

STEPHEN LAWRENCE

DAY 

2022 OVERVIEW



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FOREWORD FROM BARONESS LAWRENCE

Stephen Lawrence Day 2022 started with the launch at the House of Lords in the River Room overlooking the Thames. Stephen Lawrence Day Foundation managed light up the London Eye in the colour orange that has become recognisable. It was a great start to what continued to be an amazing celebratory time.

I am grateful to all of our partners who worked by bringing together, from the police cadets up and down the country The Prince's Trust, Fire Brigade cadets, Home Office and the lighting up of the Queen Anne building at Greenwich University with Stephen's face. (UK). The day is to bring together the core elements of the foundation, classroom, community and careers. Education is at the heart of what the foundation is about. On the day there was live assemblies in primary and secondary ambassadors' schools.

Many communities marked the day with football matches, exhibition. DE Montford University introduces libraries "take over" across the country connected with reading list for all ages and abilities.

As most people know, Stephen had ambition of becoming being an architect. It is gratifying to be working with Adidas to creating opportunities to access apprenticeship careers into working professionally with employers.

Also, partnering with Ralph Lauren, who launch a solidarity pin that is sold in their stores with all money going to the foundation in supporting our work.

Social media was key to getting our messages out on the foundation, without their support we would not achieve the degree of success we've had for 2022.

The growing awareness of the Stephen Lawrence Day is unprecedented with schools and community who wants to engage with Stephen's legacy



Baroness Doreen Lawrence of Clarendon OBE, Founder & Chair of the Stephen Lawrence Day Foundation



STEPHEN LAWRENCE DAY

The Stephen Lawrence Day Foundation, established amid unprecedented growing global awareness of racial inequality, exists to inspire a more equal, inclusive society, and to foster opportunities for marginalised young people in the UK.

The Foundation is the home of Stephen Lawrence's legacy and has education at its core, with a focus on three key areas: Classrooms, Community and Careers. The Foundation is developing programmes and activities that run 365 days a year, with the 22nd April as a focal point to recognise and celebrate the progress made.

This document summarises the activities organised by the Stephen Lawrence Day Foundation, our partners, supporters and community organisations, all in celebration of national Stephen Lawrence Day. Many of the images are linked, so please do click through to see further details on the events and activities.

If you would like more information on how you can support the Foundation or run an event for Stephen Lawrence Day 2023, please contact us on info@stephenlawrenceday.org



COMMUNITIES



COMMUNITIES OVERVIEW

In support of Stephen Lawrence Day, many community organisations and staff network groups nationwide held physical and virtual events to engage a broad audience of young people and communities in Stephen's story and his ongoing legacy.

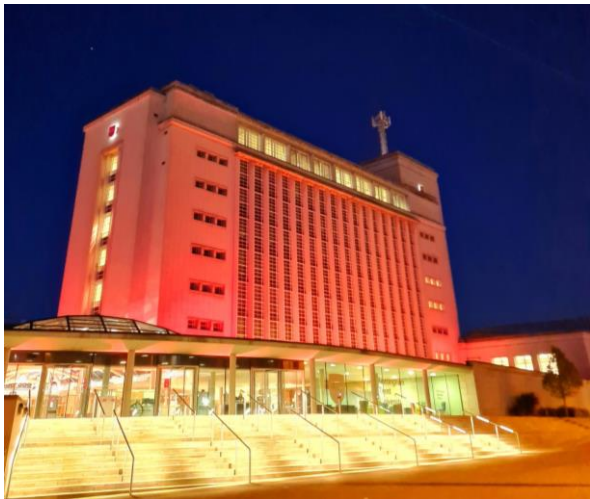
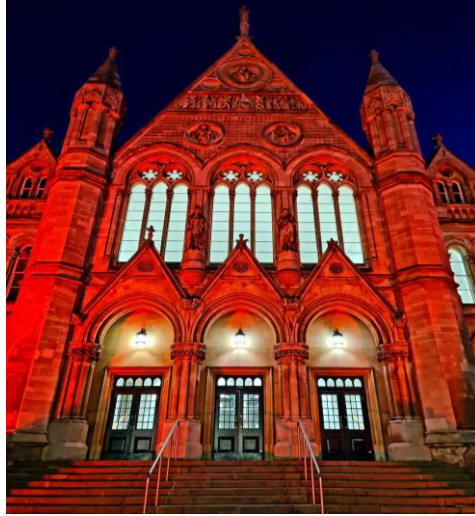
Landmarks nationwide, including the LastMinute.com London Eye, were lit orange as a visible reminder of the lasting impact of Stephen's legacy on London and Londoners, and as a beacon of hope for the future.

Brixton Village hosted 'A Legacy of Change' pop-up exhibition showcasing portraits, photographs and artwork inspired and influenced by Stephen's legacy. DeMontfort University and Libraries Connected created a [reading list](#) for all ages and abilities, available at local libraries nationwide. Kick Off @ 3 hosted a commemorative community football match, covered by national news outlets.

The National Black Police Association and the National Police Council held an event of remembrance, reflection & active learning, attended by senior leaders and community members and live streamed to 47 police forces across the UK.

The SLDF also provided micro-grants worth £2,500 to 5 community organisations to support their Stephen Lawrence Day commemorations, including a podcast recording, purchasing books for a school's Stephen Lawrence Day activities and community awards.

LIGHT UPS



A LEGACY OF CHANGE EXHIBITION, BRIXTON VILLAGE



**STEPHEN
LAWRENCE DAY
FOUNDATION** 

KICK OFF @ 3 COMMUNITY FOOTBALL MATCH



KICK-OFF@3 PRESENTS
STEPHEN LAWRENCE DAY = 22
#ALEGACYFORCHANGE

KICK-OFF@3 COMMUNITY FOOTBALL MATCH **KICK-OFF@3**
SATURDAY 23RD APRIL

ARCHBISHOP'S PARK | CARLISLE LANE | LONDON | SE1 7LE | 2PM - 4PM



STEPHEN LAWRENCE DAY
FOUNDATION =

TRIM OFF @ 3 COMMUNITY EVENT



TRIM OFF
@3
We Believe!

STEPHEN LAWRENCE DAY 

FRIDAY 22ND APRIL
EXTREME KUTZ IN PARTNERSHIP WITH KICK-OFF@3 WILL OFFER A FREE HAIRCUT TO ANY YOUNG PERSON UNDER 16 YEARS OLD WHO GIVES A POSITIVE PLEDGE IN MEMORY OF STEPHEN.

61 LATTIMORE ROAD, ST ALBANS, AL1 3XL



STEPHEN LAWRENCE DAY
FOUNDATION 



CLASSROOMS



CLASSROOMS OVERVIEW

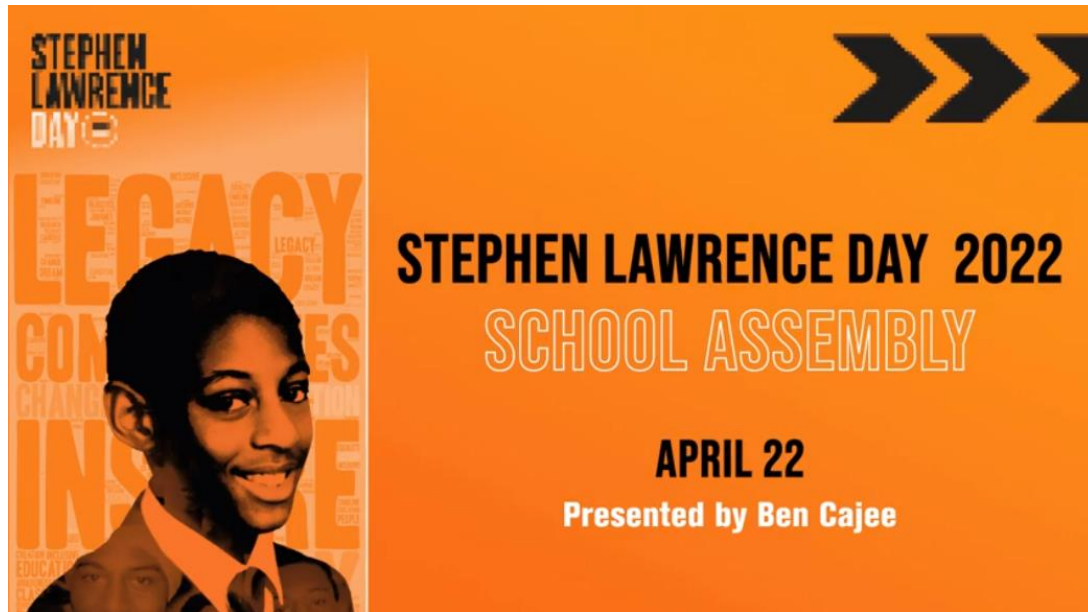
At the Stephen Lawrence Day Foundation, we believe education is key in helping our children to make a difference in society. To engage young people in classrooms nationwide in Stephen's story and further his legacy, the SLDF streamed 2 live assemblies for primary and secondary schools, hosted by CBBC presenter Ben Cajee. The assemblies featured a [recorded message](#) from Baroness Lawrence and the Stephen Lawrence Day Ambassadors from The Winstanley School.

Updated free to download [resources](#) were provided on the Foundation website for key stages 2 to 5 for teachers and Ambassador Schools across the country to plan their own lessons, assemblies and creative projects based around Stephen's story and the importance of kindness and friendship.


Live assemblies
attended by 197
classes across
89 schools &
organisations
nationwide


300+
downloads of
SLDF & Votes
for Schools
free resources
through April
and May

THE BIG ASSEMBLIES



RESOURCES

STEPHEN LAWRENCE DAY 

Be heard: What can we do? 

Want to get involved?
Check out the ideas below of how to mark Stephen Lawrence Day and help make a change. Which could you do?


Take part:
Click the link to sign up for the **live Stephen Lawrence Day assembly** at 9.30am on **Friday 22nd April**.

Get out & about:
Find out about more **events** taking place by visiting the Stephen Lawrence Day Foundation's **website**.

Give a little:
Raise money for the **Stephen Lawrence Day Foundation** so they can continue to support young people.

Get creative:
Write a **poem** or organise a **poster competition** to raise awareness. Click here for **examples**.

Spread the word:
Share **Stephen's story** and learn more about **#StephenLawrenceDay**.

 @Vote4orSchools2022

one Stephen: The Murder that Changed a Nation

Home Episodes Clips



The Macpherson Inquiry

Doreen, Neville and other interviewees, including Jack Straw and lawyer Imran Khan recall the Macpherson Inquiry, and its impact on British society.

24 April 2018
4 minutes

Stephen Lawrence Day Foundation
Ridge House, 122-124 City Road, London, EC1Y 2JX
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Charity Number 1187346

STEPHEN LAWRENCE DAY LESSON THEMES

Early Years and Key Stage 1

- Assembly themes:** The relationships that shape our world. Working together to make a better world. Changing the narrative of our world. Finding our place in the world. Building a better world.
- Themed lessons:** Examples include:
 - Me and my family:** Draw on parts of Stephen's story to involve children in exploring their own histories and families, including others from different families.
 - History and identity:** Use literature to focus on children's individual histories and identities, and to highlight how communities are changing in the UK, such as "Happy in our skin", or "No matter what" and others on the annotated reading list.
 - School activities:** Examples include: Making children's voices heard: Art / craft activity related to the theme of "we are all special", "live our best life" or other themes related to diversity and inclusion.
 - Parents, community and fundraising:** Examples include: Joining together for a community project which builds cohesion and shared dinner or BBQ.

Key Stage 2

- Assembly themes:** The relationships that shape our world. Working together to make a better world. Changing the narrative of our world. Finding our place in the world. Building a better world.
- Themed lessons:** Examples include:
 - Literacy:** Research and write a biography of someone who has inspired you to Live Your Best Life.
 - Class and individual reading:** "The Promised", "Life doesn't frighten me", "What is race?", "The Island" and other suggested titles in the annotated book list.
 - History:** Explore other people who have 'stood up for social justice and equal opportunities', including, for example, Nelson Mandela, Marie Curie and Emmeline Pankhurst.
 - School activities:** Examples include: **Leaders:** examine your school's culture and actions at every level in order to tackle racism, support diversity, inclusion and enable the success of every child. **Pupils:** Encourage pupils to lead assemblies on related topics and suggest ways to improve respect, diversity and inclusion in their schools.
 - Parents community and fundraising:** Examples include: Parents, staff and pupils could Run a mile for Stephen (to link with London Marathon). Fun Run for younger children. Raise money for a Charity of choice or the Stephen Lawrence Charitable Trust.

Stephen Lawrence



CAREERS



CAREERS OVERVIEW

Stephen's ambition was for a professional career as an architect. Because he never got to realise his dreams, our ambition is to create career opportunities for thousands of young people. We want underrepresented young people to be able to access, progress and succeed in whatever career they choose. Now more than ever organisations around the world want to implement effective diversity and inclusion recruitment strategies to create new careers and opportunities for young people.

Our aim in the Careers space for Stephen Lawrence Day was to bring together young people and a range of professionals, to inspire and connect. To facilitate this, the Stephen Lawrence Day Careers Event was held at the National Maritime Museum in Greenwich and streamed on YouTube live, with a panel of speakers discussing their journeys in creative, corporate and entrepreneurial careers, and providing advice and inspiration for young people.

The Prince's Trust and Home Office facilitated a career panel discussion at Guildhall featuring Home Office Second Permanent Secretary and Race Champion Tricia Hayes, Volunteer Police Cadets, London Fire Brigade Fire Cadets, The Prince's Trust Young Ambassadors and guests including City of London Police Commissioner Angela McLaren, Chair of the City of London Police Authority Board James Thomson and City Chief Superintendent Rob Atkin MBE.

CAREERS EVENT



STEPHEN LAWRENCE DAY 

CAREERS EVENT

FAST TRACK YOUR CAREER AMBITIONS
APRIL 22, 2022 // 5:00 PM
NATIONAL MARITIME MUSEUM
ROMNEY RD. LONDON SE10 9NF

FREE



STEPHEN
LAWRENCE DAY
FOUNDATION 

HOME OFFICE, VOLUNTEER CADETS & THE PRINCE'S TRUST





PARTNERSHIPS



PARTNERSHIPS OVERVIEW

Our ambition is to create meaningful relationships with our partners, offering a tailored approach to working together and delivering exciting programmes and projects that benefit individuals and communities. Partnerships are key to the success of Stephen Lawrence day and the Foundation, broadening our reach and supporting our growth. Stephen Lawrence Day 2022 saw the celebration of both new and existing partnerships.



RALPH
LAUREN



STEPHEN
LAWRENCE DAY
FOUNDATION 

LAUNCH EVENT

To celebrate the beginning of Stephen Lawrence Day 2022, Baroness Doreen Lawrence hosted a launch event at the House of Lords to give an overview of events and thank our partners for their ongoing support. The LastMinute.com London Eye was lit up orange during the evening to mark the start of our programme of events.



ADIDAS X TIKTOK

To celebrate the launch of the multi year partnership between the SLDF & adidas, committed to creating greater equity in sport and creative sectors through career, classroom and community initiatives, adidas hosted A Legacy of Change Evening at adidas Studio LDN in partnership with TikTok.

The event featured a panel discussion on Stephen's legacy hosted by Jourds with Ugo Monye, Anthony Yarde, Sayo & Kayne Kawasaki, streamed live on the Stephen Lawrence Day Foundation's TikTok channel, with a donation sticker encouraging donations from viewers.



THE STEPHEN LAWRENCE RESEARCH CENTRE @ DMU

The SLRC at De Montfort University is a key partner of the Foundation and has been for many years, working year round to engage communities nationwide in Stephen's legacy and Stephen Lawrence Day.

Through their relationship with Libraries Connected, a national reading list was created and all Leicester libraries showcased an interactive display of reading list titles celebrating diversity. Libraries across Leicester held a speech writing challenge, receiving 86 speeches from individuals and schools, culminating in a public speaking event on Stephen Lawrence Day.

The SLRC hosted a number of school and college visits ahead of SL Day to inspire students to think about how they could get involved, followed by Classroom Takeover sessions facilitated by DMU's Legacy in Action Fellows, that spoke to some of the common race and social justice issues that resonate with young people.



Pupils from Winstanley School and Countesthorpe Academy stand as Stephen Lawrence Day ambassadors (2022)



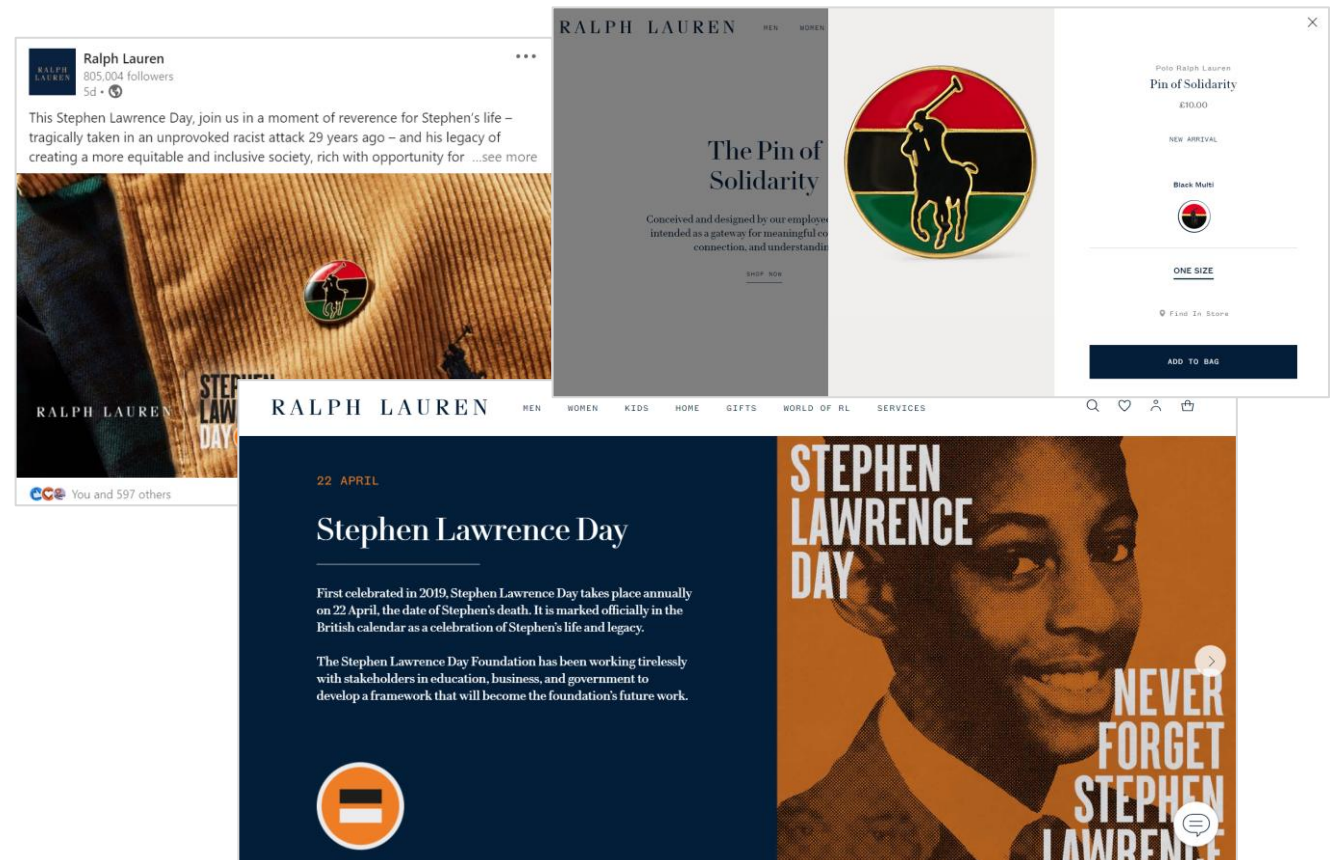
Pupils from Winstanley School and Countesthorpe Academy visit the SLRC to become new Stephen Lawrence Day ambassadors (2022)

RALPH LAUREN

Stephen Lawrence Day 2022 saw the launch of a new partnership with Ralph Lauren, dedicated to leveraging the power of our brands to create more pathways for equity, beginning with education.

Created by Ralph Lauren's Black Advisory Council employee resource group in the US, the Ralph Lauren Pin of Solidarity is a tangible, evergreen symbol of allyship and solidarity with Black communities.

100% of the profits from the sale of each pin will be contributed to the Stephen Lawrence Day Foundation to fund scholarship and bursary programs, creating and enhancing avenues of access for students and future graduates, helping to make their dreams a reality.

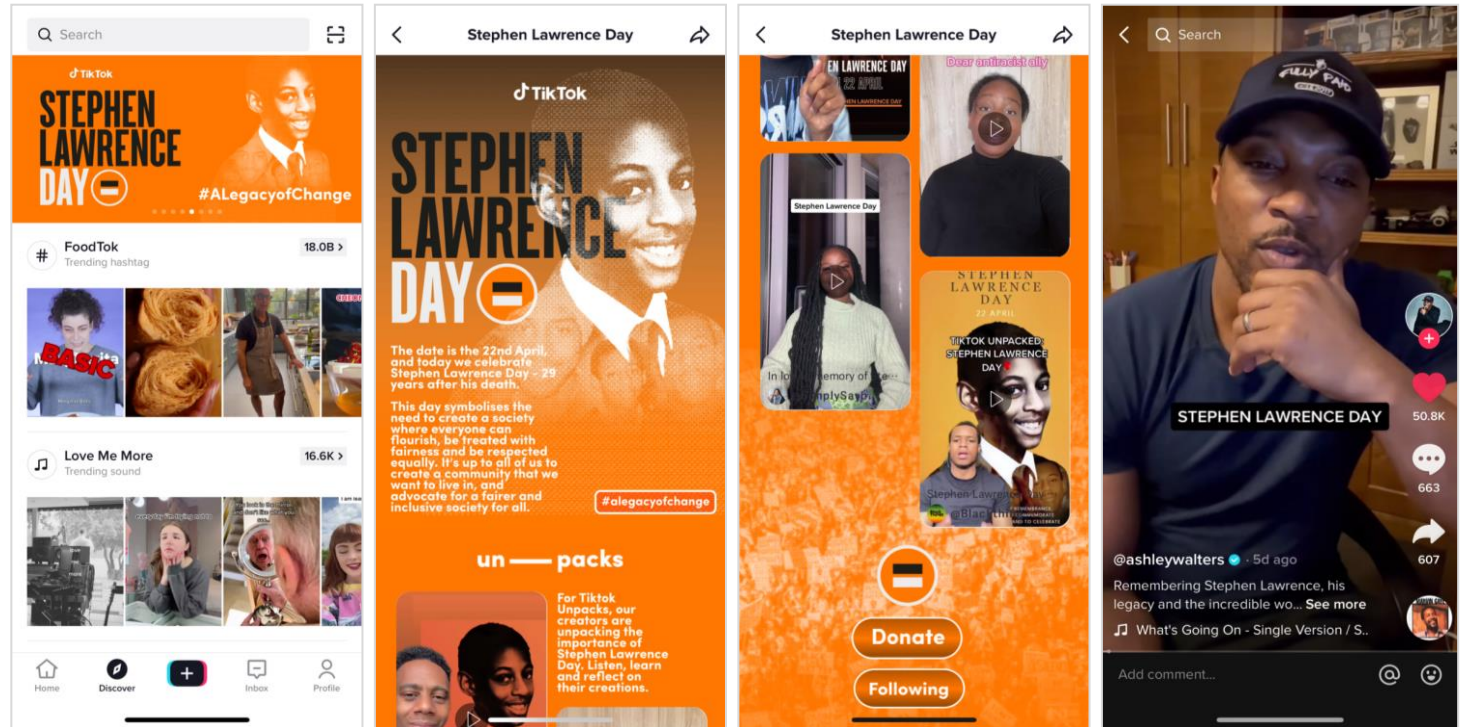


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TIKTOK

TikTok are the Foundation's sole media partner, and showcased content for Stephen Lawrence Day with a Discover page feature.

TikTok Unpacks, a video series that explores important topics, launched a special Stephen Lawrence Day edition featuring videos from creators and public figures on what Stephen Lawrence Day means to them.



**STEPHEN
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FOUNDATION



MEDIA COVERAGE



MEDIA COVERAGE OVERVIEW



The Stephen Lawrence Day Foundation were again supported by Organic & WPP for the national media campaign to raise awareness of the Stephen Lawrence Day Foundation and Stephen Lawrence Day. The campaign was a success, amplifying the Foundation video and soundbites on national channels, digital billboards and national radio. The Foundation received over £239k of donated national advertising space across print, broadcast, digital & OOH, and achieved 5+ million OOH impacts, 23% increase on targeted impressions.

PRESS

METRO

i

FINANCIAL TIMES

TimeOut

GLAMOUR



INDEPENDENT

INTERNATIONAL
THE NEWS

Evening  Standard

STEPHEN
LAWRENCE DAY
FOUNDATION 

SOCIAL MEDIA

Stephen's story resonates with a broad audience, and in support of Stephen Lawrence Day, a number of celebrities, public figures and organisations posted to show their support. Below are some of the top posts with the broadest audience, reaching millions of followers across Instagram, Facebook and TikTok.



**STEPHEN
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FOUNDATION** 

YOUNG PEOPLE'S MEDIA

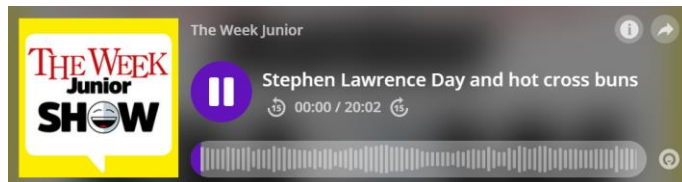
2022 was the first year Stephen Lawrence Day's media campaign included coverage aimed specifically at young people. Cocoa Magazines featured an illustration of Stephen on the April cover, as well as hosting a competition and film awards for young people to continue sharing Stephen's legacy with the next generations.

The Week Junior published an 'All About Stephen Lawrence' feature to share Stephen's story, and hosted a competition for young people and schools to champion Stephen Lawrence day at their school as ambassadors.



**STEPHEN
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FOUNDATION**

PODCASTS



**STEPHEN
LAWRENCE DAY
FOUNDATION** 

PARTNERS & SUPPORTERS

Aamer Anwar
adidas
Adobe
AFL Films
Amanda Lee Ajala, City of London
Aspire in Arts
BAFTA
Ben Cajee, CBBC / BBC
Blak Outside
BLM Scotland
BMB Agency
Brixton Village
CC Foundation
Churches Together Britain & Ireland
Cllr Graham Campbell
Cocoa Magazines
Community Union
David Chivers QC
DCF Foundation
De Montfort University
Department for Education

ER Mason Youth
Facebook Black @
Flag Up Jamaica Scotland
Freshfields
Fridays Coventry
Geoff Thompson MBE FRSA DL
Glasgow City Council
Goldman Sachs
Greenwich University
Hannah Mercer – adidas
Helen Searle
Home Office
Huey Hutch
Irish Football Association
Island Records
Jeffrey Boakye
Karen Blackett OBE – WPP
Kick Off @ 3
Know Mean Feat
Krystal Alliance
Lauren Crowley, Community Union

Libraries Connected
London School of Architecture
M&S
Martin Taylor
Melantha Chittenden
Merlin Midway
MGTY
Microsoft
Monique Campbell-Dixon
Nadia Foster
National Black Police Association
Nicky Trimble
Nil By Mouth
Organic
Paul Samuels
Princes Trust
Ralph Lauren
Resole CIC
RIBA
Romel Davies
Ropes & Gray

Royal Holloway University London
Royal Museums Greenwich
Sense Over Sectarianism
Show Racism the Red Card
Simon Frederick
Sir Geoff Palmer OBE
Sketch Note UK
SLRC
Sony Music
St Mathews Project
Stuart Lawrence
TfL RACE SNG
The Orchard
The Pythian Club
The Week Junior
TikTok
Volunteer Police Cadets
Warner Music
Withers & Rogers LLP
WPP
Youth Charter

