Did you know... that 3 out of 5 people from ethnic minorities are worried that discrimination due to their race or religion will affect their chances in education, employment and society? If we look at the facts, this worry is not unfounded. Gypsy and Roma Traveller and Irish Traveller children are four times more likely to be permanently excluded from school than the population as a whole. The police stop and search black people at seven times the rate of white people. Almost half of all Bangladeshi and Pakistani workers in the UK earn less than £7 an hour.

In 2013, racism is still a problem in the UK. Your ethnic background still significantly affects your life chances. It is not simply the case that minority groups tend to be poorer; there are solid facts that demonstrate specific racial discrimination.

We can change this. Racism is a product of our society, and it is in our power to eliminate it. Although the Equality Act 2010 protects ethnic minorities from discrimination, it has not been able to stop enduring racial inequality. We all need to make changes in our own lives, workplaces and communities to build a racism-free Britain.

End Racism This Generation calls on individuals and organisations to take specific actions towards ending racism. Be proud of what you plan to do by pledging your action our website (www.end-racism.org). This will allow your pledge to go further by showing others what works and inspiring them to take actions in their own lives, businesses and communities.

We want your pledges to be non-restrictive, no action is too small, no pledge too insignificant. We want everybody to feel empowered to end racism, regardless of the resources at their disposal. A pledge could simply be to find out more about racism in the UK or to spread the word on how to tackle it through social networks. On a larger scale, organisations could pledge to show how their work already reduces racial inequality or use the momentum of the campaign to launch new activities. Businesses can pledge to work harder to ensure employees reflect the make up of the population at all levels of the business, including the boardroom. Schools and universities can pledge to take action in ensuring equality of educational experience for its minority ethnic students. And everybody can support the campaign by a donation, by giving money, time or offering the resources at their disposal.

We need collective action to signal a shared commitment to work towards a Britain without racism; a Britain which accepts differences between people but treats them equally in all aspects of their lives. No one person, or organisation can achieve this by themselves but together we can end it.

www.End-Racism.org
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