The Hey Weegs Anti-Racist Small Business Pledge

LAST UPDATE: 6/3/22

To our Hey Weegs Community,

BLACK LIVES MATTER.

I, Sarah Weeger, founder of and lead designer at Hey Weegs, stand against racism, and *for* racial equity.

I commit to speaking and acting in ways that advance racial equity in our society.

I am listening with humility, to leaders and organizations at the forefront of the Black Lives Matter movement, learning of our nation's past and present failures, and unlearning toxic ideas associated with white supremacy. I am committed to putting this knowledge-gained to good use on the local level, within my community, and on the national level.

Specifically, as a company, this means taking the following actions towards becoming *and sustaining* an anti-racist organization:

1. **I pledge to name white supremacy and the widespread impact of racism in both my personal and professional life.**

   As a company, I acknowledge my lack of representation in greeting cards previously launched that included an illustration of a person/people, and pledge to create cards so customers of all races can see themselves *unequivocally* represented. Moving forward, I pledge to release any card designed with an illustration of a person/people to come in multiple variations, upholding my commitment to having a real, inclusive, and anti-racist catalog of products.

   In coming up with ideas for cards to design, being a company that has always sought to be a supportive voice for those struggling across every race – especially for women and mothers: I pledge to take a proactive approach in talking directly with Black, Latinx, and Indigenous people to better-understand their specific struggles, and how a simple card may help them. I pledge to design with Black, Indigenous, and Latinx persons in the forefront of my mind from now on.

2. I pledge to engage in continual, anti-racist education.

In addition to following and listening to more Black leaders, activists, educators, coaches, and voices online, as a family-centric business, I have decided to start and continue making a monthly financial contribution to The Conscious Kid (an organization which helps call out the many ways racism can enter our minds at a young age so we can therefore combat it within ourselves and our families). I pledge to thoughtfully take in the articles and resources provided by this organization as part of my commitment to tackling racism on a personal and local level.

I have also set up a recurring monthly donation to Black Mamas Matter Alliance which works to advance Black maternal health, rights and justice.

From this list, I also pledge to absorb the articles, social media accounts, podcasts, films and TV series listed. I pledge to find another list of resources thereafter and do the same, continuing my commitment to ongoing, anti-racist education.

3. I pledge to allow for open-conflict on my team and in Hey Weegs communities, embracing any discomfort that may result.

I dismiss the notion of “keeping politics out of the workplace” and instead, commit to providing a space for employees and customers to feel safe expressing their views, whether politically-driven or not. Difficult comments and conversations will not be deleted or muted, nor will they be ignored. In contrast, they will be thoughtfully addressed with the goal of advancing them towards racial equity. Discriminatory or racist comments, however, will not be tolerated, whether they occur during in-person conversations or in the online Hey Weegs community.

> "*We can disagree* and *still love each other unless your disagreement* is *rooted* in *my oppression* and *denial* of *my humanity* and *right* to *exist*."
>
> - James Baldwin

4. **I pledge to spend 30% of my company budget directly with the Black community.**

   In addition to my contributions to The Conscious Kid and BMMA, I also pledge to give at least 30% of all current and future Hey Weegs expenditures to Black-owned artists and businesses.

   To do this, I will research every company I plan to spend my business dollars with *before* I spend them, to ensure the company is a Black-owned business if possible, or, at the very least, has employed a racially-representative staff and publicly shows their support of Black Lives Matter.

5. **I pledge to revisit these commitments each year to ensure I am doing everything in my power to create positive, long-lasting change in the fight for racial justice and equity.**

   I know that being an anti-racist company does not happen overnight, nor does the work ever end. Until we reach total, racial equity in our society on every level, in every arena, and across every system, being an anti-racist organization and anti-racist individuals will require consistent thought, effort, and most importantly, action from us all. I am committed to doing this work.

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About This Pledge

This pledge is a direct result of attending the '*Small Business Reimagined: A Town Hall* to listen, learn & commit to building equitable, anti-racist organizations', hosted by Rachel Rodgers of Hello Seven (www.helloseven.co).

Thank you to panelists and organizers, Rachel Rodgers, Ericka Hines, Susan Hyatt, Robert Hartwell, Sonya Renee Taylor, Nathan Barry, and the Hello Seven team for the life-changing lecture.

Learn more: https://helloseven.co/townhall-2/

Additional Notes

On Continual, Anti-racist Education

While I am currently my company's only employee (as of 6/3/22), I pledge to actively seek out and hire a Diversity and Inclusion Consultant to lead a training for Hey Weegs staff once I begin hiring staff.

On Company Spending

As of June 30th, 2020, I have moved my spending on custom stickers and marketing materials from Moo.com to StickerYou.com. For cardstock and envelopes, I have moved spending from LCIPaper.com to Envelopes.com, although I'm still trying to find a company with stronger public support of BLM and a more representative staff.

Update, September 2020: For postcards and other print products, I am now using UnitedReprographics.com.

Update, December 2022: