

If Not Now, When?



A call to Action

The Case for Building a Racism-Free Community

We have arrived at a pivotal moment in our nation's history. A moment in which more people than ever before are willing to acknowledge, confront and challenge the systematic oppression of people of color. Race prejudice and racism are corrosive to people and to communities, denying the fullness of opportunity to people of color. In the aftermath of the murder of George Floyd, and other high-profile killings of people of color, millions of individuals around the nation and beyond have committed themselves and their communities to examining and overcoming racism. Racism continues to shape our lives and experiences, hurting every one of our communities.

We can, however, accelerate systemic change. We can create a more just society. We can build successive cohorts of change agents. We can equip change agents to understand and eliminate the root causes of racism in our institutions today. We can have broader community conversations that will affect change. We can collaborate regionally to change the trajectory. We can help change the culture.

Healing Racism Institute's mission is to build racism-free communities, organizations and institutions. Our signature Two-Day Healing Racism Session provides a safe environment to courageously learn about the impact of racism. Our process is engaging and transformative - enriching us all in our communities and in our workplaces. Our vision is a community where everyone has the tools, structure and support necessary to foster inclusivity, respect and resilience. We believe this will build a harmonious and vibrant region that provides equal opportunity for all.

Why Now?

We are at an important juncture as a critical mass builds to challenge the status quo. The demand for our services is growing dramatically. Our community wants to work together using Healing Racism's successful and data driven curriculum model, methods, and expert facilitators to create a future where racism and bigotry toward "the other" have no place. In launching the **Campaign to Build a Racism-Free Community**, we welcome those who are ready to meet the challenge. Through both financial support and program participation, we can address systemic racism with a systemic response.



HealingRacism
Institute

Building Racism-Free Communities

What We Have Accomplished So Far

In 2021 alone, even under COVID-19...

We strengthened our infrastructure:

- Officially becoming an independent 501(c)(3) non-profit
- Expanding the Board of Directors, significantly diversifying our leadership
- Hiring Vanessa Otero as our full-time Executive Director
- Adding a part-time Program Assistant to help manage operations
- Training and adding two local facilitators to expand our team
- Developing a full virtual curriculum and implementing our 5-Part Virtual Series
- Creating a digital, interactive history component for virtual series and in-person sessions
- Engaging the Public Health Institute to develop impact surveys for feedback on programming and continuous improvement

We continued to grow our programming:

- Welcoming 123 in-person participants
- Reaching 100 participants virtually
- Offering 8 in-person sessions and 10 sessions virtually
- Providing 15 scholarships to those with financial need
- Positioning ourselves to do more facilitator training
- Developing a Speaker Series, launching in 2022

We built collaborations & partnerships:

- Partnering with Springfield Public Schools, the City of Springfield, Westfield State University, UMASS Five College Credit Union
- Collaborating with the Pioneer Valley Planning Commission (PVPC) where 48 staff members participated in our Two-Day Seminar
- Becoming part of PVPC's broader community conversations toward creating an equitable economy
- Presenting to the Food Bank of Western MA, Big Y, MassHire Hampden County Workforce Board, and the Elms College Board of Trustees



Since our formation in 2012, over 1,000 people from western Massachusetts and throughout the state have participated in our signature Two-Day Healing Racism Session.

What Do We Still Need to Accomplish?

In 2022 and for a sustainable future:

- Become self-sustaining through fee-for-service from private, public and institutional partners
- Expand our team of skilled facilitators; we currently have two facilitators in training and we are poised to train six more
- Offer 20+ scholarships, so everyone who wants to has an opportunity to participate in our programs
- Increase staff capacity to strengthen partnerships by initiating or joining conversations that promote equity and anti-racism.
- Continue to be a community partner in initiatives designed to provide access and opportunities to historically marginalized groups. This outreach, coupled with our established program calendar, will ensure the expansion and reach of our message.
- Develop a Speaker Series to provide opportunities to learn from more individuals leading conversations around anti-racism.

Give

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The goal of the **Campaign to Build a Racism-Free Community** is to raise \$1 million in philanthropic and corporate support. The campaign is designed to provide the necessary resources to build organizational capacity and make the Healing Racism Institute self-sustaining by 2023. We project that as we continue to strengthen our infrastructure, our fee-for-service model, combined with moderate annual giving, will be sufficient to sustain our mission on an ongoing basis.

Campaign Giving Levels:

The following giving opportunities will help us build the infrastructure and capacity we need to truly be transformative. Please consider joining with other funders committed to taking a bold step forward in the quest to make racial equity a reality in our community. You can make gifts of cash or appreciated securities and you can pledge your gift over three years.

Champion	\$100,000+
Named Scholarship	\$50,000+
Sponsor	\$25,000+
Partner	\$10,000+
Supporter	\$5,000+
Donor	\$1,000+



All contributions to the Healing Racism Institute, a 501(c)(3) charitable organization, are tax-deductible to the fullest extent of the law.



Our Board Members



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Healing Racism Institute

