

# WHITE ALLIES MATTER

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## CONVERSATIONS ABOUT RACISM AND HOW TO EFFECT MEANINGFUL CHANGE

VANISH PARMAR AND ASEIA RAFIQUE



HOLDING IMAGE

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Rights Held: World

### Key Selling Points:

- Follows the success of antiracism books
- A personal and practical account of racism written from the perspective of two British Asian women

### Comparison Title:

*Why I'm No Longer Talking to White People about Race* by Reni Eddo-Lodge and *How to Be an Antiracist* by Ibram X. Kendi

Why do organizations and individuals in the UK and other countries still deny the realities of structural racism and unconscious bias? And when there is an acknowledgement of the problem, why are long-term solutions constantly avoided?

Drawing on their personal backgrounds, professional experience and extensive research, Vanisha Parmar and Aseia Rafique expose the hypocrisy around racism in our organizations and society at large. *White Allies Matter* is a passionate and practical guide for starting conversations about racism and setting the groundwork for meaningful change.

- Chapter 1 : The Switching Game – Our Secret Lives
- Chapter 2: The Blame Game
- Chapter 3: Institutional and Structural Racism – Just Say It!
- Chapter 4: Brown Feminism
- Chapter 5: The future – Transformational or Transactional?
- Chapter 6: Why Aren't Things Changing?

### Authors:

Vanisha Parmar is a passionate and committed change agent and an anti-racist advocate. She is a diversity specialist with 20 years' experience of working in large, complex organisations including the education sector and legal sector, not for profits, the third sector. She was recently named in the Women in Law's UK's top 100 future power list by founder and Barrister Sally Penni for her work in the legal profession and regularly speaks on diversity, bias and anti-racism in addition to other areas of equality.

Aseia Rafique is passionate about equality, equity, diversity and inclusion and in particular in the area of women's rights. She has extensive experience of working across all sectors to challenge sexism, racism, and stereotypes and misogyny against women. Having her own business has meant Aseia has been able to support, advocate and promote inclusivity across diverse business organisations, in the third sector, in education and in law.