

# AN INTRO

Do it Now Now is a racial justice organisation working in 9 African countries and in the UK to support thousands of Black people annually to build social businesses, tech start-ups and their ideal career.

[www.doitnownow.com](http://www.doitnownow.com)



# 5.5 YEARS IN THE MAKING

Established in 2016, user-led, people-centred

Founded by Bayo Adelaja, social entrepreneur  
unable to access key tools and resources

Structural and Institutional barriers civil  
society that are limiting access available to  
Black people and other underserved groups  
particularly those built from a Lived  
Experience perspective

Such organisations are struggling to get  
training, support and funding to create impact  
sustainably



Bayo Adelaja, CEO



A group of Black women are shown in a candid, joyful moment outdoors. They are laughing and smiling, with one woman in the foreground wearing a red bandana and another to her right wearing a camouflage headband. The background features a chain-link fence and some buildings, suggesting an urban or institutional setting. The overall mood is one of solidarity and happiness.

**WE PUT A SPECIFIC FOCUS ON DEEP-ROOTED  
WORK WITH COMMUNITIES TO COUNTERACT  
THE STRUCTURAL AND INSTITUTIONAL  
BARRIERS BLACK PEOPLE FACE.**

# OUR 2021 IMPACT

The infographic consists of four identical vertical blocks arranged horizontally. Each block features a large orange rounded rectangle on the left, partially overlapping a white rounded rectangle on the right. The white rectangle contains a large black number. Below each number is a line of black text. The numbers are 364, 1849, 3758, and 74365, corresponding to the four metrics listed below them.

**364**

Members we  
matched in 1-2-1s  
with experts.

**1849**

Members that  
completed in-depth  
cohort programmes.

**3758**

Members that joined  
only non-cohort  
programmes.

**74365**

People that  
engaged with our  
support content.

# SOME CLIENTS AND FUNDERS





# CORE PRINCIPLES

1. We're making racial justice achievable
2. We're data-driven and research-led, so we know our interventions matter
3. We're a dedicated team committed to a fair future for all







**WHAT DOES THAT HAVE TO DO WITH  
DIVERSIFYING COMMUNITY RAIL BOARDS?**



A close-up, low-angle shot of a robot's leg, specifically the knee and lower thigh area. The leg is constructed from blue, translucent, metallic-looking segments with visible joints and mechanical details. A bright blue light emanates from the joint, creating a strong glow. The leg is positioned over a dark, textured surface that appears to be a circuit board or a similar technological base. The background is dark and out of focus, with some blurred red and blue lights.

**THE FUTURE NEEDS US ALL**





**VISIBLE AND INVISIBLE DIVERSITY**



A group of diverse business professionals are seated around a table in a modern office environment. In the foreground, a woman with long dark hair is seen from the back, looking towards a group of colleagues. The group includes a woman with long black hair, a woman with curly dark hair who is looking at a laptop, and a woman with long brown hair seen from the side. They are all dressed in business attire. The background features large windows overlooking a city skyline with various buildings. A potted plant is visible on the right side of the frame. The overall atmosphere is professional and collaborative.

**DIVERSITY OF THOUGHT VS ACTUAL  
DIVERSITY FOR REAL**





**BEYOND DIVERSITY INTO INCLUSION**





**INCLUSION AS GOOD GOVERNANCE**





**OPEN DOORS AS GOOD GOVERNANCE**





# ACTIVE LISTENING AS GOOD GOVERNANCE



**Thank you for your time.**

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