



Races for Peace Strategic Plan 2016-2020

Approved by majority vote of the board of directors, February 28, 2016

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| <p>Our Vision</p> | <p>We envision a country where all people embrace the responsibility of treating each other with respect and where difference is acknowledged, celebrated, and accepted as a catalyst for peace.</p> |
| <p>Our Mission</p> | <p>Races for Peace promotes the conscious choice to act in peace, acknowledge the connectedness of all people, and value all human life equally regardless of differences.</p> |
| <p>Who We Serve</p> | <p>Races for Peace serves local communities across the country through our race events, educational programs, and charitable giving.</p> |
| <p>Our Programs and Services</p> | <p>Races for Peace accomplishes its mission in three ways:</p> <ul style="list-style-type: none"> ● Civic engagement through community race events ● Educational programming for local residents ● Charitable giving to nonprofits that promote peace in accordance with the Races for Peace mission |
| <p>Our Goals 2016-2020</p> | <ol style="list-style-type: none"> 1. Strengthen and unify communities through race events across the country. 2. Increase awareness of the benefits of choosing peace and the value of diversity. 3. Provide strategies for promoting peace through self-awareness, effective communication skills, positive life choices, and conflict resolution. 4. Build bridges between local law enforcement and communities to increase partnership, cooperation, and mutual respect. 5. Raise funds for Races for Peace programs, local charities engaged in promoting peace in accordance with the Races for Peace mission, and organizational operations. |

Background and Context

Both Races for Peace’s strategic planning committee and board of directors developed this strategic plan with the understanding that the organization would play a central role in helping to heal communities. Recent news headlines describing unthinkable acts of violence including mass shootings, racist hate crimes, and police officers both killing and being killed sparked the formation of Races for Peace as a nonprofit organization dedicated to promoting peace. Such occurrences have created tensions within communities, resulted in costly property damage from protests and riots, and have diminished the public trust in established means of seeking justice.

It is in this setting that Races for Peace is putting forth its initial five year strategic plan for 2016-2020. Through its community building race events, educational programs, and charitable giving, Races for Peace hopes to create bridges of understanding between different racial groups, rebuild trust between law enforcement and the public, and provide resources and education on the prevention of violence, making positive life choices, and the conscious choice for peace.



Races for Peace's organizational competencies are:

- ***Provide timely and relevant educational resources*** - Races for Peace's educational offerings cover topics related to promoting peace, effective communication, positive life choices, conflict resolution, and appreciation for diversity.
- ***Build the capacity of communities for civic engagement*** - Races for Peace builds the capacity of communities to help foster conditions for unity and to develop an appreciation for diversity among their citizens by providing them with race events, educational programs, and opportunities to raise funds for nonprofits that directly serve their localities.
- ***Promote trust and understanding between law enforcement and citizens*** - Races for Peace enables citizens to engage in meaningful interactions with local law enforcement officials to promote open lines of communication and mutual respect.
- ***Support local nonprofit charities that promote peace*** - Races for Peace raises funds that are donated in the same communities where we host race events to help support local charities that provide direct services in keeping with our mission of peace.

Our Goals: 2016-2020

Goal 1: Strengthen and unify communities through race events across the country.

People across the country have been affected by violence and hate either tangentially through shocking news headlines or directly through torn communities. These events have increased doubt, mistrust, fear, and instability in towns and cities throughout the U.S. Races for Peace plans to encourage healing and community bonding through our race events that are designed for all members of a locality to come together to accomplish personal and/or team goals while building a sense of community at the same time.

Strategies:

- a) Host a minimum of two race events in each of the following U.S. Regions: Northeast, Southeast, Midwest, Southwest, West.
- b) Expand the reach of the Races for Peace mission by providing a variety of race options to reach a wider population of participants (e.g. run/walk races, boating races, biking races, etc.).
- c) Encourage participation of Races for Peace teams in race events hosted by other organizations.



Goal 2: Increase awareness of the benefits of choosing peace and the value of diversity.

In a time when the news headlines regularly describe horrific acts of violence and racism, a call for peace and reminders of the benefits of diversity are both warranted and necessary for community stability. Races for Peace calls attention to the fact that peace is a choice everyone can make and can exist in spite of differences.

Strategies:

- a) Enhance the public dialogue on the conscious choice for peace and the value of diversity through educational programs.
- b) Utilize a variety of social media platforms to facilitate awareness of peace and the value of diversity.
- c) Provide opportunities for local organizations to conduct community outreach and distribute information related to peace at Races for Peace race events.

Goal 3: Provide strategies for promoting peace through self-awareness, effective communication skills, positive life choices, and conflict resolution.

Races for Peace is committed to helping people affirm, define, and/or decide on their role in promoting peace. For many people, choice and change are not always easy and the move from awareness to implementation often requires guidance, tools, and strategies to optimize success. Races for Peace is ready to meet the needs of those interested in putting their commitment to choosing peace into action.

Strategies:

- a) Offer guest lecture presentations and/or workshops at Races for Peace race events and fundraising activities on topics related to the Races for Peace mission, vision, and goals.
- b) Provide practical information, guidance, and resources to the public through the Races for Peace website and at race events and fundraising activities.

Goal 4: Build bridges between local law enforcement and communities to increase partnership, cooperation, and mutual respect.

Communities across the country have a great deal to gain by sharing information and working together with local law enforcement agencies. Building trust, gaining mutual respect, and enhancing understanding of roles and responsibilities supports cooperation and community stability.

Strategies:

- a) Facilitate opportunities for communication between local law enforcement and the public at all Races for Peace events.
- b) Recognize and award law enforcement organizations with established programs specifically designed and proven to enhance public trust and promote community relations.



Goal 5: Raise funds for Races for Peace programs, local charities engaged in promoting peace in accordance with the Races for Peace mission, and organizational operations.

Nonprofits that provide direct services to foster peace in their communities deserve to be supported. Races for Peace will undergo a formal search and selection process for each nonprofit we plan to distribute funds to in order to ensure the contributions of our supporters will go toward programs in full alignment with our mission.

Strategies:

- a) Identify local nonprofit organizations that promote peace and that may be considered for a charitable donation in each local community where an Races for Peace event is held.
- b) Expand fundraising programs to provide a variety of funding sources.
- c) Build a network of financial sponsors and supporters for the Races for Peace organization, race events, educational programs, and charitable giving.

About Races for Peace's Strategic Planning Process

Races for Peace's 2016-2020 strategic planning process began in June 2015 and included committee meetings and opportunities for board input and approval. The process was intentional and shaped by information and ideas from a variety of sources including news headlines, social media commentary, discussions with community members and law enforcement officials, and consultations with subject matter experts.

Strategic Planning Committee Members

Leigh Giles-Brown, Chair, President

Races for Peace

Alanna McCargo, Vice President

Races for Peace

Kellie Jones, Treasurer

Races for Peace

Gina Danialinia, Secretary

Races for Peace