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5 Resources Your Business Can Use To Fight Racism

by [BCorp - Editor](#)

Business Resources to Take Immediate Action and Commit to Ongoing Structural Work to Dismantle White Supremacy.

“We recognize that it is not enough to be quietly non-racist, and that we have a responsibility to become vocal, visible anti-racist leaders,” [writes B Lab U.S. & Canada Co-CEO Anthea Kelsick](#) in a letter in early June to the community of Certified B Corporations. Inclusion, equity and interdependence are integral parts of the B Corp community and each business that certifies. **But the inequalities borne out along race lines, prominently visible in the United States, show that inclusion without a specific focus on anti-racism training, resourcing, action and accountability has clearly not been enough.**



This article is part of an editorial collaboration with [BCorporation](#). The BCorp Series can be found [here](#).

Whether your business has been working on anti-racism initiatives, policies and practices for years or this is your business’s and your own first steps on this journey, B Lab U.S. & Canada has researched and pulled together recommended resources for getting started and staying committed. Find links to these and more resources on [B Lab’s Anti-Racism Resources](#) page.

Immediate Action: Petitions, Civic Engagement and Donations

Using your voice — and your company's — to publicly support efforts to end police brutality and seek justice for Black people who have lost their lives, including [George Floyd](#) and [Breonna Taylor](#), is an immediate way to take action. Other immediate steps include making calls to policymakers both locally and in cities that are actively demonstrating for change as well as donating, as you or your business are able, to those seeking justice and policy change, such as [8 Can't Wait](#), and those creating bailout funds for protestors. The [Anti-Racism Resources](#) page has additional links and a script for making calls you can use.



In the photo: Workspace. Photo credit: Unsplash.

Team Management and Supporting Black Staff

Learn from [resources designed to help people lead teams](#) during traumatic times and periods of political divide and unrest. There are additional, specific resources for Black team members — an effective [justice, equity, diversity and inclusion \(JEDI\)](#) framework requires specific courses of action for your BIPOC employees to be effective. **To create lasting, systemic change at your organization, bring in professional consultants to guide your team's anti-racism journey:** B Corps such as [Provoc](#), [TMI Consulting](#), [Change Catalyst](#), [Praxis Consulting Group](#) and [Sweet Livity](#) are good places to start.

And, because true change begins with the individual, **commit yourself to the reading and education for where you currently are so you can dismantle white supremacy in your personal and professional life.** Here are a few book selections to start with from the larger list on the resource page:

- *Policing Black Lives: State Violence in Canada from Slavery to the Present* by Robyn Maynard
- *The Skin We're In* by Desmond Cole
- *Until We Are Free: Reflections on Black Lives Matter in Canada* by Rodney Diverlus, Sandy Hudson and Syrus Marcus Ware
- Path to Reconciliation [reading list](#)
- [Black History Month Library](#)

Work With Black-Owned Businesses

Join or take inspiration from the [15% Pledge](#), designed to get major retailers to buy 15% of products from Black-owned businesses. **Examine whether any supplier relationships could transition to Black-owned businesses.** The [Anti-Racism Resources](#) page has a growing opt-in list of Black-owned B Corps, as well as options for individual purchases, such as [We Buy Black](#) and [The Black Wallet](#).

Support Organizations That Have Been Doing Anti-Racism Work

While signing a petition and making a donation are good immediate action steps, **consider the ongoing ways your business can support organizations that have been leading on anti-racism and dismantling white supremacy.** This list includes [Black Lives Matter](#), the Racial Justice Network, and more. This support can include taking part in financial protests, which are being coordinated in June, July and beyond. Find additional organizations and details about financial protests on the [Anti-Racism Resources](#) page.

For White People: Become an Effective Ally

Becoming an ally is a process rather than an identity, and ongoing education and listening are necessary. These [resources from the Dismantle Collective](#) and [Sarah Sophie Flicker and Alyssa Klein](#) include articles, books, films, and videos to launch your journey or help you continue from where you are today.

EDITOR'S NOTE: *The opinions expressed here by Impakter.com columnists are their own, not those of Impakter.com.*

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About the Author / [B Corp](#)

Certified B Corporations are a new kind of business that balances purpose and profit. They are legally required to consider the impact of their decisions on their workers, customers, suppliers, community, and the environment.