



**NOT ON OUR
WATCH**

April 2025

To Our People,

Be bold. Be courageous. Be strategic.

We are entering a season that demands everything from us – our clarity, our focus, and our care for one another. As corporations walk away from their promises of inclusion and justice, we must walk in the footsteps of those who came before us.

We have the blueprint. We know how to boycott, how to build, and how to win. Spend wisely. Spend locally. Support Black businesses. **Withhold your dollars from companies that turn their backs on us.**

But remember: this is a marathon. **Rest is part of the strategy. Recharging is part of the resistance.** We need you whole for this next chapter.

With Love and Power,

A stylized, handwritten signature in black ink, appearing to read "Cara McClure".

Cara McClure
Founder, Not On Our Watch