

TechBridge Celebrates World Day of Social Justice by Announcing our Social Justice Guiding Principals

[Atlanta, Georgia, February 20, 2021] – Today, Saturday, February 20, 2021, we celebrate the 2021 World Day of Social Justice as designated by United Nations (UN). The UN’s goal in selecting a specific day dedicated to highlighting social justice is to, “...further the efforts of the international community in poverty eradication and in promoting full employment and decent work, gender equality and access to social well-being and justice for all.” (<https://news.un.org/en/story/2007/11/240942-un-declares-20-february-world-day-social-justice>). TechBridge also focuses on these areas as barriers to social well-being are often the same issues that create and perpetuate generational poverty.

TechBridge’s mission is to *break the cycle of generational poverty through the innovative use of technology to transform nonprofit and community impact*. That is why, when the barriers to social justice were raised to the international spotlight in 2020, TechBridge chose to act. We broadened what was once a focus on serving only legal aid nonprofits to include the thousands of nonprofits that act in the name of social justice.

To honor this year’s World Day of Social Justice, TechBridge is proud to announce and expound upon the guiding principles of how we will serve social justice organizations in the coming months and years. TechBridge will contribute to ending generational poverty by providing technology products and services to organizations that: promote social justice efforts; exhibit the characteristics of social justice values; and deliver services to those impacted by barriers to achieving social justice.

When we say that we serve organizations that ‘promote social justice efforts,’ we refer to serving groups like Fearless Dialogues, a Georgia based nonprofit whose mission is to create unique spaces for hard, heartfelt conversations. Fearless Dialogues notes, “We hope to interrupt cycles of marginalization, and to foster strong communities for the common good, by creating spaces for unlikely relationships to change the way people see themselves and the world in which they live.” (<https://www.fearlessdialogues.com/see/our-story>) By delivering technology to Fearless Dialogues, TechBridge is helping to foster an environment where social justice issues can be openly discussed and addressed – a necessary first step in removing barriers to justice for all.

TechBridge believes that by serving organizations that are constantly chasing after social justice, we can move social justice efforts forward. For example, we are honored to have worked with Nashville Cares, a

nonprofit that seeks to end the HIV/AIDS epidemic in Middle Tennessee through education, advocacy, and support for those at risk for or living with HIV. Nashville Cares was purposeful in selecting a person of color as their Chief Executive Officer with hopes that her voice will resonate with other people of color who are not always aware of the health risk posed by HIV/AIDS. The Center for Disease Control (CDC) notes, “Racism and discrimination and mistrust in the health care system may influence whether African American people seek or receive HIV prevention services.” (<https://www.cdc.gov/hiv/group/raciaethnic/africanamericans/index.html>) When organizations exhibit the characteristics of the populations they serve, TechBridge believes social justice is more likely to be achieved.

And of course, TechBridge is proud to deliver services to nonprofits that serve populations impacted by barriers to social justice. The Tennessee Fair Housing Council is a prime example of this. Their mission is the elimination of housing discrimination in Tennessee. Over sixty percent (60%) of those served by the organization are people with disabilities. (<https://tennfairhousing.org/tennessee-fair-housing/about/our-story/>) In addition to representing people who have been denied or delayed in their right to fair housing, the Tennessee Fair Housing Council also conducts community organization, education, and outreach as applied to fair housing. By delivering technology products and services to groups like the Tennessee Fair Housing Council, TechBridge is helping our clients provide efficient and effective services to those who need them. Access to housing is an essential step in eliminating generational poverty, and TechBridge is proud to contribute to this access becoming more widespread.

As we celebrate the World Day of Justice, TechBridge’s Social Justice Leader Samantha Sanchez shares, “No matter what society you come from, supporting your neighbors in that society is essential to the best outcomes for you and future generations. Ensuring a just society is the easiest way to do that. I’m proud that TechBridge recognizes that social justice organizations, those whose staff work tirelessly for social equity, desire the best technology they can access to serve our most vulnerable neighbors. I look forward to all the new social justice organizations TechBridge will serve by the 2022 World Day of Justice.”

If you are or know of a social justice organization that could benefit from technology products and services, please contact Samantha Sanchez, at ssanchez@techbridge.org with more information.

About TechBridge

TechBridge is a 501(c)3 nonprofit organization that equips other nonprofits on the frontline of alleviating the causes of generational poverty with technology. TechBridge supports these nonprofits in

expanding the impact of their mission for the millions of men, women, and children who are seeking aid in the areas of hunger relief, homeless support, social justice, and workforce development.