



BE THE CHANGE

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#BeTheChange



Toolkit for individuals





BLACK INCLUSION WEEK

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With the recent focus on the racial disparities faced by Black people, there has been a beautiful demonstration of organisational and individual allyship as we all work to end racism. This gives hope for an equitable future.

This solidarity, compassion, understanding and collaboration must continue for years to come for us to achieve a truly just society. This is why Black Leaders will lead a national annual Black Inclusion Week across the UK.

This week will be a celebration of Black people in the UK and a reminder of the importance of ensuring a fair and just society through the inclusion of ALL.

Black Inclusion Week raises awareness of the importance of Black inclusion and creates a platform for change to enable true equality for people of African and Caribbean descent.





VISIBLY SHOW YOUR SUPPORT

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We have developed tools to help you to communicate your support of Black Inclusion Week. The tools enable individuals and organisations to publicly share their support for Black Inclusion during Black Inclusion Week and beyond.

Tools available to download from www.blackinclusionweek.com :



Black Inclusion Week logo

Use this wherever it makes sense to you. On your marketing material, your websites, your social media pages and internal platforms too.



Social media tile

Use this across your social media platforms to communicate your support of Black Inclusion Week, equity and justice.



Email signature graphic

Add this to your email signature

Feel free to start using these now to raise awareness as we approach Black Inclusion Week





BE THE CHANGE

Black Inclusion Week 2021 theme

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The theme for Black Inclusion Week 2021 is **Be The Change**.

Change starts with you. We ALL play a part, each and every one of us.

This document provides hints on how individuals can play their part and 'Be the change'.

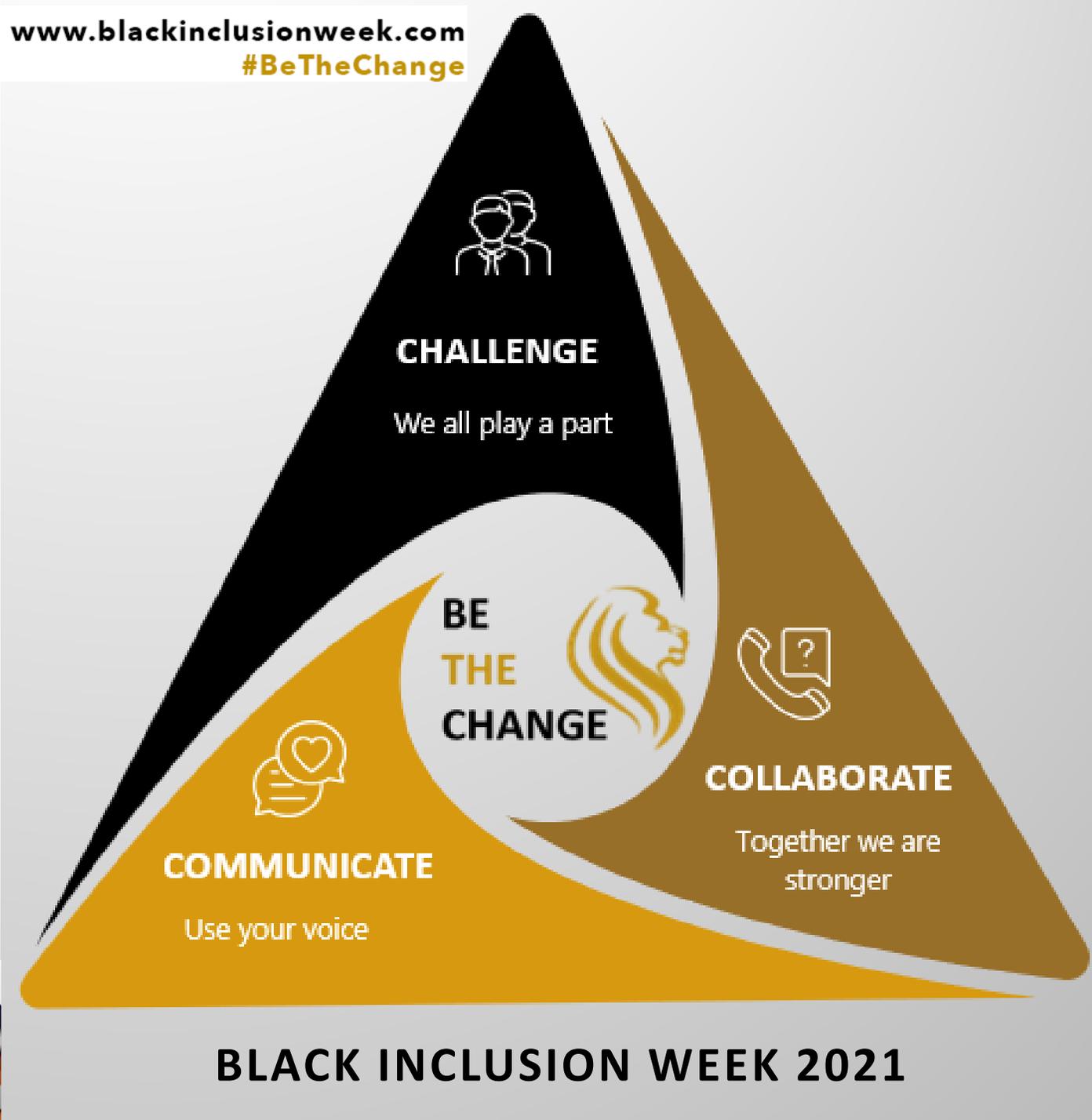
Organisations can be the change and choose to:

- Challenge
- Collaborate
- Communicate

Read on to find out how your organisation can 'Be the change'.

"Injustice anywhere is a threat to justice everywhere."

Dr Martin Luther King





CHALLENGE

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Real change happens when we all challenge ourselves and each other to reflect, reframe and change. Here are some ways everyone can **Be the Change** through challenge.



CHALLENGE RACISM

Challenge racism wherever you see it, online, in person even in yourself. Reflect, reframe and compassionately challenge for change.



SUPPORT BLACK BUSINESS

Ask yourself how diverse your spending is. Challenge yourself to support Black owned businesses and not just on special days. Make small changes because they can lead to big results.



MY 67 MINUTES

Challenge yourself to engage in MY67. Find 67 minutes to support those less fortunate than you. Learn more on the next page.





MANDELA8 MY67 MINUTES

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Another great way to get involved in Black Inclusion week is through My67

Nelson Mandela's fight for justice began in 1942 and for 67 tireless years he continued to fight for social justice and human rights.

The Mandela8 My67 Minutes programme is designed to enable you as an individual, or collectively as part of a group to celebrate diversity in the workplace or your community by giving 67 minutes of your time to do an act of kindness for your colleagues, neighbours, or friends to really embrace a celebration of diversity.

In recognition of last year's world events this years' programme will start in May as part of Black Inclusion Week and will culminate in Mandela week 12th – 18th July, incorporating Mandela Day, Nelson Mandela's birthday on the 18th July.

There are many ways to get involved with this great campaign, find out more at Mandela8.org.uk.





COLLABORATE

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There is nothing more powerful than many voices coming together to achieve a shared vision. And what greater vision that fairness and inclusion for ALL. Here are some ways you can **Be The Change** when you connect and collaborate.



BLACK EVENTS

Work as an ally with your Black colleagues and networks to take part in events at work and in your community like Black Inclusion Week and Black History Month.



MENTORSHIP

Mentorship is powerful gift for all. Allocate some of your time to grow a mentoring relationship at work or in your community/ local school.



BLACK ORGANISATIONS

Engage with and work with organisations with aims to improve the life experiences of Black people. Find out how you can work together.



We can change hearts and minds when we communicate, this is an important step towards change. We can use our voices to engage, encourage and empower others. Here are some ways we can use communication to **Be The Change**.



YOUR PLEDGE

Make your own pledge to be the change, use your platforms to share this and raise awareness, see the next page. Share and like posts about Black Inclusion Week.



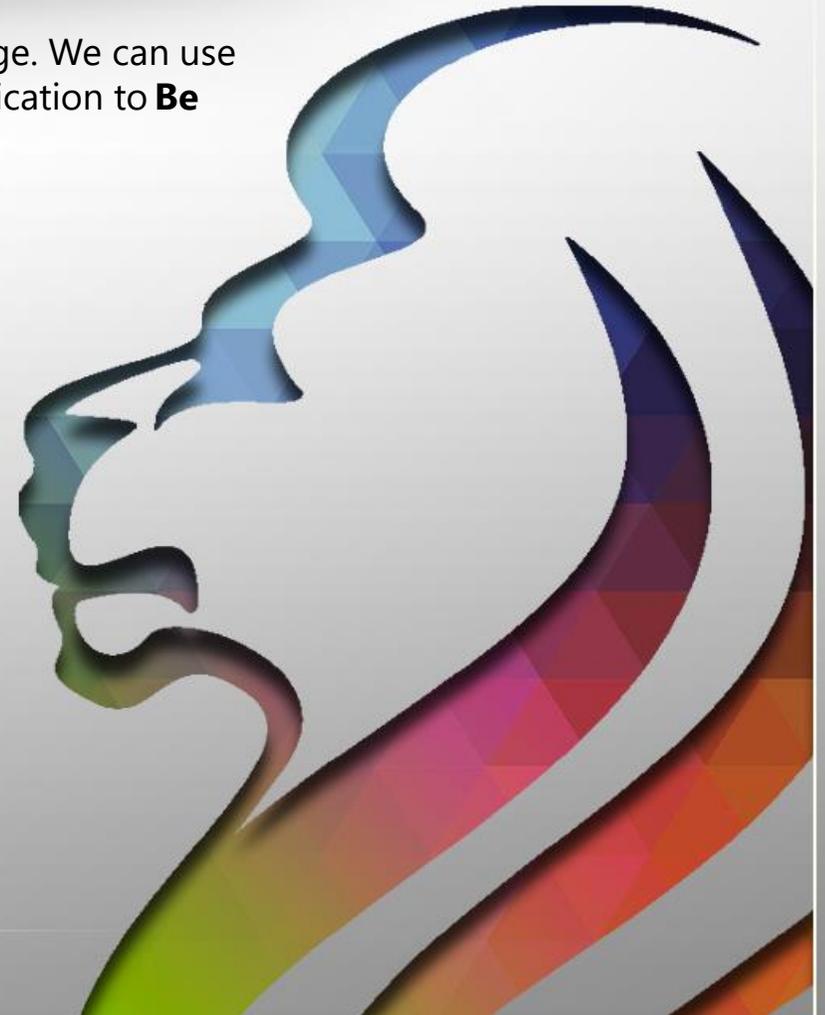
AMPLIFY BLACK VOICES

Use your platforms to amplify Black voices, actively showing support and highlighting achievements through My Black Hero, see the next page for more details.



SPEAK UP

Use your voice to speak up about the challenges Black people face, whether that is supporting the ethnicity pay gap, reporting online racism or just giving your support.





YOUR 'BE THE CHANGE' PLEDGE

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We all have a voice, we all have influence, we are all empowered. Be the change by committing to a Pledge.

It couldn't be simpler, just decide what you pledge is, it could be to use your voice, to reflect and challenge yourself or to give to a charity, the options are endless. Share your pledge on social media using hashtags #MyBlackInclusionPledge and #BlackInclusionWeek

Make sure you revisit your personal pledge on a regular basis and ensure that you are committing to it.

"What counts in life is not the mere fact that we have lived. It is what difference we have made to the lives of others that will determine the significance of the life we lead."

– Nelson Mandela





AMPLIFY BLACK VOICES

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My Black Hero

Who is your Black Hero?

Let's amplify Black voices and raise awareness of their many achievements. As part of Black Inclusion Week, we encourage you to tell us who your Black Hero is and how they have inspired you.

EXAMPLES

1. One of my Black Heroes is Nelson Mandela. He has inspired me through his persistent fight for equality despite the consequences he faced and his compassionate approach when he was finally released.
2. My Black hero is my mum because she raised my siblings and I to be strong, compassionate, respectful and to make a positive impact.





CHALLENGE

We all play a part



COMMUNICATE

Use your voice

BE
THE
CHANGE



COLLABORATE

Together we are
stronger

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Thank you for taking part in Black Inclusion Week 2021, every conversation, every pledge, every action makes a difference.

BE THE CHANGE

Nothing can stand in the way of the power of millions of voices calling for change.

– Barack Obama





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