



# *Black History Month* **Activation Kit**

Ready-to-go resources to activate your people, fast.

# Rally your people — *quickly and easily* — for Black History Month

Launching a giving or volunteering initiative is time-consuming. From deciding which causes to support, to writing content and sourcing images, there are a lot of moving pieces.

If you'd love to create an initiative for **Black History Month** this February, but don't have a lot of time, this activation kit will help.

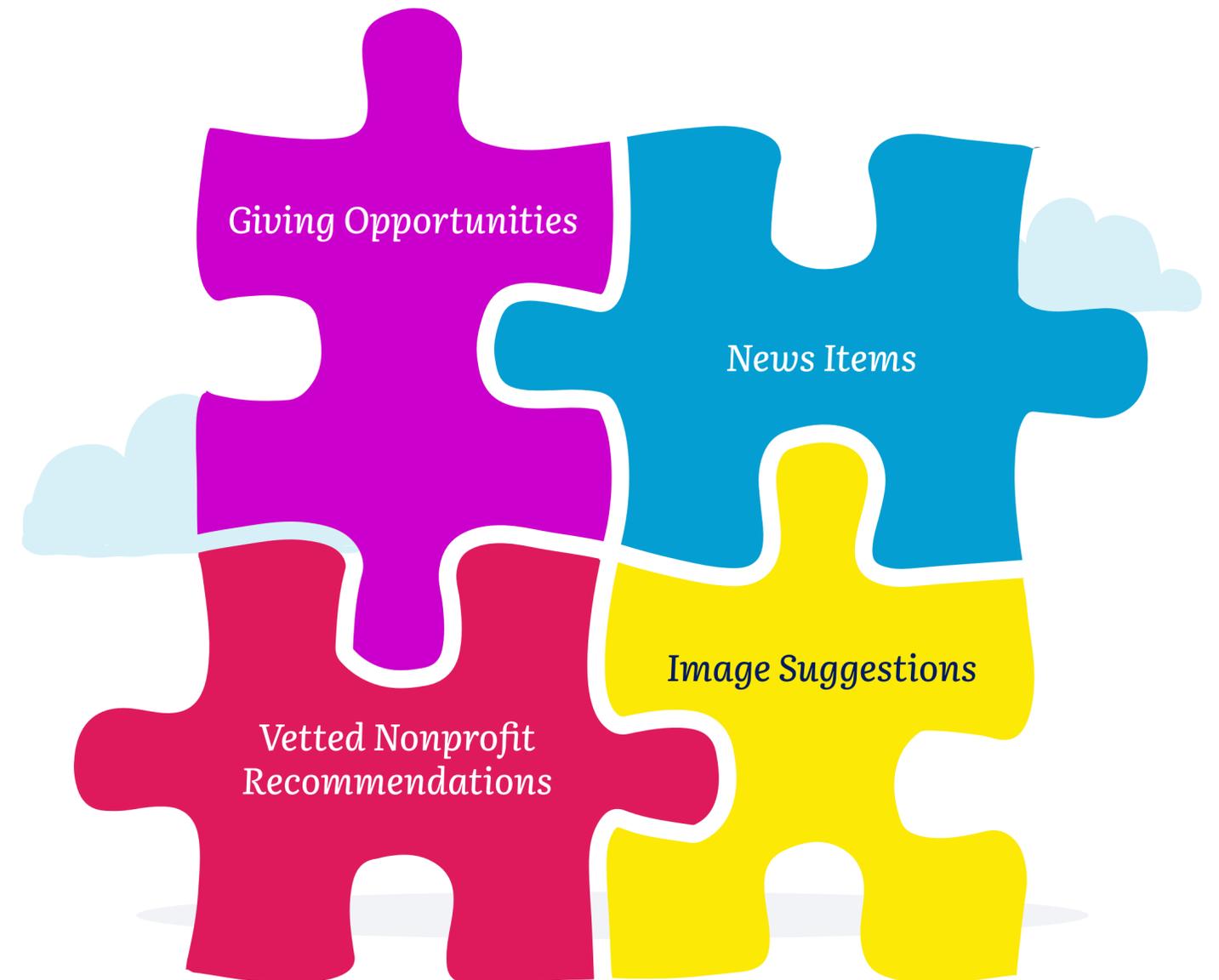


# Try Benevity's *activation kits*

Benevity's activation kits include everything you need to launch compelling campaigns designed to increase engagement around timely events and awareness dates — saving you time, so you can focus on maximizing impact.

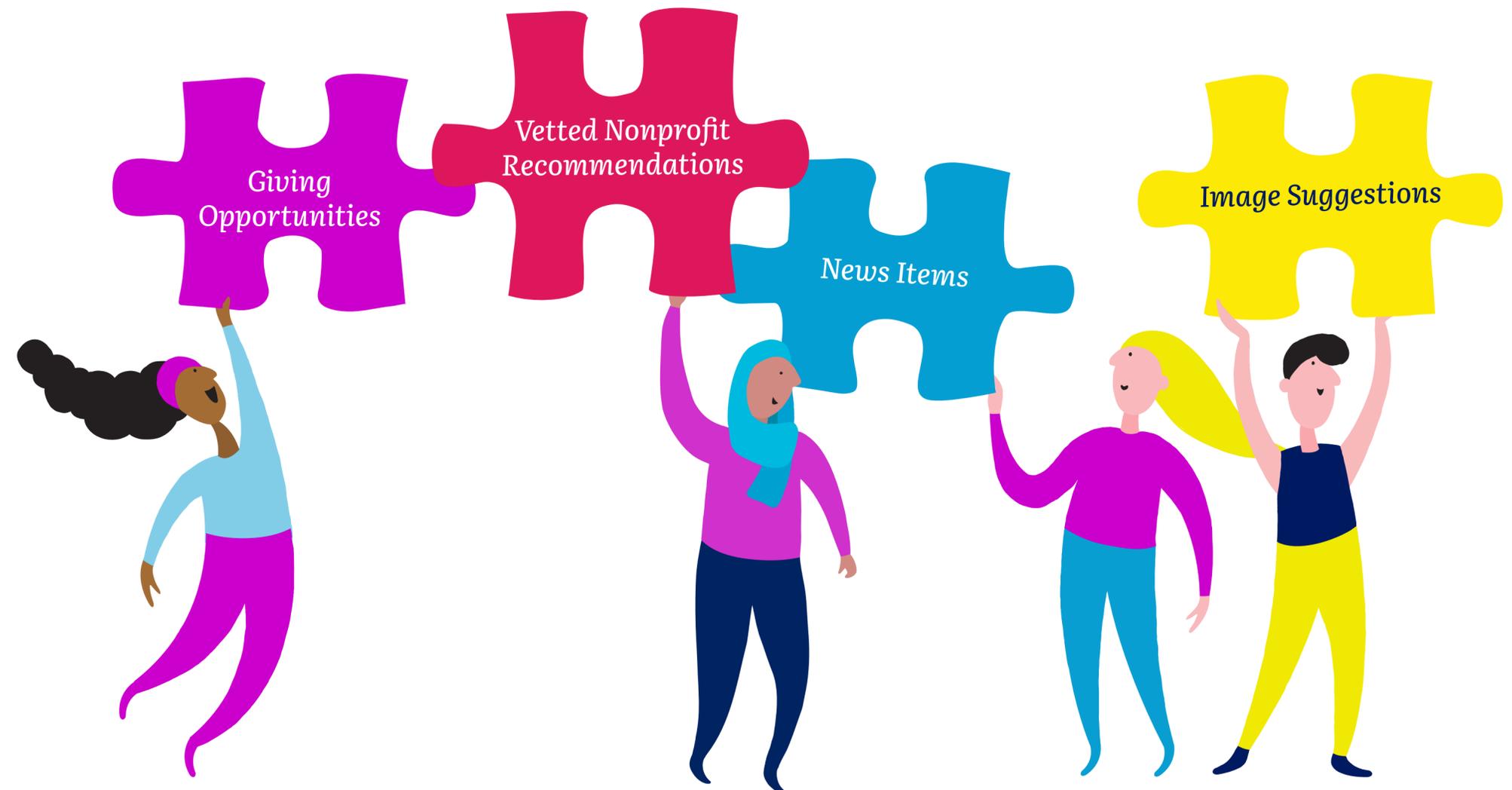
With the ready-to-go, expertly curated content in this activation kit, your team will be fully prepared to support **Black History Month** this February!

Developed by Benevity's expert content team, the **Black History Month Activation Kit** includes:



# Your *Black History Month* Activation Kit includes ...

- Pre-written **giving opportunities**, focusing on racial justice, health and wellness, and education and awareness
- Recommendations for **vett ed nonprofits**
- **News items** to spread awareness
- **Image suggestions** to punch up your communications



# *Giving* Opportunities

# A note to *program leaders* ...

The next six pages include templates for **Black History Month** giving opportunities for both the United States and Canada that you can use in your communications with your people.

You can also customize giving opportunities based on what resonates with your people and addresses your communities' needs, but these templates are a great place to start.





Tip

Use this template in your communications



## Support Racial Equity During Black History Month

**Celebrate Black history while helping causes fight for justice and equity.**

Every February, we remember the people and events that shaped the important history of Black people in the United States. For too many Black families, this story is one of anti-Black racism. We must condemn racism in all its forms, the prejudice and violence that targets the Black community and the senseless loss of innocent lives. We can renew our calls for justice and contribute to ever-growing demands for change.

When you donate to this giving opportunity, you help organizations devoted to advancing racial justice and creating a more just society.

Your donation to this giving opportunity will help:

- **NAACP Legal Defense and Educational Fund** fight for racial justice through litigation, advocacy and public education
- **Race Forward** help people take effective action toward racial equity and advance opportunities for all
- **Equal Justice Initiative** advocate for criminal justice reform and engage communities in the legacy of racial injustice
- **NAACP Empowerment Programs** work to ensure the political, educational, social and economic equality of all
- **Sylvia Rivera Law Project** work to guarantee that all people are free to self-determine their gender identity and expression, regardless of income or race



Tip

Use this template in your communications



## Support Civil Rights During Black History Month

**Celebrate Black history while helping causes fight for justice and equity.**

Every February, we remember the people and events that shaped the important history of Black people in North America. For too many Black families, this story is one of anti-Black racism. We must condemn racism in all its forms, the prejudice and violence that targets the Black community and the senseless loss of innocent lives. We can renew our calls for justice and contribute to ever-growing demands for change.

When you donate to this giving opportunity, you help organizations devoted to advancing racial justice and creating a more just society.

Your donation to this giving opportunity will help:

- **British Columbia Civil Liberties Association** advance human rights and civil liberties through litigation, law reform, advocacy, public engagement and education
- **Canadian Race Relations Foundation** fight for the elimination of racism and all forms of racial discrimination in Canadian society
- **Action Dignity Society** promote racial equity in public policies, connect communities and build youth engagement



Tip

Use this template in your communications



## Support Health and Wellness During Black History Month

### Help organizations that support Black health and healthcare equity

Black History Month in February is a time to reflect on the important history of Black people in the United States. With this year's theme being Black Health and Wellness, Black History Month is also a chance to acknowledge the inequities that still exist in the healthcare system and consider how we can contribute to necessary change.

With advancements in technology and medicine, there should be no racial or ethnic disparity in maternal and infant mortality, cancer survival rates or access to basic healthcare. Yet this disparity persists — and many Black Americans suffer as a result. And as the pandemic continues, it's also essential that everyone, including Black Americans, have access to mental health resources.

Together, we can bring more equity to healthcare in America and champion the cause of Black health. Let's support organizations who are protecting access to healthcare and providing support and resources to Black communities.

Your donation to this giving opportunity will help:

- **National Black Child Development Institute** develop and deliver resources that respond to the needs of Black children, including health and wellness
- **National Health Law Program** protect and expand access to health rights for low-income and underserved individuals
- **The Loveland Foundation** bring opportunity and healing to communities of color, especially Black women and girls, through fellowships, residency programs and more
- **Social and Environmental Entrepreneurs** transform mental health for queer and trans people of color through its National Queer and Trans Therapists



Tip

Use this template in your communications



## Support Health and Wellness During Black History Month

### Help organizations that support Black wellness and healthcare equity

Black History Month in February is a time to reflect on the important history of Black people in Canada. With this year's theme being Black Health and Wellness, Black History Month is also a chance to acknowledge the inequities that still exist in the healthcare system and consider how we can contribute to necessary change.

Racism in Canada influences quality of education, rates of employment, recruitment into senior roles, quality of housing standards, food insecurity and more. These factors then contribute to disparities in health and healthcare. There is no reason why ethnicity or race should be a factor in health standards, yet differences persist — and many Black Canadians suffer as a result. And as the pandemic continues, it is also essential that everyone, including Black Canadians, have access to mental health resources.

Together, we can bring more equity to healthcare in Canada and champion the cause of Black health. Let's support organizations who are providing health and wellness services, supports and resources to Black Canadians.

Your donation to this giving opportunity will help:

- **Black Health Alliance** improve the health and well-being of Black communities in Canada and build innovative solutions to improve Black health
- **Black Mental Health Canada** facilitate culturally safe and affirming mental health care to the Black communities of Canada
- **Black Youth Helpline** provide culturally appropriate, professional, social support for youth, families and schools and access to professional assessment, intervention and services



Tip

Use this template in  
your communications



## Promote Education and Awareness During Black History Month

### Support organizations devoted to history and culture

Every February, we celebrate the rich, vibrant and important history and culture of Black Americans. We honor incredible accomplishments, but we also acknowledge challenges that remain. It is critical that we continue to shine a light on the needs of Black communities in the United States. We can do this through our support for organizations that promote and deliver education and awareness.

This giving opportunity is dedicated to supporting organizations that tell the important stories of the Black experience in America. Your donation will help:

- **Smithsonian Institution** present the life, history and culture of African Americans through the National Museum of African American History and Culture
- **Martin Luther King, Jr. Center for Nonviolent Social Change** empower people to create a just, humane, equitable and peaceful world
- **The National Civil Rights Museum** share culture and lessons from the American civil rights movement and explore how it shapes equality and freedom
- **Facing History and Ourselves** use lessons of history to challenge teachers and their students to stand up to bigotry and hate



Tip

Use this template in  
your communications



## Promote Education and Awareness During Black History Month

### Support organizations devoted to history and culture

Every February, we celebrate Black history and culture in North America. We honor incredible accomplishments, but we also acknowledge challenges that remain. It is critical that we continue to shine a light on the needs of Black communities in Canada. We can do this through our support for organizations that promote and deliver education and awareness.

This giving opportunity is dedicated to supporting organizations that tell the important stories of the Black experience in Canada. Your donation will help:

- **Africville Heritage Trust** tell the story of Africville and recognize its contribution to Canadian history
- **Ontario Black History Society** encourage public interest in Black history through the development and support of educational initiatives and exhibits
- **Canadian Race Relations Foundation** build a national framework for the fight against racism in Canadian society
- **Society for the Protection and Preservation of Black Culture in Nova Scotia** protect, preserve and promote the history and culture of African Nova Scotians
- **British Columbia Black History Awareness Society** create awareness of Black history in B.C. and celebrate historical and contemporary achievements and contributions



# Vetted *Nonprofit* *Recommendations*

# Support the *causes you care about* ... with confidence

Screening and selecting nonprofits takes a lot of careful work. And Benevity does it for you. Rest assured that each organization we recommend through our platform — from local food banks to international water conservation associations — undergoes a rigorous, multi-step review process.

Benevity's Cause Engagement and Cause Operations teams research, evaluate and recommend causes based on:

- ✓ Up-to-date regulatory information and program eligibility
- ✓ Self-certification declarations
- ✓ Completed automated clearing house payments/electronic funds transfer details
- ✓ Rigorous vetting against multiple watchlists (adverse media, politically exposed persons)
- ✓ Regular follow-up to ensure causes remain in good standing

*Benevity gives your people access to nearly 2 million vetted causes globally.*

## Racial Justice

### Equal Justice Initiative

- Montgomery, AL
- Charity ID: 840-631135091

### Facing History and Ourselves

- Brookline, MA
- Charity ID: 840-042761636

### NAACP Empowerment Programs

- Baltimore, MD
- Charity ID: 840-131084135

### NAACP Legal Defense and Educational Fund

- Baltimore, MD
- Charity ID: 840-131084135

### Race Forward

- New York City, NY
- Charity ID: 840-942759879

### Sylvia Rivera Law Project

- New York City, NY
- Charity ID: 840-810640342

## Health and Wellness

### The Loveland Foundation

- Brooklyn, NY
- Charity ID: 840-833421375

### National Black Child Development Institute

- Silver Spring, MD
- Charity ID: 840-520908178

### National Health Law Program

- Washington, DC
- Charity ID: 840-953080947

### Social and Environmental Entrepreneurs

(project: National Queer & Trans Therapists of Color Network)

- Calabasas, CA
- Charity ID: 840-954116679/48GA0TW711

## Education and Awareness

### Facing History and Ourselves

- Brookline, MA
- Charity ID: 840-042761636

### Martin Luther King, Jr. Center for Nonviolent Social Change

- Atlanta, GA
- Charity ID: 840-581030989

### The National Civil Rights Museum

- Memphis, TN
- Charity ID: 840-581484027

Smithsonian Institution (project: National Museum of African American History and Culture)

- Washington, DC
- Charity ID: 840-530206027/2HNEM2VD3Z

## Racial Justice

### Action Dignity Society

- Calgary, AB
- Charity ID: 124-897859609RR0001

### British Columbia Civil Liberties Association

- Vancouver, BC
- Charity ID: 124-888466844RR0001

### Canadian Race Relations Foundation

- Toronto, ON
- Charity ID: 124-891276081RR0001

## Health and Wellness

### Black Health Alliance

- Toronto, ON
- Charity ID: 124-815175674RR0001

### Black Mental Health Canada

- Mississauga, ON
- Charity ID: 124-752413534RR0001

### Black Youth Helpline

- Toronto, ON
- Charity ID: 124-878672807RR0001

## Education and Awareness

### Africville Heritage Trust Society

- Halifax, NS
- Charity ID: 124-820442663RR0001

### British Columbia Black History Awareness Society

- Victoria, BC
- Charity ID: 124-810072942RR0001

### Canadian Race Relations Foundation

- Toronto, ON
- Charity ID: 124-891276081RR0001

### Ontario Black History Society

- Toronto, ON
- Charity ID: 124-119930295RR0001

### Society for the Protection and Preservation of Black Culture in Nova Scotia

- Cherry Brook, NS
- Charity ID: 124-106797020RR0001

# *News Items*



Tip

Use these templates in your communications



## Black History Month 2022 – Racial Justice

Every February, we remember and honor the important history of Black people in North America during Black History Month. The stories of anti-Black racism and injustice remind us all of the importance of civil rights everywhere, for everyone. With this giving opportunity, you help organizations devoted to advancing racial justice and creating a more just society.

[LINK TO GIVING OPPORTUNITY]

## Black History Month 2022 – Health and Wellness

Every February, during Black History Month, we remember and honor the important history of Black people in North America. Although it is a month of celebration, it is also a time of reflection, learning and action. The theme of Black History Month 2022 is Black Health and Wellness, and, with this giving opportunity, you support organizations that provide these services to Black communities.

[LINK TO GIVING OPPORTUNITY]

## Black History Month 2022 – Education and Awareness

Every February, during Black History Month, we remember and honor the important history of Black people in North America. Although it is a month of celebration and reflection, it is also a time to take action. Education and awareness are critical to ensuring everyone knows about both the incredible accomplishments and the challenges that remain. With this giving opportunity, you help organizations who celebrate the successes, enrich the culture and present the history.

[LINK TO GIVING OPPORTUNITY]



# *Image Suggestions*

# Tell a richer story ... with *images*

To help promote your campaign, consider licensing images that illustrate the cause and tell a richer story. The next three pages are images we've hand-picked in support of Black History Month. Click each image to visit Getty Images and license it.



# Racial Justice



# Education and Awareness



# Health and Wellness



# Making an Impact Made Easy

Quality content like this activation kit is a key contributor to campaign success. For our clients who use Spark, Benevity's employee engagement platform, activation kits are proven participation drivers.

## ***Did you know?***

Spark clients who have used our pre-written news items have seen participation in their campaigns double. They also receive access to imagery that's already licensed, so it's even faster to get campaigns off the ground.

These are just a couple of the many ways Benevity's Spark platform makes it easy for your company to dramatically increase employee engagement and social impact.

## See how activation kits work seamlessly in Spark.

[Book a Demo Today!](#)

## Share these news items in your communication templates for Black History Month

### Black History Month 2022 - Education and Awareness

Published Jan 17, 2022

Every February, during Black History Month, we remember and honor the important history of Black people in North America. Although it is a month of celebration and reflection ...

[▶ READ FULL ARTICLE](#)



### Black History Month 2022 - Racial Justice

Published Jan 17, 2022

Every February, we remember and honor the important history of Black people in North America during Black History Month. The stories of anti-Black racism ...

[▶ READ FULL ARTICLE](#)



## Support *these causes* for Black History Month:



### Africville Heritage Trust Society

Telling the story of Africville, and recognizing its contribution to Canadian history.



### British Columbia Black History Awareness Society

Creating awareness of Black history in B.C., and celebrating historical and contemporary achievements and contributions.



### ONTARIO BLACK HISTORY SOCIETY

Encouraging public interest in Black History through the development and support of educational initiatives and exhibits.



# Good luck with your Black History Month campaign!

Benevity, a certified B Corporation, is a leader in global corporate purpose software, providing the only integrated suite of community investment and employee, customer and nonprofit engagement solutions. Recognized as one of Fortune's Impact 20, Benevity offers cloud solutions that power purpose for many iconic brands in ways that better attract, retain and engage today's diverse workforce, embed social action into their customer experiences and positively impact their communities. With software that is available in 22 languages, Benevity has processed nearly \$8 billion in donations and 43 million hours of volunteering time to support 326,000 nonprofits worldwide. The company's solutions have also facilitated 530,000 positive actions and awarded 1.2 million grants worth \$12 billion. For more information, visit [benevity.com](https://www.benevity.com).