

## **We all need each other to belong.**

We can all work to create belonging: for ourselves, for our families and for our neighbours.

We can share belonging by focusing on genuine inclusion and connection, making others welcome, and by challenging ourselves to connect through empathy and compassion. Through this, we can create respectful relationships that last.

## **10 Reasons to Share Belonging...**

1. *Belonging doesn't happen alone* - A group identity gives us a sense of identity, purpose, and validation. We can't create a group on our own. We must invite others 'in'.
2. *Mental health and wellbeing* - Creating and sharing belonging is an antidote to loneliness. Our research shows that the Neighbours Every Day campaign reduces loneliness and fosters mental health and wellbeing.
3. *Self-growth* – Sharing belonging requires individuals and communities to invite others in. It requires people to step out of their comfort zone, practise self-reflection, empathy, and compassion.
4. *Stronger, more resilient communities* – Diverse communities where people feel like they belong are more likely to work together to overcome obstacles and adapt to changes. They are more likely to have a range of skills and experiences that can help them respond to challenges and opportunities. They also feel comfortable calling on each other for help when needed.
5. *Inclusive and diverse communities* - Sharing a sense of belonging encourages diverse groups to come together and appreciate each other's unique perspectives. They break down barriers, creating an environment where people from all backgrounds feel valued.
6. *It makes life more interesting* – Diversity makes us more creative, innovative and inspired. Different experiences generate different ideas.
7. *Better decision-making and conflict resolution* – It's difficult to consider all the possibilities if you've never had the experience. People who have different life experiences to you often have different problems, opportunities, and solutions. In times of conflict, when diversity is respected, shared values and common humanity can be found.
8. *Inspire others* – Sharing belonging not only benefits individuals, and communities, but it also has a positive ripple effect on society. When groups see others stepping up to the challenge and transforming their behaviour, they feel inspired to do the same.
9. *Relationship Satisfaction* - The benefits of belonging extend beyond just to those who feel newly included. Having diverse relationships improves everyone's relationship satisfaction, mental health, and wellbeing.
10. *Enhance Generosity* - Sharing is an act of generosity that can bring joy and satisfaction to both the giver and the receiver – AND this includes sharing belonging!