

WE INVITE YOUR BUSINESS TO JOIN THE MOVEMENT

# Juneteenth Starter Kit

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Saturday June 19, 2021

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This Juneteenth Starter Kit was  
created by Bottle Rocket to make it easy  
for business leaders like yourself to choose to fight racial  
injustice in your company, our community and our  
country.

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# What is Juneteenth and Why is it Important?

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Juneteenth is the oldest known celebration honoring the end of slavery in the United States.

On June 19, 1865, a full two and a half years after President Lincoln's Emancipation Proclamation, Union General Gordon Granger led thousands of federal troops to Galveston, Texas to announce that the Civil War had ended, and slaves had been freed.

Approximately 250,000 Texan slaves had no idea that their freedom had been secured by the government.

[9 things to know about the history of Juneteenth](#)



# Why should your business get involved in this movement?

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Improve your employee engagement and retention of diverse talent.



Gain shared meaning and shared intent inside your business.



Improve the reputation of your business for top talent attraction.



Connect, learn from and share with other leaders.



Be a leader and model behavior for others to follow.

# The Basics of Honoring Juneteenth

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- Do not present it as just another day off. Instead ask your employees to not work on Juneteenth (6/19) and use that time to get involved. If you can not afford to do this, ask them to not work that afternoon. And if you're a company that simply can not afford any time off, tell them honestly that you want to do be able to do this in the future, but this year you will at least provide everyone the resources for them to use on their own.
- Allow individuals the freedom to choose the right thing for them to do on that day from one of the three following categories:
  1. Reflection and rest , focus on yourself and your family and recharge your batteries
  2. Learning, increase your personal awareness and understanding
  3. Take action either by making something to share or advocating and supporting
- Allow your employees to add their own ideas and lead some element.

CATEGORY 1:

## Reflection & Rest

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### REFLECTION

- Take time to look at yourself in the mirror and admit any lack of true understanding and awareness.
- Once the admission is made, a clearing is created where change and progress can take hold and beat back the inertia of the current state.

### REST

- Take time to remove yourself from the press, social media, conversations and “noise” to take in everything that is happening and process it at a personal level.

## CATEGORY 2:

# Learning

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- Provide and share employee training resources to maximize momentum in getting programs off the ground quickly such as unconscious bias or micro-aggression training.
- Provide employees with continuing education and suggested learning resources (books, movies, webinars, Zoom calls, TED Talks and more).
- Bring in guest speakers to educate about black history, share experiences and build allies the week of Juneteenth (lunch and learns or Zoom calls).
- Host voluntary brain storming on how to leverage your culture to fight racial injustice.
- Be honest, vulnerable, open and tolerant.

## CATEGORY 3: Take Action

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### MAKE SOMETHING TO SHARE

- Take an action to make a thing, anything that can help you or your company fight racial injustice
- When we say “make a thing”, we mean an actual thing like:
  - Applying your businesses’ unique skill. For example, a software company may make a bot that helps identify unseen prejudicial language on career web sites of employers. A marketing company may choose to provide pro-bono help to a local organization that is fighting racial injustice, so that they can more effectively reach the community.
  - Creating or improving your company’s documented diversity and inclusion program. Sharing best practices, codes of conduct, recruiting techniques and more.
  - Inviting your employees to express their creativity by writing a song, poem, or painting a picture.
- The best things are those that can be shared and “open sourced” for everyone to benefit from.



## CATEGORY 3: Take Action

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### ADVOCATE AND SUPPORT

- Provide employees links to community service projects supporting black communities
- Show support by :
  - Hosting a booth at local celebrations or sponsoring your own Juneteenth event
  - Show support of black owned businesses in our community by sharing links to these businesses with employees
  - Join forces with the National Juneteenth Observance Foundation to petition congress to designate Juneteenth as a national holiday.
  - Mark Juneteenth (or week of) as the kick off to announce your company diversity & inclusion initiatives and ensure employees that race, gender, etc. will never be barriers to their progress within the company.



And now, the resources...



## RESOURCES:

# Read

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### Books

- [We Can't Breathe: On Black Lives, White Lies and the Art of Survival](#) by Jabari Asim
- [The New Jim Crow](#) by Michelle Alexander
- [White Fragility](#) by Robin Diangelo
- [A People's History of the United States](#) by Howard Zinn
- [They Were Her Property: White Women as Slave Owners in the American South](#) by Stephanie E. Jones-Rogers
- [Manchild In the Promised Land](#) by Claude Brown
- [Down These Mean Streets](#) by Piri Thomas
- [Freedom is A Constant Struggle](#) by Angela Y. Davis
- [Where Do We Go From Here](#) by Martin Luther King Jr.
- [From Black Lives Matter to Black Liberation](#) by Keeanga-Yamahtta Taylor
- [How To Slowly Kill Yourself and Others in America](#) by Kiese Laymon
- [Letters to The Future: Black Women/Radical Writing](#) by Erica Hunt
- [One Person, No Vote](#) by Carol Anderson
- [The Audacity of Hope](#) by Barack Obama
- [We're On: A June Jordan Reader](#) by Christoph Keller

- [Futures of Black Radicalism](#) by Gaye Theresa Johnson
- [Stamped From the Beginning](#) by Ibram X. Kendi
- [The Burning House](#) by Anders Walker
- [An Anti-Racist Reading List](#) from The New York Times

### Articles

- [75 Things White People Can Do for Racial Justice](#) by Corinne Shutack
- [Why You Should Speak Up Even When It's Not Easy](#) by Kevin Daum
- [Three Things You Can Do Now to Take Action as an Ally in the Workplace](#) by Katie Burke
- [What Your Black Employees and Customers Need to Hear](#) by Jade and Noelle Johnson
- [Don't understand the protests? What you're seeing is people pushed to the edge](#) Op-Ed by Kareem Abdul-Jabbar
- [Working on hard mode: Being Black in Corporate America](#) by Zach Stubblefield
- [How to Talk to Your Kids about Racism](#) by CPINDEA from PBS
- [Your Black Colleagues May Look Like They're Okay – Chances Are They're Not](#) by Danielle Cade
- <https://hbr.org/2020/06/the-10-commitments-companies-must-make-to-advance-racial-justice>

## RESOURCES:

# Watch

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- [Jane Elliott's Anti-racism Experiment – A Class Divided](#) (PBS Frontline)
- [When They See Us](#) – The story of 5 teenaged boys falsely accused of rape in Central Park (available on Netflix)
- [I Am Not Your Negro](#) – A documentary of James Baldwin's story about race in modern America (available to stream on Apple iTunes, or Amazon Prime)
- [TED Talk: Get Comfortable with Being Uncomfortable](#) by Luvvie Adjayi
- [TEDx Talk: Let's get to the root of racial injustice](#) by Megan Ming Francis
- Free movies about racial injustice curated by [The Verge](#)
- Curated list of streaming movies about racism by [USA Today](#)
- Curated list of films by [NPR](#)

## RESOURCES:

 Listen

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- [Race Matters: Webinar Series](#) by Korn Ferry
- [Into an American Uprising: White Accountability](#) by Into America
- [Legacies of Pain and Resilience: Clinical Implications for Understanding Historical Trauma and Race](#) Webinar
- [Addressing Historical Trauma](#) Podcast
- [Raising our Black Sons: Perspectives from Mothers](#) Black Boys and Men Podcast
- [Police Brutality & Trauma Black Boys and Men Podcast](#)
- Curated list of podcasts by [NPR](#)
- Curated list of podcasts by [ncpr](#)

## RESOURCES:



- [Google's course on Unbiasing](#)
- [Project READY training on implicit bias and microaggressions](#)
- [The People's Institute for Survival and Beyond Undoing Racism Conference](#)
- [Facebook's Managing Unconscious Bias Training](#)
- [Forbes: How to Create Effective Online Diversity Trainings](#)
- [A collection of courses on race, inequality and social justice](#)

## RESOURCES:



# Join

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- A list of US-based organizations working for the BIPOC/ LGBTQ+ communities:
  - [Black Visions Collective](#): We are a Black-led, Queer and Trans centering organization whose mission is to organize powerful, connected Black communities and dismantle systems of violence.
  - [Incite!](#): INCITE! is a network of radical feminists of color organizing to end state violence and violence in our homes and communities.
  - [National Black Justice Coalition](#): NBJC's mission is to end racism, homophobia, and LGBTQ/SGL bias and stigma.
  - [The BIPOC Project](#): The BIPOC Project aims to build authentic and lasting solidarity among Black, Indigenous and People of Color (BIPOC), in order to undo Native invisibility, anti-Blackness, dismantle white supremacy and advance racial justice.
  - [Audre Lorde Project](#): The Audre Lorde Project is a Lesbian, Gay, Bisexual, Two Spirit, Trans and Gender Non Conforming People of Color center for community organizing, focusing on the New York City area.
  - [Marsha P. Johnson Institute](#): The Marsha P. Johnson Institute (MPJI) protects and defends the human rights of BLACK transgender people. We do this by organizing, advocating, creating an intentional community to heal, developing transformative leadership, and promoting our collective power.
  - [Center for Black Equity](#): To promote a multinational LGBTQ+ network dedicated to improving health and wellness opportunities, economic empowerment, and equal rights while promoting individual and collective work, responsibility, and self-determination.
  - [The Knights and Orchids Society](#): The Knights & Orchids Society (TKO) strives to build the power of the TLGB community for African Americans throughout rural areas in Alabama and across the south, to obtain our dream of justice and equality through group economics, education, leadership development, and organizing cultural work.
- [COLOURS](#): The Colours Organization's mission is to impact, improve, and empower the lives of LGBTQ+ communities of color, especially those of the African diaspora, within the greater Philadelphia metropolitan area.
- [The House of GG](#): Founded and led by Trans and gender nonconforming people and our allies, we create safe and transformative spaces where members of our community can heal—physically, mentally, emotionally, and spiritually—from the trauma arising from generations of transphobia, racism, sexism, poverty, ableism and violence, and nurture them into tomorrow's leaders
- [Brave Space Alliance](#): Brave Space Alliance is the first Black-led, trans-led LGBTQ+ Center located on the South Side of Chicago, dedicated to creating and providing affirming, culturally competent, for-us by-us resources, programming, and services for LGBTQ+ individuals on the South and West sides of the city.
- [Trans Women of Color Collective](#): Trans Women of Color Collective (TWOCC) was created to cultivate economic opportunities and affirming spaces for trans people of color and our families, to foster kinship, build community engage in healing and restorative justice through arts, culture, media, advocacy and activism.
- [Trans People of Color Coalition](#): Trans People of Color Coalition (TPOCC) exists to advance justice for all Trans People of Color. We amplify our stories, support our leadership, and challenge issues of racism, transphobia, and transmisogyny.

## RESOURCES:



- [4 Ways You Can Tackle Racial Discrimination In Your Workplace](#)
- [13 Effective Ways To Educate Employees On Diversity](#)
- [An inclusion expert and a CEO on how businesses can keep the anti-racist momentum going](#)
- [How to have more productive conversations about race in the workplace](#)
- [How do I talk about race at work?](#)
- ['Get some courage': How to start the hard conversations about race at your company](#)





“On Juneteenth we come together young and old to listen, learn and refresh the drive to achieve. It is a day where we all take one step closer together - to better utilize the energy wasted on racism. Juneteenth is a day that we pray for peace and liberty for all.”

[JUNETEENTH.COM](http://JUNETEENTH.COM)



Thank you

