

THE CHARTER

Minnesota has it all...generous people, world-class theater, any activity you can imagine, sensational landscapes peppered with 10,000 lakes. There's also an insatiable appetite to yield progressive results in human rights. But, when it comes to the employment disparity gap, Minnesota has not progressed. In fact, the St. Paul/Minneapolis metropolitan area has the highest racial employment disparity in the entire nation.

Being last is not acceptable. It's certainly not wise.

Staggering facts are sorely underexposed. Subconscious prejudice is unintentionally dangerous. Most don't understand the economic impact of a homogenous workplace.

What we don't know will hurt us.

By 2040, 43% of the population in the region will be people of color. That means business. It means substantial economic growth critical to Minnesota and the U.S. If people of color become a greater share of the workforce, the GDP will grow to more than \$5 trillion per year by 2030. Minnesota's GDP would have been \$16 billion higher in 2011 if there had been no racial gaps in income. If we don't take bold action now, we will be on the back road to prosperity. The time for change is now.

That is why Everybody In was created.

Everybody In must not be redundant. We are not an initiative destined to replicate the existing efforts of the many regional organizations fighting to help people of color thrive.

Everybody In is a super connector to change.

Impressive individual progress has been made in the equity movement: education, transportation, housing, poverty, employment. But that doesn't mean resources and organizations are working (well) together. Instead, isolation is mitigating progress. To be successful, we need holistic connection. We need individuals, companies and organizations to pledge their support for the bigger cause.

This is not just about doing the right thing, we must do the smart thing. With bite-sized goals of 20% reductions year over year, we can do it...together. **Everybody In** is an equity movement designed to align organizations through a collective power collaboration. A collaboration whose goal it is to obliterate the employment disparity gap by 2020.

We can make a significant difference. If everybody works together.

Everybody In's purpose is to be the matchmaking catalyst to change.

We will move mountains if we shift perceptions.

Everybody In

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