Dear XXX,

As a customer and someone who is aligned with your company’s values of diversity, solidarity, unity and inclusion, I wanted to reach out to implore you to consider publicly sharing a message of support in the face of the recent rise in antisemitism.

While Jews represent only 0.2% of the world's population, we are disproportionately discriminated against. For example, in Canada, Jewish people are 1% of the population, but represent 17% of religious hate crimes (<https://www150.statcan.gc.ca/n1/daily-quotidien/210329/dq210329a-eng.htm>).When conflict around the world sparks tensions here at home, as it did in May of 2021, hate crimes against Jews escalate, as we witnessed locally with a terrifying 317% rise in such crimes from the previous year. (<https://www150.statcan.gc.ca/n1/pub/85-002-x/2022001/article/00005-eng.htm>, <https://www.torontopolice.on.ca/publications/files/reports/2020hatecrimereport.pdf>) Unfortunately, despite Canada’s proud heritage of supporting multiculturalism, many Jews no longer feel safe here.

Taking a stance against antisemitism is a form of supporting anti-hate policies and engaging in public advocacy. Identifying antisemitism can be complex, so we would recommend that you review your policies to incorporate the modern and Canadian-adopted standard for antisemitism, linked [here](https://www.holocaustremembrance.com/resources/working-definitions-charters/working-definition-antisemitism).

[OPTIONAL IMPACTFUL ADDITION IF RELEVANT] We’ve noticed you’ve joined campaigns to support [xyz] social causes and challenge you to review your own behaviours and commitments to understand why you haven’t used your voice to similarly join the fight against antisemitism.

When [Organization] is silent, it magnifies feelings of fear and negativity in our community, negatively impacting our sense of belonging. Acknowledgement, support and allyship from you would provide a beacon of hope and signal of solidarity that is deeply felt and would be appreciated by your Jewish employees, Jewish customers and, really, all Jews across Canada. If you need any help or resources in supporting you to take a stand, please feel free to reach out to…

Hopefully one day we will no longer need to make these public statements. Until then, we must speak out against Antisemitism. As Elie Wiesel says “*We must always take sides. Neutrality helps the oppressor, never the victim. Silence encourages the tormentor, never the tormented. The opposite of love is not hate, it’s indifference.”*

Looking forward to your response.