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For Immediate Release

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**Rockwell Automation Awards \$125,000 to YWCA Southeast Wisconsin
to Support Racial Justice Work
Award builds on a decade-long commitment by Rockwell Automation**

MILWAUKEE, Wis., May 26, 2021 – YWCA Southeast Wisconsin (SEW) today announced that Rockwell Automation has awarded it \$125,000 to support the organization’s racial justice work, including a philanthropic grant of \$100,000 and \$25,000 in sponsorship for YWCA SEW’s 2021 signature mission events – Circle of Women (June 9th) and An Evening to Promote Racial Justice (December 2021 TBA).

Rockwell Automation’s support builds on the company’s long-standing commitment to YWCA SEW’s mission to eliminate racism and empower women. The company has been a YWCA SEW stakeholder for more than a decade and a leader in investing in YWCA SEW’s racial justice work from its earliest days, including support for YWCA SEW’s renowned community course, Unlearning Racism: Tools for Action® (URTF), and its annual racial justice program capstone event, An Evening to Promote Racial Justice.

“This programming has inspired and reinforced important conversations among our own Rockwell employees, shedding light on the action and accountability that needs to take place to create an environment where Black, Latinx, Indigenous and all people of color can thrive,” said Patricia Contreras, Rockwell Automation vice president of public affairs. “There is no more meaningful investment we can make than holding ourselves accountable for creating a more equitable world.”

In the past year, demand for YWCA SEW’s racial justice services – from community-facing offerings to coaching/consulting with businesses, educational organizations and sister nonprofits – has grown exponentially. Increased, mission-focused investment makes YWCA SEW’s continued work possible. Ginny Finn, YWCA SEW President and CEO observed, “We are not new to racial justice work, but the community recognition of its value and its complex nuances has a new context because of the events of 2020. Investments on the scale of Rockwell Automation’s are not only deeply appreciated, they are essential if we are going to promote genuine transformation of our region.”

Rockwell Automation’s support contributes to YWCA SEW’s current efforts to expand and transform of YWCA SEW’s racial justice work, which includes particular focus on the intersection of racism and sexism. That expansion has included increased community offerings and consulting, and the design and development of its future services and activities, which is incorporating a recently completed independent assessment of the impact of its racial justice work this past decade.

Noted Lindsey Davis, YWCA SEW Board Chair and partner, Quarles and Brady, “Rockwell has ‘been there’ for the Greater Milwaukee community for more than a century – in good times and bad. We applaud Rockwell’s commitment to eliminating systemic racism, oppression, and injustice – starting in our own backyard.”

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About YWCA Southeast Wisconsin

As part of a national network of 200+ affiliates with a bold mission to eliminate racism and empower women, YWCA SEW's work serves 10,000+ individuals annually, equipping and challenging our community to commit itself to peace, justice, freedom and dignity for all. Through its distinctive and interconnected lens focused on economic empowerment, racial justice and health/safety for women and their families, YWCA SEW is committed to building a thriving, inclusive, and just Southeast Wisconsin defined by racial and gender equity as the foundation for healthy communities. Visit www.ywcasew.org

About Rockwell Automation

[Rockwell Automation, Inc.](http://www.rockwellautomation.com) (NYSE: ROK), is a global leader in industrial automation and digital transformation. We connect the imaginations of people with the potential of technology to expand what is humanly possible, making the world more productive and more sustainable. Headquartered in Milwaukee, Wisconsin, Rockwell Automation employs approximately 24,000 problem solvers dedicated to our customers in more than 100 countries. To learn more about how we are bringing the Connected Enterprise to life across industrial enterprises, visit www.rockwellautomation.com.

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