



CROWN

Clubs

Program Overview



CROWN Club Members-

Welcome to the journey sharing your love of your one and only CROWN with the world! The CROWN Movement was created by women just like many of you, so we're glad you're here and are joining forces with us. The CROWN Coalition was created in 2019 by founding members Dove, National Urban League, Western Center on Law & Poverty and Color of Change to "Create a Respectful and Open World for Natural Hair". This alliance was formed to create a more equitable and inclusive experience for Black consumers through the advancement of hair discrimination legislation known as The CROWN Act.

National CROWN Day on July 3rd is a special holiday to commemorate the anniversary of the signing of the first CROWN Act by Governor Newsom in California on July 3, 2019, making California the first state to prohibit discrimination based on protective hairstyles and hair texture, including locs, braids, Bantu knots, and twists. As of today, the CROWN Act and legislation inspired by the CROWN Act have been enacted in 23 states and 50 municipalities, positively impacting the lives of over 30 million people in the US. The 23 states include California, New York, New Jersey (2019); Virginia, Colorado, Washington, Maryland (2020); Connecticut, Delaware, New Mexico, Nebraska, Nevada, Oregon, Illinois (2021); Maine, Tennessee, Louisiana, Alaska, Massachusetts (2022); and Minnesota, Arkansas, Texas and Michigan (2023).

While there has been significant progress made, there is still so much more work to be done.

MY ASKS OF YOU:

- Love YOUR CROWN. Embrace it, care for it, and never be afraid to show its beauty to the world
- Sign The CROWN Act petition on TheCROWNAct.com if you have not.
- Share your natural hair journey with others: online and in your personal and professional circles.
- Use the fullness of your intention: your voice, your social following, and your friendship circles to be a part of the Movement to end race-based hair discrimination.

Welcome to CROWN Clubs and thank you for your ongoing support of the Movement.

Yours in Truth and In Solidarity,

Esi Eggleston Bracey

Co-founder of the CROWN Coalition





INTRODUCING CROWN CLUBS



Hair discrimination is happening early and continues as she gets older

In 2021, Dove set out to assess the impact of race-based hair bias and discrimination on Black school-aged children. The 2021 Dove CROWN Research Study for Girls confirmed that race-based hair is pervasive and negatively impactful to young Black girls. The study revealed that hair bias and discrimination are prevalent in predominantly White schools where Black girls are most vulnerable to racial bias and discrimination.

As a leader and champion in the beauty industry, Dove is extending its work with the CROWN Act to address the specific spaces and places where Black girls are most vulnerable and to help drive positive outcomes for Black girls through CROWN Clubs.

53%

of Black mothers, whose daughters have experienced hair discrimination, say their daughters experienced the discrimination as early as 5 years old

86%

of Black teens who experience discrimination state they have experienced discrimination based on their hair by the age of 12

100%

of Black elementary school girls in majority-white schools who report experiencing hair discrimination state they experience the discrimination by the age of 10



Hair bias and discrimination is prevalent in predominately white schools where Black girls are most vulnerable to racial bias and discrimination

66%

of Black girls in majority-white schools report experiencing hair discrimination compared to 45% of Black girls in all school environments

M T W TH F

Trauma from these experiences cause girls to miss days from school; **Teenage Black girls are missing a week of school per year due to hair dissatisfaction**



WHY THIS MATTERS...

Race-based hair discrimination is a systemic problem in the workplace, disproportionately impacting Black women once they are of working age.

Research also shows that race-based hair discrimination is pervasive in schools and often negatively impactful to young Black girls.

That's why the CROWN Act is so important. Legislation like the CROWN Act provides legal protection against hair discrimination in some states in the workplace and in public K-12 and charter schools.

Can you relate to any of these statistics?

Exposure to hair discrimination can change how she sees herself

While 90% of Black girls believe their hair is beautiful,

the microaggressions and discrimination she endures has an impact on how she sees herself



81% of Black girls in majority-white schools say they sometimes wish their hair was straight

& also has a generational impact

As previously revealed in the Dove CROWN Research Study (2019), Black women were 1.5 times more likely to have reported having been sent home or know of a Black woman sent home from the workplace because of her hair

The 2021 Dove CROWN Research for Girls reveals that **47% of Black mothers report having experienced discrimination related to their hair**

UNDERSTANDING THE CROWN ACT AND THE CROWN COALITION



The CROWN Act

is a law that prohibits racial discrimination based on natural hair texture and protective hairstyles.

Race-based hair discrimination is the denial of access to social, economic, and educational opportunities because of one's natural hair texture or protective hairstyles, including braids, locs, twists, or bantu knots.

First introduced in California in January 2019, the CROWN Act (SB 188) expanded the definition of race in the Fair Employment and Housing Act (FEHA) and Education Code to ensure protection in workplaces and in K-12 public and charter schools. The inaugural CROWN Act was signed into law by Governor Newsom in California on July 3 and went into effect January 1, 2020.

The California law has served as model legislation for other states to follow and has since galvanized support from federal and state legislators in the movement to end racial discrimination based on natural hair texture and protective hairstyles.

The CROWN Coalition?

The CROWN Coalition was formed in 2019 by founding members Dove, National Urban League, Western Center on Law & Poverty and Color of Change to "Create a Respectful and Open World for Natural Hair." This alliance was formed to create a more equitable and inclusive experience for Black consumers through the advancement of hair discrimination legislation known as The CROWN Act and the CROWN Movement. The CROWN Coalition now includes over 100 community organizations working toward real, actionable change.

The CROWN Coalition was created by Dove, along with a team of Black women, including Esi Eggleston Bracey (Chief Growth and Marketing Officer, Unilever), Adjoa B. Asamoah (CEO of ABA Consulting), Orlena Nwokah Blanchard (Managing Partner of Seven Elements Group) and Kelli Richardson Lawson (CEO of House of JOY).

*Legislation inspired by the CROWN Act



LEADING FOR CROWN

According to *READY TO LEAD*, a study conducted in 2020 by Girls Leadership, Black and Latinx girls are ready to lead! Black girls rated the highest among all groups in identifying as leaders as well as having leadership aspirations. Forty-eight percent of Black/ African American girls agree with the statement "I am a leader". Compared with 36% among Latinx/Hispanic, 33% of Multi-ethnic/ other, 31% of White, and 25% of Asian. This was true regardless of parent's education level, income, or family structure.

As one girl shared in the study "Leadership can be described as activism and taking control over something you are passionate about".

This is why your voice, as a part of the CROWN Movement, is so important. Each one of you possesses special skills, passions and talents that position you well to be leaders today, and in the future. The CROWN Movement is the result of generations of leaders who raised their voices to create space, equity, and opportunity for the generations of today. They did so as a part of Movements, like the Civil Rights Movement, the Black Power Movement, and the Natural Hair Movement, but also as individual contributors in their own communities.

Angela Davis, activist, scholar, and writer who advocates for the oppressed, once said: "I am no longer accepting the things I cannot change. I am changing the things I cannot accept."

Who will you advocate for?

What will you no longer accept, and therefore decide to change?



48%

"I am a leader".

48% OF Black/ African American girls agree with the statement "I am a leader". Compared with 36% among Latinx/Hispanic, 33% of Multi-ethnic/ other, 31% of White, and 25% of Asian. This was true regardless of parent's education level, income, or family structure.



FOLLOW US
and share your CROWN story.



Tips & Reminders for a successful post:

Sharing your authentic stories helps encourage others to share. The solidarity that people feel when they are sharing gives life to the CROWN Movement.

Encourage your followers to embrace their natural hair, and understand that protective styles like locs, braids, twists and knots are not just beautiful, but are also ways to encourage healthy hair growth in textured hair.

Reminder: Dove co-founded the CROWN Coalition in support of the passage of the CROWN Act and Dove was an original member of the CROWN Coalition but it did not create the CROWN Act, nor is the owner the CROWN Act. Dove advocates for the passage of the CROWN Act as co-founders of the CROWN Coalition.

The CROWN Act addresses race-based hair discrimination, but not necessarily all hair discrimination such as discrimination based on hair length.

Don't forget to add the hashtag **#passthecrown** when you share your stories. We won't stop until citizens in all 50 states are protected.

Sign the petition to end race-based hair discrimination at Dove.com/CROWN



All materials have been developed in partnership with Black hair care experts.

Log on to thecrownact.com for more tools to help care for your CROWN, handle microaggressions, and much more.