

If you believe
everyone has a
right to feel safe in
every neighborhood

If you believe
racism must not thrive
in this community

If you believe
you can be part of
positive change

Get involved with
Partners for a
Racism-Free Community

"I've finally realized that I don't have to think about race or anything connected to it to get along, yet people of color have to deal with it every day—even with something as simple as finding a band-aid the color of their skin."

"I realize that in spite of my Master's Degree, Professional status and income, I continue to experience the impact of racism because of my complexion. I thought my academic credentialing, upper middle class income, and community leadership could remove skin color as an issue in my life. I was wrong. Color still matters in America, and yes, it still matters in Grand Rapids."

"Participating in an Institute for Healing Racism changed my life. For the first time, I could see the role I had played in perpetuating racism. I wanted to change. After extensive prayer and family discussions, we decided to sell our home in an affluent neighborhood and move to the inner city."

**Partners for a
Racism-Free Community (PRFC)**

207 East Fulton Street
Grand Rapids, MI 49503-3210

tel/ 616.774.2321

fax 616.774.2883

www.prfc-gr.org
staff@prfc-gr.org

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EXPECT EQUALITY

What is PRFC?

Partners for a Racism-Free Community is a **movement** of committed citizens and organizations working to move Greater Grand Rapids from “that’s the way it is” to “racism-free” through personal commitments, institutional efforts, social advocacy, and persistent intolerance of racist attitudes, words and behaviors.

With a rich **history** of working together to advance the cause of racial justice, the PRFC promotes a color-rich presence in all sectors of the community. It builds on a decade of successful Summits on Racism, public forums, and promotion of racial justice. Core supporters are businesses, groups and individuals.

As a community **catalyst**, the partnership seeks to enhance dozens of initiatives already working to overcome the racial divide in the greater Grand Rapids area and to support their efforts to create a racism-free community.

As committed **people**, we aspire to achieve a standard of excellence in racial equality, choosing to become identified with others of a like mind in order to create the critical mass necessary for community transformation.

As a **coalition**, we encourage each other to expect equality, because no one can truly experience equality until everyone does.

What can you do?

Sign up

Go to www.prfc-gr.org to get involved.

Speak up

As a volunteer, become an advocate for Partners for a Racism-Free Community and help to spread the word.

Serve quietly

Work behind the scenes on a committee or team.

Contribute funds

Give a tax deductible gift. Just make your check payable to: *Grand Rapids Area Center for Ecumenism/ PRFC*

Volunteer

- Recruit new partners
- Support partner efforts
- Encourage us all to aspire to the standards for a racism-free community
- Champion continued progress
- Plan anti-racism activities
- Help with presentations and speaking engagements
- Advocate for change

Why was the PRFC established?

- To provide a community-driven, action-oriented model for dealing with, and eliminating, racism.
- To help each other aspire to the standards that have been established for a racism-free community.

Who is responsible for eliminating racism?

- We all are.
- We are also mutually responsible to empower each other to take action.

Who are partners?

- Individual citizens, businesses, organizations, congregations, and governmental units who commit to anti-racism efforts.
- Those who promote and participate in anti-racism activities.
- Those who publicly proclaim support for racism-free standards.

Do you really think we can eliminate racism in greater Grand Rapids?

- Yes we can! Social change research says when public will reaches a tipping point, racism will become unacceptable. Our social marketing campaign includes:
 - Public testimonies from people who can influence others
 - A compelling message that represents our values
 - Communications designed to set expectations for a racism-free community.

How will you know if it's working?

- When every person of every ethnic group feels safe—in every neighborhood, every store, every institution, every workplace—and feels valued in the presence of every other ethnic group.