



BROTHERS WHO CARE



Focusing on what really matters at Christmas time!

The Holiday Season is very chaotic. Take a look around you; Christmas has become the most commercialized holiday and many of us have become obsessed with the commercial aspects of it.

While our eyes are big and our spirits are high, Christmas can easily become a time in which we put our focus on the wrong things. Our minds become consumed with thoughts of how many gifts we will be giving and receiving. Some of us become stressed thinking about things like how much we will be spending on gifts, which adds even more pressure on our pockets. We can easily become distracted by the world instead of focusing on what really matters at Christmas

At Brothers Who Care, we want our family, our tribe, our community to take time to think about the things in our lives that we can be thankful for. This can be something as small as waking up this morning to having food on your table, which is a luxury to others.

One great idea for this year is for you and your family to start a **FAMILY GRATITUDE JOURNAL**. Each day for the rest of the month, write out one thing you are thankful for. On Christmas day, sit together and share those gratitude's with each other. This is a great way to adopt a grateful mind-set as we transition into the holiday season.

Creating a positive community experience and improving reader satisfaction!

In today's digital era, we understand the importance of treating our subscribers as our greatest assets.

To create a positive community experience and improve reader satisfaction, we are developing effective means of learning what our community likes and doesn't like about the work that we do.

With feedback, we will get to know why you read our newsletters, what you want to see more of, and what you care about. We value their opinion and care about your experience with Brothers Who Care. Please feel free to reach out to us at Info@brotherswhocare.com, and let us know your thoughts so that we can make next year's experience an even better one.

"Happy Holidays Brothers Who Care Family, and for our new subscribers, welcome to Brothers Who Care!"

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There is so much happening at Brothers Who Care, and the best way to stay up to date is by visiting us at <https://brotherswhocare.com/>.



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Distinguished Dialogue with David Griffiths

“Yes, I am a man who holds numerous titles, which come from my many years of service to the community and operating in corporate spaces where technology and business intersect. My joy comes from creating environments where people strive, share their gifts with the world and make phenomenal transformations.

As Founder and Chief Executive Officer at Brothers Who Care (BwC), I have harnessed the power of collective philanthropy through partnership and collaboration. Brothers Who Care is now a network of 500+ Black Men and Allies who have tailored their work to focus on initiatives that significantly impact the Black community. We use stories, images and videos to change the social, psychological and economical health of BIPOC communities.

Over the last four weeks, I have been sharing messages that intersect the work that I do on a daily basis, with my work at Brothers Who Care. With life being as hectic as it is, you might not have had time to see any of my articles, so I have condensed, and summarized them in this newsletter. I would love to hear your thoughts on what I have shared, so drop me a note, but until then Happy Holidays Brothers Who Care family! Thank you for holding the course, and supporting the cause.

**Ever thankful,
David Griffiths**

Evidence Clearly Suggests that Profit & Purpose are Converging!

In this article, I took the time to acknowledge National Philanthropy Day, and how collective philanthropy is now the engine to drive economic recovery keeping a focus on: social, human and environmental impact. The key term is “collective,” an expansion of #philanthropy to include an incredibly wide range of specialties and skill sets including: storytelling & design, advocacy, policy, research, technology, and marketing & communications. When we do this the possibility of progress is finally realized.

For every \$100.00 donated to Canada’s Big Charities, Black Organizations receive as little as \$0.007

Waking up to this shocking statistic highlights the reason why Canadians should take #nationalphilanthropyday seriously.

At Brothers Who Care and through our #legupwealth #secureouwealth initiative, we embrace collective #philanthropy. Done right, philanthropic dollars can be directed to communities with the greatest need and hence shift the equity scale.

When we Partner, We Win!

Well most of the time at least.

Done right, partnerships allow you to: create value, build capacity, overcome really tough challenges, and develop a culture of winning.

In this article I share three #hacks that will help you to build stronger, more #inclusive and #sustainablepartnerships.

How Authentic Leaders Prioritize Purpose and People for Growth

The world has changed and (Me), (You), (We) (They), the community, expect organizations to be in the business of doing good - social, environment & financial impact - a “triple bottom line”.

In this article I present three reasons to be excited.

Holiday Happenings at Brothers who Care

There is no shortage of holidays in December, and although major holidays like: Christmas, Hanukkah, Kwanzaa and New Year's Eve are not until later in the month, the early days of December are still brimming with festive activities.



LEG-UP Mastermind Holiday Edition Sunday, December 11th, 2022-12-08 Get a LEG-UP in Health & Wealth

On Sunday, December 11th, 2022 from 12:00 pm – 3:00 pm we had our first community LEG-UP Health & Wealth Mastermind Networking Social!

This exclusive event was dedicated to: Entrepreneurs, Start-ups, Content Creators, Freelancers, Policy-Makers, Game-Changers, and Business Professionals In Toronto.

It was an afternoon of creativity, inspiration and passionate conversations around the mental shift that is happening in the BIPOC community in regards to the psychology surrounding money, and methods to better utilize and grow it.

Our guests connected with the founders, partners, coaches and the core team members of the LEG-UP Mastermind Group. They had a chance to mingle with makers of inspirational, and powerful movements here in Toronto.

We remain inspired to move forward with the LEGUP Mastermind initiative, and we are looking forward to having you join us in the New Year

Dates to Remember

December 11th, 2022

National App Day

Whether you want to take a selfie for the 'Gram, tweet your thoughts, or keep your favourite music at your fingertips, celebrate the marvellous world of apps on National App Day. The increase of Black men in tech has improved over the last few years, but to create real change, more work has to be done at the organizational and leadership levels. We deserve to take up space, move up, and thrive in the tech industry.

December 14th, 2022

National Free Shipping Day

What's not to love about National Free Shipping Day held this year on December 14th? You can shop 'til you drop by getting everything online; plus, there are no sky-high shipping rates. Pay only for what you actually buy, let someone else handle the extra costs. Get those last minute gifts at an excellent price, without the massive shipping costs.

December 21st, 2022

Look on the Bright Side Day

It's quite normal to feel a little down on this day since it falls around the winter solstice in the northern hemisphere, which means things tend to get a little cold and cloudy outside. Being optimistic is scientifically good for our bodies and minds. Just like a pessimist might see the glass as half empty, Look On The Bright Side Day is all about seeing the glass as half full!

December 23rd, 2022

National Christmas Movie Marathon Day

We could just call this Netflix, and Chill day, but you get the idea. Get ready to snuggle in your warm blanket with a mug of hot chocolate, your favourite holiday snacks, and your favourite people! There are so many ways to get into the spirit of Christmas and curling up on the couch for a movie marathon is the perfect way to get ready for Christmas.

December 30th, 2022 – National

Resolution Planning Day

Some people believe in resolution setting, and others don't, but did you know that one in three people fail their New Year's resolutions in the first month? And only 10% of people are successful at keeping their resolutions throughout the year? While there are many reasons for this, it is necessary that you commit to your resolutions before the New Year actually begins for a better chance at success.

Black Family Ski Weekend

MLK Weekend: January 13th - 16th

Do you love to ski or interested in skiing. Well mark your calendars for January 13th to 16th and get ready to enjoy a fun filled and enjoying weekend skiing with the Brothers Who Care family and special celebrity guests. Check out of website in the New Year for more details.

In the meantime, email us at info@brotherswhocare.com for more details

Brothers Who Care Shares Global Community Initiatives

Brothers Who Care has tapped into global community initiatives that are strategically aligned with our: vision, mission, and values. We are excited to share with you social events in the great city of Toronto, and around the world. It is about building a shared community and a safe space for everyone to feel supported.

CAN WE NORMALIZE THAT?

TOPIC: MENTAL WELLNESS FOR MEDIA PERSONALITIES



PANELISTS



IKA WONG
Youtuber/Influencer



JULLY BLACK
Canada's Queen of R&B Soul



AKIL AUGUSTINE
Producer/Host
NBATVCanada

A panel hosted by Tychon Carter-Newman discussing Mental Wellness for media personalities.

Join us for good vibes, energy and conversations

23RD DEC, 2021 8:00 PM
BAR CATHEDRAL - 54 THE ESPLANADE TORONTO
SOUNDS BY DJ 3:AM

Barbers | The Confess Project of America

The Confess Project of America is the national organization supporting local chapters that train barbers and stylists to become mental health advocates, with the mission to build awareness and break stigmas around mental health within the Black community.

Through their 1,900+ Barbers trained across the country, they are reaching over 2.2 MILLION people per year. They are currently in 48 cities and 28 states!

Why should Women in the Beauty Industry become Trained Mental Health Advocates?

Dating back to even before the Civil Rights Movement, Black barbershops and beauty salons have always been a safe haven for people in the Black community to come together and be themselves. To date, The Confess Project of America has trained over 1,800 barbers across the country to be Mental Health Advocates using a therapeutic-based framework that educates barbers on 4 key points that reduce negative thoughts and stigma around discussing mental health topics.



The Confess Project of America presents our new **Beauty Coalition** Launching January 2023

Beginning in January, we will now offer women in the beauty industry their own Mental Health Advocate training. Not only will our Beauty Coalition members become trained Mental Health Advocates at no cost, they will also receive a certificate, access to our private network, media opportunities, and on-going support through monthly coalition calls!

With the launch of the Beauty Coalition, The Confess Project of America will now be reaching even more people and can begin to impact those in beauty salons and beyond, equipping them with crucial tools for their mental health.

Can we Normalize That?

As media and social media become a larger part of our lives, it is important to have relatable conversations on managing our relationships with our minds. On Friday, December 23rd, 2022 Tychon Carter-Newman will be hosting an open discussion with panelists: Jully Black, Akil Augustine, and Ika Wong about Mental Wellness for Media Personalities.

In the Know; News from our Sponsors

It is the holiday season, and we are once again thankful for the support that we receive from our sponsors. It is because of them that Brothers Who Care is able to deliver the programs, develop the initiatives, and create the space needed to drive impactful community events. Let's take a look at some of the great work that they are doing:



LifeWorks Total Mental Health Delivers on-Demand Mental Health Care that Responds to Today's Challenges!

Healthy and productive people are the heart of high-performing organizations. Your organization will benefit from the following:

LifeWorks Total Mental Health enhances the mental health of employees by providing unlimited, meaningful personalized care at a time when people need it most. As a leading mental health care provider, you can trust LifeWorks Total Mental Health will improve lives and improve business at your organization.

Counsellors at the LifeWorks Total Mental Health platform play a vital role. They lead with expertise, use their previous experience, and apply new ways of treatment around the clock, all while being objective, confidential, and kind. With this in mind, counsellors want to build trust with organizations and people, with the overall goal of facilitating positive changes in lives.

Take the time to discover how LifeWorks Total Mental Health can help your people be at their best and drive your organizations success and productivity.

TD Bank Survey Reveals Holiday Shoppers Navigating Inflation-fueled Holiday Season by Banking on their Budgets

The results of **TD Bank's 2022 Merry Money Survey** found that consumers' concerns around inflation are driving many to take even greater proactive steps to ensure they don't overspend this holiday season. In fact, 57% said they are creating a holiday-specific budget this year as a result of inflation and rising prices.

The survey found that the economic environment is weighing heavily on consumers' minds, with 74% of respondents saying the financial aspect of the holiday season makes them anxious, compared to 66% who said the same in 2021. Despite this, 82% of consumers remain confident in their ability to manage their spending.

Sixty-nine percent of consumers admit they have previously overspent during past holidays, of which 45% said they overspent by \$300 or more. For many, the pressure to find the right gift for loved ones (36%) and the impulse to take advantage of holiday sales (26%) topped the list of contributing factors in overspending.

Beyond the holidays, shoppers are also prioritizing and setting themselves up for success in 2023, by:

Getting a receipt, checking it twice: 90% said they review their spending throughout the holiday season, and 46% said they do it every time they make a purchase.

- Prepping ahead instead: 53% of consumers said they set aside cash throughout the year for holiday spending by stashing money in a separate jar, utilizing a separate bank account or saving gift cards and reward points for use during the holidays.

- Gathering advice, making it nice: Family is the top source for financial advice (30%) during the holiday season, with friends following closely at 20%. 14% of consumers look to online resources and tutorials.

Brothers Who Care 10 Gift Care Habits

The holiday season is supposed to be the best time of year; festive family together time, food, laughter, presents...

Unfortunately for many, it is a painful season. It is thoughts of past holidays; memories of loved-ones we shared time with who are no longer with us because of: death, divorce, relocation, or estrangement.

This season can be even more challenging for men. Men do not feel comfortable expressing how they feel even if they are having a bad time. They are often embarrassed to admit to others that they struggle, even if their troubles are considerable. Men live with this overbearing feeling of stigma when it comes to their mental health, and this can lead to a deep sense of shame about having a mental health difficulty.

For the month of December, Brothers Who Care is running our second annual "10 Care Gift Habits" Campaign focusing on prioritizing mental health and well-being in men across Ontario. It is the season for giving, and we want to offer something different this year; something that brings mental peace and clarity and as luck might have it, support the Black business community here in Toronto.

Starting Dec 3rd, BwC is encouraging you to share the 10 Care Gift Habits with friends and family. Let us know @canbwc which of the habits you will share as we end out 2022 and head into 2023!

As December heats up and you are still looking for the perfect gift for that man in your life. Cue panic mode, right? No, because when you engage with BwC @canbwc, we will provide tips and ideas for gifting. When you give a shout out or tag someone who you would love to share one of the 10 care gift habits with, you will be entered into a draw to win some great prizes donated by our great community partners.

To be entered into a draw to win for of the amazing gifts:
1. Comment of the Care Gift Habit you will share to close 2022 and head into 2023

2. TAG your deserving friend, colleague, or family member for the gift that you have picked

4. FOLLOW Brothers Who Care and SHARE the initiative with other people in your circle

T'is the Season to be jolly at Brothers Who Care



The Brothers Who Care "10 Care Gift Habits" brings something special to the season. They include the:

Gift of Laughter

Laughter is strong medicine. It draws people together in ways that trigger healthy physical and emotional changes in the body. Laughter strengthens your immune system, boosts mood, diminishes pain, and protects you from the damaging effects of stress.

Gift of Play

When was the last time you had time to play? When was the last time you felt free? This is what the Gift of Play offers you.

Gifts Empowerment

This gift is about building each other up, coming alongside another, strengthening the weak and sick and consoling the troubled. It helps with restoration and rejuvenation of the body and soul, and renewal of spirit, of others.

Gifts of Honour

Honour refers to the esteem or respect given to a person in light of their position or accomplishments. Who do you honour in your life, and how do you show them that?

Gift of Sharing

They say that sharing is caring, and this year it is not just about sharing gifts, it is about being able to share your story and get the support you need.

Gifts of Learning

It all starts with knowledge. Knowing that knowledge is power, our hope is that by giving this gift, each of us can share something that will benefit the greater community.

Gifts of Reaching Out

Reaching out is this skill we're somehow expected to know, yet it's never taught and rarely modelled for us. This gift is as simple as lending a hand to someone who needs a little bit of help.

Gifts to Self Care

Self-care can play a role in maintaining your mental health and help support your treatment and recovery if you have a mental illness. Self-care means taking the time to do things that help you live well and improve both your physical health and mental health.

Gifts of Imagination

Imagination plays a number of important roles in mental health and can play a powerful role in healing. How can we gift someone with imagination this year?

Gifts of Love

Science now provides us evidence that what is experienced when we are involved in loving relationships involve various neurotransmitters and hormones in our bodies that affect us systemically. This year, the Gift of Love is more important than ever.