



Stand Against Racism

An Overview

Stand Against Racism is a signature campaign of YWCA USA to build community among those who work for racial justice and to raise awareness about the negative impact of institutional and structural racism in our communities. This campaign is one part of our larger national strategy to fulfill our mission of eliminating racism. By inviting community organizations to partner with our local YWCA associations, we increase **Our Collective Impact**.

Stand Against Racism was developed so that each participating organization or community group can easily host a Stand.

Founded by YWCA Trenton and YWCA Princeton in 2007, **Stand Against Racism** quickly grew to have a national presence by 2010, when an additional 80 YWCA associations across the nation took a Stand. Over 2,000 organizations across 39 states joined in the **Stand Against Racism**. This phenomenal success attracted well over 250,000 participants and earned the endorsement of five U.S. Governors. The event has been widely featured by local ABC, NBC, CBS, and other networks.



The 2,000+ Participating Sites included United Ways, Chambers of Commerce, State Governments and other municipalities, universities and colleges, Fortune 500 companies and small businesses, houses of worship, schools, civic associations, nonprofit organizations, hospitals and others.

Cummins, Inc. in Lakewood, New York where over 5,700 took a Stand!

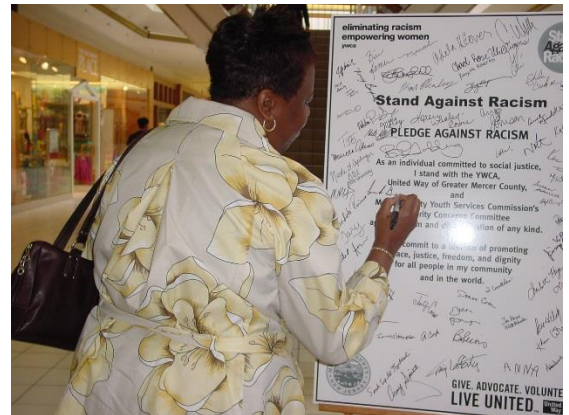
How to Take a Stand:

First, register on www.StandAgainstRacism.org as a YWCA or a Participating Site. Registration as a Participating Site will no longer be premised on the local association of the YWCA hosting a Stand. When community groups and organizations register as a Participating Site, they will be asked to make an optional donation of \$15 or more to Stand Against Racism.

Your **Stand Against Racism** can be any size and take place at any location. It also can be as public or private as you would like.

If you make a public Stand, it will be promoted on our map at www.StandAgainstRacism.org.

Upon registration, you will receive a toolkit of downloadable and customizable materials, including: templates, promotional materials, social media and press kits, and special resources on racial profiling. Other **Stand Against Racism** merchandise is available for purchase on the website.



The United Way of Mercer County, NJ hosted their Stand at a local shopping mall inviting patrons to sign the Pledge Against Racism printed on a poster board.



Left: Jefferson Middle School students in a YWCA of Jamestown, NY take a Stand Against Racism in their after-school program.

We want to support your Stand on social media, the YWCA Blog, and YWCA.org, so please send us any photos or information about your event. If you have questions or comments about your **Stand Against Racism**, contact standagainstracism@ywca.org.