



100M Steps for Justice Challenge

Greetings Fellow Colleagues in the Fight,

Thank you for accepting my last-minute request for you to participate in yesterday's Zoom conference call. As we are living and leading in these transitional and turbulent times, I am again reminded of the need to remain responsive and nimble in addressing the sudden changes that come with life. This challenge of **100 Million Steps For Justice** was initially a vision that I felt God was calling Elizabeth Baptist Church to facilitate in response to the egregious and heinous acts of injustice that we have been witnessing for years and in recent days. Shortly after tossing the vision around with our staff I felt that this challenge could have a greater impact if a collaborative effort of pastors, congregations and other concerned citizens would unite in a shared vision of addressing the acts of injustice that affects us all. Specifically, as a faith leader it was impressed on my heart that neither I nor the church can assume a seat on the sideline. We can't afford to be stationary in our posture with a mentality of apathy. Furthermore, it was impressed upon me not to attempt this initiative with members of EBC only, but to invite others to join in the challenge.

To provide context and perspective, 100 million steps is equivalent to walking seven times around the United States. The sheer scope of this challenge requires the participation and collaboration of others. Thank you for your consideration to be a part of this challenge. I sincerely pray that you and those that you have been called to lead will lock hands and hearts with us and lace up your walking and running shoes as WE do this together. Again, emphasis is on WE! It does not matter how big or small your church is, WE need you and those that you lead to help make this challenge successful. The aphorism "*a rising tide lifts all boats*" holds true for this experience. We all benefit from being connected to this shared vision of **100 Million Steps for Justice Challenge**.

I am nothing short of amazed by the favor of God demonstrated thus far in bringing this vision into fruition. We have secured an app design company that will have both the app and webpage completed by this weekend. The amazing part is not only did they agree to design the app after one company withdrew due to limited time, but the company we opted to go with developed a similar app for a church in Canada that conducted a similar campaign. Truly this is the Lord's doing!

All the content and graphic elements have been designed and submitted. Commercials will be broadcast on some of the major local radio stations as early as Monday. We have identified Capital City Bank, a black-owned local bank, as the bank to handle all funds related to this collaborative endeavor. In the spirit of transparency and collaboration it is incumbent upon us to identify three to five



individuals within our consortium who will serve in an advisory capacity to oversee all fiduciary concerns associated with this initiative. We will discuss selection of those individuals in a follow-up meeting as early as this coming **Monday, June 15, 2020 at 10:00 a.m.**

<https://elizabethbaptist-org.zoom.us/j/96397292266?pwd=MGNNGTC8rWW9GSjNNbXRqZjlvRIZYQT09>

Meeting ID: 963 9729 2266

Password: 223570

Below you will see a quick snapshot that encapsulates the overall picture and intent of the **100 Million Steps for Justice**.

The Purpose:

Ironically on Juneteenth, our nation's highest leader has planned to reconvene campaigns aimed at bolstering his support base. Incidentally these rallies are slated to begin in Tulsa, Oklahoma which is the site of the 1921 race massacre where the wealth and lives of black residents were summarily destroyed through violence. An appropriate response to the silent dog whistle political move of the aforementioned rally is a concerted response from those who refuse to tolerate injustice any longer! We are looking for at least 10K people to stand in solidarity with us while doing something healthy in their individual contexts of life. Anyone desiring to raise their voice in the fight against racial and social injustice in our country can participate. Put your feet to the pavement for justice today!

The Plan:

The plan is to enlist a minimum of 10K individuals to walk /run a minimum total of 10K steps (virtually) beginning **June 19, 2020 – July 3, 2020**. Unlike a traditional walk or run, this experience will be virtual as a safety measure against COVID-19. This virtual experience allows individuals to participate wherever and whenever they decide within the timeframe of the challenge. We intentionally elected Juneteenth (June 19th) as the kickoff day in that it commemorates the ending of slavery in the United States. Given that the social climate of our times is currently fraught with the oppression of black Americans by a system that is supposed to protect and serve them, kicking off the **100 Million Steps for Justice** is perfectly juxtaposed against an oxymoronic backdrop of injustice. We will ask for a minimum donation of **\$15.00** from each participant with the goal of donating 100% of the proceeds in total or divided equally among identified social justice groups such as: **NAACP Legal Defense Fund, Black Lives Matter, Color of Change, BlackGirlsCode, Next Level Boys Academy**, etc. Our goal is to raise a minimum of \$150,000 to sow into the fight for justice.

The Partners:

The **100 Million Steps for Justice** is the collaborative effort of pastors throughout Metro-Atlanta and their congregations, various organizations in support of racial equality and justice, and leading

