

A BETTER
WAKE
DISMANTLING SYSTEMIC RACISM

OUR CHARGE & COMMITTMENT

OUR CHARGE & COMMITMENT

We acknowledge there is a high quality of life in the region for many, but for those who have been historically underserved, underrepresented and marginalized, there is a different reality altogether.

That reality is rooted in systemic racism. It has permeated the justice system, created monumental education, health and wealth disparities between black and brown and white Americans, and resulted in discriminatory practices. This moment is the culmination of such injustice.

The background features stylized human figures in shades of orange and brown. One figure is a darker brown on the left, and another is a lighter orange in the center, both with their arms raised. The text 'OUR VISION' is centered over the lighter figure.

OUR VISION

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OUR VISION

Our vision for impact is by addressing systemic racism in the 4 following areas:

- Education
- Economic Mobility / Inclusive Prosperity
- Health Equity
- Criminal Justice Reform

OUR ASK

OUR ASK

Commit

Share

Endorse

**Advance
Auto Parts** 

OUR ASK

W A L K W E S T

 **pendo**

IBM

APCO
worldwide®

 the
diversity
movement

 **Highwoods**®
P R O P E R T I E S

 **TRADEMARK**
P R O P E R T I E S


*Capitol Broadcasting
Company, Inc.*

OUR WEBSITE

OUR
WEBSITE

www.abetterwake.com

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OUR STATEMENT

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We acknowledge there is high quality of life in the region for many, but for those who have been historically under-served, underrepresented and marginalized, there is a different reality altogether. That reality is rooted in **systemic racism**. It has permeated the justice system, created monumental education, health and wealth disparities between black and white Americans and normalized discriminatory practices in many industries. This moment is the culmination of such injustices.

— A BETTER WAKE

DISMANTLING SYSTEMIC RACISM

— TAKE ACTION

OUR COLLECTIVE COMMITMENT

“

We commit to building a better Wake. We will not shy away from our history, and will call out realities, even the ones that cause discomfort. We will invest in understanding the issues facing our community and commit to taking steps to tangibly fix them.



Source: John Warlick Media

Our Charge:

As a Company and Organization, We Commit to...

Our Charge:

As a Community Member I Commit to...

RESOURCES FOR EXPLORING SYSTEMIC RACISM

Systemic Racism: (noun) A form of racism that is embedded as normal practice within society or an organization. It can lead to such issues as discrimination in criminal justice, employment, housing, health care, political power, and education, among other issues.

Image Source: Peyton Siskles





OUR TOOLKIT

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OUR TOOLKIT

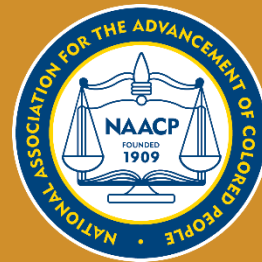
- A Better Wake One-Pager
- Sample Press Release
- Email Template
- Website / Social Media Tiles

The background features stylized human figures in various shades of yellow and orange. One figure is prominent in the center, with its head and shoulders visible. Another figure is partially visible on the left, and a third is on the right. The overall aesthetic is clean and modern.

OUR LEAD PARTNERS

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OUR LEAD PARTNERS



TRIANGLE DIVERSITY
EQUITY & INCLUSIVITY
ALLIANCE

A BETTER
WAKE
DISMANTLING SYSTEMIC RACISM