

**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)**

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Thanks to Williams Group, Cynthia Kay and Company and Strategic Communications Group for in-kind communications support.

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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](http://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.