



## THE POSSIBILITY PROJECT

### VIDEO TRANSCRIPT

Hi, my name is Dana, I am the owner and founder of Diversity Dana, and I'm making this video today to tell you a little bit about something called The Possibility Project.

#### **What's the story of The Possibility Project?**

Before I can tell you about the project itself, I need to tell you how this all came to be. It's a brilliant story. In the pandemic last year, I saw an ad on social media from an organisation called Black Thrive, inviting organisations to apply for funding to do projects, and I decided to throw my hat into the ring and apply. It was the first time I'd ever done something like this. Diversity Dana is not a social enterprise. Up until this point, we've been extremely corporate focused, so it was something completely new. And I thought to myself, "Well, look, I'll give it a go. It sounds great. At the very least, I'll get some feedback and I'll know how to do things better the next time." But shock of all shocks, they picked me, they chose my project. I'm so excited, I'm sure you can tell. Can't quite believe it. Now, I've been awarded a sum of money and it's time to do something with that and to make that project come to life.

#### **What is The Possibility Project?**

Black Thrive as an organisation, focuses on addressing inequities in mental health, health and wellbeing for Black people in Lambeth, but also across the globe. And so all of the projects submitted needed to have that type of angle. How were we going to make the lives of people with long-term health conditions and mental health conditions in Lambeth better through the use of our project. And I submitted something that was a little bit different maybe than some of the other submissions, and my idea was about showing people what is possible, hence The Possibility Project.

#### **What does the project aim to deliver?**

The Possibility Project is going to do three things. The first two are linked. We're going to be telling the stories of people with long-term conditions who've been able to forge amazing career for themselves, either in organisations or on their own building something from the ground up, and we'll be telling these stories in video, but also in print. But that's not enough, because we also need people in the community to be enabled, to provide support where it's needed and they can, but we also need people who want to take these steps forward in their career to know where to go and the kind of help that's available to them and what they can ask for and what resources are out there. And so the project will also be publishing a white paper, a research paper that collates and shares some of this information for both employers and employees or potential entrepreneurs themselves.



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### **Why the Possibility Project?**

Before Barack Obama became the president of the United States of America, yes, Black people would say to their children, “You could be president one day”. But somehow it didn't quite feel real, it didn't quite seem real. Now that it has happened, now that we have the template, we know that this thing is possible. It's possible, right? It's going to inspire generations of people. And so I thought to myself, what if we could tell some of the stories of people who do have long-term conditions, who were able to triumph and forge successful careers, focusing on the lessons that they learnt, what they needed to be able to achieve this, how they got employers, where applicable to support them, or maybe how they branched out on their own to build something for themselves. I'm really hoping that by collecting these stories and sharing them both in video and in print, I will be able to inspire people who are feeling held back at the moment by what's possible. But that's not enough, we also need to show them how to get the help and assistance that they need to be able to move forward.

### **And so ... What Next?**

So why am I telling you about this? Firstly, because it's cool and I'm excited. But secondly, because we need the people who we're going to be featuring in this project. So are you or do you know a Black person who either has a long-term health condition, disability, or mental health condition who has managed to work with their condition, overcome it, to have an amazing and fantastic career either within an organisation or that they built for themselves, who would be happy to share their story to be featured on video and in print in the book that we're producing with key learnings to be rolled up into that research paper.

If you know someone, or if you are someone, here is your invitation to please sign up. Can you email [hello@diversitydana.com](mailto:hello@diversitydana.com) to register your interest? We can tell you so much more about the program and answer any of the questions that you might have, but I'd also like to invite you to check out [www.diversitydana.com/blackthrive](http://www.diversitydana.com/blackthrive) to learn more about the project, get answers to your frequently asked questions, but also see two demo and sample videos that will let you know if you signed up to this project, exactly what you're in for.

### **Any last words?**

Okay. I know, I know, putting yourself out there and sharing your story can seem really, really daunting and uncomfortable, and I get that. I just want to be clear that I would never ask you to do something that I wouldn't do myself. So actually, if you go and check out the sample videos, I'm starring in one of them, that's the first thing. The second thing is that you don't have to disclose everything. You can share as much or as little as you like, it's more about the lessons that you learned that can help others than the actual intricacies of your medical condition or conditions themselves. So you are in the driver's seat at all times if you choose to participate. And finally, we already know from the videos that we filmed, that they're having a massive impact and bringing about change, and we'd love you to be part of that change as well.