

# BELONGING BEGINS WITH US ROCKFORD

BUILDING A CULTURE OF BELONGING  
[www.belonging-rockford.com](http://www.belonging-rockford.com)

**Join the movement!**

As a business owner or leader of an organization, you have the power to help build a city that recognizes the shared humanity of all those who live, work in, and visit our community; a city that embraces differences, and works to build a culture where visitors feel welcome and everyone knows they belong.

## I commit to build belonging through my business or organization by:

- \* Showing up authentically and creating welcoming space(s) for others to do the same.
- \* Demonstrating respect for individual differences and lived experiences.
- \* Celebrating and valuing diversity and differing perspectives to create an equitable place for all.
- \* Recognizing, respecting and promoting social and cultural identities that are multifaceted and dynamic.
- \* Providing space for acknowledgment and repair of past or present harms to the communities you serve.  
*(if applicable)*
- \* Building relationships that are trust-filled, knowing our actions shape one another and our community.
- \* Demonstrating transparency, social responsibility, and a commitment to the shared values of belonging.
- \* Challenging the status quo – remaining open to innovative ideas from all stakeholders by:
  - Committing to continuous assessment of current practices and policies.
  - Providing meaningful opportunities for staff and community to engage in decision-making.
  - Including mechanisms to ensure people are heard and solutions are co-created whenever possible.
- \* Listening to understand and engaging with respect to transform challenges into opportunities for belonging and connection.
- \* Bridging divides to strengthen our community and our collective power.
- \* Fostering mutual responsibility to learn and grow together.



## Interested in learning more?

*These commitments are based on the Belonging Design Principles from the Othering and Belonging Institute at UC Berkeley:*  
<https://belonging.berkeley.edu/belongingdesignprinciples>

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**YES! I commit to these principles of belonging and will represent my commitment through my role as a leader through:**

- My personal actions as a member of this community to which we all belong.
- How I conduct my business and provide goods or services to the community, which includes all those who live, work and visit.
- Sharing these principles with and encouraging commitment from my employees (if applicable) and fellow business owners and/or organizational leaders.
- Displaying the Belonging window cling in a high-visibility area to represent our commitment to Belonging.

**Business or organization name:** \_\_\_\_\_

**Owner or Director name:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Website(s):** \_\_\_\_\_

**Phone(s):** \_\_\_\_\_

**Other key contact(s):** \_\_\_\_\_

YES include our business/organization name, address, and website(s) on the [www.belonging-rockford.com](http://www.belonging-rockford.com) website.

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Signature

Printed Name

Date



*This information will only be used to contact you periodically about the Belonging Begins with Us movement. The only information that will be shared publicly (if permitted) will be your entity's name, address, and website for the purposes of managing your listing on the Belonging List of Businesses and Organizations.*

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