



# RAISING A BRAVE GENERATION. TOGETHER.



2021 IMPACT REPORT





# 2021 HIGHLIGHTS

To our community of EmbraceRacers,

2021 was our most productive and rewarding year to date. Thank you.

Beginning in the months after George Floyd’s murder in May 2020, EmbraceRace saw 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.

We responded vigorously, drawing on the resources and convictions of our community members and partners to invest in new tools and learning spaces for parents, teachers, and other caring adults. Our second Impact Statement includes just a few highlights of what we’re building together — as always, with the aim of raising a generation of children who are thoughtful, informed, and brave about race.

Of course, at a time when legislatures across the country are passing laws meant to suppress efforts to help our children grapple honestly with the role of race in our nation’s past and present, we also know that there is *much* more to do.

Fueled by the serious challenges of our times, and by your support, guidance, and strength of conviction, EmbraceRace will do more, bigger, and better in 2022 than we did in 2021.

With excitement about what’s possible,

Melissa Giraud & Andrew Grant-Thomas, Founders

**EmbraceRace** supports 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 racial inequity
- Support a movement of kid and adult **racial justice advocates for all children**





I have found MANY of your resources very helpful to me personally and professionally, in many roles...white female, early childhood educator (preschool teacher), mother of a 3-year-old white female, sister-in-law to a mixed race (black/white) family, and aunt to two mixed race nieces (8 year old and 18 month old). So, thank you, thank you, thank you!

— H.M.

**EmbraceRace was founded in 2016 by Melissa Giraud and Andrew Grant-Thomas to help meet the challenges faced by those raising children in a world where race matters.**

Melissa Giraud is a multiracial, first-generation American who has brought a social justice lens to her work as a radio producer, storyteller, K-12 educator, and ed strategist. Andrew Grant-Thomas is a Black man of Jamaican origins and a long-time racial justice researcher and advocate. Together, they have two children, ages 11 and 13.

The organization's work is led by a core team of five staff members and supported by a dedicated network of consultants, advisors, partners, and volunteers.



Andrew, Melissa and their two children

## BY THE NUMBERS

2021

**68,000+**

Talking Race and Kids webinar views

**65**

Experts invited to create content for our community

**38,000+**

Facebook followers

**63,000+**

Email subscribers

**500,000+**

Website visits

**900+**

YouTube subscribers

### THE CHRONICLE OF PHILANTHROPY

EmbraceRace was one of a select few nonprofit organizations featured in a collaboration between The Associated Press and The Chronicle of Philanthropy. The article, published in June 2021, highlights the tremendous demand for the content and resources EmbraceRace provides and a hopeful increase in support for this kind of work.

#### Nonprofit Helps Parents Talk to Their Children About Race



**Featured in major media outlets including:**

The New York Times

Washington Post

CNN

NPR

# RAISING A GENERATION OF CHILDREN WHO ARE THOUGHTFUL, INFORMED, AND BRAVE ABOUT RACE

Our programmatic work falls into three strategic areas:



## Resource building

refers to our efforts to create tools that provide adults with the knowledge and skills they need to nurture healthy racial attitudes and behaviors in children. Recognizing that different people and audiences learn best in a range of ways, and that different kinds of information are best shared in a variety of formats, we create resources from webinars and action guides to arts programs, tool kits, and video games.



## Community building

relates to the sustained opportunities we offer our members to exchange experiences, concerns, and resources with others. We provide spaces of learning and practice for parents and educators to young Black and Indigenous children and children of color and build communities around vehicles such as storytelling for examining the complicated role that race plays in our lives and those of our children.



## Field building

alludes to our work to spark much bigger investments in racial learning as an integral part of children's development in a multiracial democracy. The foundational steps to building the field of Children's Racial Learning include activities and programming (convenings, network weaving, technical support, research, and more) that connect key stakeholders, including caregivers, educators, researchers, funders, and media makers; establishing a common vocabulary and base of knowledge and practice on which to scaffold new work; and beginning to forge the robust partnerships that will be crucial vehicles for that work.

THIS IS LONG-TERM WORK.  
WE LOOK FORWARD TO CELEBRATING KEY  
MILESTONES WITH YOU ALONG THE WAY.

## BY 2025



**5,000,000** people actively engaged through EmbraceRace multimedia platforms and our national communities of learning and action.



An interactive library of dynamic and action-oriented resources, created by experts and freely available to caregivers, educator, and adults in the lives of children.



Mounting attention to early childhood as a crucial period for the development of racial attitudes and to Children's Racial Learning as an emerging field of research and practice.



# PROGRAM HIGHLIGHTS

## WEBINARS

We hosted 18 webinars over the course of 2021, bringing our total to 70. Since inception, the Talking Race & Kids series has featured more than 120 guests with relevant experience and/or expertise and garnered more than 68,000 views. The webinars provide our community members with the information and guidance they need to raise color-brave children.

## SINCE LAUNCH

70+

Webinars

120

Guests



## A CONVERSATION WITH TEENS WHO EXPLORE RACISM WITH THEIR ART



Our November 2021 webinar, “A conversation with teens who explore racism with their art” with New York’s Epic Theatre Ensemble, made it clear that young people of color aren’t simply ‘acted on’ by the institutions and systems they move within, but also are incisive critics and agents of change within those systems.

## COLOR BRAVE

### EARLY CHILDHOOD EDUCATOR PROGRAM

This year, we launched an online community of support for parents, family members, educators, and caregivers working to nurture Black and Indigenous children and children of color who fully embrace their own — and each others’ — humanity.

400+

Social Learning Group participants who develop and hone their caregiving practices together.

3

Lead Facilitators who curate and create resources and experiences that build the capacities of community members to nurture color-brave BIPOC children.

200+

Resources, including relevant articles, webinars, action guides, and other tools.

## RESEARCH RESOURCES



We launched a Rapid Response Research Network (R3 Network) of family members, including children, interested in taking part in fun, educational anti-racism research. Over time, the R3 Network will foster real partnerships between researchers and practitioners and encourage the design of research studies that better account for the practical needs and real-world circumstances in which adults work with children.



## PARENT & CAREGIVER RESOURCES

In 2021, we developed the content for 12 Caregiver Action Guides that provide practical, expert advice related to children’s racial understandings, attitudes, and behaviors. These guides will be published in 2022 and cover topics that include building empathy, raising awareness of bias, and processing emotions about race and racism.



## ARTS PROGRAM FOR KIDS

Launching in 2022, the Drawing Differences Arts Program for Kids aims to prompt constructive reflections on the meaning of race and racial identity by encouraging children to notice and engage racial difference in their drawings. Developed in collaboration with a team of antiracist arts educators, the program includes three video modules for kids and a conversation guide for family members and educators.

# OUR SUPPORTERS

For six years now, members of the EmbraceRace community have engaged, shared, and spread the word about our work. We are immensely grateful. We especially appreciate the 600+ individuals and many organizations who donated amounts small and large in 2021 to propel our efforts. Together, we are building more and better resources and spaces for the for the vital work of anti-racist teaching, learning, and caregiving.

## CORPORATE & FOUNDATION DONORS IN 2021

<b>\$250,000+</b> LEGO Community Fund NoVo Foundation Rite Aid Foundation KidCents Sheetz	<b>\$10,000-\$49,999</b> Albi D.C., LLC Amyris Clean Beauty Cable One/Sparklight Combined Food Services of Virginia Inc. New World Foundation OneDigital Price Chopper Un-Plated by Sabrina Medora	<b>\$2,000-\$9,999</b> Adobe Cheswatyr Foundation CNG Holdings, Inc. Mey Share Foundation MyUS.com United Healthcare Services, Inc.
<b>\$50,000-\$249,999</b> Claire's, Inc. Gap, Inc. Heising-Simons Foundation The Hershey Company Wayfarer Foundation		<b>\$500 - \$1,999</b> Act One Fund Carolyn Foundation Pactimo Richter Family Foundation

*Institutional gifts received between January 1, 2021 - December 31, 2021.*

## BECOME A MONTHLY DONOR

We are grateful for the support of our monthly donors, who have chosen to invest in a sustained way in EmbraceRace’s work. Monthly donors receive special updates on the impact of their support throughout the year — and help us lean into the immediate possibilities to raise a generation that is brave about race.

Learn more about becoming a monthly donor on at [www.embracerace.org/support](http://www.embracerace.org/support).



### THE LOLA X KENNETH COLLABORATION

When Kenneth Tan moved home to care for his grandmother (“Lola” in Tagalog), he made a promise to finish all the paintings she started. Since her passing, he has kept that commitment. In 2021, he created a package of products sold through The Lola x Kenneth Collaboration to benefit EmbraceRace.



### PRICE CHOPPER

Price Chopper, a popular regional grocery store chain, held a successful fundraiser benefiting EmbraceRace. In August shoppers donated more than \$38,000 by rounding up their change at check out — and then Price Chopper made an additional donation.



**Be relentless, do not stop, do not be silent.**

Chef Danny Lee, co-owner of the Washington D.C. restaurants Anju, Chiko, and Mandu, used his platform as a major voice in the food community to advocate for social justice. Drawing on his own enormous talents and connections, Chef Danny hosted a multi-course dinner fundraiser, featuring a line-up of top chefs, to benefit EmbraceRace. Several other restaurateurs followed suit by organizing their own EmbraceRace fundraisers.





## JOIN THE EMBRACERACE COMMUNITY



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of donors!



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monthly newsletter.



Connect with our  
community on social.



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