

Justice for New Mexican Families



**STRONG
FAMILIES**

YWU's Strengths

- Community building
- Staff and volunteer leadership of young women of color
- Policy change
- Movement building



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The Story

Violence against young women of color results in many young women murdered, 11 young women's bodies found in a mass grave on the mesa.



Responding with Values



- Monthly vigils claim hearts and minds
- Working with families
- From “prostitutes and addicts” to women, mothers and daughters
- Detention Center release policies changed.



Strong Families Communications Support

Impact:

- Media strategy with significant traditional and social media traction
- Opportunity to raise the voices of young women of color and families
- Positioned as a key player in policy issues



Strong Families Movement Building Model



Impact:

- 14 women of color led and allied organizations working together as strategic partners
- Culture and policy change agenda aligned with Strong Families



What's next?



Organizational growth and transition



Why it matters?

I want America to be as good as these young women needed it to be. Let's live up to their dreams, that this is a country where you can be born without much, but live a life that is safe, and full of promise. Where you can get a good education, a job, a home. Where if you stray from the path, there are nets to catch you. Where you are never found dead, dismembered, alone on a mesa.

