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## YWCA Metropolitan Chicago launches *Until Justice Just Is* campaign, underscoring longstanding commitment to eliminating racism

Compels organizations and individuals to combat systemic racism through membership in the Racial Justice League

Since the 1980s, YWCA Metropolitan Chicago's mission has been to eliminate racism and empower women and its work has been focused on ending systemic racism and addressing its effects through direct services and public policy advocacy. Through the formation of the Racial Justice League and launch of the "Until Justice Just Is" campaign, the YWCA is seizing the moment before us to build an actionable movement of individuals and organizations committed to moving us forward as a nation; past our unjust history and towards an equitable, inclusive, and just future.

The launch date for the campaign was intentionally set to coincide with Independence Day, as a reminder that the promises of the Declaration of Independence have yet to be fulfilled for "all the people" in our nation.

Racial Justice League members <u>pledge</u> to advance racial justice in their homes, places of work and communities. Members also support the work of the YWCA through philanthropic contributions and partnerships, and commit to specific, tangible actions with the help of resources and guidance provided by the YWCA.

Funds raised will support YWCA programs, services, and operations and will allow for the expansion of workforce development, and small business development initiatives that are key to reducing the wealth disparities that exist between Black and white families in the U.S.

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"Undoing 400 years of systemic oppression is a huge undertaking requiring cross-sector collaboration and individual action. Because of our holistic approach to challenges and inclusive mindset, YWCA is uniquely positioned to bring together Racial Justice League members and help bring about the kind of changes that will result in real impact," says Dorri McWhorter, Chief Executive Officer of YWCA Metropolitan Chicago.

The YWCA has received early commitments to the Racial Justice League from companies small and large, local and global, including Chicago Sun Times, CTS Impact, Horizon Therapeutics, iHeartMedia Chicago, Impact Shares, Mastercard, Peoples Gas, Shop4Ties, Steak 48, U.S. Bank, and VSA Partners.

*"Horizon Therapeutics is proud to be a Founding Member of the YWCA's Racial Justice League,"* stated Irina Konstantinovsky, Executive Vice President, Chief Human Resources Officer at Horizon Therapeutics. *"We are committed to leading by example and are excited to partner with the YWCA to make lasting change a reality."* 

Racial Justice League members will benefit from the opportunity to convene regularly to share challenges, ideas and best practices. They will also have access to expert support and guidance from the YWCA. Members can engage and support employees and customers through activation resources provided by the YWCA like a Learning Library and <u>Anti-Racism</u> <u>Discussion Guide.</u>

The Anti-Racism Discussion Guide has been embraced by The Chicago Community Trust who will recommend the guide be utilized as part of its annual *On the Table* forum, designed to bring people together to share ideas and explore ways to improve our region.

"We are proud supporters of the YWCA's Until Justice Just Is Campaign and the Discussion Guide which will help families and communities have the kind of crucial conversations about racism that are needed to advance our nation to a place where justice just is," said Daniel Ash, Associate Vice President of Community Impact.

The *Until Justice Just Is* campaign and website were designed by renowned branding and marketing firm and longtime YWCA collaborator VSA Partners, who also created the YWCA's previous *It Doesn't Work Without the W* campaign and *Respect* brand.

For more information, visit <u>www.UntilJusticeJustIs.org</u> or contact Molly Silverman at 773-612-7028 or <u>molly.silverman@ywcachicago.org</u>.

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## About YWCA Metropolitan Chicago

Founded in 1876, YWCA Metropolitan Chicago is a social enterprise committed to eliminating racism, empowering women, and promoting peace, justice, freedom and dignity for all. As a leading association among a national network of more than 200 YWCAs, YWCA Metropolitan Chicago impacts tens of thousands of women and families annually through comprehensive human services provided across the region. YWCA Metropolitan Chicago is a leading service provider in the areas of sexual violence support services, early childhood and child care provider services, family support services, youth STEM programming, and economic empowerment services. Our commitment to racial justice, equity, and inclusion runs through all of our programs. Located in the third-largest American city, YWCA Metropolitan Chicago serves as a national incubator for innovative programming, outreach and engagement strategies. Contributing to our diverse and balanced economy, YWCA Metropolitan Chicago is working at the individual and systems levels to create an inclusive marketplace where everyone thrives. The organization is also an active member of many national, state, county and city-level coalitions, representing the interests of and advocating for policies that combat racism and positively affect women and families. Learn more at www.ywcachicago.org or follow @ywcachicago.