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empowering women



**STAND
AGAINST
RACISM**

Your 2020 Stand Against Racism Toolkit

What is the Stand Against Racism toolkit?

YW Boston's **2020 Stand Against Racism** campaign spans the month of April and inspires individuals and workplaces to take action to eliminate racism in Boston.

There are many ways to take action with us. In this toolkit, you will find tips on how to:

- (1) Host your pledge board,
- (2) Lead a conversation,
- (3) Fundraise for Stand Against Racism, and
- (4) Share your commitment with others.



ywboston.org
@ywboston
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Participation Options



Host a Stand Against Racism pledge board

Host a pledge board (*now digital, in light of COVID-19*) to be filled in with messages from your team, colleagues, friends, or family on how each will commit to helping eliminate racism in 2020. Learn more on page 3.

Boston Mayor Marty Walsh makes a pledge to Stand Against Racism.

Convene a discussion around exclusive curated content

With your team, colleagues, friends, or family, host a conversation (*now digital, in light of COVID-19*) around a reading or piece of media selected by YW Boston's guest curators. Learn more on page 4.

YW Boston board members host a conversation with Boston MetroWest community members.



Also consider:

- 1. Participation in light of COVID-19. Learn more on page 5.**
2. Fundraising for Stand Against Racism. Learn more on page 6.
3. Sharing your Stand on social media, your blog, or in the press. Learn more on pages 7-8.

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**STAND
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Hosting your pledge board(s)



**YW Boston
will send
you your
own private
digital
pledge board**

Step 1: While we typically encourage participants to set up their board(s) in spots like their workplace's lobby or their apartment entryway, **in light of the coronavirus (COVID-19) we encourage you to host your pledge board(s) digitally. We will be providing all participants with their own private digital pledge boards so organizations can still safely engage with this campaign and build community while practicing social distancing.**

Step 2: **In light of the coronavirus (COVID-19), in-person pledge board pick-ups have been cancelled. We will provide all participants with their own online digital pledge boards. You may also choose to print out your own boards. See more information on page 5.**

Step 3: Set up your board(s) and make your commitment to Stand Against Racism. Encourage others to fill in their pledges. Sample pledges can be found on the left-hand side of the board, but we encourage everyone to take challenge themselves in choosing what they can commit to in 2020.

Step 4: Share a picture of your pledge or the board(s) on social media! Learn more on page 7.

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Hosting a discussion on curated content



**Select
curated
content
here:**

**[ywboston.
org/2020-stand-curators](https://ywboston.org/2020-stand-curators)**

Step 1: Think about your target audience. Who do you want to convene? Below are some examples:

- Your coworkers or your organization's Employee Resource Networks
- A group of friends or your family
- A community group or religious institution you are a part of

Step 2: Pick an article, book, video, etc. selected by our guest curators. Browse our curated content at **ywboston.org/2020-stand-curators**

Step 3: Choose the where and how you would like to lead the discussion. **In accordance to safety recommendations amidst the coronavirus (COVID-19), please consider hosting these conversations online. See page 5 for recommendations on platforms for doing this.**

Step 4: Guide your conversation using discussion questions. Include an action component. What will participants do after the conversation? Everyone has different levels of experience discussing race. See pages 10-14 to add further context to your conversation.

Step 5: Share a picture of your group, or a takeaway your group gained from the discussion, on social media! Learn more on page 7.

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Tips for participation amidst COVID-19

As organizations all over the country take precautions to ensure public safety amidst COVID-19 (Coronavirus), we are including a message regarding 2020 Stand Against Racism.

We know that the important conversations this campaign inspires cannot wait. However, YW Boston acknowledges concerns regarding the spread of coronavirus and we consider the safety of our community to be a top priority. **For this reason, YW Boston's Stand Against Racism campaign will be taking place online.** As organizations and communities practice social distancing and transition to remote work, the Stand Against Racism campaign presents an opportunity to practice online community building and combat isolation.

Pledge Boards:

- To ensure the safety of our staff and the broader community, pledge board pick-up times have been cancelled.
- We will be providing all participants with their own private digital pledge boards so organizations can still safely engage with this campaign and build community while practicing social distancing.
- If you wish to print out your own 30" x 36" board instead, please use [this high-resolution file](#).

Curated content discussions:

- If you are hosting a Stand Against Racism conversation, consider moving your discussion from in-person to online using platforms such as Slack, Microsoft Teams, WebEx, Zoom, Skype, etc. to gather a group of any size.

Additionally, consider exploring this resource about the ways [racism impacts public perception of coronavirus](#).

Please be sure to take any precautions you believe are necessary as you plan your 2020 Stand Against Racism. We value your continued support of YW Boston's mission to eliminate racism and empower women.

Please reach out to Coralys at cnegretti@ywboston.org with any questions.

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**STAND
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Fundraising for Stand Against Racism



Visit
[ywboston.org/
stand-fundraising](http://ywboston.org/stand-fundraising)
**to get
started
with your
fundraiser.**

If you are a Facebook user, consider supporting this campaign by beginning a fundraiser. Proceeds from your fundraiser will help keep our work sustainable and allow us to grow our campaign in 2021 and beyond. Setting up a Facebook fundraiser is quick and easy. Try it out!

Step 1: Get started on facebook at www.facebook.com/fund/ywboston/

Step 2: Set a monetary goal. (Those who meet there goal of \$150+ will be entered to win two tickets to our 2020 Academy of Women Achievers Luncheon on June 2.)

Step 3: Designate when your fundraiser will end. Since April is Stand Against Racism month, consider making it a month-long fundraiser, ending on April 30th.

Step 4: Create a title, write a description of why you are fundraising, and upload a photo for your campaign. Sample text and an image can be found at ywboston.org/stand-fundraising

Step 5: Share your fundraiser on your Facebook timeline and tag your friends.

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Sharing your STAND on social media

Help us spread awareness by tagging @ywboston and using the hashtags #BostonRacialEquity, #StandAgainstRacism, and #YWeStand on social media.

    Here are some example posts:

SHARE THAT YOU ARE PARTICIPATING

We are proud to be participating in #StandAgainstRacism w/ @YWBoston. This is #YWeStand for advancing #bostonracialequity! Learn more: [ywboston.org/stand-2020](https://www.ywboston.org/stand-2020)

Not sure what you can do to advance #bostonracialequity? Find @ywboston's #StandAgainstRacism toolkit to get started: <https://www.ywboston.org/stand-2020-toolkit>

Even though @ywboston's 2020 #StandAgainstRacism campaign is over, our work to advance #bostonracialequity continues. Learn about our diversity initiatives and #YWeStand: [link to appropriate webpage about your organization's work]

IF YOU ARE HOSTING A PLEDGE BOARD

[Post with a photo of your group's digital pledge board]

Check out what we have pledged to do advance #bostonracialequity, as a part of @ywboston's #StandAgainstRacism campaign! Thank you to all who participated! #YWeStand

IF YOU ARE HOSTING A CONVERSATION

This month, our [staff/residents/volunteers/etc] will be holding a conversation on race for YW Boston's Stand Against Racism campaign. To advance #bostonracialequity, we are discussing [Curator Name's]'s content choice, [Content Title]. #YWeStand Learn more: [ywboston.org/stand-2020](https://www.ywboston.org/stand-2020)

[Post a screenshot of your group's virtual chat]

Today, our [staff/residents/volunteers/etc] held a conversation on racial equity for YW Boston's #StandAgainstRacism campaign. We chose [Curator's Name] choice {Content Title} and learned about [topic]. We are excited to take this learning forward to advance #bostonracialequity

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Sharing your STAND beyond social media

In addition to using social media to promote your Stand Against Racism participation, there are a number of ways to get more people involved or to share the fact that you are participating.

BLOG

We encourage you to create a short blog post detailing you or your organization's participation in this campaign. This blog can explain your organization's commitment to the goal of advancing racial equity, share any similarly focused initiatives going on in your organization, and report out the pledge commitments of your community. In addition to posting it on your blog, you can:

- Include in any e-newsletters distributed by your organization.
- Send to the communications offices of any trade publications, national associations, community listservs, or similar networks with which your organization is affiliated.
- Share the blog post on social media. LinkedIn is particularly good for spreading the word about your organization's inclusion efforts. Include the #bostonracialequity or #YWeStand hashtags so YW Boston can find and share it.

PRESS RELEASE

You can find an editable press release at ywboston.org/STAND2020-Press-Release.

Update the template to include information about your organization and a quote from your executive. It is an opportunity to share with your audience what your organization is doing to ensure equity and inclusion internally and with your constituents. You can post this press release to the appropriate section of your website and send to your media contacts.

Questions about how to use these materials? Contact Coralys Negretti, YW Boston's Associate Director of Marketing and Communications, at cnegretti@ywboston.org.

Tips on hosting your conversation

To some, talking about race with colleagues, friends, or family can feel intimidating. Most people are taught from a young age that speaking about race with others is taboo. However, we can only make advancements in racial equity if we speak about the causes and results of racism in America. For this reason, we recommend the following practices for hosting your Stand Against Racism conversation:

1. Ensure, as a convener, that everyone knows the purpose of the conversation — to learn about topics of race and racism and to discuss this learning with others.
2. Consider working with your group to set community agreements at the beginning of the discussion. Think of these agreements as “How we would like to be together.” Some of YW Boston’s favorites include:
 - Take space, make space - Be aware of whether you’ve been speaking a lot in a meeting and step back, or if you haven’t spoken, step up.
 - Ask questions before judgement and allow space for new learning.
 - Speak your truth from the “I” perspective.
 - Lean into discomfort and support one another through difficult topics.
 - Acknowledge intent does not equal impact. Someone may be well-meaning and still say or do harmful things that impact others.
3. As the discussion leader, help the group stay committed to the approved community agreements. Feel comfortable asking quiet participants for their thoughts, or requesting that a group member speak from the “I” perspective.
4. End the conversation by expressing gratitude for everyone’s willingness to participate. Encourage the group to share a reflection or appreciation of their own.

Resources for hosting your conversation

Helpful Definitions

Race:

1. A social rather than biological construction.
2. A theoretical invention used to separate and rank human beings into biological categories
3. An umbrella term used to minimize ethnic variety and emphasize broader group identity markers most often rooted in appearance, skin tone, and ancestral homelands or origins.

Racism:

1. A form of racialized community violence (economic, political, cultural, and/or physical) that targets or has a disproportionate negative impact upon people of color.
2. When ones use of institutional or structural power is premised upon racial stereotype/ prejudice or when ones use of institutional/structural power creates, maintains, or reinforces policies and practices that further racial inequity.

Diversity: All the ways in which people differ, encompassing the different characteristics that make one individual or group different from another. A diversity focus emphasizes "how many of these" we have in the room, organization, etc.

Equality: To treat everyone exactly the same. An equality emphasis often ignores historical and structural factors that benefit some social groups/communities and harms other social groups/communities.

Equity: To treat everyone fairly. An equity emphasis seeks to render justice by deeply considering structural factors that benefit some social groups/communities and harms other social groups/communities.

Inclusion:

1. An intentional effort to transform the status quo by creating opportunity for those who have been historically marginalized.
2. An inclusion focus emphasizes outcomes of diversity rather than assuming that increasing the amount of explicit diversity of people automatically creates equity in access/opportunity, or an enhanced organizational climate.

Resources for hosting your conversation

Helpful Definitions, continued

Power: The ability to (1) name or define; (2) decide; (3) set the rules, standards, or policies; (4) change the rules, standard, or policies to serve your needs, wants, or desires; and (5) influence decisions makers to make choices in favor of your cause, issue, or concern.

Privilege:

1. The unearned social, political, economic, and psychological benefits of membership in a group that has institutional and structural power.
2. Living and existing in a world where standards and rules are premised upon your needs, wants, and desires.
3. To identify with or be identified as a member of a dominant social group (as opposed to a Minoritized group).

Implicit Bias: The attitudes or stereotypes that affect our understanding, actions, and decisions in an unconscious manner. These associations are learned through socialization and an internal favorability toward certain social groups is developed at a young age. Unmitigated implicit bias plus power reinforces racist behaviors.

Microaggressions:

1. Brief and commonplace daily verbal, behavioral, or environmental indignities, whether intentional or unintentional, which communicate hostile, derogatory, or negative slights and insults toward people who hold marginalized identities.
2. Due to their frequency, microaggressions have a cumulative (negative) impact on the psychological, emotional, and/or physical well-being of the recipients of these assaults.

Racial Justice:

1. A social justice orientation with a focus on dismantling the root causes of racism (institutional and structural policies and practices) rather than merely the symptoms of racism (racial bias, racial prejudice, racial stereotypes).
2. Requires a focus on and commitment to the communities most directly negatively impacted by racism.

Resources for hosting your conversation

At YW Boston, we use the **4 I's of -isms** to examine the ways in which biased thinking affects all aspects of our lives. These -isms include systems such as racism and other structures that privilege certain people over others. These systems manifest in all aspects of our society, which the 4 I's framework breaks down into four zones. They are:

1. **Ideological**, or the idea that certain identities are better than others. The ideological manifestations of -isms are what create the narratives that perpetuate biased beliefs.

Examples:

- The belief that people considered white are biologically superior
- The belief that all people earned their place in society through their work ethic

2. **Institutional**, or how the ideological narratives, including biases, are embedded in the systems and institutions that surround us, such as our laws, media, or organizational structure. Examples:

- The redlining practices that systemically denied housing access to Black individuals
- The racialized and gendered pay gap

3. **Interpersonal**, or how biased/discriminatory behaviors and attitudes manifest when people interact with one another. This explains the ways individuals feel permitted to act on their prejudices against those of less privilege. Examples:

- When people disproportionately ask people of color "where they are from"
- When people privilege the work contributions of white people over people of color

4. **Internalized**, or how individuals have come to believe the ideological biases of their society, and see themselves (consciously or unconsciously) as actors to uphold -isms.

Examples:

- When one believes that certain opportunities are available to them due to their race
- Feelings of pride or shame one has in relation to their racial identity

The 4 I's constantly intersect and inform one another. For instance, a culture's **ideologies** affect the systems people create and how people **interact** with one another. If someone inspects and unlearns their **internalized** views of race, they may begin to change the way they **interact** with others and work with people to create more equitable institutional practices. In turn, these **institutional** practices, over time, can change a society's **ideologies** and how individuals **interact** with one another.

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Plan to take your **STAND** learning forward

The work to Stand Against Racism does not end on April 30th. Take what you learned from committing to your own pledge, seeing others' pledges, or taking part in a conversation, forward. Use the 4 I's from the previous page and the following chart to map out how you will commit to your pledge in 2020 and beyond:

	Strengths: What am I doing /is my organization doing to promote racial equity? What am I proud of?	Aspirations: What would the institutions I am a part of look and feel like if they were more equitable? What markers would be in place to make sure we're on the right track?
Ideologically:		
Institutionally:		
Interpersonally:		
Inwardly/ Personally:		

My pledge to Stand Against Racism in 2020: _____

Three things I will do to reach this goal:

- 1.
- 2.
- 3.

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Learn more about YW Boston

**YW BOSTON
IS DEDICATED TO
ELIMINATING RACISM,
EMPOWERING WOMEN,
AND PROMOTING PEACE,
JUSTICE, FREEDOM,
AND DIGNITY FOR ALL.**

As the first YWCA in the nation, YW Boston is a thought leader on issues at the intersection of race and gender. We help individuals and institutions create more inclusive environments where women, people of color, and in particular women of color can succeed.

Our programs educate, amplify, and empower people across difference to create lasting change in the City of Boston and beyond. Through our Diversity, Equity & Inclusion services—**InclusionBoston** and **LeadBoston**—as well as our advocacy work and youth programming, we help individuals and organizations change policies, practices, attitudes, and behaviors with a goal of creating more inclusive and equitable environments.

As a result of our multifaceted approach, YW Boston aims to reduce systemic racial and gender disparities and improve social cohesion in Boston.

OUR PROGRAMS

Learn more at ywboston.org/programs

InclusionBoston

InclusionBoston advances diversity, equity, and inclusion by partnering with organizations looking for improved results. We partner with organizations to create an action plan and provide them with the resources needed to drive lasting change. Our customized, evidence-based approach builds internal capacity and promotes cultural change while supporting organizations throughout their journey. YW Boston also offers one-day workshops where participants explore frameworks, develop knowledge, and engage in dialogue.



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Learn more about YW Boston



LeadBoston

LeadBoston meets organizations' demand for more inclusive leadership by equipping mid-to-senior level professionals with the knowledge, skills, and network to propel their leadership, and their organization's success, forward. During this 10-month program, participants will explore and learn how to address barriers to inclusion through facilitated dialogue, expert speakers and peer learning. Through experiential activities, participants delve into the socioeconomic realities of Boston and explore innovative solutions to inequity.

F.Y.R.E. Initiative

YW Boston's program for girls grades 6th through 9th combines social justice education, positive identity development, and civic engagement. With our students, we develop self-esteem and self-advocacy skills, as well as collective power, to promote their social emotional learning. This 12 to 15-week curriculum culminates in a civics project to be presented at a youth conference.



Advocacy

The Advocacy Committee supports YW Boston's mission to eliminate racism and empower women by engaging elected officials, organizations and the public through legislative advocacy, coalition building, education and action. The committee develops and implements the organization's two-year advocacy agenda in order to rectify structural barriers to equity and opportunity for women, girls and people of color.

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