

2024 IMPACT REPORT



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Open to All is a nonprofit program to transform America. We believe that everyone not only benefits, but thrives, when employees, vendors, clients, and customers are safe, valued, and respected. Since our founding in 2017, we have assembled a coalition of corporations, retailers, small businesses, and nonprofits to affirm that everyone should be welcome regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion, or disability.

The last two years have seen an unprecedented backlash toward diversity, equity, and inclusion (DEI) initiatives. Nevertheless, Open to All remains steadfast in the effort to build a more inclusive nation and world, offering programs and resources that can support partners during these challenging times. This report demonstrates how Open to All has continued to grow and highlights the offerings that helped cultivate best practices within companies. In addition, it reviews the Mitigating Racial Bias in Retail Charter collaboration, showing how Open to All bolsters diversity, equity, and inclusion initiatives for retailers nationwide. Lastly, drawn from interviews with Open to All's Leadership Circle partners and a coalition-wide survey, this report provides an overview of key trends and concerns facing DEI work moving forward.



OPEN TO ALL MEMBERS GATHER AT THE 2024 CONVENING IN SAN FRANCISCO, CALIFORNIA

SECTION 1: OPEN TO ALL BY THE NUMBERS

Open to All is a transformative coalition joining together to build a thriving and inclusive nation where all are welcome. We believe that everyone should feel safe, respected, and accepted as they live, shop, and work. Rather than focusing on one particular demographic group, Open to All articulates a vision for the country that is intersectional and inclusive across identities.

OPEN TO ALL BUSINESSES PLEDGE TO:



Maintain a welcoming and safe environment for people—including employees, visitors, customers, vendors, and clients—regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion, or disability.



Not discriminate against any individuals or deny them goods or services based on any of these characteristics, and to provide all goods and services to everyone on the same terms.

Open to All doesn't just focus on business engagement but also fosters community and nonprofit connections. These features make Open to All unique and drive our theory of change:

CHANGE HEARTS, MINDS & THE CONVERSATION

Change the public and political conversation about nondiscrimination

- Businesses create a visible culture of inclusion and fairness
 - Americans see brands they admire support nondiscrimination as a value.
 - Companies reach new audiences that advocacy groups can't.
 - Support for nondiscrimination becomes pervasive; stores display signs even in conservative areas.
- Showcase Open to All businesses as role models paving the way for others to follow.
- Businesses are engaged in transforming America beyond the walls of their stores.

BUILD POWER

Build a powerful coalition of businesses, nonprofits, service providers, and public officials

- Leverage coalition for advocacy and political pressure.
- Through better coordination, change happens faster and more effectively.
- Politicians see companies they respect support nondiscrimination as a policy.

DRIVE BUSINESS INNOVATION TO CHANGE THE WORLD

Drive change through branding, employee training and business innovation

- Businesses and nonprofits driven to share innovation and best practices
- Take nondiscrimination work to the next level, e.g.,
 - Employees receive deep diversity training.
 - Businesses explicitly require nondiscrimination as a cost of doing business.
- The public supports organizations that support nondiscrimination through lists of OTA members and a buy-in strategy.

Over the years, Open to All has seen rapid growth in small-business engagement and corporate sponsorship. Open to All's diversity of programmatic offerings aims to provide resources for all levels of participation. Whether companies serve local, national, or global communities, the growth of the coalition demonstrates an enduring commitment to Open to All's founding tenet: to create a world where everyone is safe, valued, and respected, regardless of who they are or whom they love.

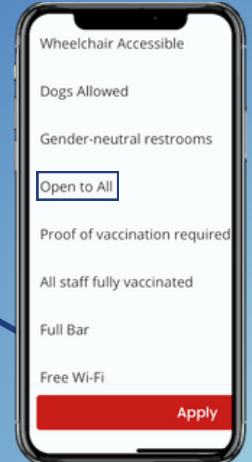
SMALL BUSINESS GROWTH

In 2018, Yelp launched an Open to All attribute that allowed businesses nationwide to distinguish themselves as a safe and welcoming place on their Yelp business profile. Over the course of the next three years, over 581,000 businesses indicated they are Open to All on Yelp, an overwhelmingly positive commitment to inclusivity. As of May 2024, that number has risen to 760,400 businesses, a near 31% increase over three years. With about five million small businesses on Yelp nationwide, nearly 15% have indicated they are Open to All. We have reached 76% complete of our goal of one million small business partners, a significant milestone.

14%

OF YELP SMALL BUSINESSES
ARE OPEN TO ALL

SEARCH YELP
USING THE
OPEN TO ALL
ATTRIBUTE



LOCATE ATTRIBUTES ON
BUSINESSES' PROFILES

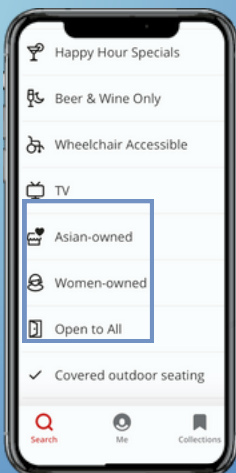
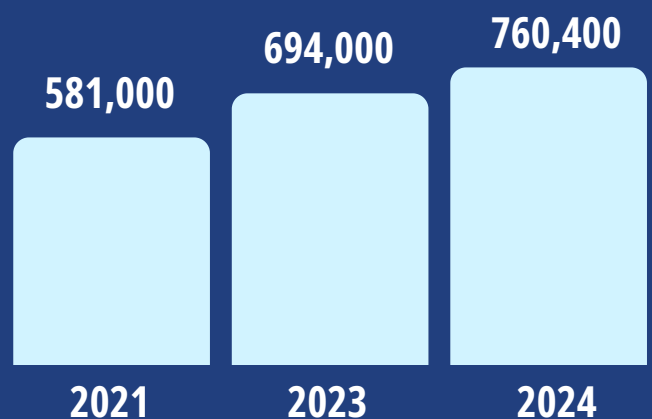


FIGURE 1: OTA SMALL BUSINESSES ON YELP



LARGER, CORPORATE BRAND GROWTH

Open to All has also seen consistent growth in large corporate brand membership. Our members include large brands ranging from SEPHORA to Petco to Crate and Barrel to Airbnb. This year, we've added 11 corporate partners, bringing our collective support to 99 brands. Large companies have several opportunities for membership in Open to All:

CORPORATE SUPPORTER

Corporations with revenue over \$750M that make a tax-deductible, annual donation of \$2,500

CORPORATE SPONSOR

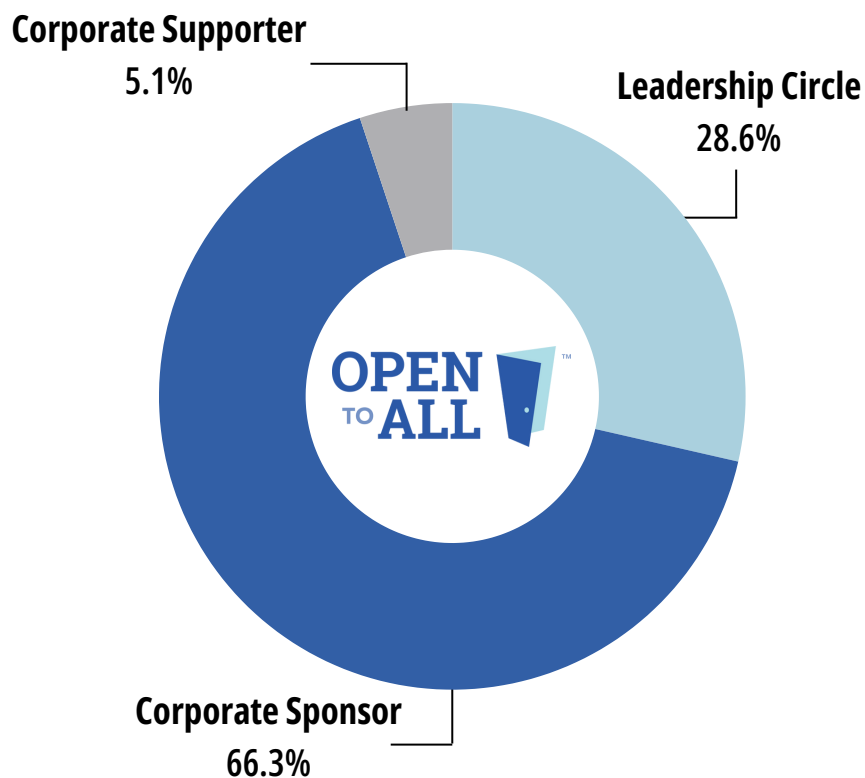
Corporations with revenue over \$750M that make a tax-deductible, annual donation of \$5,000

LEADERSHIP CIRCLE

Corporations with revenue over \$750M that make a tax-deductible, annual donation of \$25,000

The graph below shows the breakdown of this year's membership. Corporate sponsors grew by 20% compared to last year's count and the Leadership Circle grew by nearly 8%.

FIGURE 2: NUMBER OF OPEN TO ALL BRANDS



SECTION 2: OVERVIEW OF OPEN TO ALL PROGRAMMING

Open to All's programmatic offerings seek to change the conversation about nondiscrimination and inclusion by providing businesses with services to develop and deepen their DEI initiatives and share best practices. Derived from our theory of change, Open to All programming builds power to drive business innovation through the coalition. Whether companies have long-standing policies and commitments or are in the nascent stages of embedding nondiscrimination and DEI practices across their work, Open to All offers resources for companies across all stages.

Key categories for Open to All programming offered include:



RESOURCE DEVELOPMENT

Trainings, e-learnings, sample policies, and toolkits



INTERACTIVE PROGRAMMING

Briefings and presentations on critical issues facing members



CONVENING CORPORATE PARTNERS

Building a network of professionals that can share resources and their expertise across their industries

Across all these offerings, Open to All programming aims to connect partners with resources that can guide and support DEI initiatives in their organizations. From toolkits designed for specific needs to providing spaces to share best practices, Open to All offers opportunities for companies to engage with peers and the inclusivity movement more broadly. The goal for our programs every month is to provide both tangible resources and interactive programming that allow partners to engage directly with Open to All staff, subject matter experts, and one another.

BREAKDOWN OF OPEN TO ALL PROGRAMMING

Over the years, we have found that in addition to the many resources offered annually, the community of Open to All's corporate partners, nonprofits, and thought leaders is one of the most cited resources. According to a poll of Open to All's partners, when asked to pick one word to describe why their company joined Open to All, "learning" and "collective" rose to the top as repeated responses. Below the full range of responses are collected, demonstrating that the coalition has come together to learn how to do this work impactfully and collectively.

TOP REASONS FOR JOINING

improvement create opportunities
inclusivity **learning**
action **OPEN** retail
expertise TO **ALL**  **impact**
education change resourceful
collective community
commitment

The following categories elaborate on the types of programs Open to All has developed this year:



MONTHLY BRIEFING SERIES

Every month, Open to All hosts a virtual gathering that allows corporate partners to connect with one another and dive deeper into relevant issues facing work surrounding diversity, equity, and inclusion. The monthly briefing series is one of our most popular offerings and gives industry leaders a platform to share their strategies and best practices. Topics this year have included crisis management and preparedness, adaptive products for customers with disabilities, providing gender affirming care in states with medical care restrictions, and Legal Defense Fund's Equal Protection Initiative, which offers concrete recommendations for advancing equal opportunity in the workplace. For instance, JanSport shared their experience designing a series of bags and backpacks for those with mobility impairments. They showcased the results of their partnership with disability advocacy group, Disability:IN, and provided insights into the research and development of this essential product. The monthly briefing series brings in nonprofit partners to share their expertise on key issues with corporate partners and build relationships outside of Open to All. One such partner from our Public Education Coalition, Futures without Violence, offered a briefing to support and protect female employees from gender-based harassment and violence.



MONTHLY NEWSLETTERS

The Open to All team has translated these briefings into blog posts at opentoall.medium.com, and the content from the briefings is shared in external publications like our newsletter. This monthly newsletter informs our corporate partners on upcoming briefings, programming updates, new members, and relevant and timely DEI resources. Every edition also introduces a few of our 200+ nonprofit partners and details opportunities to engage further with them.



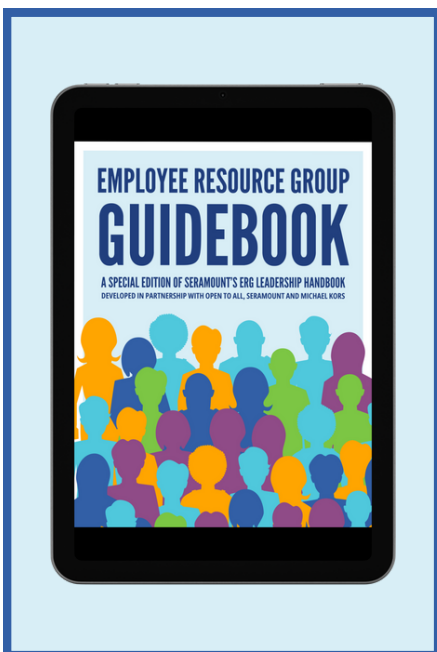
PROGRAM FOCUS: CRISIS MANAGEMENT



Fueled by partner feedback on the one hand and the rise of hate-motivated attacks on the other, crisis management tools became an urgent need for navigating this increasingly polarized political landscape. This year we offered several briefings as part of a crisis-management interactive programming series. The Retail Industry Leadership Association (RILA) co-hosted briefings on managing crises and strategic preparedness to ensure the safety and readiness of our retailers and their store associates. From de-escalation techniques to internal and external communications during a crisis, these briefings shared essential strategies for preparing for and managing incidents of hate-based violence. We thank our partners at Axonify, Catalyst, Penta Group, and many others who contributed their expertise to this series. This program focus culminated in the [Managing Crisis toolkit](#), a resource that synthesizes many of the best practices shared in the briefings and offers guidance around preparation.



RESOURCES FOR EMPLOYEE RESOURCE GROUPS (ERGS)



In collaboration with Seramount and Michael Kors, Open to All published a 100-page [ERG Guidebook](#) geared toward supporting employee resources groups. Whether the ERG is newly formed in an organization or seeks to bolster their existing structure, this resource guide explores the business case for ERGs and provides keen insights into developing and expanding ERGs. Adapted from the Seramount's 2017 ERG Leadership Handbook, the ERG Guidebook offers unique case studies and outlines one-of-a-kind models for recruitment, programming, and metric tracking. ERGs offer myriad benefits to companies and employees, and this guidebook can bolster efforts as employees come together.



RESPONDING TO ATTACKS ON DEI INITIATIVES

As mentioned earlier, changes in the political landscape have resulted in a dramatic rise in attacks on DEI initiatives in nearly every sphere of American life. Open to All and our coalition have met this challenge with renewed dedication to the principles of respect and dignity for all. To that end, Open to All, in partnership with J. Crew Group, hosted the Belonging Summit in February 2024. With the goal of empowering leaders and fostering collaborative strategies to meet the moment, the Belonging Summit upheld corporate partners' commitments to creating work environments where all can belong and thrive. In conjunction with the summit, Open to All published [The Case for Inclusion and Belonging in a Divided America: Building and Deepening Internal Support for Diversity, Equity, and Inclusion](#), a resource that provided data-driven talking points, assessment tools, and resources to help build internal organizational support for DEI initiatives.

On the communications front, Open to All published numerous op-eds making the case for DEI. One such piece, "[Even if You Think DEI Isn't Good for You, It Is](#)," was featured in *Newsweek*. In addition, the Belonging Social Media Campaign was launched in September to continue advocating for inclusion and belonging throughout the fall.

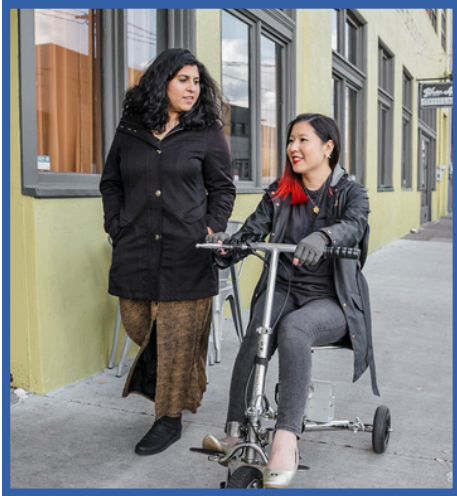


ADVOCACY AND COMMUNITY ENGAGEMENT

Open to All understands that some of our corporate partners seek opportunities for advocacy and community engagement. We piloted two new committees for communications and advocacy. By flagging advocacy opportunities in newsletters and on message boards, we hope to increase corporate engagement with our nonprofit coalition's advocacy efforts. Resources were also compiled to educate companies on the benefits of encouraging civic participation for employees. The Electoral Participation Talking Points is a nonpartisan resource that offers data and strategies on encouraging workers to register to vote, including a printable poster on the value of voting. This year we were able to share our work more broadly. Our new Director of Programs and Communications Sarita Chourey co-hosted a fireside chat with Petco's Benjamin Thiele-Long at the 2024 Future Stores conference in Los Angeles. Managing Director Calla Devlin moderated a panel with Open to All's Mitigate Racial Bias in Retail Charter collaboration members Donna Dozier Gordon of H&M; Nicole Moses Milner of J. Crew Group, and George-Axelle Broussillon Matschinga of SEPHORA at the Colloquium on Global Diversity in New York.

RESOURCE SPOTLIGHTS

DISABILITY INCLUSION TOOLKIT WITH YELP



In partnership with Yelp, which launched a new suite of attributes on disabilities, Open to All debuted the [Disability Inclusion Toolkit](#). Designed to ensure accommodations for people with disabilities required by the Americans with Disabilities Act (ADA), the toolkit outlines different considerations for disability inclusion, including accessible entrances and restrooms, visual aids, and accommodations for those with hearing loss.

LIMITLESS LEARNING APPRENTICESHIP PROGRAM BLUEPRINT



Often, when evaluating diverse representation across different levels of leadership, representation of diverse groups decreases in higher management and leadership roles. To meet this challenge, VF Corporation (VFC) designed a store-to-corporate apprenticeship program for their retail talent. Their Limit Less Learning program was put in place to bring awareness to previous barriers around access and advancement, including limited corporate opportunities, educational or experiential requirements, and geographical obstacles. Open to All published an [apprenticeship blueprint](#) that outlines how this program works, including logistical items like the selection process, cross-departmental collaboration, and desired outcomes for participants.

THE IMPACT OF OPEN TO ALL PROGRAMMING

Open to All resources equip partners with tools to strengthen their commitment to diversity, equity, and inclusion. The coalition connects partners with one another to share best practices and drive change in experiences across the board. With five years of innovation, growth, and experimentation, Open to All took a step back to gauge its impact, the motivations of our participating businesses, our most popular offerings, and key areas for growth.

MOTIVATIONS

According to respondents, 58% of partners joined Open to All to share and learn best practices from other businesses, researchers, and Open to All resources. 25% wanted to make a collective impact at the industry level more broadly. Moreover, 13% of respondents indicated they joined to drive change in experiences for customers. Altogether, we can note a commitment to improve at both the local and national level.

FIGURE 3: TOP MOTIVATIONS FOR JOINING OPEN TO ALL



ENGAGEMENT

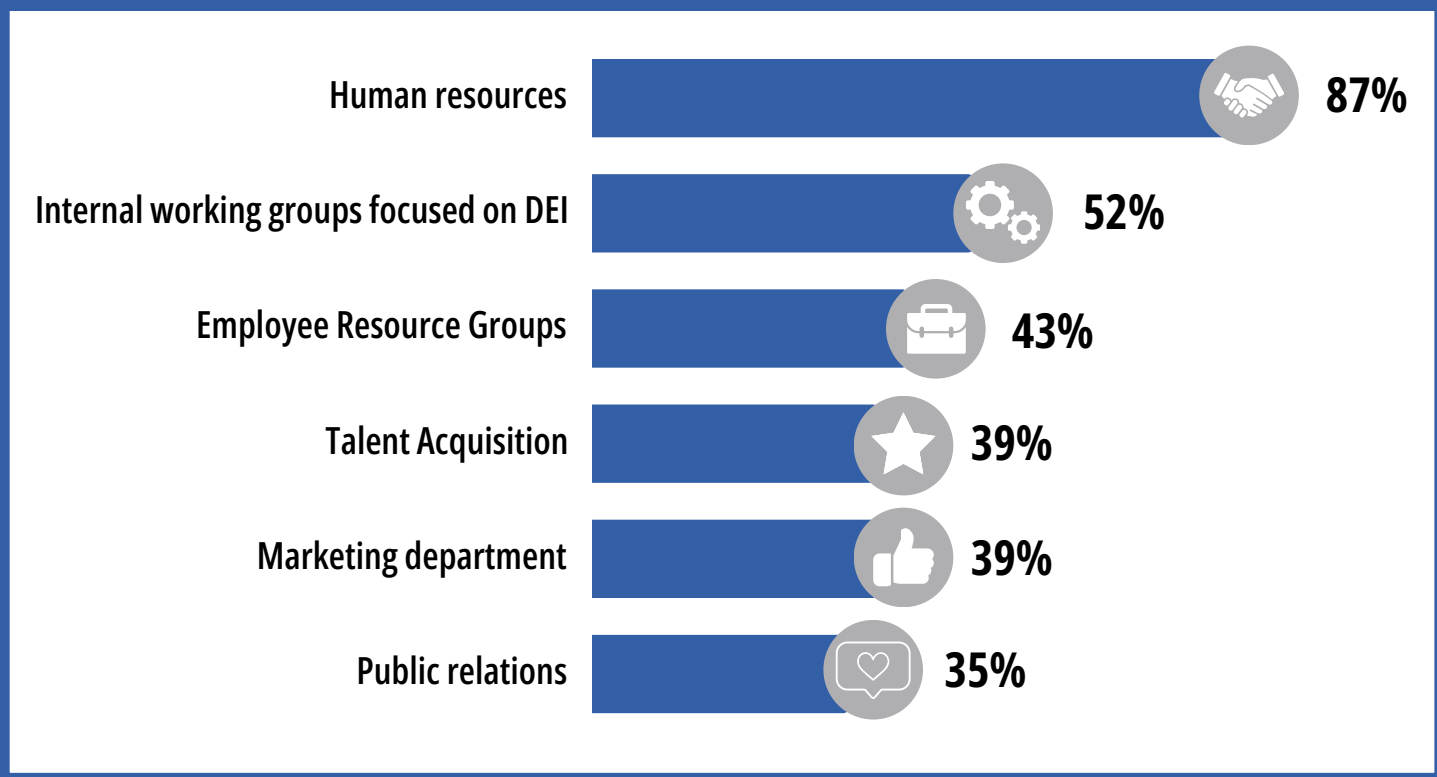
Monthly corporate briefings and working group calls for the Mitigating Racial Bias in Retail charter continue to serve as our most popular recurring interactive offering, both garnering 78% participation. Among our many trainings & toolkits, the Reduce Racial Bias in Retail (R3) training had the highest usage, with 57% of respondents indicating they had used it. Other toolkit and trainings offered, including Business Resource toolkit, Inclusion & Belonging toolkit, and Respect & Inclusion training, averaged about 32.5% participation and usage. Our growing communications committee had a 39% participation rate since it launched in April 2024. And reaffirming the idea that this coalition is a resource unto itself, over half of the respondents indicated they had connected with other industry DEI leaders, either through our provided social media platforms like Circle or through the listserv. Figure 4 outlines our participation and usage metrics broken down by category.

FIGURE 4: TOP OPEN TO ALL PROGRAMS AND RESOURCES



Corporate partners also share Open to All resources within their organizations. All respondents reported some method of working across departments as they embed DEI values into their work. About 87% of respondents indicated that Human Resources is the primary department with which Open to All programs has been shared. Outside of this department, 52% indicated they have internal working groups and tasks forces focused on DEI initiatives, and 43% partnered with ERGs. Other relevant departments that have engaged in this work include talent acquisition, marketing, and public relations, averaging about 37% participation.

FIGURE 5: TOP DEPARTMENTS AND GROUPS ENGAGING IN OPEN TO ALL RESOURCES



While all our corporate partners recognize the importance and value of DEI work, cultivating internal buy-in within the organization remains challenging. Competing business priorities and limited resources can present obstacles that can constrain the growth and impact of these initiatives. Respondents noted that integration of DEI throughout the organization, requests to quantify or demonstrate impact, and strategic alignment of DEI and corporate strategy were their key areas of challenge. As one respondent said, “There are times where other business priorities distract us from our DEI commitments, so the challenge is ensuring DEI is truly a focused commitment that is rooted in business & cultural impact.”

DEI leaders continue to be asked to make the business case for DEI and to ensure that DEI work is relevant to the business's specific context (globally and locally). DEI teams also struggle to get companies to integrate DEI efforts into everyone's roles rather than viewing it as the responsibility of a few individuals. Demonstrating the beneficial impacts of DEI on business outcomes bolsters support for these efforts, but establishing metrics and KPIs can be a challenge. Despite these difficulties and the rise of political pushback, most companies remain steadfast in their DEI efforts. Staff have found Open to All's community to be an invaluable space to connect with peers, share information and best practices, and garner support for their work.

74%

of Open to All partners say joining the coalition strengthened existing DEI programs



We've taken the Inclusion & Belonging Playbook and began to utilize that information and data in our conversations with senior leaders to build support for DEI in ways the teams haven't thought about.

EXCERPT FROM A CONVERSATION WITH A KEY PARTNER OF OPEN TO ALL

Open to All's programs and resources have proven impactful supporting businesses as they strive to create a culture of belonging for underrepresented groups. 74% of respondents said joining Open to All strengthened their existing diversity, equity, and inclusion programs and initiatives, with another 13% indicating they were still measuring that impact.

When we joined Open to All, we were able to clearly and loudly communicate to our organization that we do not tolerate hate or discrimination in our stores.



Open to All conveys the importance and relevance of diversity, equity and inclusion work and serves as a useful touchpoint for rapid responses as the national landscape changes.



This work is hard and sometimes you need to be able to come in from the rain and need a safe place to be in community.

This is critical for people expelling energy and passion into this work, as this is 'love work' for most people.

EXCERPT FROM A CONVERSATION WITH AN OPEN TO ALL PARTNER

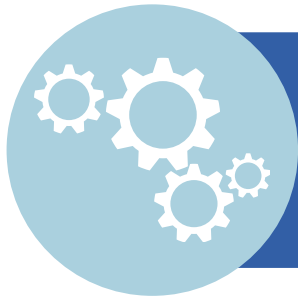
By connecting DEI officers to a collaborative network that can support their work, Open to All builds a coalition that not only provides tangible resources for problem solving but also acknowledges the emotional and mental tax that can weigh on partners. Creating change is a long and often arduous process, particularly as partners work towards embedding these practices throughout their organizational teams and departments. Fortunately, such progress is underway, with 57% of respondents indicating that Open to All programs have changed or influenced the way companies approach inclusion and belonging.



LEADERS CONNECTING AT THE THIRD ANNUAL OPEN TO ALL CONVENING

SECTION 3: MITIGATE RACIAL BIAS IN RETAIL CHARTER

Initiated by Open to All and Sephora in 2022, the Mitigate Racial Bias in Retail Charter (the Charter) aims to bring retailers together to implement tactics and actions that can mitigate racial biases from the shopper experience and create more welcoming retail environments for all. Drawing from Sephora's 2021 study on the state of racial bias in the retail sector, the Charter forms a collaborative community geared toward making a collective impact. This year, 78 signatories, supporters, and thought leaders have joined the charter. Signatories commit to:



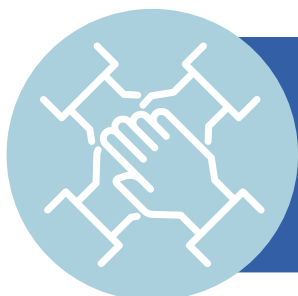
**DESIGNING AND IMPLEMENTING ACTIONS THAT
MITIGATE RACIAL BIAS FROM THE SHOPPER EXPERIENCE**



**FOSTERING INCLUSIVE SHOPPING EXPERIENCES FOR ALL,
REGARDLESS OF THEIR RACE AND ETHNICITY**



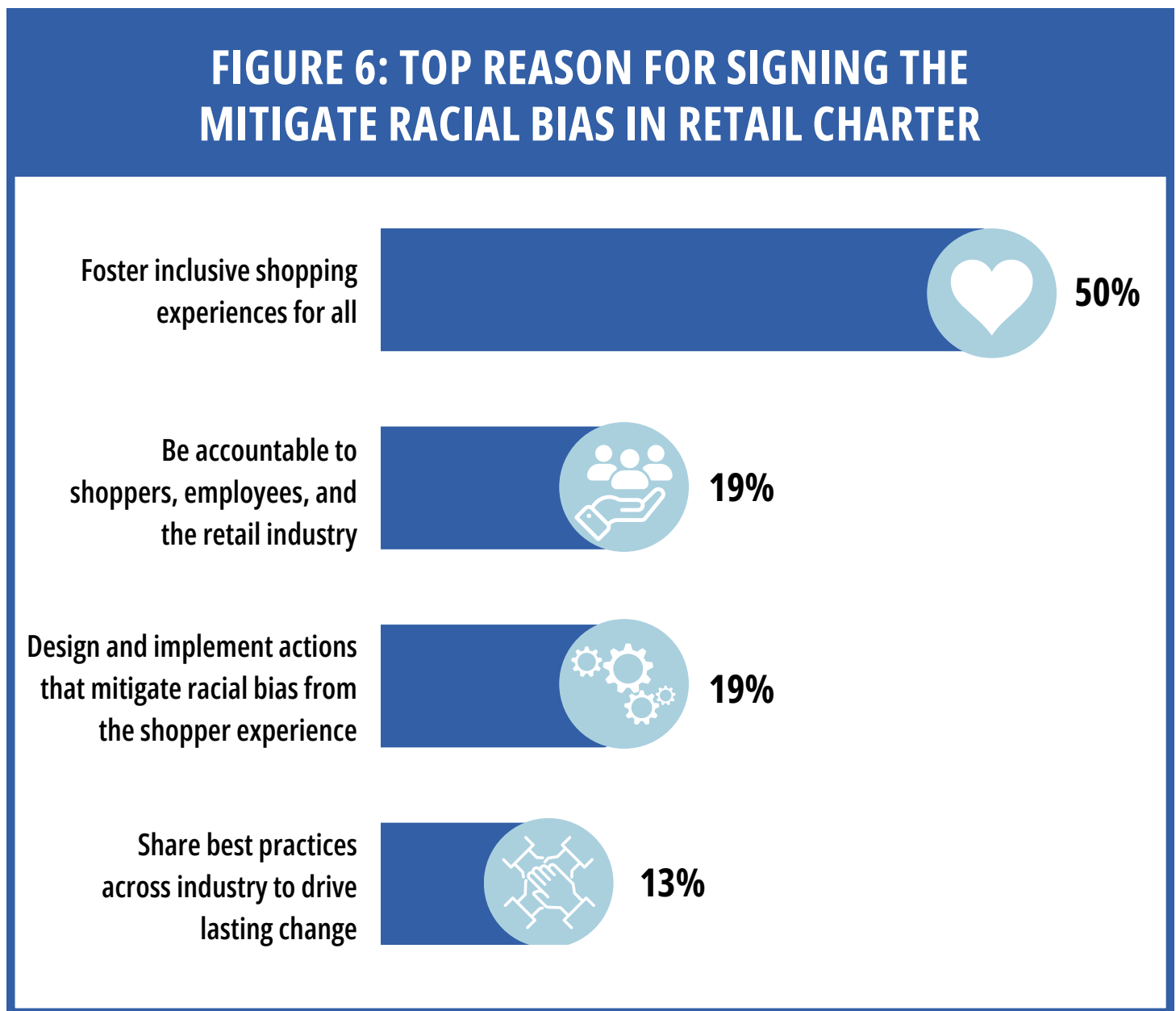
**BEING ACCOUNTABLE TO OUR SHOPPERS,
OUR EMPLOYEES, AND THE RETAIL INDUSTRY**



**WORKING TOGETHER TO SHARE BEST PRACTICES ACROSS
THE RETAIL INDUSTRY TO DRIVE LASTING CHANGE**

In addition, the Mitigate Racial Bias in Retail Working Group invites industry leaders to present their best practices and share what they are working on. For instance, partners presented on the formation of an industry-wide playbook between the owners of shopping centers and malls and the retailers that rent the space. This playbook would include best practices such as unconscious bias training to take a holistic approach to mitigating racial bias in the shopping experience.

The results of our survey on the Charter have provided some key insights into our work thus far.



Amongst the charter’s founding principles, we asked signatories what the main reason was their company signed the charter. Half of the respondents indicated fostering an inclusive shopping experience for all, regardless of race or gender, as the top reason for joining.

This Charter hopes to reduce racial bias in retail through five key metrics:

1. Increase diversity across marketing, product and brand assortment, and retail workforce to prevent exclusionary treatment before shoppers enter a store and during their in-store journey

2. Provide trainings focused on the retail experience of shoppers of color to help address the disconnect between how BIPOC shoppers and store employees interpret interactions

3. Improve service toward BIPOC shoppers and create a positive in-store experience, taking their specific needs into account

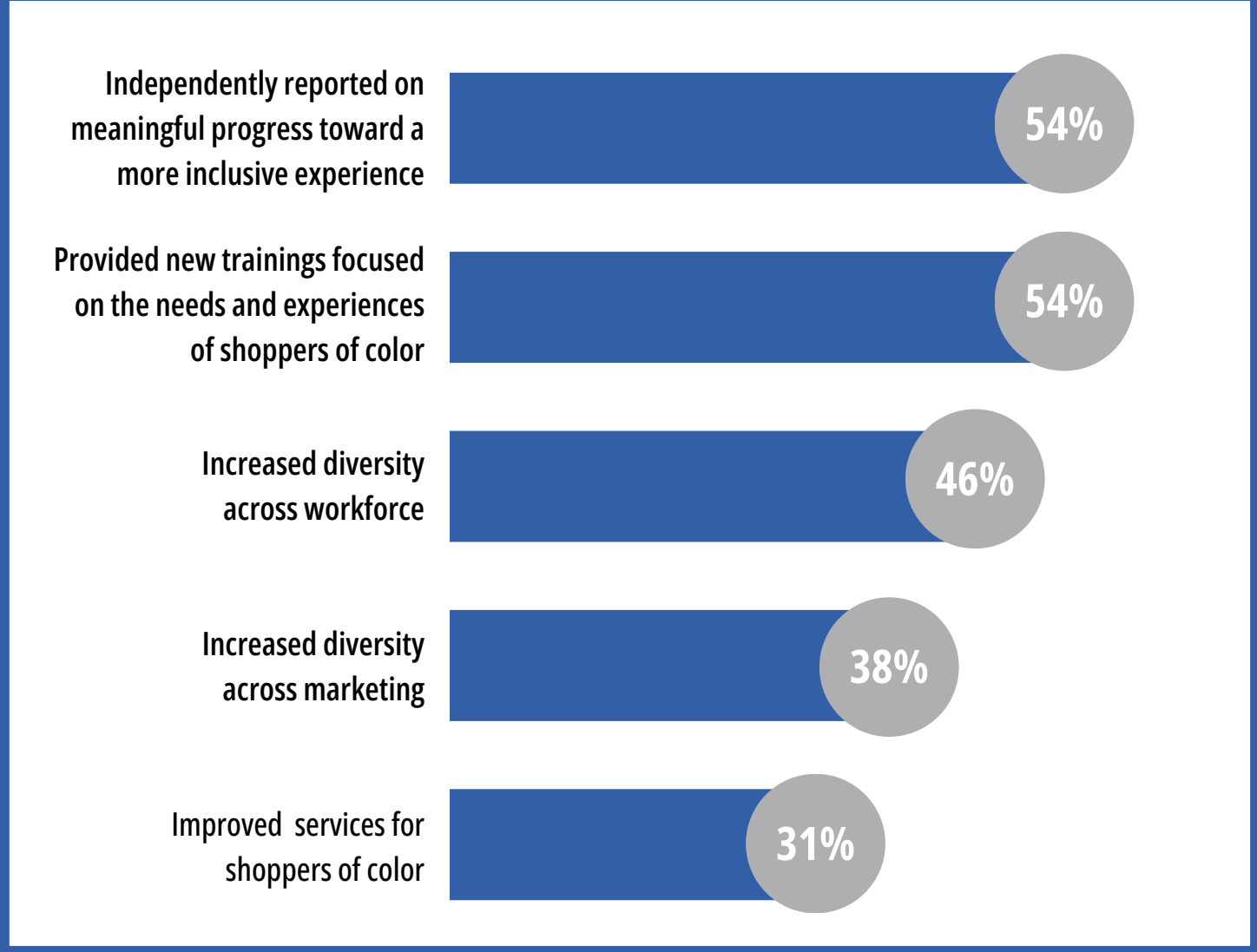
4. Create a better feedback mechanism to improve service

5. Consistently independently report on meaningful actions and on progress towards fostering inclusive experiences for BIPOC shoppers

Over the last two years, signatories have noted key areas of growth since joining the charter. Over half of the signatories indicated improvements in reporting on meaningful progress toward a more inclusive experience and training focused on the needs of shoppers of color.

As Figure 7 below demonstrates, 54% of respondents noted meaningful progress toward creating a more inclusive shopping experience, while the same percentage established new or improved trainings focused on the needs of shoppers of color. Additionally, 46% of respondents reported that they increased diversity and representation, with another 38% reporting increased diversity across marketing materials.

FIGURE 7: TOP AREAS OF GROWTH



SECTION 4: TRENDS IN DEI WORK AND IMPLICATIONS FOR OPEN TO ALL

Open to All conducted interviews with members of the Leadership Circle to assess what trends and concerns members face engaging with DEI work in their companies. Here are some of the themes that emerged in those conversations and trends other members might consider when adopting DEI strategies of their own.

1. MAKING THE BUSINESS CASE FOR DEI

At times, support and commitment from higher-ups within a company, particularly from the C-suite, is not enough to guarantee DEI initiatives are given the resources and attention needed to drive change. Perceptions of DEI can revolve around a “feel good” sentiment, beneficial only when business is good, but not prioritized year-round or seen as a key accelerator of business. At worst, internal pushback can frame DEI as antithetical to business priorities, something that creates inherent risk without adding value, a myth that creates additional barriers that can hinder progress. In such cases, making the case for DEI and continuing to provide data-driven research that demonstrates how DEI is a key driver of business and innovation are paramount in these times. Open to All has published op-eds, designed talking points, and shared research data that can help partners translate the importance and impact of DEI initiatives and combat skewed narratives surrounding the work.

2. EMBEDDING DEI ACROSS THE ORGANIZATION

While many businesses have made progress embracing the inclusive innovations that DEI initiatives can cultivate, the operational and accountability structures can remain rigid and ineffective. Often one person is tasked with all the work, or the work becomes disseminated as a companywide ethos with no set goals. On the bright side, while our survey indicated that, in most cases, DEI primarily “lives” within Human Resources, this work is slowly expanding into other key departments, including loss prevention, legal, and customer insights, and store operations. As Open to All continues to offer diverse strategies for translating the impact and efficacy of this work, we invite partners to bring colleagues from different departments to help grow enthusiasm and understanding about the role of DEI in their business practices.

3. ENGAGING ASSOCIATES AND CONNECTING WITH THE IN-STORE EXPERIENCE

As retail partners are expanding DEI initiatives throughout their company, one critical area of focus has been the in-store experience and the importance of engaging closely with store associates. Whether this looks like providing key trainings for associates or creating pipelines to leadership, sharing Open to All resources with store associates helps translate the importance of this work at the customer-facing level. Store associates are often key stakeholders in work that centers DEI values, and when the work resonates and uplifts the team, it translates into reduced bias within stores. Connecting with stores across the country can also provide insights into opportunities for community engagement.



4. OPEN TO ALL PROVIDES SUPPORT FOR DEI OFFICIALS AND THEIR INITIATIVES

Across the board, members expressed gratitude for the support that the Open to All coalition provides for their work. The collaboration in this work and the sharing of best practices has helped to fill gaps in DEI approaches, allowing members to understand how to do the work and compare their strategies with peers in their industry. Open to All resources provide critical scaffolding in building DEI frameworks, including policy drafting, training initiatives, and interpersonal technical support. In addition, Open to All can help guide business navigate backlash with key messaging, guidance, and peer support. The Open to All network reminds and inspires members that they are not in this work alone.

SECTION 5: LOOKING AHEAD

With the election looming on the horizon and anti-DEI platforms dominating the political arena, Open to All is committed to developing programming that best supports partners' needs. Looking ahead to 2025, we have identified areas of development that Open to All aims to expand.



PROGRAMMING THEME: COMMUNITY ENGAGEMENT

No one should have to do this work alone. And although some DEI practitioners might be the only representative of their department, Open to All believes our strength is in our collaborative approach toward transforming work environments and retail experiences where all are valued, respected, and welcome. In light of this, next year's programmatic theme will center community engagement, considering how partners can engage with and uplift the communities in which they operate. Whether with an in-store pop-up that showcases the products of an underrepresented group or a critical partnership with one of our many advocacy nonprofits within our coalition, we want to ensure that all partners have an on-ramp toward collaborative partnership that embeds their work within the community.



PROGRAM FOCUS: STORYTELLING

With all the incredible work being done across the coalition, the need to convey these narratives of success and growth has emerged over the past year. More than building reputational status, storytelling is an opportunity to celebrate the impact and benefits of initiatives while also locating potential external partnerships. The visibility of program impact offers a chance for stakeholders, including employees, customers, and company leaders, to recognize more fully how this work builds trust, innovation, and, ultimately, impacts the bottom line. This year, we launched our Communications Committee to begin addressing some of these needs. In the coming year, we will continue to expand our program to offer insights into storytelling best practices.



ADDITIONAL TIME FOR COALITION

Over the years, across surveys and interviews, we have learned much from our partners. And one insight that has reemerged consistently is the belief that the coalition is a resource unto itself. Having a safe space with reliable colleagues to share best practices, learn from, and (if needed) vent to, is of utmost importance. In the coming year, we hope to provide more time for the coalition to come together to workshop questions, either submitted on Circle or prior to meetings, so that partners have more face-to-face time with one another to bring forth any questions or topics.



LEARN MORE ABOUT

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