLY

When doing our own research on how we can be better allies and educate

ourselves, we came across this list by [Mireille Charper](#) we'd like to share called "**10 Steps to Non-Optical Allyship**":

1. **Understanding what optical allyship is**

"Allyship that only serves at the surface level to platform the 'ally', it makes a statement but doesn't go beneath the surface and is not aimed at breaking away from the systems of power that oppress." - Latham Thomas

2. **Check in on your Black friends, family, partners, loved one and colleagues**

This is an emotional and traumatic time for the community, and you checking in means more than you can imagine.

3. **Be prepared to do the work**

Understand that coming to terms with your own privilege will not be a pretty or fun experience. It is necessary to feel feelings of guilt, shame and anger throughout the process.

4. **Read up on antiracist works**

It is not enough to dislike racism, you need to work towards antiracism. The following will be essential for your learning: [Me And White Supremacy](#) (Layla Saad) and [How To Be Antiracist](#) (Ibram X. Kendi).

5. **Avoid sharing content which is traumatic**

Whatever your intentions, it is vital to consider sharing videos of Black people being abused and hurt can be both traumatic and triggering for many Black people. Avoid sharing this content as it increases also to the dehumanization of Black people.

6. **Donate to funds and support initiatives**

Consider supporting platforms and initiatives which support Black people, such as the [Minnesota Freedom Fund](#), support black-owned funding platforms like Kwanda and sign petitions. Put your money and signature where your mouth is.

7. **Do not center this narrative around yourself**

Whilst it is nice that you can relate and empathize, now is not the time to

insert your personal experiences into a narrative that isn't about you. This is actually harmful and takes away from the severity of the situation. Leave your ego.

8. **Keep supporting after the outrage**

It should not take an act of brutality or the virality of a situation for you to suddenly show your support. Keep supporting Black media, black initiatives, charitable organizations and continuing your work *after* the attention has died down.

9. **Stop supporting organizations that promote hate**

If you read pieces on media platforms that promote hate or fund supremacist and hateful organizations, you are contributing to the problem. Equally, stop supporting organizations that love 'Black culture', but fail to speak up on issues affecting the Black community.

10. **Start your long-term strategy**

How are you making a long-term impact or affecting change? Can you mentor a young person? Can you become a trustee for an organization that supports the Black community? Could you offer your time to volunteer? Make the effort to do something valuable over a long-term period.

HOW TO BE AN
ALLY
in a
CONVERSATION...

Identify and challenge
pre-existing bias.

1.

We must enter these conversations with an awareness that we all carry bias and an openness to perspectives that may challenge our own.

Come ready to listen,
not respond.

2.

Allyship is not centered on you, but rather on mutual understanding; it's about supporting a culture of inclusion. Now is not the time for you to be heard. Inserting your own personal narratives takes away the severity of the situation.

Educate yourself
ahead of time.

3.

It is your responsibility to become educated on racial injustice; do not rely on your friends of color to educate you. Conversations like this should enhance your understanding of the lived experience of others, but shouldn't be your only source of knowledge.

Use empathy,
not sympathy.

4.

Black and Brown people are affected by systemic racism in a way that no one but Black and Brown people can truly understand. This is not about your feelings, but rather attempting to comprehend the lived experience of others.

Actually use what
you learn.

5.

Having difficult conversations is only one step of allyship. Use what you've learned to make changes in your everyday life. Use your privilege to uplift and amplify Black businesses, creators, artists, activists, and more.

Continue beyond the conversation.

6.

Being an ally is a full-time job, and keeps going after the news cycle stops. Keep having conversations, keep educating yourself, and keep supporting Black and Brown people.

resources

Below is a list of resources from Black, Brown, and various people of color to read, listen to, donate to, and organize with. As an ally, one of the biggest ways we can show up is by supporting these communities:

Where to Donate:

- [National and Local Organizations](#)

Articles to Read:

- [Our White Friends Desiring to be Allies](#)
- [75 Things White People Can do for Racial Justice](#)
- [Anti-Racism Resources for White People](#)
- [Showing Up for Racial Justice](#)
- [37 Children's Books to help talk about Racism & Discrimination](#)

List of Anti-Racism Books:

- [Anti-Racism](#) Ideal Bookshelf List by Jane Mount

Social Media Accounts to Follow:

- Mireille Charper ([@mireillecharper](#))
- Layla Saad ([@laylafaad](#))
- Rachel Cargle ([@rachel.cargle](#))
 - Additional Rachel Cargle page: The Great Unlearn ([@thegreatunlearn](#))
- Check Your Privilege ([@ckyourprivilege](#))
- Rachel Ricketts ([@iamrachelricketts](#))
- Reni Eddo Lodge ([@renieddolodge](#))
- Ibram X. Kendi ([@ibramxk](#))
- Danielle Coke ([@ohhappydani](#))
- No White Saviors ([@nowwhitesaviors](#))
- Courtney Ahn ([@courtneyahndesign](#))
- The Conscious Kid ([@theconsciouskid](#))
- National Association for the Advancement of Colored People ([@naacp](#))
- From Privilege to Progress ([@privtoprog](#))

Podcasts to listen to:

- [NPR's Code Switch](#)
- [NYT's 1619 Project](#)

Cinema to Watch:

- 13th (can be found on Netflix)
- When You See Us (can be found on Netflix)
- The Hate U Give (also a book, can be found on Hulu with Cinemax)

[Additional Anti-Racist Resources for White People](#)

VOTE!

Today is the last day in many states to vote in the primary elections.

- [Polling place locator](#)
- [Voter Registration deadlines by State](#)
- [Find out who's on the ballot and research candidates](#)



OUR COMMITMENT TO CHANGE

We, as a company, are committed to learning more and doing better in how we show up for Black and Brown communities. We know we have blindspots and don't have all the answers and need help with this. Please keep sharing your resources with us, introduce us to experts in these spaces, challenge us when

we need it, and share your stories of having these conversations. We're grateful you're in our community. Thank you for growing with us.

As a company, we've committed to three things so far, and will continue to add more:

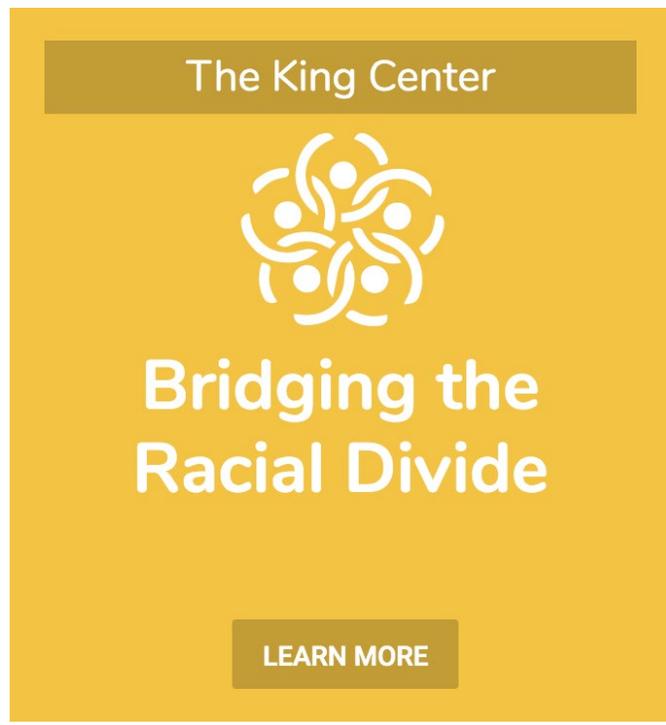
1. **Continuous learning** — We've decided to start a company-wide monthly book club, starting this June, beginning with **So You Want to Talk About Race** by Ijeoma Oluo. We'll pick one book each month from [this Anti-racist book list](#) and have a dedicated time to reflect and share with one another what we've learned and how it impacts our work as a company.
2. **Putting money where our mouth is** — Each month, inspired by our book club, we'll donate to a charity recommended by the author or inspired by the author's words. These organizations are doing the work day in and day out and we want to continue our support. We'll kick off this month with a \$400 donation to [Campaign Zero](#), a comprehensive platform of research-based policy solutions to end police brutality in America.
3. **Encourage action** — For many, a conversation is a great place to start, but we must do more than talk. In fact, our intent is to design conversations that spark real action. Therefore we commit to continue building more actions into our work, our conversations, our resources and make it easier for people to track their actions taken to inspire even more people to do the same.

Our whole purpose is to help create a more inclusive world, where everyone has a voice in co-creating a better future.

**Join us in creating a more
inclusive world.**

If you're interested in having more conversations about race and learning from

people who may have had a different experience than you, we encourage you to participate in our [Bridging the Racial Divide](#) conversation in partnership with The King Center. For over two years this courageous conversation has been available free for anyone to host or attend. And it's more relevant now more than ever.

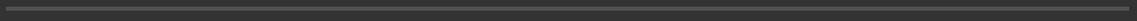


The King Center



Bridging the Racial Divide

LEARN MORE



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