



OUR COMMITMENT TO SELF AND SOCIETY

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STEERING COMMITTEE:

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Dear Business Owner/Manager:

Our Commitment to Self and Society is a community-wide alliance of businesses, institutions, organizations and individuals who are joining together to make Fort Collins truly a “Choice City” for all.

The participation of you and your business is crucial to the success of this initiative! With your help, we intend to bring Fort Collins residents out of their “siloes,” get to know each other in all our diversity, and ensure that everyone knows they are welcome everywhere they go in our community.

Our Commitment began in the spring of 2021, following a difficult year of loss and unrest. It was the vision of Rev. David Williams to bring the people of Fort Collins together to heal as a community, and to move Fort Collins closer to being that “Choice City” for all.

We have since been joined by many leaders and organizations. Please see our website for a current list.

What we are proposing is that people go beyond supportive words, to actual commitments of action to make real change in our city. Our plan is to encourage everyone to make such commitments, and then to celebrate all who are actualizing those commitments!

Commitments of businesses might include any or all of the following:

- Creating a more equitable work environment for all
- Creating a more welcoming environment for customers/clients
- Mentoring employees or others from minoritized communities
- Other ideas that work especially well for your business
- Sharing with other businesses your successes in these efforts

Please join us, by completing the attached form and returning it to us, and then letting us know when your goals have been achieved, so your successes, which are successes of the community, can be publicly celebrated!

More information is available on our website. Please do not hesitate to contact any of us with any questions, or ideas that will help us further this work for a more equitable Fort Collins.

Sincerely,

THE STEERING COMMITTEE:
REV. DAVID WILLIAMS
NINA RUBIN
RABBI HILLEL KATZIR