We Are Sikhs: Our Impact. Our Story.

PRESSING FORWARD IN DIFFICULT TIMES

As we write this report, tensions are high in cities and towns across America. In the past year alone, we’ve watched unthinkable acts of violence unfold and time again, including most recently in Charlottesville, Virginia, where a white supremacist drove a car into a crowd of anti-racist protesters, killing a young woman. In February, three men were shot and one killed in a suburban Kansas bar when a shooter targeted a pair of Indian patrons and was heard yelling “get out of my country.” Just a few months earlier, a Sikh American man was shot in an anti-immigrant hate crime in Kent, Washington while working on his car in his own driveway.

The forces of discrimination and intolerance at work in our communities and country each day are real and powerful.

Yet so too are the voices of Americans who are uniting unlike ever before to vocalize the belief that America is a country that succeeds because of our diversity—not in spite of it.

While we alone can’t extinguish all of the complex factors that lead to heartbreaking acts of violence, we can promote facts, critical thinking, and human connection—all of which lead to greater unity over time.

Through the promising results of the We Are Sikhs campaign, and the many unprecedented efforts and partnerships that led to our success, we can say with bold certainty that is possible to change hearts and minds. Today’s skeptics and fearers of Sikhism—and any other misunderstood group—have the potential to become our greatest allies tomorrow. For this reason, our work continues.

WHAT’S NEXT FOR WE ARE SIKHS

Energized by the momentum of this campaign, we are currently raising funds to continue reaching out to our neighbors through grassroots efforts, purchasing much-needed advertising, and engaging with new communities to advance our goals.

With every mind we are able to change, we bring our country one step closer to embracing the differences that make our communities stronger. We offer our sincere thanks to our generous supporters—past, current, and future—who are making this progress possible.

In recognition of the tremendous results of the We Are Sikhs campaign in 2017, the National Sikh Campaign (NSC) won the PRWeek U.S. Award for ’Best Cause’, an honor firmly established as the communications industry’s highest accolade. A PR Week award is often referred to as an “Oscar” in the PR and marketing industry.

We Are Sikhs was among five finalists for the “Best for a Cause” award, which recognizes the premier marketing communications cause showing a tangible, worthwhile benefit to a specific community. The campaign competed against Cigna Health Insurance, Facebook’s FWD.us, Planet Fitness, and Clorox/Brita.

It’s an incredible feeling to know that our work won this award in a category filled with other excellent campaigns that have made a tremendous social impact. It is also incredible to have won the award in 2017—a year marked by social activism campaigns.

The National Sikh Campaign was also a finalist for a Shorty Awards, which honors the best of social media by recognizing influencers on Facebook, Twitter, YouTube, Instagram and Snapchat. Previous winners include Michelle Obama, JK Rowling, Adele, Bill Nye the Science Guy, Neil Degrasse Tyson and DJ Khaled.

Without a doubt, 2017 had the most positive press coverage and news shared about Sikh Americans since our community immigrated to the United States due to the We Are Sikhs campaign.

Further, our measurable success educating Americans across the country on Sikh values, such as equality, tolerance, and service, demonstrates how the tenets of the Sikh faith are universal and fundamentally resonate with people. This campaign was a humble attempt to share those values and build relationships with our communities.

We want to deeply thank all our donors and supporters. The campaign started as a small team working in coffee shops and college libraries in Washington D.C., and within a few short years the campaign grew into a nationwide movement.

Countless Sikhs have had to face bullying, discrimination, and hate crimes due to the lack of understanding of our faith and our values. Our community decided that we needed to take a stand by using this campaign to share the Sikh American story and share our values. Thousands of Sikhs across the country volunteered and donated to make this campaign a reality with the ultimate intention of creating a better future for their children and loved ones.

This campaign absolutely would not have made it this far without these folks.

Accordingly, these honors do not belong to National Sikh Campaign. They belong to the entire Sikh community.