Fifth Third Inclusion Toolkit:

*From Awareness to Advocacy*

**JULY 2020**
At Fifth Third, racism and discrimination in any form is not tolerated. Our actions, not just our words, must continue to prioritize our commitment to inclusion, diversity and equality so that we can inspire positive change within our workplace and in our communities.

For years, our employees have demonstrated an unwavering commitment to serving and uplifting diverse individuals, families and communities who have faced long-standing challenges. However, we can and must do more.

We call upon all our employees, customers and communities to do everything in their power to treat every individual fairly and equally and help us stamp out racism and discrimination in this country. Whether it is educating yourself, donating to a cause, supporting Black-owned businesses or talking with friends, family and co-workers, we invite you to join us as an ally in creating a more equitable and inclusive America.

Together, we can make a difference. Together, we can drive change.

Greg Carmichael  
Chairman, President and CEO

Stephanie Smith  
Chief Inclusion & Diversity Officer

Kala Gibson  
Head of Business Banking, Executive Partner of the African American Business Resource Group
We know that talking about race, inequities and discrimination can be hard. Doing the work to acknowledge injustices and differences, as well as support and advocate for better and equal outcomes for often-marginalized communities, can be even harder.

This inclusion toolkit was developed internally under the leadership and guidance of our newly formed Diversity Leadership Council. This Council includes 12 of the Bank’s executive and senior leaders, with governance provided by Chairman, President and CEO Greg Carmichael and the Bank’s board of directors. We also partnered with other corporate peers to ensure we were creating a resource that contained some common elements to help spur reflective thoughts, support hard conversations and bold actions. We hope you find the resources and content motivational, insightful, eye-opening and maybe even heartbreaking or infuriating.

**Education is key.** Taking the time to better understand our country’s past and present can change our future. Black people alone cannot change the way society operates. It will take each of us being invested, committed and collaborative. It takes being a true ally.

In this toolkit, we feature ways you can engage, whether it’s through reading, watching movies and documentaries, listening to podcasts or engaging with advocacy groups and organizations.

We hope the resources will either launch, accelerate or deepen your journey toward a more inclusive world.
USEFUL TERMS

1. **Agent (enabler):** Takes action to maintain the status quo of privilege and oppression.

2. **All Lives Matter:** While Black people certainly believe that every life and person matters, what is important to know is that this saying is generally perceived as dismissive and unsupportive of the Black Lives Matter movement, which was formed to bring more attention to the brutality and injustices committed against Black men, women and children.

3. **Ally (active):** Takes action and challenges the status quo.

4. **Black Lives Matter:** An international human rights movement, originating in the Black community, that campaigns against violence and systemic racism toward Black people.

5. **Conscious/explicit bias:** Conscious bias in its extreme is characterized by overt negative behavior that can be expressed through physical and verbal harassment or through more subtle means such as exclusion.

6. **Fence-sitter (passive/neutral):** Reinforces the status quo.

7. **Individual racism:** Refers to an individual’s racist assumptions, beliefs or behaviors and is “a form of racial discrimination that stems from conscious and unconscious, personal prejudice.”

8. **Marginalization/social exclusion:** The process in which individuals are blocked from (or denied full access to) various rights, opportunities and resources that are normally available to members of a different group and which are fundamental to social integration and observance of human rights within that particular group (e.g., housing, employment, health care, civic engagement, democratic participation and due process).
9. **Microaggression**: A comment or action that subtly and often unconsciously or unintentionally expresses a prejudiced attitude toward a member of a marginalized group (e.g., commenting that a Black person “talks white” if they are articulate and eloquent or moving to the opposite side of a street to avoid interacting with a particular racial group). 

*Read: What Are Microaggressions?*

10. **Social privilege**: A special, unearned advantage or entitlement, used to one’s own benefit or to the detriment of others.

11. **Stigmatization**: The act of treating someone or something unfairly by publicly disapproving of him, her or it.

12. **Systemic racism**: Includes the policies and practices entrenched in established institutions, which result in the exclusion or promotion of designated groups.

13. **Unconscious/implicit bias**: A prejudice in favor of or against one thing, person or group compared with another, usually in a way that’s considered to be unfair. Biases may be held by an individual, group or institution and can have negative or positive consequences.

14. **White privilege**: It is not the suggestion that white people have never struggled. Instead, white privilege should be viewed as a built-in advantage, separate from one’s level of income or effort.

15. **Workplace bias**: Studies have shown that it affects hiring decisions, salaries and, ultimately, career advantages.
**ACTIONS YOU CAN TAKE***

**Check on your Black friends, co-workers and neighbors**

Start with, “Hi, I’ve been thinking about you. How are you?” and be prepared to listen. If you are a manager to Black employees, be sensitive to the trauma they are experiencing.

*Read: Your Black Colleagues May Look Like They’re Okay — Chances Are They’re Not.*

**Do not remain silent**

Use your voice and platform to start and facilitate constructive conversations, whether that’s within your family, neighborhood or workplace. If someone makes a racist remark or shares their limited view, ask them why they feel that way.

*Read: Now is Not the Time to be Silent.*


**Demand justice**

Support online petitions and campaigns and contact elected local, state and federal officials. You can locate policymakers at usa.gov/elected-officials.

**Diversify**

Make sure your news sources and who you follow and engage with on social media do not all share the same opinion.

*Read: Diversify Your News Sources to Tackle Your Anxiety.*

*More information on these actions can be found on the following pages.*
ACTIONS YOU CAN TAKE*

Support Black business
Support and invest in Black brands, businesses, restaurants, service providers, suppliers, startup accelerators and incubators, etc.

Donate
Make a financial contribution to a local or national organization that is working toward a more equitable America.

Educate yourself
Become more familiar with Black history and experience by reading, watching and listening to content produced by Black people.

Peacefully protest
If you feel comfortable, join a peaceful protest and stand in solidarity with the Black community.

*More information on these actions can be found on the following pages.
Vote
Cast a ballot in every election and support efforts to protect people’s right to vote, such as volunteering for election protection or participating in get-out-the-vote activities.

Advocate
Research the laws, budgets and policies that disproportionately and systemically affect Black communities and advocate accordingly.

Policymakers
Support elected officials and candidates with agendas that support and uplift marginalized communities. Advocate to your local mayor and city council for a stronger citizen/civilian/community review board.

Read: How civilian review boards can further police accountability and improve community relations.

Learn
Review data and trends on racial economic inequality.
## Watch: Movies, Documentaries and Series

### Netflix
- 13th
- Amanda Knox
- American Son
- Do the Right Thing
- Hello Privilege, It’s Me Chelsea
- Homecoming
- If Beale Street Could Talk
- Loving
- Making A Murderer
- Moonlight
- Seven Seconds
- Teach Us All
- The Innocent Man
- The Kalief Browder Story
- The Staircase
- When They See Us

### Amazon Prime
- Conviction: The True Story of Clarence Elkins
- Murder on a Sunday Morning
- The Last Black Man in San Francisco
- The Trials of Darryl Hunt
- West of Memphis

### Hulu, Apple TV and PBS
- BlacKkKlansman
- Sorry to Bother You
- The Banker
- The Central Park Five
- The Hate U Give
## Adult Books

- **Americanah**, Chimimanda Ngozi Adichie
- **The New Jim Crow**, Michelle Alexander
- **I Know Why the Caged Bird Sings**, Maya Angelou
- **The Fire Next Time**, James Baldwin
- **Between the World and Me**, Ta-Nehisi Coates
- **Chasing Justice**, Kerry Max Cook
- **Women, Race & Class**, Angela Davis
- **White Fragility: Why It’s So Hard for White People to Talk About Racism**, Robin DiAngelo
- **Black Skin, White Masks**, Frantz Fanon
- **The Innocent Man**, John Grisham
- **How To Be An Antiracist**, Ibram X. Kendi
- **Where do we Go From Here, Chaos or Community**, Dr. Martin Luther King, Jr.
- **Sister Outsider**, Audre Lorde
- **The Bluest Eye**, Toni Morrison
- **Getting Life**, Michael Morton
- **So You Want to Talk About Race**, Ijeoma Oluo
- **A Promise of Justice**, David Protess and Rob Warden
- **The Color of Law**, Richard Rothstein
- **Good Kids, Bad City**, Kyle Swenson
- **Why Are All the Black Kids Sitting Together in the Cafeteria: And Other Conversations About Race**, Beverly D. Tatum
- **How to be Black**, Baratunde Thurston
- **The Wrong Guys**, Tom Wells and Richard A. Leo
- **What Doesn’t Kill You Makes You Blacker: A Memoir in Essays**, Damon Young
# Kids and Teens Books

- **Something Happened in our Town: A Child’s Story about Racial Injustice**, Marianne Celano
- **We’re Different, We’re the Same**, Bobbi Kates
- **The Color of Us**, Karen Katz
- **Let’s Talk About Race**, Julius Lester
- **Hands Up!**, Breanna J. McDaniel
- **Don’t Touch My Hair!**, Sharee Miller
- **A is for Activist**, Innosanto Nagara
- **All Are Welcome**, Alexandra Penfold
- **The Skin You Live In**, Michael Taylor
- **The Hate U Give**, Angie Thomas
- **Brown Girl Dreaming**, Jacqueline Woodson
- **Each Kindness**, Jacqueline Woodson
LISTEN: PODCASTS

Podcasts

• 1619
• Code Switch
• Intersectionality Matters!
• Momentum: A Race Forward
• Natal
• On One with Angela Rye
• Pod for the Cause
• Pod Save the People

• Seeing White
• Serial, Season 1
• Show About Race
• Sibling Rivalry
• Still Processing
• The Nod
• The Secret Lives of Black Women
• The Stoop
### LEARN: ALLY AND ANTI-RACISM RESOURCES

#### Read
- **For our White Friends Desiring to be Allies**, Courtney Ariel
- **How You can be an Ally in the Fight for Racial Justice**, Deray McKesson
- **75 Things White People Can Do for Racial Justice**, Corinne Shutack
- **What is the #BlackLivesMatter Movement?**

#### Watch
- **How Can We Win?**, Kimberly Jones
- **MLK Jr. Talks ‘New Phase’ Of Civil Rights Struggle**, NBC
- **President Obama Speaks At Town Hall On Policing And Racism**, NBC
- **Trevor Noah shares his thoughts**, Trevor Noah
- **Why Cities Are Still So Segregated**, NPR

#### Educate
- **Open Yale Courses, African American History: from Emancipation to the Present**
## Organizations and Advocacy Groups

- **ACLU**
- **Campaign Zero**
- **Color of Change**
- **Equal Justice Initiative**
- **Grassroots Law Project**
- **Lawyers’ Committee for Civil Rights Under Law**
- **My Brother’s Keeper Alliance**
- **NAACP Legal Defense and Educational Fund**

- **National Action Network**
- **National Coalition on Black Civic Participation**
- **National Urban League**
- **Poor People’s Campaign**
- **Race Forward**
- **The Bail Project**
Resources for Parents

• *7 Tough Questions on Racism That the Sesame Street Special Answered for Kids*

• *A Five-Step Plan for Moms to Help Stop Violence Against People of Color*


• *Why You Can’t Have the ‘Race’ Talk with Your Kids Until You Understand Black History*
Community Development

Fifth Third Bank, in collaboration with the National Community Reinvestment Coalition, made a five-year commitment to invest $32 billion in the communities it serves. The plan focuses on serving low- and moderate-income and high-minority communities and includes the 10 states where Fifth Third has branches. The commitment was developed with strategic insight gleaned from listening sessions with more than 200 community-focused organizations. The plan will be fulfilled later this year, with more programming to be announced.

Read more about our progress here.

Supplier Diversity

At Fifth Third, we understand that a diverse supply chain represents better business. It’s about offering excellent financial solutions and driving innovation for the benefit of our customers, shareholders, employees and communities. Our supplier diversity program was developed to encourage certified minority-, women-, veteran-, persons with disabilities-, and LGBT+ -owned small businesses to compete in contracting opportunities.

Read more about our program here.
Business Resource Groups
At Fifth Third, we want employees to feel empowered to be part of the solution. That’s why we offer all employees the opportunity to participate in business resource groups, which allow them to advance inclusion and diversity efforts as well as access development opportunities, support business solutions and get involved in the community. Both regional in-person and virtual groups are available and each group is led by an executive advocate from the Bank.

Eight groups are available:
- AFRICAN AMERICAN Business Resource Group
- ASIAN & PACIFIC ISLANDER Business Resource Group
- INDIVIDUALS with DISABILITIES Business Resource Group
- LATINO Business Resource Group
- LGBT+ Business Resource Group
- MILITARY Business Resource Group
- YOUNG PROFESSIONALS Business Resource Group
- WOMEN’S Business Resource Group
**Project SEARCH**

Through a one-year transition program, Fifth Third provides high school students with disabilities experience building transferable work skills. By providing training and education, interns use skills they learn for gainful employment upon graduating.

Project SEARCH is a collaborative effort of employers, Cincinnati Children’s Hospital Medical Center and multiple high schools, community partners and state vocational rehabilitation agencies. Each organization is an active partner in providing vocational training and employment for people with disabilities. We’re proud to be among more than 620 sites worldwide to host a Project SEARCH program.

Since 2005, our Project SEARCH program has provided interactive learning opportunities to 352 students. Of those, 33 are now Bank employees.

Learn more about the program at projectsearch.org.

**Multicultural College Recruiting Strategies**

Fifth Third implemented a program to establish relationships with multiple colleges to recruit, hire and retain the best and brightest students. As part of our strategy, we have deepened our relationships with traditional colleges, as well as Historically Black Colleges and Universities (HBCUs), as a way to strengthen the pipeline of diverse talent. The strategy also emphasizes internships and long-term employment through leadership programs. It strengthens the Bank by developing an employee base that is reflective of the communities we serve and enhances the lives of tomorrow’s leaders. Since the program’s inception in 2017, students have been recruited from the following HBCUs: Central State University, Florida A&M University, Johnson C. Smith University, Clark Atlanta University, North Carolina A&T, Tennessee State University, Spelman College and Morehouse College. Because they are close in proximity, we have combined our recruiting efforts at Wilberforce University with activities at Central State University. We also support Wilberforce University with financial literacy and career literacy programs through our partnership with NextJob.

The universities from which we recruit have been selected based on location within the Bank’s footprint, leaders’ board involvement and the number of students we’ve hired through the years from those schools. The schools’ strong business and science, engineering, technology and math programs were noted for developing the kind of talent that would excel at Fifth Third.

Strategies like this help us add diversity of thought and improve our ability to serve all.