People are asking what they can do to support the Black community. We have pulled together some ideas and actions that we hope will get you started.

**LEARN**

- Read books about the experience of Black people in America.
- Follow Black organizations and leaders on social media.
- Explore and connect with Black-owned or led organizations in your industry.
- Explore resources about unconscious bias, its impacts, and steps you can take to interrupt its impact on the decisions you make and actions you take.
- Take time to reflect on your own experience and role in creating more inclusion in your personal life, work life, and in society.

**CONNECT**

- Reach out and check in - now and ongoing (e.g. ask how are you doing? how can I support you personally?) but do not push.
- Listen more.
- Be authentic and show empathy.
- Ask permission to ask questions and talk about their experience and your privilege—people are individuals with their own experiences, there isn’t just one.
- Deepen your connections, share your traditions, be curious and authentically invest in building strong relationships.

**ACT AT WORK**

- Diversify and expand your networks.
- Seek out untapped talent and provide opportunities.
- Ask for (and demand) diverse slates of candidates for hiring and promotion.
- Actively invite a range of perspectives and voices on all your teams.
- Mentor or sponsor a colleague.
- Actively support and sponsor Black Employee/Business Resource Groups and their initiatives.
- Notice what people are experiencing and ask how their experience differs from yours.

**CONTRIBUTE**

- Do business with Black-owned businesses.
- Volunteer with organizations that support Black youth.
- Mentor a Black student.
- Donate to college funds for Black students and to Historically Black Colleges and Universities (HBCUs).

**MODEL AT HOME**

- Talk about racial issues openly with your children and family. Encourage children to actively engage and lead discussions.
- Provide books and toys that represent people of all different backgrounds.
- Invite a diverse range of people into your social circle and celebrate aspects of each other’s cultures together.

**GET ACTIVE**

- Get involved in your local community.
- Contact local leaders, share your concerns, and ask what they are doing to change the status quo.
- Identify and support candidates across the country.
- Join boards and organizations that support the Black community.
- Contribute your time or money towards justice system reform.
WHERE CAN I START?

This is just a sampling of the many resources available. Take the time to explore and go deeper into the areas of most interest to you.

**READ**
- *White Fragility* by Robin DiAngelo.
- *The New Jim Crow* by Michelle Alexander.
- *How To Be An Antiracist* by Ibram X. Kendi.
- *Between the World and Me* by Ta-Nehisi Coates.
- *White Rage: The Unspoken Truth of our Racial Divide* by Carol Anderson.
- *The Person You Mean to Be: How Good People Fight Bias* by Dolly Chugh.

**LISTEN TO BLACK VOICES**
- Brittany Packnett Cunningham: American activist, co-founder of Campaign Zero, co-host of the American political podcast “Pod Save the People”.
- Ava DuVernay: American filmmaker, director, and film distributor.
- Ibram X. Kendi: American author and historian who teaches at American University.

**EXPLORE THESE ORGS**
- Campaign Zero: Dedicated to police reform and works with a 10-point plan aimed at reducing violence.
- The Loveland Foundation: Committed to showing up for communities of color in unique and powerful ways, with a particular focus on Black women and girls.
- National Association for the Advancement of Colored People: The vision of the NAACP is to ensure a society in which all individuals have equal rights without discrimination based on race.
- Color of Change: Designs campaigns powerful enough to end practices that unfairly hold Black people back, and champion solutions that move us all forward.
- The Southern Poverty Law Center: Specializes in civil rights and public interest litigation.

**VOLUNTEER**
- Big Brothers Big Sisters.
- iMentor.
- Black Girls Code.

**BE AN ALLY**
- Pay attention to how people are treated and when you see injustice, speak up.
- Find someone who will provide you with honest feedback. Ask for feedback regularly and hold yourself accountable.
- Be prepared to understand and empathize around the challenges that exist for Black people, do not discount their perspective.
- Join a community group focused on race, equity and justice.

**UNCOVER UNCONSCIOUS BIAS**
- Salesforce online course.
- Catalyst course on edX.
- Watch the Ted Talk by Verna Myers on How to overcome bias.
- Take a course at work to explore your own biases and start the work of interrupting them.