

# LA VS HATE UNITED AGAINST HATE WEEK- BUSINESS TOOLKIT

November 13-19, 2022



The dangers of hate, racism, and bigotry grow more apparent every day and the need for local action could not be more urgent. [LA vs Hate](#) was created in direct response to the rise in hate crimes and bias incidents that pose a dangerous threat to the safety and civility of our neighborhoods.

Local governments, public servants, and politicians have a unique opportunity and responsibility to uplift messages of hope and unity in these difficult times. LA vs Hate is committed to supporting residents of LA County with in-community support and materials and to that end, we would love to partner with you during United Against Hate Week.

## EASY WAYS FOR BUSINESSES TO GET INVOLVED:

- Print/post/display [LAVsHate posters](#) in your windows or in employee areas. These designs are ready to print, but please let us know if you need different sizes or accommodations.
- Promote United Against Hate Week on your [social media channels](#), newsletters, and other digital communications with residents. We have [neighborhood specific content](#) available.
- Host a bystander intervention training for your employees so that they know how to intervene should a hate incident arise. Our campaign partner [Right To Be](#) provides these training sessions in Los Angeles County via Zoom or in-person.
- Partner with a local artist to create an artwork that speaks to community members and promotes a message of inclusivity. The artwork can be displayed on your windows or an outside wall of your business.
- Hold an [event](#) (or join one that is already planned!) during [United Against Hate Week](#) focused on engaging employees in their local community. For all inquiries and questions, contact Fabiana Cardenas at [fabiana@taskforce.us](mailto:fabiana@taskforce.us).

As we continue to prepare for United Against Hate Week, [check out our website](#) for more updates, resources, and content to share!

At a time when our country is deeply divided and intolerance is spreading, LA vs Hate UNITED AGAINST HATE WEEK will provide an opportunity to build inclusive communities, businesses and schools that reject bias, bullying, hate and bigotry. Join us!

LA vs Hate United Against Hate Week is open to all participants and we encourage you to be involved in any way that you can. If your city or organization is interested in participating please fill out the form below and a member of our team will be in touch.

[SIGN THE PLEDGE AGAINST HATE TO BE PART OF OUR MOVEMENT](#)

[SIGN UP TO BE LISTED AS A UNITED AGAINST HATE WEEK PARTNER ON THE LA VS HATE WEBSITE](#)

[COMPLETE THE PLAN AN EVENT FORM ON THE UNITED AGAINST HATE WEEK WEBSITE TO HAVE YOUR EVENT ADDED TO THE WEBSITE CALENDAR](#)

[VIEW ALL OF THE EVENTS DURING UNITED AGAINST HATE WEEK ON THE OFFICIAL EVENT CALENDAR](#)

[LEARN MORE ABOUT REPORTING HATE WITH 211](#)

[SHARE LA VS HATE DIGITAL CONTENT](#)

## ABOUT LA VS HATE

LA vs Hate was organized at the request of the Los Angeles County Board of Supervisors to address a historic rise in hate reported in 2017. In September, 2019, LA vs Hate started accepting reports of hate acts through 211-LA, providing help from experienced, empathetic case managers, and a multi-disciplinary team of advocates, mental health professionals, mediators, and legal professionals. Since 2019, over 1,900 callers have reached out for help and nearly 1,700 victims have worked with these case managers to heal from the trauma of hate.