



**F . E . R**

**FOUNDATION FOR INTER-ETHNIC RESTORATION**

*"Lighting the Path for the Road to Restoration."*

# Hello!

## A Brief Overview.

### Founder

Robbie Atkinson

### 501(c)4:

FIER is an Atlanta-based organization dedicated to and operated as a nonprofit that promotes social welfare.

*Please consider this a digital introduction and overview of our organization.*

*Enjoy!*



NICE TO  
MEET YOU!



F . I . E . R

FOUNDATION FOR INTER-ETHNIC RESTORATION

## Our Logo Our Symbol.

- FIER is the acronym for the full name of our organization—Foundation for Inter-Ethnic Restoration.
- Organization Slogan: *“Lighting the path for the road to restoration.”*
- The emblem of our logo, commonly seen on our legal documents, SNS accounts and elsewhere is an abstraction of a blue candle and orange flame--intended as a play on words for the acronym and slogan.
- Blue candles are said to represent healing, clarity and calm communication.
- The fire represents our role as an organization, shedding light on areas of pain that require attention and constructive conversation.

# Origins

## The Catalyst.

- The Foundation for Inter-Ethnic Restoration (FIER) was founded amidst the uproar stemming from COVID-19 xenophobia and the demise of George Floyd in the USA.
- From that event, we recognized the power of communities coming forward, sharing their experiences and discussing how their awareness of racially-motivated encounters impacted them emotionally, and mentally.





Let's Talk.

# Toppling The Stigma.

## Why Talk about Race?

According to Dr. Monnica T. Williams' research, there is a negative perception associated with discussing racial issues within America. She states,

"There are social costs...which include being perceived as less likeable, viewed as a complainer, and accused of attempting to avoid personal responsibility." (Garcia, Reser, Amo, Redersdorff, & Branscombe, 2005; Stangor, Swim, Van Allen & Sechrist, 2002).

Robin DiAngelo also notes the same "social cost" that is often regarded as "so high that...people don't risk pointing out discrimination." (White Fragility 2018)

# Racial Trauma Explained.

“Racial Trauma” is a phrase coined by Dr. Williams.

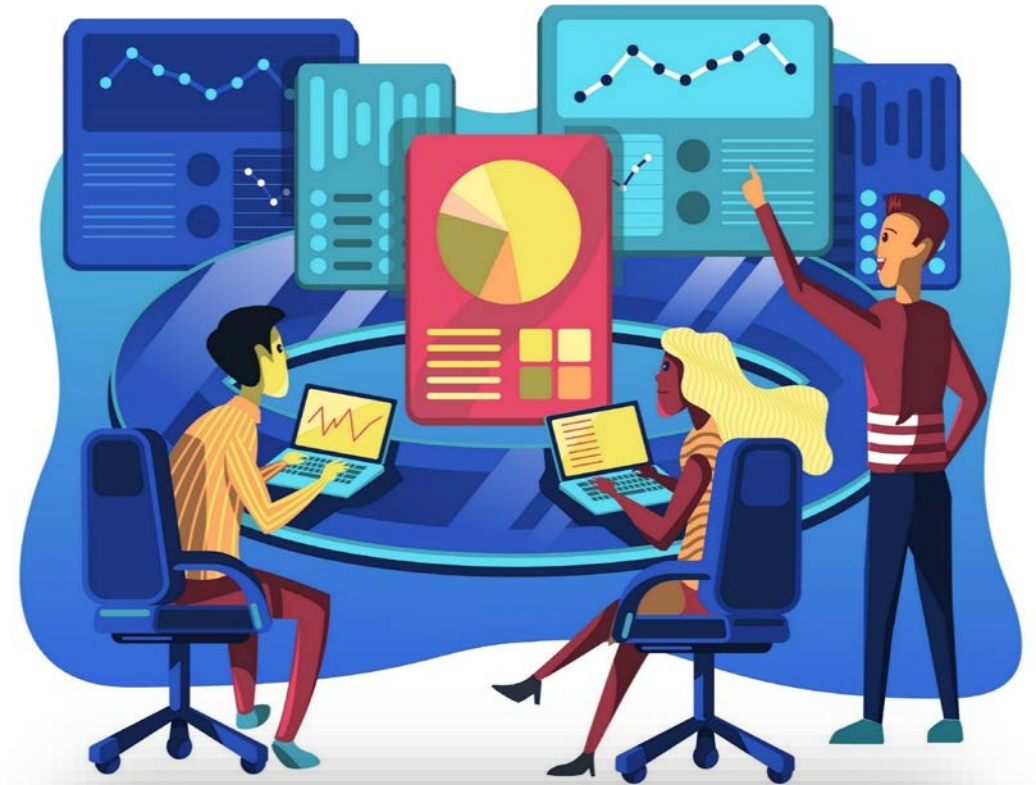
“Assessing Racial Trauma Within a DSM–5 Framework: The UConn Racial/Ethnic Stress & Trauma Survey.”



It is postulated that prolonged encounters with racism can trigger higher rates of PTSD or “racial trauma” within communities of color (Butts, 2002; Comas-Díaz, 2016)



Includes cultural, cumulative, and inter-generational trauma. (Helms, Nicholas, & Green, 2012; SAMHSA, 2014), (Scott & Stradling, 1994)



What is Racial Trauma?

# Bridging The Gap.

**Our Vision:** Bringing communities together to foster difficult conversations regarding long-standing racial tension and racial trauma.

**Our Objective:** Invite people to an environment where they can share their experiences—allowing them to express their emotions in a cathartic way.

- Discuss possible ways to identify racial trauma and move past it with one of our experienced volunteer counselors in a one-on-one or group environment.





# Our Volunteers Their Passion.

- FIER does not provide therapists—rather, we facilitate conversations in a judgement-free environment for all communities.

Our team is broken down to three tiers:

- **Tier One:** Professionals with extensive experience in the field of psychology, counselling and sociology.
- **Tier Two:** Volunteers with experience in event coordination, hosting and organization.
- **Tier Three:** Collaborators leading marketing and fundraising.





# Goals Our Approach.

## Objective #1

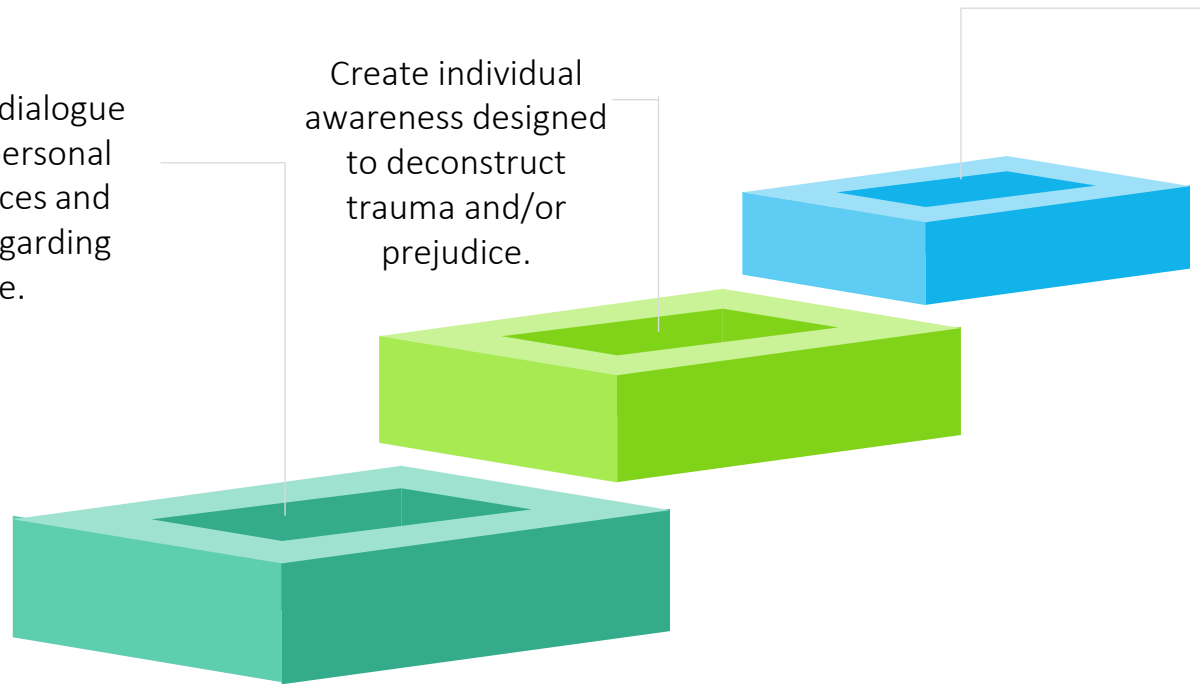
Facilitate dialogue around personal experiences and biases regarding race.

## Objective #2

Create individual awareness designed to deconstruct trauma and/or prejudice.

## Objective #3

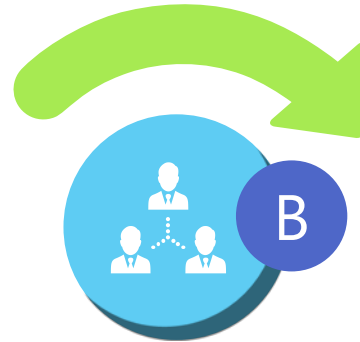
Discuss personal accountability and action.



# The Bigger Picture.



Cathartic Discussions




Individual/Community Awareness



Marketing/Outreach - part of the  
“accountability and action.”

# Plans for Funding.

## Fundraising Endeavors:

- GoFundMe Initiatives
- Online Marketing: Promotional Google, Facebook & Instagram ads
- SNS engagement: Donate Button campaigns & hashtag challenges
- [#fieratl , #racialtrauma, #lightingthepath]



# Our Board of Directors.



President

Robbie J.  
Atkinson



Vice  
President

Robin Atkinson



Secretary

Christina  
Somphone



Treasurer

Louis  
Monbourne

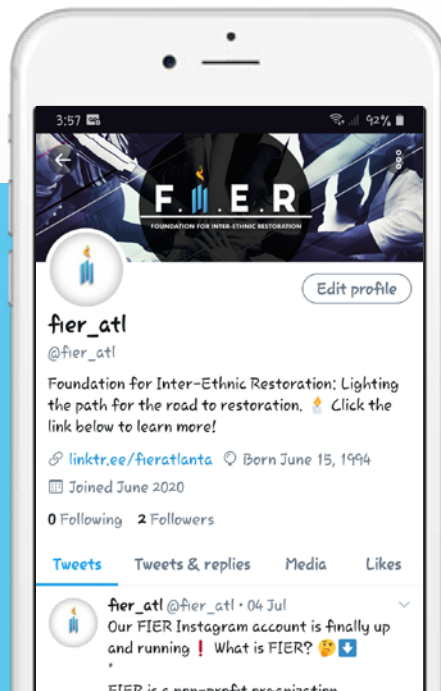
\*Board of Directors will vary based on the diverse experts that will serve as FIER grows - possibly counselors, psychologists, medical doctors, lawyers, accountants, etc.

# Find us online

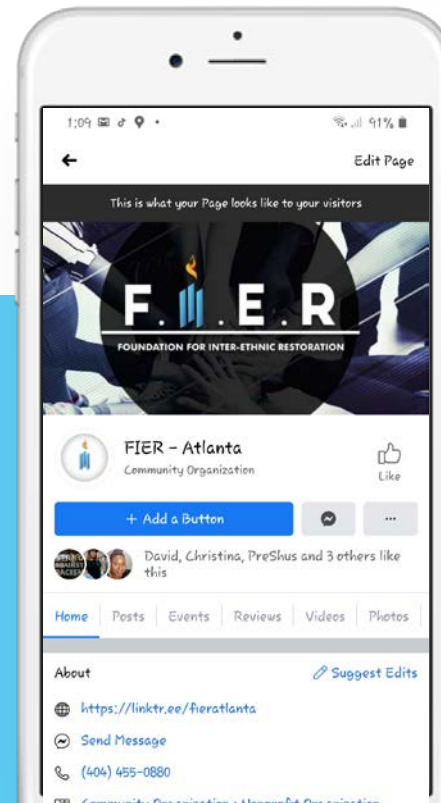
## Like, share, follow.

Our organization is easy to find and connect with via SNS platforms.

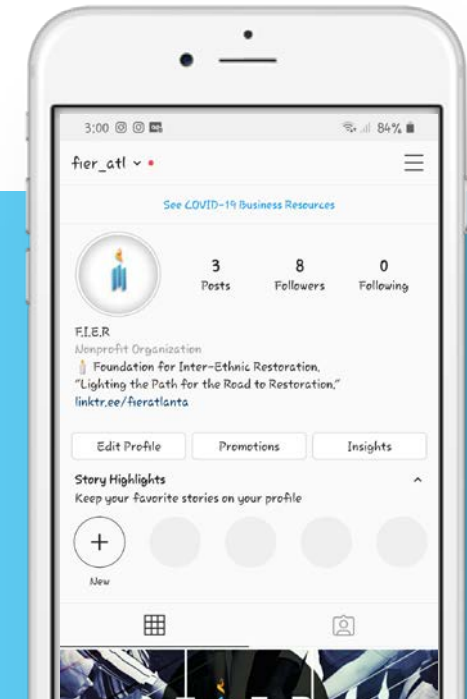
Twitter: @fier\_atl



Facebook:  
Fier-Atlanta



Instagram: @fier\_atl





# Thanks For Your Time!

Together, let's light the path of the road to restoration!  
Please reach out to [admin@fieratlanta.org](mailto:admin@fieratlanta.org) for more information.