



To our friends and loyal supporters:
We are excited to share our new name and logo. [Check our website](#) for important upcoming events.



New Name, Renewed Mission

Special Edition Newsletter

2017 was a transitional year for The Salem Award Foundation for Human Rights and Social Justice. For over 26 years, from our inception in 1992, the tercentenary of the Salem Witch Trials, to the present day, we have focused on promoting awareness of human rights and social justice issues in three ways.

- We publicly recognize individuals and organizations who are working to help those who suffer discrimination and injustice;
- We support the Salem Witch Trial Memorial, a public monument honoring those who died in 1692; and
- We offer educational programming that broadens the community's awareness and understanding of human rights and social justice issues.

We are proud of what we have accomplished and the contributions we have made to our community. We also recognize that we are a small, all-volunteer organization with great potential but limited resources. Over the past few years there has been a growing feeling among board members and our supporters that we could and should be doing more to celebrate today's champions of human rights and social justice and to inspire others to confront injustice with courage.

In the spring of 2016, we did some research with our community to help us understand awareness of The Salem Award Foundation for Human Rights and Social Justice mission as well as perceptions and attitudes about us, including our name. We also wanted to capture ideas and suggestions on where we should focus and how our organization should move forward. Through this research, we realized there is very low awareness of our organization, our mission, and our work. Research respondents told us that our name, The Salem Award Foundation for Human Rights and Social Justice, is too long and does not clearly represent what we do. There was also consensus that Salem and the lessons from the Witch Trials are, and should remain, the foundation of our brand. Finally, the research confirmed we should continue to promote awareness of social justice issues by giving the annual Salem Award, supporting the Salem Witch Trials Memorial and developing relevant educational programming.

During the summer and early fall we turned our attention to developing a new name. After much discussion and creative brainstorming, a central idea emerged. It was an idea that took us back to the dedication of the Memorial in 1992 and to the victims' interrupted protests of innocence that are inscribed on the threshold to the Memorial. They are the voices of the unjustly accused that still call out to the hundreds of thousands of visitors who have stopped to listen and reflect. Although not represented on that threshold, there were other voices in 1692, those of individuals who did speak out, often at great personal danger, on behalf of the accused, but were either not loud enough or were drowned out by mob mentality. It wasn't much of a leap to recognize that for 26 years we have been listening and raising our voices to overcome fear and ignorance and champion human rights and social justice. Our new name, Voices Against Injustice, now reflects our history and our renewed mission.

We are also happy to share our new logo. We asked [Sir Isaac](#), our agency, to design a bold contemporary logo using type and art that clearly reads "Voices" but also connects us to Salem and the events of 1692. The colors we chose are subtle and reflect our values, blue for faith and trust,

green for safety and healing, and grey for balance. We are very happy with the result. We hope you will be as well.

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