



# OUR VALUES

## Value Statement

We believe in the weight of words, but even more so, we believe in the power of actions. We are committed to fostering a workplace culture of education, anti-racism, deep respect, and inclusivity that carries through our work and actions. As storytellers in the social-change ecosystem, we will use our platform as a space to share and amplify the diversity and dreams of our clients, partners, employees, and community.

## OUR PROMISE

How we are taking action towards an inclusive workplace

1. Educate
2. Practice anti-racism
3. Commit to inclusivity
4. Be storytellers
5. Donate consistently
6. Listen, learn, and hold each other accountable

## OUR PLAN

1. Commitment to education on how to be actively anti-racist and recognize our white privilege

**Action:** Starting with a 30-day commitment of the daily reading of resources and reflection on our privilege.

2. Develop an anti-racist company culture and hiring practices for our 5-year business plan

**Action:** Attend workshops, read and engage with education materials, and listen to feedback from our clients and future employees.

3. Commitment to inclusivity for our services.

**Action:** Continue learning and adapting so our services remain accessible and inclusive to clients of any race, sexuality, gender, and ability.

4. Fulfill our role as storytellers in the social change ecosystem.

**Action:** Partner with our clients to uplift, share, and promote stories of members of marginalized communities.

5. Donate consistently to our community.

**Action:** For every new client, we are committed to donating a portion of our profits to Charlotte, NC organizations who fight racial inequalities and social injustice and meet community needs.

6. Continual mindset of learning and listening to ways that we can be a better ally to BIPOC.

**Action:** Seek out silenced voices and experiences to better educate ourselves. Admit when we are wrong and learn from our mistakes.