



To our Happy Day Brands community:

A conversation. A book. A protest. A signature on a petition. A phone call to legislators. A donation. A vote. It doesn't matter where you start, what matters is that you take the first step and begin. Every movement has many avenues of action.

This is a pivotal moment in our country. In the wake of the horrendous injustices we've seen towards the Black community—particularly, in the last few months—we stand united in the fight against anti-Blackness, hatred, intolerance and systemic racism.

We must set aside our egos and step into the uncomfortable space of recognizing our privilege and our implicit biases. We must listen to and empower our Black community leaders across the nation, and within each of our own communities, to lead this movement for justice and equality that is long overdue.

At Happy Day Brands, we've taken some time to step back, to listen, educate, and evaluate ways in which we can actively work to help eradicate racism and systems of systemic oppression. We know that we can and must do better in order to work towards eradicating these systems.

Helping to improve the human condition and treating one another with dignity and respect, remains deeply embedded in the mission of Happy Day Brands. As a company, we align with this work by coming alongside our food bank partners to ensure that all people have access to nutritious food. Healthy food is our passion because food offers an opportunity for people to join together around the table, and to embrace our shared humanity.

It's become clear that we've lost sight of our shared humanity. We are faced with the blatant injustice of Black people in our nation. The continued brutal murders of unarmed Black people at the hands of law enforcement is one example of how our systems are broken and failing. We all must all recognize this injustice that exists and commit to finding ways to end systemic racism—Silence is complicity.

We are committed to bettering our company, our teams, and our employees. In order to ensure that our commitment to eradicating systems of oppression remains at the forefront of our work, we are implementing the following practices effective immediately. This is our first step, we remain open to continued evaluation, and future changes that foster an environment of equality for all:

- We commit to providing all employees a stipend to be used for education. Employees will use this stipend to purchase a nonfiction book about racism + oppression written by a Black author and support a local Black-owned business. Additionally, we will continue conversations as a team by seeking out Black leaders to lead education and training opportunities moving forward.
- We commit to educating our consumers on systems of oppression as they relate to our area of food, and our food bank partners, through our areas of reach.
- We commit to intentional partnerships and will invite any organizations, in existence or in formation, working to create holistic solutions to eradicate oppression, to reach out to us and discuss ways in which we can work together.

We do not hold this work or these commitments lightly. We recognize that continuous work, from the inside out, is required in order to create lasting change, to bring justice and equality for all. We believe that lasting change is founded in continuous education and comes from a place of authenticity and love. We are actively listening to Black leaders, and we are committed to doing this continuous work. We believe that Black Lives Matter. All people have a seat at our table.

In the spirit of love and justice,

Mark Priddy, CEO Happy Day Brands



Boise ,Idaho

Website: www.happydaybrands.com