



# RAISING A BRAVE GENERATION. TOGETHER.

2022 IMPACT REPORT





When working with educators or parents in doing this important work, I often refer to EmbraceRace as the best resource when it comes to getting clear, concise, and accurate research on anti-bias, anti-racist practice for young children.

- AFRICAN HERITAGE/BLACK MALE ANTI-BIAS AND ANTI-RACIST EDUCATOR

# 2022 HIGHLIGHTS

**Fueled by the support of our partners and community members, EmbraceRace had a remarkably productive year in 2022.** We put an ambitious and exciting strategic plan in place, added several fabulous core team members and consultants, and continued to develop much-needed programs and resources. Building on these efforts, 2023 promises to be even more rewarding.

At EmbraceRace we are buoyed by the rising number of people across the country dedicated to raising children who are thoughtful, informed and brave about race. We are inspired by the everyday choices made by parents, caregivers, educators, librarians, pediatricians and researchers to support the children in their lives to be resilient, inclusive and empathetic, and to think and act critically in the face of racial injustice. Today's routine, everyday choices will help nurture a generation of racial justice advocates with the skills and will to build a thriving, multiracial democracy tomorrow.

This 2022 Impact Report highlights what we've been able to achieve thanks to the investments made by our institutional and individual funders and contributors. You'll read about exciting new resources we've created and curated, community-building efforts that support and forge strong ties among color-brave adults, and some big first-steps in our efforts to build a field of children's racial learning.

We hope you'll deepen your engagement in this work with us — and help us grow the community.

In gratitude,

Melissa Giraud & Andrew Grant-Thomas, Founders



# THE IMPORTANCE OF SUPPORTING CHILDREN’S RACIAL LEARNING



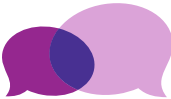
We know, even before they’re talking — as early as three months old — children are paying attention to social patterns around them, noticing race and trying to make sense of the world and their place in it.

The racial messages children and all of us receive are constant, usually implicit rather than explicit, and often confusing and damaging, inflicting particular harm on children and communities of color.

Being intentional about how we talk about and otherwise orient ourselves to race as adults in the lives of children can help foster kids’ resilience in the face of negative messages and experiences, help them value racial difference, act inclusively and feel comfortable in their own skin.

Many caregivers are unaware that children begin processing race in infancy — and even those caregivers who want to adopt an explicit and thoughtful approach to children’s racial learning typically don’t have access to the tools and community they need to nurture that learning effectively.

Further, there are still too few resources for adults who want to guide children’s understanding of race in the early years and to do it well.



## EmbraceRace is filling that gap.

Since 2016, EmbraceRace has supported parents, guardians, educators, and other caregivers working to raise children who are thoughtful, informed and brave about race so that U.S. multiracial democracy can thrive. We identify, organize, and create the tools, resources, discussion spaces, and networks to:

- Nurture resilience and joy in children of color
- Nurture inclusive, empathetic children of all stripes
- Raise kids who think critically about race and racial inequality
- Support a movement of kid and adult racial justice advocates for all children

Beginning in the months after George Floyd’s murder in May 2020, EmbraceRace witnessed an influx of newly urgent calls for partnership from the nonprofit, philanthropic, and corporate sectors; rapid growth in the size of our community; and rising calls for even more information and guidance.

# BY THE NUMBERS

A Year of Continued Growth

# 2022



63,000+

hours of webinar views  
(Zoom, Facebook & YouTube combined)



133%

growth in our Color-Brave Community of parents and educators to young children of color (0-8 years)



400+

people piloted new EmbraceRace content and programs



3X

our core team  
(growth from 2 to 6 staff members)



200+

people engaged in 10-week Communities of Learning & Practice cohorts



80+

Talking Race & Kids webinars, available for free in our webinar library



# HOW PEOPLE USE EMBRACERACE RESOURCES

I have found EmbraceRace resources incredibly helpful both personally and professionally. Numerous EmbraceRace webinars and action guides have supported my efforts as a parent organizer in my child’s school. I share EmbraceRace links and events with friends, family, and colleagues regularly, which also opens up opportunities for additional meaningful dialogue and learning about how best to nurture the racial identity development of the children we love. Furthermore, participating in the Community of Learning and Practice has been a wonderful opportunity to build relationships while strengthening my capacity to parent and teach children who are brave, informed and thoughtful about race.

- WHITE EDUCATOR AND CO-PARENT OF A BLACK, MULTI-RACIAL KINDERGARTENER

EmbraceRace has been a wonderful resource that I have used for families I care for in the clinic. **Parents, caregivers, teachers, and pediatricians have found this resource to be very beneficial** for learning how to talk to children about issues of race, discrimination, and equity. I am a huge fan of EmbraceRace.”

- BLACK/AFRICAN AMERICAN PEDIATRICIAN

As a white mom raising white children, I couldn’t be more grateful for the resources and webinars of EmbraceRace. They provide necessary tools, community, and accountability for us in our ever-growing quest to divest from whiteness and raise children with the foundation to do the same. **The time for white people to do this work has never been more urgent, thus the gift of EmbraceRace all the more vital.”**

- WHITE MOM OF TWO 3RD GRADERS, ONE FIRST GRADER, AND A NEWBORN

As a person who is mixed-race and multi-ethnic who did NOT have conversations about identity growing up, I am constantly seeking resources to help raise my 2 boys with a positive self-image and deep sense of self confidence in their identity. Through EmbraceRace’s resources — webinars, articles, the Facebook group — I have found so many helpful ideas, approaches, and language to talk about these issues with my family and am so grateful. Beyond that, the resources have also empowered me to pass on ideas to my children’s teachers and caregivers (and other educators) in a way that is productive and well-received.

- MIXED-RACE LATINA MOM TO A 5- AND 2-YEAR-OLD

# OUR SUPPORTERS

## Institutional Donors in 2022\*

4moms	MRK Fine Arts, LLC	Sheetz
CNG Holdings, Inc.	Munchkin	The Sky Foundation
Combined Food Services of Virginia	New World Foundation	Standard Life Aberdeen Charitable Foundation
Combined Jewish Philanthropies of Greater Boston	NorthStar Asset Management, Inc	The Hershey Company
Grapevine	NoVo Foundation	Tides Foundation
Heising-Simons Foundation	OneDigital	Unitarian Society of Northampton and Florence
LEGO Community Fund	Panhellenic Association at the University of Maryland	Wayfarer Foundation
Matthews International	Price Chopper	
	Rite Aid Healthy Futures	

\* Institutional gifts greater than \$500 received between January 1, 2022 - December 31, 2022.

## In 2022, 1,199 individuals made a financial donation to EmbraceRace.

“I give to support this work both personally and professionally, I know it’s not enough — at least for me. I want to put my money where my mouth is... so in addition to giving my time, I want to give financially to an organization that holds the same values and is in this work in a way I respect and admire.”

- WENDY, EDUCATOR, WHITE WOMAN MARRIED TO A BLACK MAN, PARENTS OF TWO BIRACIAL CHILDREN

Special thank you to the following organizations who have partnered closely with us over the last year to advance our work:



“EmbraceRace addresses the critical need to ensure racial awareness, learning and sensitivity are introduced to kids at early ages. At a time when it’s so important to work for racial equity, their programs provide parents, caregivers and educators with the resources to guide kids through the constant challenges associated with bias and discrimination. Rite Aid Healthy Futures is proud to support EmbraceRace as it meets this moment of great need and influences the futures of countless children and families.”

**MATTHEW DECAMARA**  
Executive Director, Rite Aid Healthy Futures



“EmbraceRace is working in partnership with caregivers, educators, and others to build a brighter and braver future by engaging young children in thoughtful, informed, and age-appropriate learnings about race. Helping children learn about race is an essential part of bringing about the promise of our multicultural and multiracial democracy. Whether building a library of resources, offering spaces for adults to learn how to guide conversations with young learners, or expanding the research knowledge base about children’s racial learning, EmbraceRace offers a community that connects and creates. The amazing growth of EmbraceRace over the past few years is testament to the vision and hard work of its co-founders, Andrew Grant-Thomas and Melissa Giraud, and to the value of the community they’ve invited us all to join.”

**KIMBERLY BRENNEMAN & MALIA RAMLER**  
Education Program Officers, Heising-Simons Foundation



“Wayfarer Foundation knows that racism is the most challenging issue facing America today. We support EmbraceRace because they lift up interconnectedness and the oneness of humanity in a way that leads to justice and unity. In addition, EmbraceRace’s reputation for sharing innovative and expert guidance for parents, teachers, and the community to talk and learn about race — and to take action in addressing racism and creating a more unified world -- is unparalleled. Wayfarer made a multi-year gift because, with continued investment and EmbraceRace’s stellar leadership and vision, they are poised to engage millions of people to support children in building the skills needed to become color-brave. We are humbled to partner with such a fantastic organization.”

**LAURA HERRICK**  
Executive Director, Wayfarer Foundation





## EXCITING THINGS ARE HAPPENING



**RESOURCE BUILDING** is our work to create tools that provide adults with the knowledge and skills they need to nurture healthy racial attitudes and behaviors in children.

In 2022 we began piloting exciting new resources including Drawing Differences Art Program for Children and a 12-part Caregiver Action Guide. We also created the Rapid Response Research Network.



**COMMUNITY BUILDING** includes the sustained opportunities we offer our members to exchange experiences, concerns, and resources with others.

We engaged thousands of adults through our Color-Brave Community, monthly webinars and a virtual summit “Defending and Celebrating Racial Learning in Early Childhood.”



**FIELD BUILDING**, refers to our investments in racial learning as an integral part of children’s development in a multiracial democracy.

In 2022 we conducted a national parent survey and developed the first-ever *Reflections on Children’s Racial Learning*, which begins to chronicle the emergence of a field of learning and practice centered on children’s racial learning.

“We must invest in children’s racial learning as if it were integral to every child’s development. Because, in fact, it is!”

— MELISSA GIRAUD & ANDREW GRANT-THOMAS  
CO-FOUNDERS, EMBRACERACE







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of donors



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monthly newsletter



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Learn more at  
[embracerace.org](https://embracerace.org)