

TOGETHER WE STAND-NORTH CAROLINA

What is the Together We Stand- North Carolina Initiative?

Together We Stand NC is a grassroots movement inspired by the senseless violence against the Black American community in America. Our vision is to create peaceful demonstrations to educate, communicate, and create awareness of racial injustice as it relates to Black lives in America.

Our Definition of Diversity

For us, diversity means understanding that everyone is unique and recognizing our individual differences. These can be along the dimensions of race, ethnicity, gender, sexual orientation, socio-economic status, age, physical abilities, religious beliefs, political beliefs, or other ideologies.

"Diversity" means more than just acknowledging and/or tolerating difference. Diversity is a set of conscious practices that involve:

- ✓ Understanding and appreciating interdependence of humanity, cultures, and the natural environment.
- ✓ Practicing mutual respect for qualities and experiences that are different from our own.
- ✓ Understanding that diversity includes not only ways of being but also ways of knowing.
- ✓ Recognizing that personal, cultural, and institutionalized discrimination creates and sustains privileges for some while creating and sustaining disadvantages for others.
- ✓ Building alliances across differences so that we can work together to eradicate all forms of discrimination.

<https://www.qcc.cuny.edu/diversity/definition.html>

Phase One Strategy: Education + Awareness

Phase One Goals:

- ✓ To create awareness of the issues of social injustice as it relates to Black Americans
- ✓ To educate on the disparity of hate crimes against Black Americans
- ✓ To create a conversation for understanding and acceptance of the Black American community
- ✓ To create dialogue of what non-Black Americans can do to support the Black American community
- ✓ To create awareness by asking for and promoting conversation
- ✓ To create awareness of the consistent emotional toll of being/living Black in America

- ✓ To create and support social media sites against social and racial injustice

TOGETHER WE STAND is a fight against:

- ✓ Racial injustice
- ✓ Racial separatism
- ✓ Unequal opportunity
- ✓ Systemic racism
- ✓ Lack of inclusion in business
- ✓ Lack of diversity in business
- ✓ Racial profiling in business

TRUTH!

“They should publicly disclose the racial makeup of their employees, publish pay differentials by race and gender, and state exactly what they are doing to combat racism and police brutality. “Ending racism in America is a responsibility of corporations.”

“Companies need to [show their commitment](#) by tangible efforts and partnerships that are meaningful, and produce change.”

“Diversity bolsters long-term competitiveness by leading to diverse thinking and better decision-making. Companies with more diversity have better returns.”

“What we want is transparency, a baseline for progress moving forward, and accountability toward progress.”

Phase One Action #1: Starting an honest and uncomfortable conversation

We invite local business to engage in conversation regarding how their business can become more inclusive and more diverse in these challenging times. We will focus on where we are now and how we can improve. The goal is honest and truthful and uncomfortable conversations. Our focus is the following:

- Have honest (and uncomfortable) conversations
- Build sustainable relationships
- Commit to listening and learning
- Understand the mental and emotional toll of being/living Black in America
- Create strategies and SMART plans of action
- Create measurable goals
- Understanding why business has historically been conducted a certain way with no/limited diversity

Phase One Action #2: Creating a Social Conversation with Wearables

TOGETHER WE STAND (TWS) WEARABLES

TWS Wearables is a silent protest of the unjust treatment of the Black American community. Our protest will be peaceful, strategic, and **inclusive** of all races and genders. We will introduce a series of powerful wearables to highlight social and racial inequality in America.

Wearable #1

(7/17/20 For the 6-year anniversary of the death of Eric Garner)

COLOR: RED W/ YELLOW AND WHITE INK

FRONT: our iconic bull logo surrounded by the words **TOGETHER WE STAND**

BACK: **"Injustice Anywhere is a threat to Justice everywhere."** - Martin Luther King Jr.

Wearable #2

(11/22/20 For the 6th year anniversary of the death of Tamir Rice)

COLOR: NAVY W/ WHITE INK

FRONT: our iconic bull logo surrounded by the words **TOGETHER WE STAND**

BACK: **"Our lives begin to end the day we become silent about things that matter."** MLK Jr.

Wearable #3

(2/23/21) For the one-year anniversary of the death of Ahmaud Arbery

COLOR: BLACK W/ YELLOW AND WHITE INK

FRONT: our iconic bull logo surrounded by the words **TOGETHER WE STAND**

BACK: **"The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy."** MLK Jr.

What will we do?

7.17.20, 11.22.20, 2.23.21

On these dates, we will each wear our **"Together We Stand"** shirts to commemorate the anniversaries of the deaths of Eric Garner, Tamir Rice, and Ahmaud Arbery. We will flood local print and social media with our message and photographs as a form of ongoing peaceful protest. Whereas some Black Lives Matter dialog may slow after these few weeks, our dialog will be ongoing.

Phase One Social Strategy + Action

Friday July 17, 2020- Wear your Together We Stand Shirts out in the public eye. If you are a runner, run with your shirt on. If you are a biker, bike with your shirt on. If you are a walker, walk with your shirt on. If you own a business, work for a health care facility, drive a bus, drive an Uber, wear your shirt. Wear it grocery shopping, wear it to your favorite bar, wear it to babysit. We want people to see this shirt, not once but multiple times throughout the day

Post a picture of you in the shirt with **YOUR PERSONAL MESSAGE** regarding social injustice

Saturday July 18, 2020- Using all the pictures from the day before, Stronger and Faster will create a short video with all the pictures that we will post on our social media channels with our message. We invite each participant to also share the video on their social media channels.

We expect Phase One of our strategy to last 3-6 months. Phase 2 will follow.