January 2021

Dear Friends of YWCA-GCR,

YWCA of the Greater Capital Region, Inc. proudly invites you, along with your friends, family, and colleagues, to join us in taking a Stand Against Racism on Saturday, May 1, 2021 along the Mohawk-Hudson Bike Trail from 10:00 AM to 2:00 PM for our first-ever RIDE AGAINST RACISM. Ride Against Racism (RaR) will unite our community in a bold demonstration of solidarity that delivers a clear message: We Are On A Mission To Eliminate Racism. This all-abilities event will include a call to action for individuals to create change through action in their own lives and their communities.

Our inaugural RIDE AGAINST RACISM is a part of YWCA USA’s signature campaign STAND AGAINST RACISM, held at over 200 sites annually across the nation. YWCA’s commitment to racial justice and civil rights runs deep. We are committed to ensuring that everyone is afforded equal protection under the law, and our intersectional mission to eliminate racism and empower women demands that we show up to advocate against the oppression that many groups and individuals endure, including through recognizing the interconnected experiences of discrimination and disadvantage that women face from their overlapping identities. Too often, stereotypes, biases, and racial power dynamics are embedded in our laws and public policies that lead to criminalization and harming or death of people of color.

At YWCA, we demand a world of equity and human decency. We envision a world of opportunity. We commit ourselves to the work of racial justice. We will get up and continue to do the work until injustice is rooted out, until institutions are transformed, until the world sees women, girls, and people of color the way we do: Equal. Powerful. Unstoppable.

While a bike ride alone cannot end racism, it CAN and WILL provide an opportunity for our community to come together in solidarity, move our bodies, enjoy springtime, and show our united support for making a difference in the Capital Region.

This is a self-coordinated bike ride with no starting or finish line, chip-timing, or firm start and end times. You will also have the option to participate virtually if you prefer. YWCA-GCR will staff three check-in sites along the bike trail during the listed times for you to receive your swag bag, say hello, get food or water, and ride on! Rain Date: Sunday, May 2, 2021. The registration link will be sent out in early March and we ask for your sponsorship commitment by Friday, February 12, 2021. Questions? Contact Jamie Crouse at jamiec@ywca-gcr.org

Attached you will find a variety of sponsorship levels for this exciting new event.

Come and RIDE AGAINST RACISM with us – together we can build stronger communities and create systemic change to eliminate racism.

In solidarity,

Starletta Smith
Executive Director

Jamie J. Crouse
Director of Development & Marketing

YWCA IS ON A MISSION