

Eliminate Racism 815 Values

Vision: *Rockford is a community where everyone feels respected, valued and has control of their own destiny.*

Mission: *To eliminate individual and systemic racism and injustice in Rockford and the surrounding area.*

***These values serve as the standard of conduct
for all activities of Eliminate Racism 815.***

- **Respect** – At all times, we uphold the dignity of every person by interacting with them with courtesy, kindness, and unconditional, positive regard.
- **Belonging** – We believe that a feeling of belonging by every individual engaged in the work of Eliminate Racism 815 is essential to our success in achieving our goals and fulfillment of our mission.
- **Unity** – We believe that creating positive relationships with individuals and organizations is a fundamental necessity for the success of our efforts to create the kind of a community where every citizen wants to live.
- **Diversity** – We believe that a commitment to, respect for, and the involvement of people with diverse thoughts, beliefs, and views is essential as the foundation for success in our work.
- **Integrity** – We are committed to the highest standard of ethical conduct. This includes honesty, sincerity, fairness, equity, staying true to what we believe, and pursuing only activities that contribute to our vision and mission.
- **Service** – Our standard of service is to promote in our interactions with others, their dignity, well-being, and welfare.
- **Excellence** – In all activities of our organization we rely on research based, best practices to assist us in achieving our goals.