

How well is your business serving our diverse population?

Consumers Increasingly Expect Brands to be Inclusive

According to the US Census Bureau, traditional minorities are predicted to become the majority by 2044 and the most influential consumer groups. Even today customers (especially Millennials and younger) are increasingly aligning to brands that demonstrate inclusion and diversity.

buildJUSTLY is a registered nonprofit organization created to help foster stronger connections between businesses and marginalized community groups to increase opportunities for **Customer Diversity and Inclusion (CD&I)**.

WHY IS CUSTOMER D&I IMPORTANT?

By focusing on increasing their CD&I impact, businesses can better engage with and activate potentially untapped customer bases. Ensuring these traditionally underserved communities feel seen and heard can improve their understanding of the value of technology and their willingness to develop the skills to best benefit from it.

THE DEMAND & DELIVERY GAP

61%

of American adults say diversity in advertising has an impact on their perception of a brand's products and services

93%

of marketing professionals believe inclusive practices are important morally and for business potential

LESS THAN

1 in 10

businesses actually review for inclusion as part of their product development and marketing activities

Sources:

Adobe (2019): Diversity in Advertising

iProspect (2020): Future Focus 2020 - The Next Ten Years



Making it Easier to Build Better Dialogue with Diverse Communities

REQUESTED POPULATIONS*

Community	Advisory Board	Connections
Women		✓
African American	✓	✓
Latinx	✓	✓
Lower Income	✓	✓
Low or No Tech	✓	✓
Non-English Native Language		✓
Reintegration Post-Incarceration	✓	✓
LGBTQ+	✓	
Native American		✓
Older (65+)	✓	✓
Veteran		
Disabled		

* Populations previously requested by businesses. Additional partnerships in development. Updated: April 2021.

Community Advisory Boards™

Community-based leaders from government, educational institutions, and other local organizations serving marginalized groups make up our **Community Advisory Boards™**, providing their expertise and guidance on programming.

Community Connections™

With the help of Community Advisory Board members, buildJUSTLY organizes and facilitates **Community Connections™** workshops to help businesses teams have in-depth conversations with existing and potential customers from underserved populations.



“ **Being able to speak truthfully was very refreshing. Everyone was really nice.**

- Community Connections™ Participant

Contact Us to Set Up Your First **Community Connections™** Session

Vicky Tamaru, Founder

vicky@buildjustly.org

buildJUSTLY

We believe that technology products should effectively serve all corners of our diverse population.

Our mission is to empower equitable technology for a better future for all. By utilizing a diversity of tactics (education, services, and tools), buildJUSTLY creates a regenerative ecosystem that utilizes data to connect government policies, on-the-ground community organizations, corporate investments in social responsibility, and corporate business practices to more equitably realize the full benefits of technology: to enrich lives, grow businesses, boost productivity, and make life-long learning easier.