



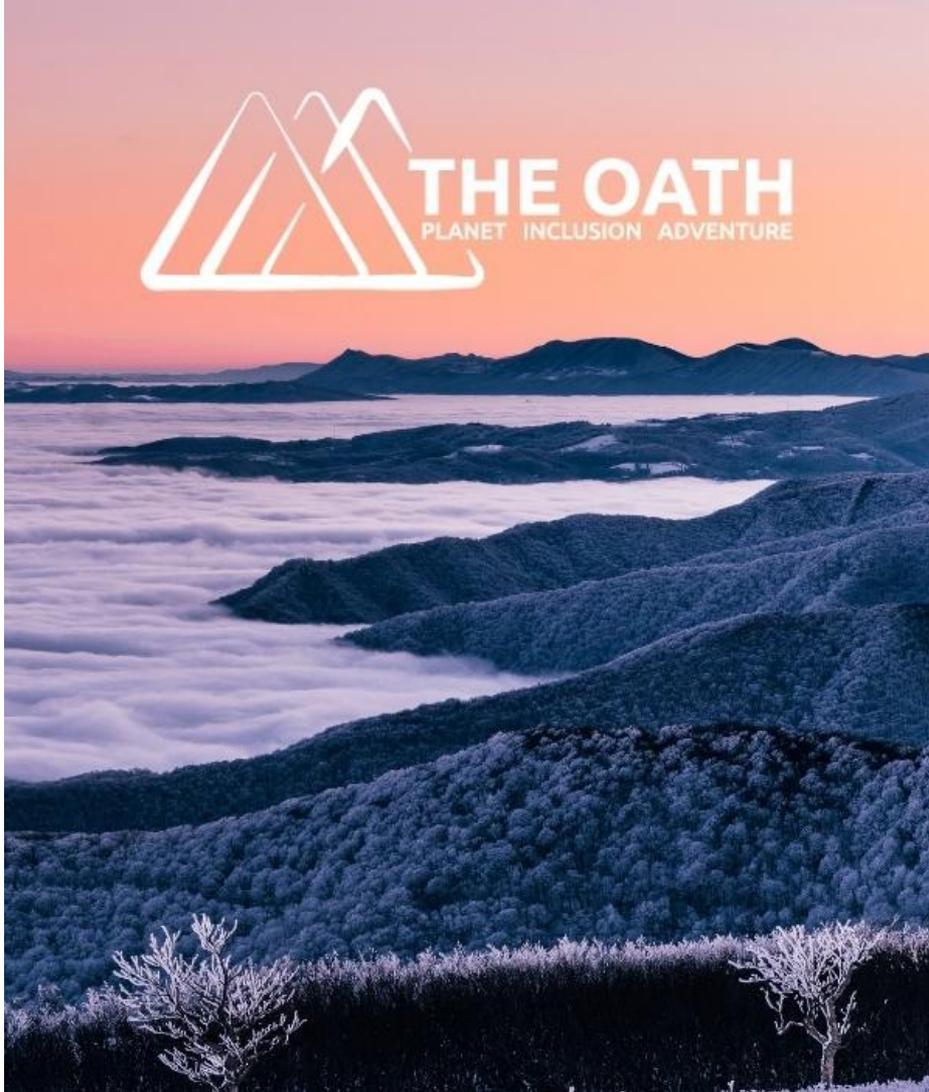


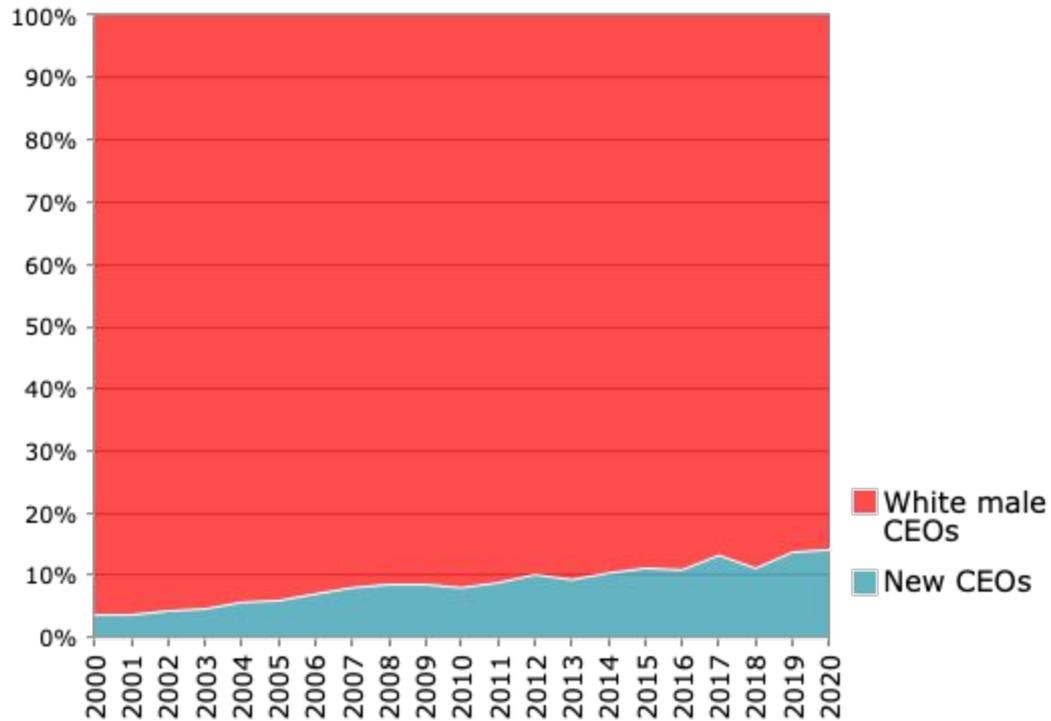




# THE OATH

PLANET INCLUSION ADVENTURE









**Two Years After  
Ahmaud Arbery's Murder,  
the Running Industry is  
Slowly Changing**

RIDC

The logo consists of the letters 'R', 'I', 'D', and 'C' in a bold, sans-serif font. The 'R' is purple, the 'I' is light blue, the 'D' is orange and tilted to the right, and the 'C' is teal. A grey caret symbol (^) is positioned directly below the 'D'.

# Who We Are

7 board members	Volunteers	1 Advisor	1500 Members
Brands	Retailers	Events	Clubs
Media + Journalists	Non-profits	Individuals of All Identities	Academic
Medical	Consultants	Ambassadors	We will meet you where you are at!



## NAMING

Building deep industry reflection to uncover and name the systems of racism within our businesses, the running community, and the culture of running.



## CONVERSATION

Creating opportunities for discussion that listen to marginalized people in this space so that we may better understand their experiences.



## REPRESENTATION

Increasing authentic representation in stories, images, marketing, athletes, ambassadors and product wear test/feedback. Promote partnerships between the Running Industry and BIPOC running organizations.

1 + 1 = 3

## EDUCATION

Commit to ongoing DEI and anti-racist training, with a particular focus on anti-blackness, in our industry. Promote and acknowledge the Indigenous lands whenever and wherever races occur.



## EMPLOYMENT

Hiring, supporting, and developing marginalized people in all positions from internships to leadership.



## ACCESS

Decreasing real barriers and racist structures to running for people of color.



## OWNERSHIP/LEADERSHIP

Supporting diversity in ownership of run businesses and events through creating pathways by which this may be made possible. Increase the diversity within the leadership structure of running brands and companies servicing runners.



## ACCOUNTABILITY

Remaining open to meeting people where they are, dialogue, critique and regularly interrogating our process and progress.

**WE WHO BELIEVE IN**

**We're about change.**

**FREEDOM**

**CANNOT REST**

**-ELLA BAKER**

# Our vision

The Running Industry Diversity Coalition envisions **a running industry committed to racial justice** where Black, Indigenous, and people of color are welcomed, valued, and amplified.

A black and white photograph of a protest sign. The sign is held up and features the text "I RUN WITH AHMAUD I CRY FOR TAMIR I BREATHE" in large, bold, black capital letters. The background shows a city street with buildings and a street lamp.

I RUN WITH  
AHMAUD  
I CRY FOR  
TAMIR  
I BREATHE

# Our mission

We unite the running industry to **provide resources, measure progress, and hold the industry accountable** to accelerating progress towards equitable employment, leadership, and ownership and greater inclusion, visibility, and access for Black, Indigenous, and people of color.



# Our values

## 1. Love of running

We are united by a passion and commitment to running and its ability to bring people together and serve as a tool for healing.

## 2. Anti-racism

We will address, call in, and interrupt systems of oppression and marginalization tied to white supremacy, anti-Blackness, and racism that manifest in the running industry.

## 3. Power shifting

We center, listen to, and learn from voices that have been historically left out of conversations to create space for new leaders and shift the way decisions are made in the running industry.

## 4. Learning and self-reflection

We promote open, honest, and difficult conversations that meet people where they are in their learning journey. We welcome the willing, create multiple points of entry, and provide adaptive support to make progress.

## 5. Transparency

We can only address what we know so we encourage information sharing, openness in communication and decision making, and collection of data to measure progress.

## 6. Action

Progress is made when we acknowledge harms, commit to act when we see injustice, implement ideas for improving equity, and put into practice what we learn from new perspectives.

# Our long-term goals

## 1. Increase BIPOC employment

BIPOC employment in the running industry will match national demographics, including racial equity in roles across organizations, from entry-level to management and C-suite positions.

## 2. Increase BIPOC-leadership/ownership

BIPOC ownership and leadership of running industry companies, events, and stores will match national demographics and we'll place a particular focus on running stores which serve as key community interfaces with the culture of running.

## 3. Increase BIPOC suppliers hired

The running industry will hire and contract with an increased share of BIPOC-owned suppliers, vendors, and contractors.

## 4. Increase BIPOC participation

Through intentional work to expand access and inclusion, the running industry will see an increase in participation among the BIPOC community in races, running clubs, and training programs to match national demographics.

## 5. All BIPOC feel welcome

100% of BIPOC runners will report feeling welcome, included, and safe at running stores, clubs, and events.

## 6. Increase BIPOC representation

The running industry will assume responsibility for an increase in authentic BIPOC representation in media and marketing.



**How we're making it happen**

# 2022-2025 Strategic Objectives

1.

Build organizational infrastructure that can support progress towards the coalition's goals and ensure the long-term success of the RIDC

2.

Grow the number of committed and action-oriented members of the RIDC

3.

Grow the pipeline of BIPOC professionals, leaders, owners in the running industry

4.

Launch new and collaborative research and survey projects

5.

Create adaptive programs, learning opportunities, and action campaigns

6.

Showcase and support the leadership of BIPOC in the running industry and the culture of running

7.

Increase awareness and visibility of the RIDC in the running industry and in the field of diversity, equity, and inclusion

**Come Run with Us**

**@runningdiversity**

**Runningdiversity.com**

**ccrowell@gazellesports.com**