

BAKERS AGAINST RACISM

HOLIDAY BAKE SALE

At Bakers Against Racism we stand against racism in all of its forms. We want to see an end to racism and the unjust treatment of black people and people of color in America and believe that we can effect positive change through food for both our nation and across the world.

What's the plan?

Join us to BAKE THE HOLIDAYS BETTER!

We will be activating for the third time to host a Holiday Bake Sale! We encourage our partners across the nation to participate in their local communities all under the "Bakers Against Racism" banner. This time with the help of our friends at Minimart!

We also want to give a special holiday thank you for the continued legal support from our friends at the Murphy Group.

Who can participate?

Everyone who wants to see radical change against systemic and structural racism.

When can I start baking?

We've heard you loud and clear and recognize the need for flexibility, as many of our fellow bakers may be celebrating in December. Therefore, for this activation we are giving bakers the flexibility to host their bake sales between **December 5-20**. But don't forget to update the donation tracker by Monday December 28th!

Who else is baking in my city?

BAR is partnering with Minimart to create a comprehensive map of the Baker Community. Simply head over to the BAR Participant sign up page (<https://bit.ly/bar-holidays>) to get started!

Minimart also offers an elegant way for independent food businesses to receive and manage online orders while avoiding fees from credit cards and courier services.

The platform has grown to over 70 entrepreneurs and facilitated over \$350,000 in sales at no cost to its users.

Thanks to our friends at Minimart for helping us with our mapping needs!

Who should you donate proceeds to?

- Organizations that support anti-racist work in your community
- Your local chapter of Black Lives Matter
- Community funds (e.g. Communities United Against Police Brutality)

If you're unable to cook in your own restaurants due to COVID-19, consider baking at home and coordinating sales/donations through your social media accounts utilizing mobile payment apps like Cash app, Zelle, or Venmo.

We ask all participants publicly identify and share the organization that you will be donating to with the hashtag #BakersAgainstRacism on social media, while sharing the supporting graphics on your social accounts. Not only does this help educate your potential customers, but it raises awareness for the great work these organizations are doing as well!

How else can I help?

Share our initiative with relatives and friends, ask for donations to your organization of choice, and SUPPORT BLACK OWNED BAKERIES AND BUISNESSES IN YOUR COMMUNITY.

Kindly,
The BAR Team