



# WHAT IS OPEN TO ALL?

Open to All is a national nondiscrimination campaign that believes everyone should be welcome regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion or disability.

We believe we all have something to contribute. We believe we can all learn from each other. We believe that when we work together, when we value our employees, when we care for our customers and each other, we all thrive.

[www.OpenToAll.com](http://www.OpenToAll.com)

# CUSTOMERS SUPPORT BUSINESSES WHO LEAD



- 64% of consumers choose, switch, avoid, or boycott a brand based on its stance on societal issues.
- Nearly 2/3rds of millennials and Gen Z express a preference for brands that have a point of view and stand for something.
- 33% of consumers are now choosing to buy from brands they believe are doing social or environmental good.
- 35% of Americans think a company's reputation is just as important as the products it makes and have purchased a product more than once because of this reason.

- 1 Edelman, 2018, Edelman Earned Brand, [https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/2018\\_Edelman\\_Earned\\_Brand\\_Executive\\_Summary\\_Brochure.pdf](https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/2018_Edelman_Earned_Brand_Executive_Summary_Brochure.pdf)
- 2 Kantar, 2018, Purpose 2020: Igniting Purpose-Led Growth 2020, <https://consulting.kantar.com/growth-hub/purpose2020>
- 3 Unilever. (2017, May 1). Report shows a third of consumers prefer sustainable brands [Press release]. Retrieved from <https://www.unilever.com/news/pressreleases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>
- 4 Unilever. (2017, May 1). Report shows a third of consumers prefer sustainable brands [Press release]. Retrieved from <https://www.unilever.com/news/pressreleases/2017/report-shows-a-third-of-consumers-prefer-sustainable-brands.html>

# THE OPEN TO ALL BUSINESS PLEDGE



Maintain a welcoming and safe environment for people—including employees, visitors, customers, vendors and clients—regardless of race, ethnicity, national origin, sex, sexual orientation, gender identity and expression, immigration status, religion or disability.



Not discriminate against any individuals or deny them goods or services based on any of these characteristics, and to provide all goods and services to everyone on the same terms.\*

\*Nothing in this pledge prevents a business from following applicable employment laws with regards to work authorization.



Display the Open to All window cling in your storefront, if applicable. When you take the Open to All business pledge below, we will mail you a window cling.



We encourage businesses that have a Yelp page to activate the new “Open to All” attribute to show your local customers that your business is Open to All.

## WHAT YOU'LL RECEIVE IN THE MAIL \*



Front of Window Cling



Front of Window Cling with Yelp  
Logo



Back of Window Cling

\* Open to All® window clings are \$10 each to help offset the cost of printing, mailing and staff time.

# CONTACT OPEN TO ALL



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