

BLACK HISTORY MONTH

February 2023

Cause Toolkit

This toolkit is intended to provide your company with inspiration and resources to best engage employees in your Groundswell Workplace Giving Program, by highlighting Black History Month. You can choose from the resources included in this toolkit to determine what will work best to educate and engage your employees around this cause.

BLACK HISTORY MONTH Overview



Black History Month is an annual celebration of the contributions and achievements of African Americans throughout history. The origins of Black History Month can be traced back to 1926, when historian Carter G. Woodson and the Association for the Study of Negro Life and History established "Negro History Week." The week was chosen because it coincided with the birthdays of Abraham Lincoln and Frederick Douglass, two figures who played significant roles in the advancement of civil rights for African Americans.

In 1976, the week was expanded to a month-long observance and was officially recognized by the US government. Today, Black History Month is celebrated in February through a variety of events and activities, including lectures, concerts, exhibitions, and community service projects. Many schools also add materials to curricula to educate students about this important aspect of American history.

This month-long observance in the US is a chance to celebrate Black achievement and provide a fresh reminder to take stock of where systemic racism persists and give visibility to the people and organizations creating change.

BLACK HISTORY MONTH

Facts and Data

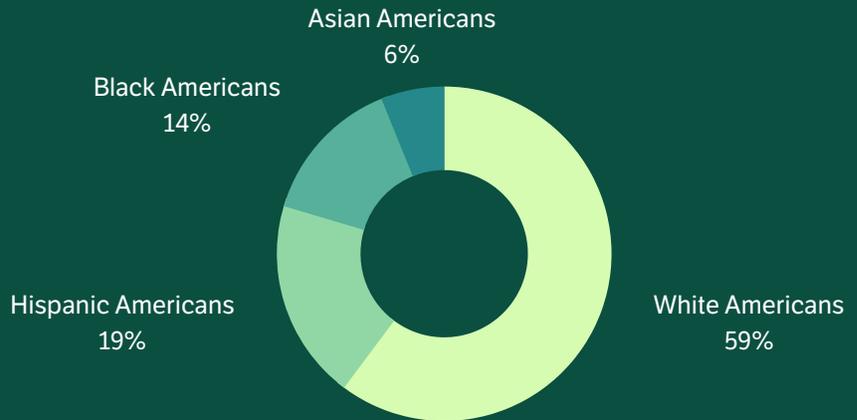
24%

less average revenue is for Black-led, early stage nonprofits compared to white-led nonprofits.



14%

The estimated percentage of Black Americans in the US.



BLACK HISTORY MONTH

Nonprofit Spotlights

There are many nonprofit organizations working to promote and preserve Black history and culture, as well as fight systemic racism and injustice. Listed below are a selection of nonprofits you can find on the Groundswell app:



Facing History and Ourselves

Facing History and Ourselves uses lessons of history to challenge teachers and their students to stand up to bigotry and hate. Our core belief and our guiding mandate is to build a more just and equitable future, we are each called to face our history in all its complexity and to face ourselves.



Equal Justice Initiative

The Equal Justice Initiative challenges poverty and racial injustice, advocates for equal treatment in the criminal justice system, and creates hope for marginalized communities. We are committed to changing the narrative about race in America. EJI produces groundbreaking reports and short films that explore our nation's history of racial injustice.



STRIVE

STRIVE's mission is to remove barriers that disproportionately affect Black and Brown communities, barriers that stand between our students and economic mobility. STRIVE carries out this mission in New York, our newly launched Atlanta branch, and all our affiliate partners.



Black Teacher Collaborative

BTC's mission is to engage, develop, and support a collective of Black educators who will ensure that Black children achieve at high levels academically while simultaneously preparing them with the intellectual, social, emotional, and cultural capital to actively participate in the ongoing advancement of their communities.



The Loveland Foundation

The Loveland Foundation was established in 2018 to bring opportunity and healing to communities of color, and especially to Black women and girls.



The African American Museum Philadelphia

Founded in 1976 in celebration of the nation's Bicentennial, the African American Museum in Philadelphia is the first institution funded and built by a major municipality to preserve, interpret and exhibit the heritage of African Americans. Throughout its evolution, the museum has objectively interpreted and presented the achievements and aspirations of African Americans from pre-colonial times to the current day.



NAACP Legal Defense & Educational Fund

The NAACP Legal Defense and Educational Fund, Inc. is America's premier legal organization fighting for racial justice.

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Engage Your Employees

Kickoff

Company-wide email or blog post at the start of the month stating your company's support for Black History Month, and your call to action. This could include links to resources, and highlighting specific nonprofits that have been vetted for donations - including featured nonprofits found on the Groundswell app dashboard.

Mid-Month

Share nonprofit recommendations from your Employee Resource Group (or from Groundswell's impact team) as well as links to what to READ, WATCH, or LISTEN to better understand the Black community, as well as its history and culture.

End of the Month

Share the results of the campaign—how many employees participated/donated, number and amount of donations, etc.

If there is a time-sensitive match that expires at the end of month, remind employees to log into their Groundswell account to contribute and donate

Employee Resource Group Engagement

Encourage employees to engage in discussions about African American history and culture. This could include creating a space, such as brown bag lunches in person or virtually, for employees to have these conversations, or hosting a company-wide discussion group.

Support employees who are involved in organizations or initiatives that promote African American history and culture. This could include providing time off or other support to employees who are participating in events or activities related to Black History Month.

Solicit recommendations from the Employee Resource Group for books to read, films, and documentaries to watch, and podcasts to listen to.

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Shareable Resources

Read

- [The Warmth of Other Suns](#) by Isabel Wilkerson
- [Narrative and the Life of Fredrick Douglass](#) by Fredrick Douglass
- [Between the World and Me](#) by Ta-Nehisi Coates
- [The Color Purple](#) by Alice Walker
- [Freedom is a Constant Struggle](#) by Angela Y. Davis



Watch

- [Selma](#)
- [12 Years a Slave](#)
- [Malcolm X](#)
- [13th](#)

Listen

- [The Nod](#) - a podcast about the untold stories and overlooked moments in Black culture.
- [Code Switch](#) - an NPR-produced podcast about race, identity and culture.
- [The Stoop](#) - a podcast about Black storytelling and culture
- [Seeing White](#) - a podcast about the history and whiteness and its impact on society
- [Black History Buff](#) - a podcast about Black history and culture.

BLACK HISTORY MONTH

Social Media Templates

"This Black History Month, let's celebrate the achievements and contributions of African Americans throughout history.
#BlackHistoryMonth"

"This Black History Month, let's recognize the heroes and trailblazers who fought for equality and justice for Black Americans. Their legacy lives on in the ongoing fight for civil rights."

"Black History Month is a time to celebrate the diverse and vibrant culture of the Black community. Let's support Black-owned businesses and organizations throughout the month and beyond.
#SupportBlackBusinesses"

Sample Hashtags

#BLACKHISTORYMONTH

#AFRICANAMERICANHISTORY

#SUPPORTBLACKBUSINESSES

#BLACKLIVESMATTER



Groundswell is your ally in corporate philanthropy.

Corporate giving programs aim to empower employees and help companies facilitate and support philanthropic efforts. As global access grows and corporations become more diverse, employee representation becomes an increasingly important subject.

Groundswell enables companies to lay the foundation for their employees to adopt a generous giving attitude towards charities and world-shaping efforts.

Contact

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