

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



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 young Black women are laughing and smiling together outdoors. One woman in the center wears a red bandana with a white paisley pattern. Another woman to her right wears a camouflage headband. They are all wearing dark clothing. In the background, there is a chain-link fence and a building with some text on it, including "EMERGENCY" and "STAR".

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

OUR 2021 IMPACT

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



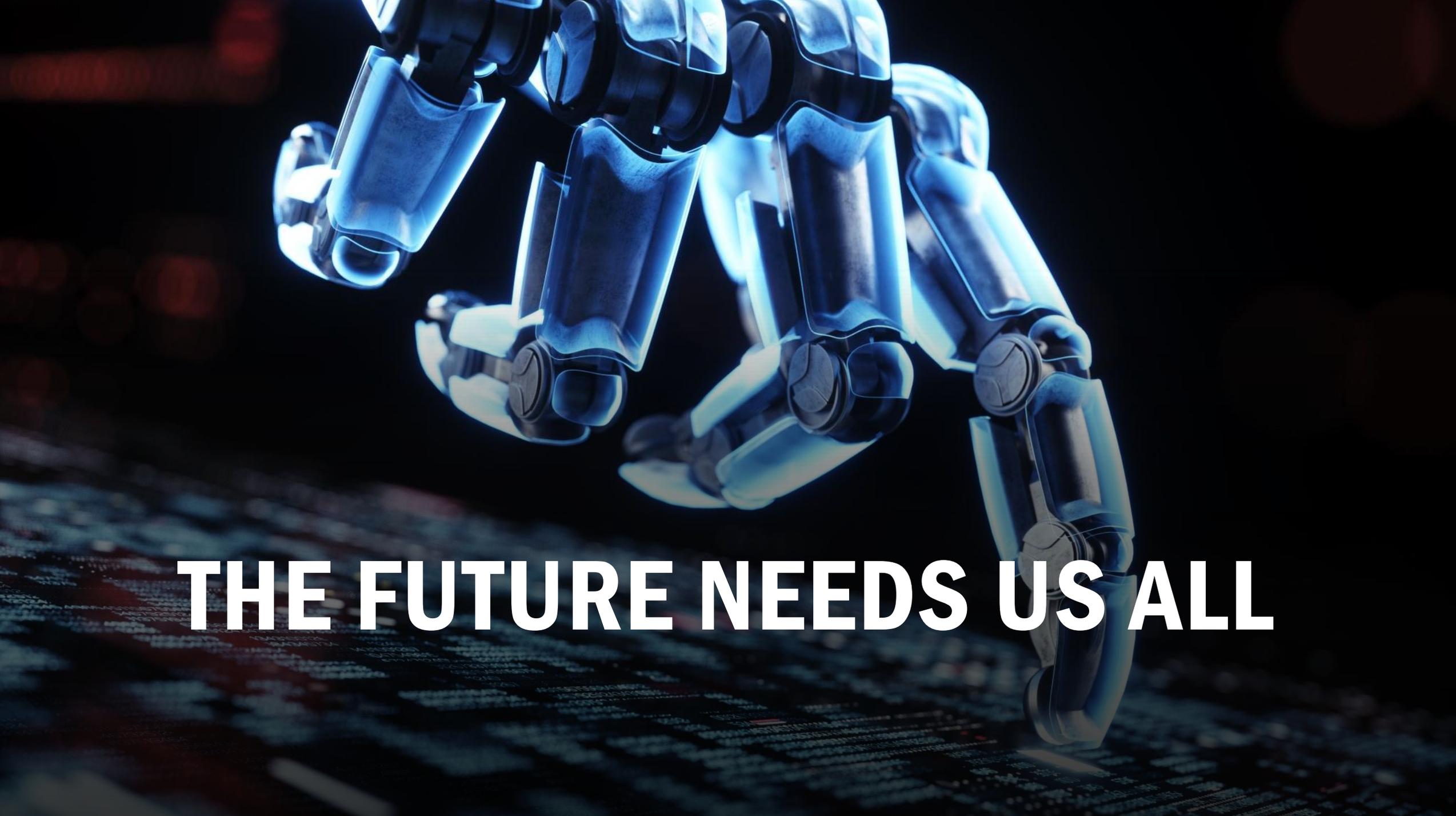
CORE PRINCIPLES

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?**



THE FUTURE NEEDS US ALL



VISIBLE AND INVISIBLE DIVERSITY

A group of diverse business professionals are seated around a table in a modern office setting, engaged in a meeting. The scene is set in a bright, high-rise office with large windows overlooking a city skyline. The group consists of several individuals of various ethnicities and ages, including a woman with long braids, a woman with long dark hair, a woman with curly hair, and a woman with long brown hair. They are gathered around a table with a laptop, a red mug, and some papers. The lighting is bright and natural, suggesting daytime. 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.

Contact:

Bayo Adelaja, CEO
bayo@doitnownow.com