

2025 United Against Hate Proclamation

The United Against Hate campaign began in 2017 with a poster created by Bay Area cities in response to white supremacist rallies in Berkeley and San Francisco. Since then, United Against Hate Week has been observed annually, to call attention to the message that, “We reject hate of any kind and believe that building a safer and more equitable world starts by working together.”

This year, United Against Hate Week takes place from October 19 - October 25 as “a call for local civic action to stop the hate and implicit biases that are a dangerous threat to the safety and civility of our neighborhoods, towns, and cities.”

In 2020, the City of Alameda adopted a resolution entitled, “Declaring Racism a Public Health Crisis” which committed “to promote equity and justice through all policies,” recognizing the harm caused by racism, prejudice, and bigotry, which undermine the well-being and dignity of individuals and communities.

By acknowledging its responsibility to address racism as a fundamental threat to public health, safety, and welfare, the City of Alameda also recognized that promoting equity, inclusion, and diversity are essential to creating a just and thriving community.

The City of Alameda commits to continuous evaluation and public transparency of its policies, by regularly assessing equity outcomes, soliciting community feedback, and revising strategies, where necessary, to ensure meaningful and sustained progress toward racial justice.

As a self-declared “Hate-Free City,” Alameda works to promote acceptance, respect, and tolerance, in order to create a safe, inclusive community.

City leaders can actively support the mission of United Against Hate by amplifying inclusive civic values, fostering a culture of belonging, and confronting systemic injustice wherever it exists. Alameda aspires to be a city where people can live, work, and thrive, free from discrimination, abuse, violence, exploitation, and fear — a community where Everyone Belongs.

Now, therefore, be it resolved, that I, Marilyn Ezzy Ashcraft, Mayor of the City of Alameda, do hereby proclaim the week of October 19 through October 25, 2025

United Against Hate Week

in the City of Alameda. I encourage all Alamedans to learn more about this campaign by visiting the Alameda Free Library’s “United Against Hate Week” book display and by attending the screening of the documentary film, *Bias*, that explores how unconscious bias impacts all aspects of our daily lives — this Thursday, October 23 at 6 pm in City Council Chambers at City Hall.



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