

Equality Starts at Home

Jan 2021



Equality Starts at Home Vision and Mission

Our **vision** is a world in which equality at home is a reality for all. Our **mission** is to shift mind-sets and change behaviours to enable a greater sharing of emotional and domestic labour.

We work in partnership with others to find common cause. We are inclusive and are anti-discrimination in all its forms.

How we started

Equality Starts at Home is new campaign - set up by Four Founding Sisters (see below) - after research and a speech by Clare Twelvetrees. The speech was entitled '*The end of inequality. Will the future be more compassionate and equal after COVID-19?*' In researching this topic, Clare spoke to over 50 people (mainly professional women in male/female relationships) about their experiences regarding the sharing of household responsibilities before and during the COVID-19 lock-down. Including whether they had similar amounts of free or spare time as their partners. Unsurprisingly the results showed that almost half had a minor or significant imbalance and each conversation gave fascinating insights into different behaviours including how to create an equal home. During the speech Clare ran a zoom poll with the 750 international participants asking the same questions. This generated similar results at a larger scale.

Following the speech many people got in contact with Clare – as this topic resonated as women were regressing further as they were shouldering even more of the household chores and childcare - during the COVID-19 lockdowns. She formed a small group of women who had significant skill, expertise in Gender Equality and a particular passion for equality in the Home. Thus Equality Starts at Home was born. It is a nascent campaign and we have spent the first six months establishing the fundamentals; our vision, mission, values, our name and logo what we believe and how we wish to work and establishing our digital presence including generating relevant content e.g. *top tips for an equal home* and a '*What I want for Christmas*' video as well as reaching out to like-minded partners.

Who we are

<https://www.equalitystartsathome.com/who-we-are>



Clare Twelvetrees: Chair & Co-Founder

Clare is a leader in the international development sector and currently Director of Strategy and Performance at Brooke. Equality Starts at Home was formed after giving her speech about equality post COVID-19 at the [Aspire Re-imagination conference](#) in June 2020. Clare has worked on a range of issues including women's empowerment specifically as Interim CEO at the Cherie Blair Foundation for Women but also at the Fairtrade Foundation, with Wateraid and the Environment Agency. She is also Trustee for Age International. She is passionate about equality at home and believes it has helped her and her partner challenge stereotypes, achieve their potential and be positive role models to their children.

Equality Starts at Home www.equalitystartsathome.com <https://www.linkedin.com/company/equality-starts-at-home>
<https://www.facebook.com/groups/equalhome> @equalhome
equalitystartsathome@gmail.com

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Jackie Carter: Co-Founder Jackie Carter is a professor of statistical literacy at the University of Manchester. She is also a National Teaching Fellow and Fellow of the Academy of Social Sciences. Jackie is driven by her desire to open educational opportunities to all, and to open doors to the workplace for those from less advantaged and under represented groups. She has spent over a quarter of a century teaching school children to corporates how to become statistically literate. In a world awash with data her mission is to enable citizens to critically evaluate the numbers they encounter. Jackie's recent work has taken her to Latin America. She is working with schools, colleges and universities as well as civil society in Colombia, Mexico and Brazil to help train those who both produce and consume statistical data. All of her recent work is framed by the SDGs.

Lesley Macniven: Co-Founder Organisational Development, Diversity & Inclusion consultant and mum of two Lesley underwent a mid-life revamp in 2015. As a writer, coach and campaigner, her non-fiction work-in-progress '[This Woman's Work](#)' exploring equality of opportunity at work and equality in the home, was [long-listed](#) in the 2020 Myriad Editions First Graphic Novel Competition. After contracting Covid19, Lesley joined the [LongCovid.Org](#) UK team campaigning for for recognition, research and rehab for the now 28,000 strong patient support group, before co-founding Long Covid Scotland. [Interviewed on Radio 4's Women's Hour](#), Lesley discussed the disproportionate impact of Covid19 on women. As more women experience prolonged symptoms than men, are their role as carers impacting their ability to recover?

Venise Vinegar: Co-Founder Venise is a native of Los Angeles, California. She handles day-to-day operations and logistics for corporate management executives and creative talent at Fortune 500 entertainment industry brands in the United States. A trip to South Africa in 2017 inspired her to make a career pivot into the field of Learning and Development, specializing in personal and career development best practices. She also works as a Vision Career Strategist helping others find passion, purpose and dream jobs. Venise strongly believes that in order to mitigate inequality in society, in the workplace and around the globe, that the effort starts in the home with women leading the change

We have recently been joined by three Strategic Advisers (Helen Unwin, Satvinda Misra, Niamh McGarry) and Alle Bloom, social media co-ordinator.

Our Strategy – in development

We have significant ambition – and will build a movement for change. We are planning a strategy session early in 2021 and are seeking diverse voices to challenge our thinking about where to focus our efforts initially.

Our initial priorities are the following:

- 1) Establish our identity, profile and voice; seek like-minded partners
- 2) Launch one or more specific targeted campaigns
- 3) Make it global
- 4) Supported by building a strong organisation (not for profit entity/ network/ movement)

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