



Under the
Umbrella
A QUEER LITTLE BOOKSTORE

Antiracist Action Plan

2023

EOY REPORT



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OUR GOAL

Under the Umbrella Bookstore and owner Kaitlyn Mahoney believe that Black Lives Matter.

As a white-owned business, we are committed to taking real action to dismantle white supremacy personally, in the store, and in our community. This action plan is a starting point to demonstrate the specific steps we are taking to create an inclusive and affirming space for all people of color.



I am white, so I recognize that there are limits to how comfortable we can make this space for people of color, but I want to make it clear upfront to other white people that this space will prioritize the safety, accessibility, and comfort of people of color over white comfort.

Kaitlyn Mahoney
owner



Store employees and volunteers are expected to adhere to this action plan, and everyone who visits the store is expected to follow our Safer Space Policy.

This is a living document! If you have suggestions for how we as a business can do better with our antiracism efforts, fill out our survey:

The primary purpose of our antiracist action plan is to be **transparent** and **specific** about our goals, past and future.

[antiracism @ UTU](#)



2023 GOALS ASSESSMENT

We committed to taking the following actions in 2023 and were successful. We will continue these practices moving forward.

BOOKS

- Ensured that at least 50% of the books facing out on the shelves inside the store are written by BIPOC. (Books that are face out are more likely to be picked up by browsers.)
- Indicated books with POC and Indigenous authors with specific bookmarks to make it as easy as possible to identify these narratives.
- Used our in-store displays, social media and newsletter to highlight BIPOC authors each month, including Black History Month; Asian American, Native Hawaiian, and Pacific Islander Heritage Month; Indigenous Peoples Day; and more.
- Created and maintained lists of books by BIPOC authors.

Yes!

We created Asian, Palestinian, Filipino, Indigenous, Latinx, Pacific Islander, and Black authors lists to use in store.

- Used our social platforms to highlight and lift BIPOC voices, including highlighting at least one book per week written by a BIPOC author.
- Requested that 50% of the books discussed at book clubs hosted at the store be written by BIPOC authors and provide recommendations as needed.

38 out of 79 book club meetings discussed BIPOC authors/illustrators.

- Ensured that at least 40% of the books Kaitlyn read each month were written by BIPOC authors.
 - See [Kaitlyn's 2023 reading list here.](#)

Kaitlyn read 107 books, 60% of which were written by BIPOC authors.

2023 GOALS CONTINUED

We committed to taking the following actions, and will continue these practices moving forward:

FINANCIALS

- Donated 5% of sales from our monthly staff picks shelf to an Indigenous-led organization.
 - Current recipient: Carry the Water Garden
- Hosted our first annual fundraiser for an Indigenous-led organization for Indigenous Peoples' Day.
 - This year, we held a raffle to raise funds for the Urban Indian Center's Two-Spirit Powwow.
 - We purchased items to contribute to the prize from regional Indigenous artists, and collected experiential donations from local businesses.

\$ 442 donated

\$750 donated

- Added at least \$20 per month to the Give & Take Wall specifically for BIPOC customers.

\$240 worth of gift cards contributed

VENDORS/CONSIGNMENT

- Prioritized BIPOC vendors and artists at store-run events, including popup markets and art gallery space.
 - This includes actively building relationships with and inviting queer BIPOC vendors and artists to apply.
- Offered consignment terms for Indigenous and Black makers at 80/20 instead of the traditional 60/40 split for other makers.
- Began more actively onboarding BIPOC wholesale and consignment vendors.

Consignment: 48% BIPOC , Wholesale: 39% BIPOC

ACTIONS FOR IMPROVEMENT

The following are objectives that we did not meet, and actions we are taking to accomplish them in the coming year.

<p>Ensure that at least 50% of the books we share with our monthly Sustaining Members are written by BIPOC authors.</p>	<p>Only 29 of our 108 sustaining membership books were written by BIPOC authors in 2023 (26%).</p> <p>We have begun planning ahead for 2024, with 33 (62%) of 52 books planned (as of 12/20/2023) being by BIPOC authors.</p>
<p>Promote local small businesses run by people of color.</p>	<p>While we did promote local small businesses run by people of color, we did not do this in a strategic, quantifiable way.</p> <p>In 2024, we plan to offer an in-store perk for customers who show proof of purchase at a local BIPOC-owned company.</p>
<p>Donate diverse books to schools and organizations that support youth of color.</p>	<p>We did not act on this commitment in 2023. For 2024, we have begun brainstorming local organizations that we can partner with on this initiative and currently hope to help support a little free library on the west side of SLC.</p>
<p>Take advantage of opportunities provided by the American Booksellers Association and other industry groups to participate in antiracist workshops and activities.</p>	<p>We did not act on this commitment in 2023.</p> <p>We have identified 3 ABA workshops to watch in 2024:</p> <ol style="list-style-type: none"> 1. Native Stories Now 2. Diversity and Inclusion Matters in Your Store 3. Report from the Field: black Female Entrepreneurship

MORE ACTIONS FOR IMPROVEMENT

The following are objectives that we did not meet, and actions we are taking to accomplish them in the coming year.

<p>Ensure that at least 50% of our wholesale and consignment stock is made by BIPOC artisans and small businesses.</p>	<p>Consignment is currently at 48% BIPOC. Wholesale is currently at 39% BIPOC.</p> <p>We commit to raising both to 50% by the end of 2024.</p>
<p>Create a Diversity, Inclusion, and Equity training for all volunteers and employees by the end of 2023.</p>	<p>We were not able to create this training in 2023. We have identified resources that will help us create a program in 2024.</p>
<p>Provide financial and volunteer support to BIPOC-led organizations promoting social justice.</p>	<p>We realized in 2023 that our capacity to offer volunteer support to other organizations is limited.</p> <p>We updated this wording to “financial and promotional support” and plan to use our social media and newsletter to promote BIPOC-led organizations, including Burning Sissy Valley and the Nuanua Collective</p>
<p>Ensure that at least half of the monthly 5% donations from our <u>community curation shelf</u> go to BIPOC-led organizations and initiatives.</p>	<p>Only 33% of the recipients were specifically BIPOC-led organizations in 2023.</p> <p>In 2024, we have more clearly expressed to curators that they should first consider BIPOC-led organizations to receive their 5% donation.</p>

2024 AND BEYOND

We are always expanding our understanding of antiracism and how we can take action. These are new goals we plan to implement in the near future.

DONATIONS

- In addition to the annual Two Spirit Powwow, we have identified additional BIPOC-led organizations to support annually.
 - Commit to donate to the annual Burning Sissy Valley Pride event.
 - Commit an annual donation to Nuanua Collective in August to correspond with Utah Pacific Island Heritage Month.

We hope to reach the goal of \$2250 in total donations to BIPOC-led organizations through our efforts.

USING OUR PLATFORM

- We previously committed to using our social platforms to highlight and lift BIPOC voices, including highlighting at least one book per week written by a BIPOC author. This no longer feels like the best metric for how we can amplify BIPOC voices. For 2024 we will ensure 40% of books highlighted each week are by BIPOC authors.
- We requested 50% of book club selections be by BIPOC authors, but did not require it and reached 48% BIPOC author representation. To reach over 50%, we will specifically require book clubs make adjustments to their schedules to comply.
- We will begin tracking representation in our store's shelves and events. We hope to have more documentation to show quantifiable examples of our efforts.
 - 36% of our author events showcased BIPOC authors; we aim for 45% in 2024.

We aim to have 45% of our author events showcase BIPOC authors in 2024.

PROVIDING ACCESSIBILITY

Accessibility is also integral to providing a safe community space. That includes continuing masking, ADA accessibility and ASL interpretation.



We also commit to making our space as accessible as possible. You can review our accessibility information on our [Accessibility page](#).

Learn more about our commitment to supporting local Indigenous communities on our [Land Acknowledgement page](#).

[antiracism@UTU](#)

