

In the midst of the pandemic, the health and well-being of people remains our primary concern. There are many activities, tools and resources in this action kit that can easily be adapted as virtual experiences for participation in the National Day of Racial Healing and ongoing racial healing efforts.

WORK INTERNALLY & CONTINUE LEARNING

- Engage internal employee resource groups and networks to create a meaningful, participatory activity that highlights or invites everyone's commitment to racial equity and racial healing in the workplace.
- Share the dollars and cents (sense) case that companies who advance racial equity as part of their business strategies are more likely to have [higher than average business returns](#) and attract top talent. Use the W.K. Kellogg Foundation's [Business Case for Racial Equity](#). Watch [this video](#) about Crowns and Hops Brewery and learn how reading the *Business Case for Racial Equity* inspired them to take practical steps to create more equitable opportunities in their industry.
- Read the Kellogg Foundation's racial equity, diversity and inclusion journey story ([One Journey](#)) which highlights their experiences and lessons from organizational leaders for advancing racial equity in any organization.
- Check out [A CEO Blueprint for Racial Equity](#) by PolicyLink, FSG, JUST Capital and Living Cities, which helps businesses address the impacts of their products, services, operations, policies and practices on people of color and low-income communities, with key recommendations across the three domains of corporate influence: within the company, within the community, in society.
- As this [Stanford Social Innovation Review article](#) states, "Lack of access to capital is a longstanding and well-known barrier to equity for communities of color and women, but overcoming systemic injustices will take more than moving money. How investments are made, and the power dynamics behind those decisions, need to change." Are there ways your business can take this on?
- Read this [inspiring story](#) from the Business Leaders' Task Force in Buffalo, NY, where business leaders shifted practices so that a portion of their purchasing is done with local People of Color-owned businesses. Could that work for you? Read more in the brief about TRHT Economy work [here](#). What else would work for you and your business?
- Explore publications like this [Desktop Manual for Impact Policymakers](#) by Stockbridge Advisors to see how you can improve the outcomes of policy decisions you make. To learn more about government bonds as a safe financial tool you can use to invest well with an explicit racial equity focus, read this report from [Activest](#) and [this one](#) from the New York Times.
- McKinsey & Company have produced some important reports during the past year, including: [this report](#) about accelerating financial inclusion in Black communities, [this report](#) about the importance of investing in Black lives and Black livelihoods, given the disparate impact of COVID-19, [a report](#) on organizational barriers to building a more inclusive workplace or [this one](#) about the status of women in the workplace – and especially women of color.

BUILD PARTNERSHIPS

- Enlist local area businesses and associations, like your local Chamber of Commerce, to help co-sponsor a virtual event on Jan. 17, 2023. Learn more about the U.S. Chamber of Commerce's [Equality of Opportunity Initiative](#).
- Kickoff a regular *lunch and learn series* about racial equity and racial healing on Jan. 18, 2022. Invite local businesses, associations, unions, professional organizations led by people of color and others for friendly and informal conversations.
- Create a virtual space where colleagues can share reliable information, inspiring ideas and brainstorm solutions for workplace racial equity implementation and eventual measurement. Use the W.K. Kellogg Foundation's [Business Case for Racial Equity](#) as a guide.

BE A LEADER IN YOUR COMMUNITY AND MARKETPLACE

- Create a Racial Healing and Racial Equity Proclamation and invite businesses you are aligned with to co-sign. Encourage all participating businesses to frame and proudly display the proclamation at their place of business. ([Download a template here.](#))
- Share your ideas and workplace equity initiatives via social media and use the **#HowWeHeal** hashtag to join the conversation. Post your "solution stories" to common challenges and inspire others by sharing your accomplishments in diversity, equity and inclusion.
- Buy advertising space in local publications (online or print) to let your community know that you support the National Day of Racial Healing on Jan. 17, 2023. Or write a lengthier article outlining your company's commitment to racial equity and racial healing. Be sure to share your ad on your website and social media networks. Don't forget to use the hashtag **#HowWeHeal** so everyone can find it.
- Connect with your local mayor's office to discover a cooperative project related to diversity in your business and employment sectors.
- Ask your elected officials about issuing a local proclamation naming Jan. 18, 2022, the National Day of Racial Healing in your community. ([Download draft proclamation text here.](#))