

We all need each other to belong.

We can all work to create, share and grow 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 and nurture respectful relationships that flourish over time.

10 reasons to Create, Share & Grow 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' and nurture these connections over time.
2. *Mental health and wellbeing* - Creating, sharing and growing belonging is an antidote to loneliness. Our research shows that the Neighbours Every Day campaign reduces loneliness and fosters sustained mental health and wellbeing as connections deepen.
3. *Self-growth* - Sharing and growing belonging requires individuals and communities to continuously invite others in. It requires people to step out of their comfort zone, practise ongoing self-reflection, empathy, and compassion, leading to personal growth.
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. As these connections grow, communities develop a broader range of skills and experiences that can help them respond to challenges and opportunities. They also feel increasingly comfortable calling on each other for help when needed.
5. *Inclusive and diverse communities* - Sharing and growing a sense of belonging encourages diverse groups to come together, appreciate each other's unique perspectives, and develop deeper understanding over time. They break down barriers, creating an environment where people from all backgrounds feel valued and can thrive.
6. *It makes life more interesting* - Diversity makes us more creative, innovative and inspired. Different experiences generate different ideas, and as relationships grow, so does our exposure to new perspectives.
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. As relationships mature, conflict resolution improves as shared values and common humanity are discovered and strengthened.
8. *Inspire others* - Growing belonging not only benefits individuals and communities but also has an expanding positive ripple effect on society. When groups see others stepping up to the challenge and transforming their behaviour over time, they feel inspired to do the same.
9. *Relationship Satisfaction* - The benefits of belonging extend beyond just those who feel newly included. Having diverse relationships that grow and evolve improves everyone's relationship satisfaction, mental health, and wellbeing over the long term.
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! As these connections grow, so does the cycle of generosity, creating a positive feedback loop of community support.