



EMBRACING THE POSSIBLE

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





“Imagine the power and possibility of building the field of ‘children’s racial learning’ as a recognized and valued pillar of a strong education. What would the world look like if a critical mass of kids of all racial stripes grew up with the racial sensibilities, tools and analyses to remake education in this country, remake politics, rethink our health systems, reconsider who we care about and why?

If we can do that, that’s amazing. That’s profound. That’s transformative.”

— Andrew Grant-Thomas, Co-founder of *EmbraceRace*



The events of 2020 called into sharp relief the racial challenges and inequities at the heart of our national experience. The devastating pattern of racialized vulnerability to COVID-19. The violent and gratuitous deaths of George Floyd, Breonna Taylor, Ahmaud Arbery, and so many others at the hands of police and civilians alike. The upsurge in hateful words and behaviors targeting Asian Americans. Months of multiracial, multigenerational national protests against the devaluing of Black, Brown, and Native Lives.

In the midst of newly-urgent calls for racial justice in the United States, and rising calls from our community members for information and guidance, *EmbraceRace* responded: more resources, more webinars, new partnerships, greater outreach, more and more innovative program development. In the aftermath of the assault on the U.S. Capitol, shot through with racial tensions and entitlements, our response will become even more vigorous.

Over the course of 2021 we will capitalize on our new heights of visibility and community engagement to expand the reach of our programs and launch new tools and resources for parents, teachers and other caring adults. Embracing the Possible offers a window into the *EmbraceRace* community, including details about who we are, what we do, and where we plan to go.

We invite you to deepen your commitment to this shared work. With your support and commitment, we can raise a generation of children who will make our multiracial democracy sing!

In community,

Andrew & Melissa

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** 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**





OUR STORY

**We worry about what a child will become tomorrow,
yet we forget that she is someone today. — Stacia Tauscher**

There is a growing body of research and evidence that makes clear that children's racial sensibilities begin to form in infancy, that almost all children develop racial and other biases by kindergarten, and that those biases become fairly entrenched by adolescence. And yet, most national organizations dedicated to children's racial learning direct their resources mainly to middle and high school educators. There are too few resources for young children available for parents, grandparents or other caregivers or for early childhood educators.

***EmbraceRace* helps fill that gap.**

EmbraceRace was founded in early 2016 by two parents who set out to create the community and gather the resources they needed (need!) to meet the challenges faced by those raising children in a world where race matters.

Melissa Giraud is a first-generation American, multiracial (Black/white) daughter of a mother from Quebec and a father from Dominica. She has brought a racial equity and social justice lens to her work as a radio producer, storyteller, K-12 educator and ed tech strategist.

Andrew Grant-Thomas is a Black man of Jamaican origins, born on the 4th of July. He is a long-time social justice and racial justice researcher and advocate. Andrew and Melissa have two girls, ages 10 and 12.

EmbraceRace is ably supported by a wonderful national advisory group and a dedicated team of consultants and volunteers.

“Although racial bias and inequity is systemic and not simply about interpersonal interaction, we also create the systems. If you want to create better systems, you need to nurture better agents.

— Melissa Giraud, Co-founder
of *EmbraceRace*

“*[EmbraceRace is] the one strong resource I have to learn from, rise with and help foster a strong sense of self and belonging for my daughter.*

Listening to your series influenced me to connect with my daughter's school about placing her in a more diverse class (last year everyone was visually white except her). This year, because I spoke up, she is in a class where she sees a number of races and cultures represented. She is thriving and no longer coming home and expressing feeling different and left out. You have helped make this family stronger. Thank you so much for all the time you put into these webinars. They are so incredibly valuable.

— Jessica W., parent





OUR ACCOMPLISHMENTS

“It’s tempting at times to look for fast fixes to race-related problems, and really, there’s no such thing. Long-term change requires sustained thought, honest talk, and reflection, and the work they’re doing at *EmbraceRace* embodies all of these.

— Jennifer Gonzalez, educator,
Cult of Pedagogy podcast

Insights from our community

The *EmbraceRace* community grew substantially in 2020 as parents, educators and caregivers grappled with the realities of the coronavirus pandemic and its disproportionate impact on communities of color, and as the murders of Breonna Taylor, George Floyd, and others brought renewed attention to the scourge of police brutality.

Each year, *EmbraceRace* conducts a survey to understand how our work is influencing parents, educators and caregivers. Highlights from our 2020 survey, with almost 700 respondents, point to the ways in which engaging with *EmbraceRace* enhances caregivers’ knowledge, skills and motivation with respect to children’s racial learning.

EMBRACE **RACE** BY THE NUMBERS

200+

Articles & personal stories by **150** authors and storytellers

50

Talking Race & Kids webinars, **100** expert guests, up to **9,000** registrants for each program

55,000

Email subscribers

36,000+

Facebook subscribers



Featured in The New York Times, Washington Post, CNN, NPR and other major media outlets

Community Survey Highlights

97%

planned to learn more about **how to help their kids recognize and resist stereotyping**

82%

agreed that they knew more about **how kids develop racial/ethnic stereotypes**

96%

planned to learn more about **how to support their kids' efforts to advocate for racial justice**

86%

agreed that they knew more about **ways to help kids develop a positive racial identity**

94%

planned to learn more about **how to effectively speak out against prejudice**



We try to meet the challenge of the moment. In 2019 we offered 12 webinars. In response to the racial turbulence of 2020, we hosted 23.

15,000+
registrants

The week after George Floyd's murder we offered two different webinars—which welcomed more than 15,000 registrants.



OUR DREAMS

“The *EmbraceRace* storytelling event was just so, SO good. Brilliantly organized on every level. Engaging, compelling content. The storytellers were all so brave! I was supposed to leave for a 7pm meeting, but texted to tell them I was delayed because I really wanted to hear the second set of storytellers....and so glad I did. The stories still ruminate in my brain.”
— Paul, community member

Dear *EmbraceRace*,
I am Sarah. I am 8 years old. Every Friday I get 4 Quarters. I saved up \$15. I am giving it to you to stop racism. Thank you for your work.

***EmbraceRace* has big plans to expand the reach of our programs and launch new tools and resources for parents, teachers and other caring adults.**

Here are some of the emerging initiatives about which we are particularly excited:

Storytelling Project

Recruiting and coaching community members to share short, personal audio stories that capture the extraordinary range of ways that individuals, families, and communities experience race, childhood and childrearing across lines of race, ethnicity, class, immigrant status, geography, religion and more.

Research Network

Collaborating with top researchers and funders to formulate and fund a vigorous research agenda on anti-racism interventions, and trace the implications of current anti-racism research for parenting and caregiving practices.

Strengthen the *EmbraceRace* Team

Shore up our organizational capacity through growth of the *EmbraceRace* team in communications, evaluation and fundraising as well as establishing a more forceful national advisory group to give the organization a sharper mandate and structure.

Online Community for Early Childhood Educators and Parents

Creating resources and opportunities for educators, parents, and families to learn from and with each other in order to create more racially equitable learning and development spaces, especially but not exclusively for 0-8 year-old Black and Indigenous children and children of color.

Video Intervention Library

Working with partners that include the Institute for Human Development and Social Change at New York University, we are developing several video-based curricula to educate parents on how to have productive conversations about race that promote the development of anti-racist beliefs and behaviors in children.

“As a Pakistani Muslim parent, from my first *EmbraceRace* webinar I felt relief and support. *EmbraceRace* is a gem of an organization that parents of color especially should avail if they are feeling lost, unsure and confused about how to help their children be resilient and courageous in the face of racism and bigotry.

— Nabeela, parent



OUR PARTNERS

EmbraceRace enjoys a wide range of committed partnerships in our shared work. A few highlights include:



In collaboration with the **Eric Carle Museum of Picture Book Art**, *EmbraceRace* is creating a toolkit including a video and resources for early childhood educators, librarians, and parents who want to learn how to use picture books explicitly to nurture conscientious racial learning in young children.



In partnership with **Gaming Revolution for Inspiring Development**, *EmbraceRace* is developing a game that educates users about the structural factors that underlie and largely explain the disproportionate impact of COVID-19 on people of color in the United States. The game is designed for teens and adults of all races and ethnicities. We expect to partner with schools and youth organizations interested in incorporating the game into their programming.



EmbraceRace is working with **Claire's Stores, Inc.**, one of the world's leading fashion jewelry and accessories retailers, to bring to its audience tools and resources that can help parents and other caregivers raise children who are thoughtful, informed and brave about race. The collaboration encompasses a range of social media and other communications campaigns throughout 2020 and 2021.



Together with the **Conceptual Development and Social Cognition Lab at New York University (CDSC)** *EmbraceRace* is developing a new video-based intervention for parents to promote the development of anti-racist beliefs and behaviors in children by targeting early developing beliefs about racial inequality. CDSC is also among our key partners in an emerging effort to formulate and fund a vigorous research agenda on anti-bias interventions for children.

OUR SUPPORTERS

Over these last five years members of the *EmbraceRace* community have been wonderfully supportive. You have shared *EmbraceRace* articles, posts, and stories with your friends, families, and colleagues; entrusted us, publicly and privately, with your own stories; contributed heartfelt blog pieces and guiding questions and comments; and brought us treasure troves of content about race, kids, and caregiving that we continue to share forward.

Donations from over 2,500 of you—parents, teachers, grandparents, aunts and uncles, researchers, children, caring others—have allowed us to do this work, and to keep our offerings free and freely available to all. We don't have space (or permission) to thank our individual donors by name here, but please know: we so appreciate you.

We are because you are.

Corporate & Institutional Funders in 2020

\$500,000+

Rite Aid Foundation

\$250,000-\$499,999

LEGO Community Fund
Novo Foundation
Sheetz

\$50,000-\$249,999

Claire's, Inc.
Gap Foundation
Heising-Simons Foundation
Live Well Charities
Western Digital Corporation Fund

\$10,000-\$49,999

4Moms
Standard Life Aberdeen Charitable Foundation
Axxess Financial
Cable One/Sparklight
Cedars-Sinai Medical Center
Demert Brands, Inc.
Green Sprouts, Inc.
KiwiCo, Inc.
Munchkin, Inc.
New World Foundation
Robert Wood Johnson President's Grant Fund
S H Cowell Foundation
Steve Sarowitz

\$2,000-\$9,999

Access USA Shipping
Anonymous
Baystate Medical Center
Camp Gladiator
Chan Clan Justice and Mercy Fund
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Emerge
JMB Charitable Fund
Jewish Communal Fund
Lainoff Family Foundation
Louis Legacy Fund
Menasha Corporation Foundation
Meredith Corporation
MRK Fine Arts, LLC
Pacific Living Properties
Pactimo LLC
Roddenberry Foundation
Soapy Joe's
Teddy the Dog Apparel

\$500-\$1,999

Carolyn W. & Charles T. Beaird Family Foundation
Dogpound Fitness, Inc.
Douglas C. Coutts and Lynne T. Coutts Family Foundation
James and Bernice Brown Family Fund
Pro Cure, LLC
River Valley Market
Saputo Dairy Foods
Semtech Corporation
Wild Roots

“Thank you for the consistent wonderfulness of your webinars! My coworkers have been alerting me to the webinars as they come up. I've seen the one about structural racism, a second about helping children to be disaster-resilient, and a third about choosing “good” picture books for children. Your panelists are always wonderful, and I have discovered information watching the webinars that I have honestly never heard anywhere else. — Francis L, public librarian





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