

YWCA IS ON A MISSION

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For Immediate Release

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YWCA Southeast Wisconsin Receives Rockwell Automation Grant to Strengthen its Renowned Racial Justice Work

MILWAUKEE, Wis., July 23, 2020 – YWCA Southeast Wisconsin (SEW) has received a grant from Rockwell Automation to strengthen the work of its prominent racial justice program, one of three pillars supporting the organization’s mission. With a grant of \$25,000, Rockwell Automation has notably increased its long-standing support of YWCA SEW’s mission to eliminate racism and empower women. This support reflects a vote of confidence in YWCA SEW’s racial justice expertise and Rockwell Automation’s intention to assure such work is strengthened at this pivotal time in our communities.

"We remain committed to racial justice - and specifically partnering with the YWCA Southeast Wisconsin, investing in their programming on the topic. At Rockwell, we are passionate about strengthening the communities where we live and work. We must help close the opportunity gap and remove barriers to empower innovators and makers of the future. This is a business imperative. To date, nearly two dozen of our employees have completed the Unlearning Racism: Tools for Action© course - many have described it as transformational," states Patricia Contreras, Vice President of Public Affairs at Rockwell Automation. She noted, YWCA SEW’s overall racial justice programming continues to educate and shed light on the advocacy and action that needs to take place to achieve meaningful change and create an environment where Black, Latinx, Indigenous and all people of color can thrive. "

Rockwell Automation’s \$25,000 grant marks increased investment in the work of YWCA SEW and builds on its past decade of support and partnership, which has included philanthropic grants as well as sponsorship of YWCA SEW’s signature events, “An Evening to Promote Racial Justice” and “Circle of Women.” In addition, Rockwell Automation’s Professional Women’s Council has supported YWCA SEW’s mission through employee volunteerism and fundraising.

Ginny Finn, President and Chief Executive Officer, YWCA SEW observed, “Rockwell Automation’s commitment to our racial justice programming, events and mission overall is extraordinary and, given the opportunities we now have to more expansively promote equity and justice, could not be more needed or appreciated. The demand for our work has increased geometrically and this support will be part of helping us meet that need.”

YWCA SEW has been a leader in the racial justice sphere for nearly two decades with a bold mission of “eliminating racism, empowering women and promoting peace, justice, freedom and dignity for all.” Sixteen years ago, it launched “An Evening to Promote Racial Justice,” an annual program focused on candid assessment of racism and its impact on many parts of our culture. In 2007, it debuted its popular course, Unlearning Racism: Tools for Action©, which is now offered virtually as is its “Conversations on Race” series. YWCA SEW provides myriad additional racial justice services and programs, including customized training, education and consultation to small and large organizations across Southeast Wisconsin, primarily in Milwaukee and Racine counties. For further information, including custom sessions, [please visit our website](#) and submit an inquiry using the “contact us” form.

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About Rockwell Automation

Rockwell Automation, Inc. (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 23,000 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. (Media Contact: Kolve Byrd, kabyrd@ra.rockwell.com, (414) 553-4601).

About YWCA Southeast Wisconsin

With a bold mission to eliminate racism and empower women, YWCA SEW's work has three focus areas shared by YWCAs nationwide: racial justice, economic empowerment, and health/safety of women and their families. Serving 10,000+ individuals annually, YWCA SEW equips and challenges our community to commit itself to peace, justice, freedom and dignity for all. Through its distinctive economic empowerment program services, as well as leadership racial justice work through community and business engagement, YWCA SEW addresses social determinants of health and is focused on building a more just and equitable community throughout the region. To learn more about our programming, visit www.ywcasew.org.

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