



WELCOME IN! TO WHAT?



Welcome In is a partnership between the Civil Rights Department and California businesses

to cultivate safe and inclusive environments at those businesses. With support from CRD, participating businesses train key staff on topics such as:

- How anti-discrimination laws apply to businesses
- How and when staff can intervene to stop one customer from harassing another
- How to identify and report acts of hate

Participating businesses receive free access to CRD's trainings, technical support, and public recognition for successfully completing the program. They also adopt a model employee policy provided by CRD.



WHAT'S THE ISSUE?

Acts of hate continue to harm people in California and across the country. Many of these acts of hate occur in and around businesses. For example, there have been widespread reports of customers harassing other customers because of what they look like or who they are. These acts of hate don't just affect individuals, they can directly impact businesses and the entire community.



WHAT CAN BUSINESSES DO?

Businesses can play a pivotal role in reducing acts of hate and harassment by educating staff on the law and how to respond to harmful incidents.

Welcome In empowers businesses with the tools they need to foster a sense of safety among customers and staff, using resources backed by the state agency that protects civil rights.

HOW TO GET INVOLVED

For program resources and to learn more, please visit: calcivilrights.ca.gov/welcome-in or contact us at welcome.in@calcivilright.ca.gov

