

#RaceEqualityMatters
#EveryActionCounts





In the 5-Day Challenge we have explored just some of the key and daily issues that are so hurtful, damaging, and excluding to your ethnically diverse colleagues, community friends and families (we appreciate many of you may have experienced issues directly yourselves).

Do we step back, walk away, ignore, or take action?

The only way to achieve equity and equality is for each and every one of us to take action.

The theme for Race Equality Week 2025 is #EveryActionCounts urging us all to grow personally and as a community. Over the last four days, we've discussed how crucial it is to recognise and confront our own behaviours and biases that uphold inequality.

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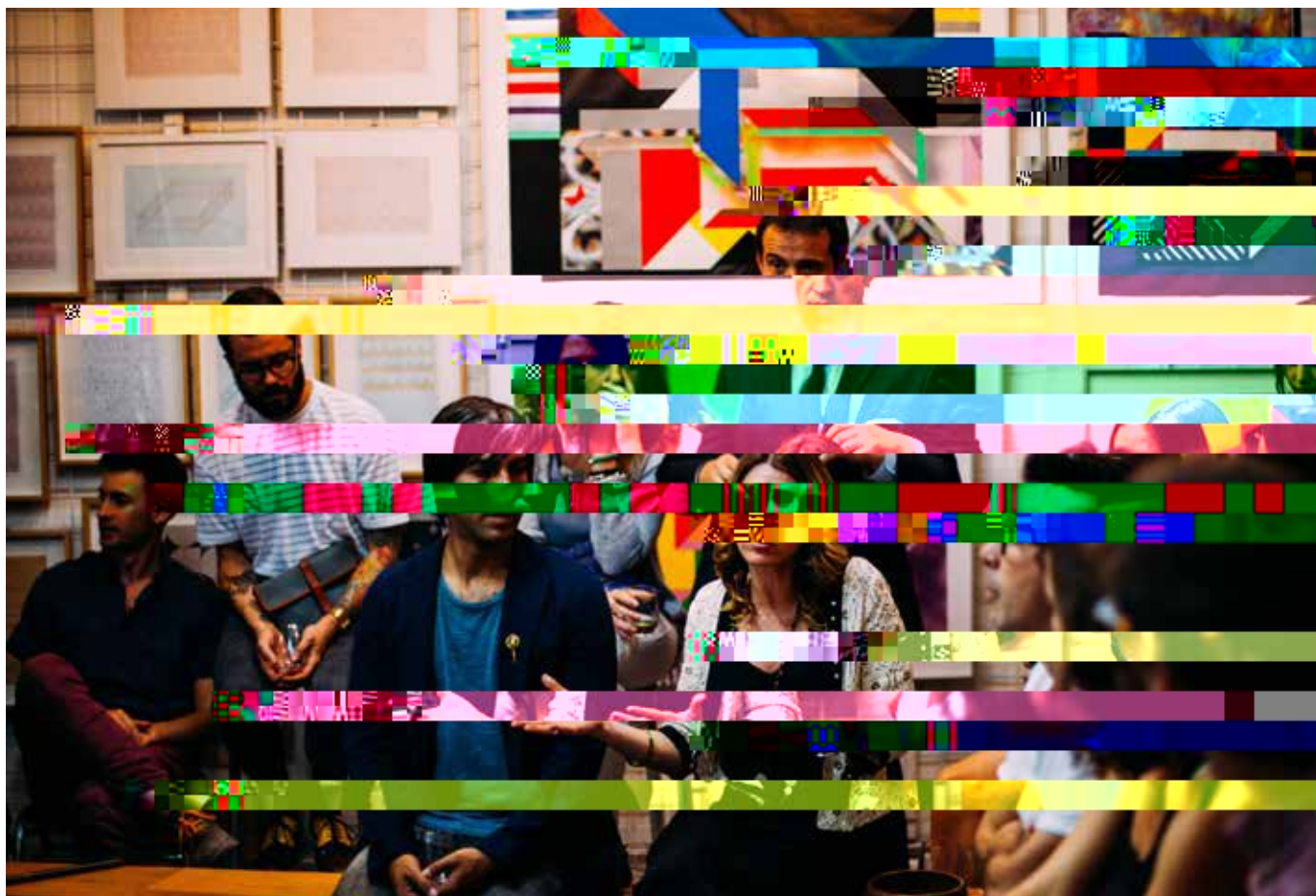
- Take action by reflecting on your own assumptions. Growth starts from within.
- Take action by challenge the systems, behaviours, and structures around you that uphold inequality.
- Take Action by engage with your community, workplace, and society to foster race equality.

By embracing #EveryActionCounts we move beyond passive awareness to active transformation.

It's time to make your Big Promise—challenge what's wrong and be part of the change you want to see!

go to the Big Promise tool

B :



Race Equality Matters carried out in-depth interviews and research, which evidenced that the majority of ethnically diverse employees feel that there has been very little visible action to move towards the deeper and more meaningful change required to drive race equality.

There has been the will and call for action by leaders and organisations, especially four years ago (2020), but it is clear that for many organisations, the experiences of their employees when it comes to unfairness, inequality and pain have generally not changed.

Whilst there are some organisations that have started to make progress, typically driven by few individuals, meaningful change will only happen if everyone gets involved and commits to driving change. **#EveryActionCounts**

Race Equality Matters carried out one-to-one interviews and group workshops with the Race Equality Matters community and collaborated with the governance forum and Dr Karl George MBE. This included reviewing 15 race charters which collectively drew together 200+ suggested commitments and pledges. With the community, we identified promises that are must-do's and are measurable, accountable, transparent and that will create meaningful change.

They are known as the **Big Promise**.

[B](#) :
go to the **Big Promise** tool

To help you make that commitment we have identified bespoke sets of Magnificent 7 promises for:

n Board, ExCo and C-suite

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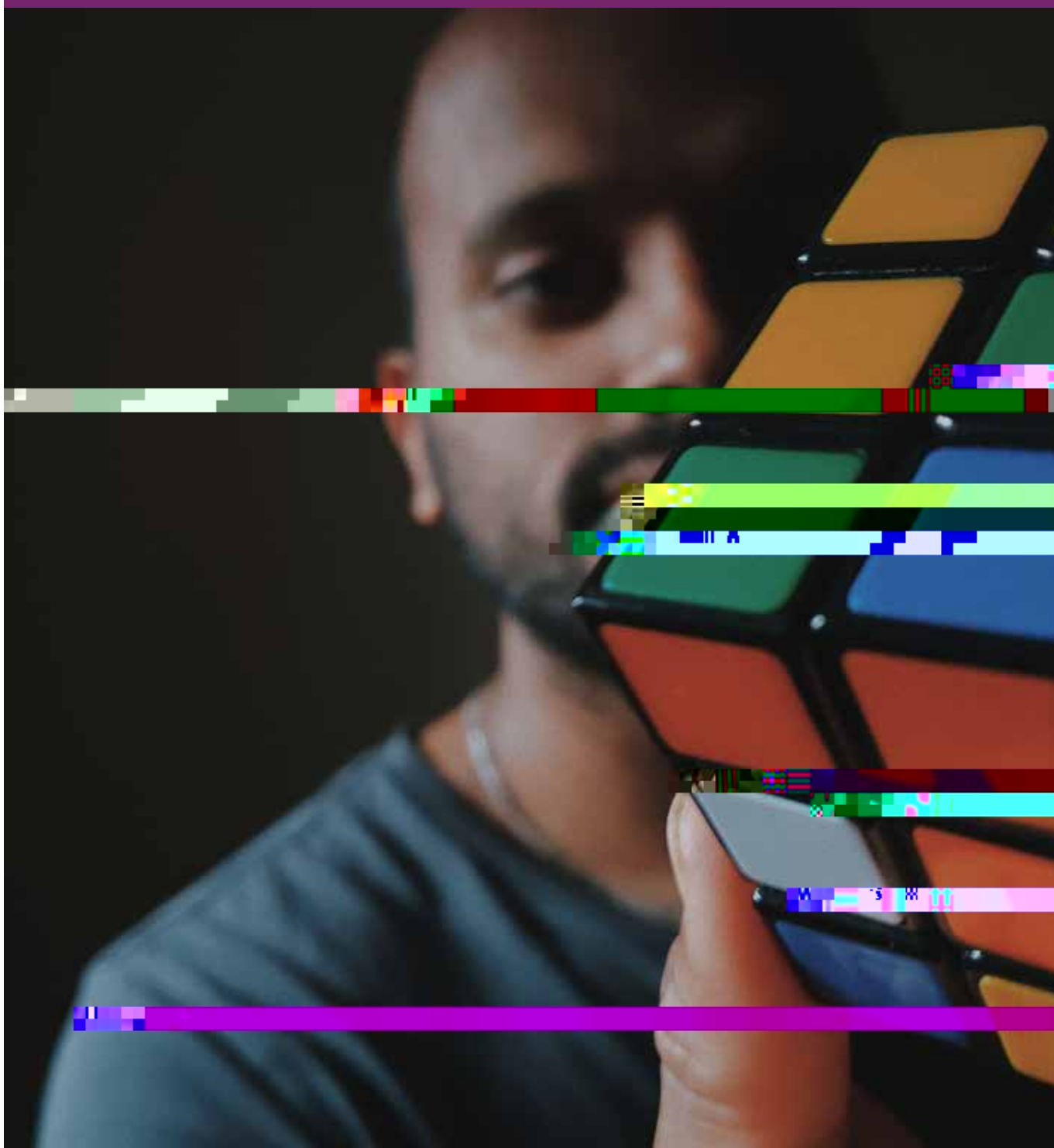
To help you make that commitment to change, we have identified bespoke sets of Magnificent 7 promises for:

ExCo/C-suite/Board

Senior leaders

Allies

Ethnically diverse colleagues



Q: Do we have to do all 5 days of the Challenge?

A: The 5-Day Challenge has been developed to help organisations and individuals

Q: Can the 5-Day Challenge be used outside my organisation?

A: Yes, it can be used in schools, clubs and community groups. Many do.

It cannot be used for commercial gain. If you would like to discuss using it commercially, please contact info@raceequalitymatters.com and we will see how we can support you.

Q: Do you provide training for any of the subject matter?

A: Please get in touch if you have a budget at our email address, info@raceequalitymatters.com.

Q: Are there any other resources to help me run the 5-Day challenge?

A: There are downloadable guides for each day, and we have included links to additional resources in the guide.

Q: Is there a social media template post we can use?

A: Yes, you will find this and suggested text here: [https://www.raceequalitymatters.com/solutions/5-Day Challenge](https://www.raceequalitymatters.com/solutions/5-Day-Challenge)

Q: Can we donate to support your work?

A: Yes, we do accept funding and donations. Please contact info@raceequalitymatters.com for more information.

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Q: I think colleagues may need some support and guidance to deliver some of the promises.

A: One option is to look at other promises, which may initially be more achievable.

Alternatively, you could open up a dialogue to find out what type of support or training your colleagues might need and come up with collaborative and innovative ways that you could help support them. Furthermore, this could be an important opportunity for change: you could raise this with a line manager or HR department to see if promises could be facilitated and delivered through policy changes or an allocated resource.

We appreciate different organisations and the individuals within them may have access to more resources than others. However, this is an opportunity for you to define the culture of your workforce and where you stand on racial inequality.

If you have a will and a desire for change this may be a time to seek investment to really make a difference.

If you need further guidance and have a budget, you can always contact us, and we will happily discuss ideas with you. Please email us at info@raceequalitymatters.com

Q: Why do I need to type in basic contact details on the Big Promise tool?

A: This information will help Race Equality Matters:

1. Let you know when appropriate support is available.
2. Support individuals to deliver on their Promise.
3. Understand the most common Promises by sector and job title.

Note: Your data will only be used for the purpose of helping Race Equality Matters accelerate tackling race inequality and you can always unsubscribe at any time.

Q: Will you publish my Promise?

A: No, we will not share your Promise but we encourage you to.

Q: Will I be able to find out what Promises my colleagues are making?

A: No, we will not share data or individual Promises, only overarching data, e.g. how many people made Promises, which sectors got involved, the most common Promises selected etc.

If you are keen to know what your colleagues have Promised, you could open a dialogue and discuss whether this is something they would like to share and then you can consider an internal mechanic to capture people's Promises. However, many colleagues may post their Promises on internal comms channels or social media.

Q: Do colleagues need to share their Promise publicly?

A: The Big Promise was created to help individuals identify and take meaningful action, and to encourage accountability and transparency by visibly sharing their Big Promise. We appreciate some individuals may not want to do this.

Some organisations may encourage their employees to share their Promises via internal comms channels and/or some may want to show they are becoming an anti-racist organisation encouraging staff that are comfortable to share their Big Promises externally e.g. via social media. This can create a significant visual impact similar to the one we saw as part of the #MyNames campaign.

Q: How else have other organisations used The Big Promise?

A: Organisations have used it in several ways including:

- Printing their Big Promise images and displaying them in canteens and reception areas.
- Sharing their Big Promise with a community.
- Creating a montage of Big Promises and promoting this through social media.
- Creating a video of people sharing their Big Promise.
- Displaying Big Promises on their websites.

Q: Do I make 1 or all 7 Big Promises that are in my category?

A: Our ideal is for every employee to make the one Promise that they will deliver on. With millions of employees in the UK alone we can imagine the impact this will have when the Promises are delivered. However, if someone wants to make more than one Promise then that is fantastic and possible. Many people do.

Q: When I have delivered on my Big Promise is that it?

A: The idea is for everyone to start to make a difference, with their first Promise.

We would therefore encourage employees whether it has been three months, six months or a year later to make their second Promise. Tackling race inequality is not a one-off thing. The idea of having seven Big Promises per stakeholder group is that over time individuals will deliver on them and accelerate the drive to race equity and equality.

Q: Do you want to hear about our organisation's Big Promises?

A: Absolutely, we are very keen to hear how the Big Promise has been adopted in your organisation and the impact it is starting to make. We can also help publicise it. In addition, we can advise you if we feel your organisation should consider applying for Race Equality Matters Trailblazer status. This is an acknowledgement and recognition of the progress your organisation is making towards eradicating race inequality and promoting the fact that #ItsEveryone'sBusiness to #ListenActChange.



C C E M

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 Big Promise Tool – FL1

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