



City of London

Anti-Hate Project

In April 2023, the City of London's Anti-Racism and Anti-Oppression Division submitted a proposal for funding to the Ontario Ministry of Citizenship and Multiculturalism to create inclusive communities and identify, address and prevent racism, hate, discrimination and oppression in our city. In June 2023, the City of London received \$500,000 in funding to lead a two-year Anti-Hate Pilot Project.

This project will focus on the following objectives:

- Provide Londoners, service providers, and local partners with tangible tools for addressing hate and discrimination;
- Build capacity for City of London staff, the London & Middlesex Local Immigration Partnership, and other local organizations working in anti-racism, anti-oppression, and anti-hate;
- Increase community education and awareness on issues relating to anti-hate;
- Build an understanding of broader community education opportunities when addressing instances of hate; and,
- Demonstrate the effectiveness of collaboration between orders of government and a wide range of local community leaders and organizations.

Should you have any questions or would like to discuss this project and your participation in more detail please contact Jill Tansley at

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This project is a two-prong approach:

1 Establish an external centralized online portal where resources, videos, and bystander tips related to anti-hate will be hosted and shared.

- The portal will include a library of existing resources and scalable tools as well as new resources to address any existing gaps; and,
- The portal will be created through collaboration and outreach with relevant community partners and existing initiatives across the community.

2 Develop a local anti-hate public awareness campaign.

- The City of London will develop a local anti-hate campaign that will include the use of billboards, social media, print, and online platforms, with the use of consistent messaging and a shared approach;
- The City of London, with the support the Ministry and of a local steering committee, will be responsible for the creation of the promotional materials. Individual dissemination and customization of this material and the associated costs would be the responsibility of each community partner involved;
- The campaign will be promoted across community partners, service providers, and the London & Middlesex Local Immigration Partnership.
- The campaign will include referrals to the external portal, and will increase knowledge, awareness, and education on hate and discrimination as well as countering efforts to address it; and,
- The campaign will effectively address the intersectional identities of those who experience hate, including but not limited to; Indigenous, Black, Muslim, Racialized, 2SLGBTQIA+, those who have disabilities, immigrants and refugees, and other bodies that experience racism and oppression.

Timeline: June 2023 to July 2025

In addition, any feedback gathered throughout this project will provide a path forward to better understand what actions ought to be taken to address hate and discrimination in London and can be a model for other municipalities.

For more information or to become involved, please reach out to jtansley@london.ca

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